

## BATTLE CARD · INTEGRATIONS

# M-Files Integrations

*The connector exists for the easy ones. We build the rest.*

## ◆ THE PITCH

Every M-Files deal has a system in it somewhere. Usually there's a connector and a known path, so it never comes up.

The ones that stall are the other kind. **No connector, no catalog listing, no partner who's touched it.** The question gets deferred to a follow-up call, and momentum goes with it.

We've built those. **In production, at named customers, still running.** When a rep asks whether we've integrated something, the answer is usually yes, and we can name the customer.

## ◆ WHY BRING TEAM IN

We've already done the one you're worried about.

- **ESRI ArcGIS.** Leases, permits, and as-builts tied to map features. Utah Trust Lands, DT Midstream, Fulton Hogan.
- **JD Edwards.** Lease data out of JDE and into the vault. Fulton Hogan.
- **Business Central.** AP automation with approved invoice data posting into the ERP. Hershey Trust.
- **CCH Axxess and Xero.** Engagement files and tax docs with client and matter context.

**7** systems integrated with M-Files in production.

**25** years building the content foundations enterprises run on.

**10** years delivering M-Files implementations.

## ◆ HOW TO OPEN IT

- Ask: "What else does this content have to talk to?" Nothing lives alone.
- "It's on the roadmap." That's the stall in advance. Find out what system it is now.
- "We'll handle it internally." They can. The question is whether it belongs on the critical path.

## ◆ OBJECTIONS

**Objection: "M-Files already has a connector for that."**

For the common platforms, yes, and we'll use it. This is for everything else.

**Objection: "Isn't this a custom development risk?"**

These are shipped and supported, not prototypes. We'll say upfront if we haven't done one.

## ◆ TARGET PERSONAS

## IT Directors & Enterprise Architects

Own the integration map, wary of one-off connectors.

## Application & ERP Owners

Need documents in context without a second system to maintain.

## VPs of Operations

Feel the manual re-keying between systems every day.