



smartsheet

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# Automate Workflows and Share Data Across Platforms With Bridge by Smartsheet

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# Welcome!

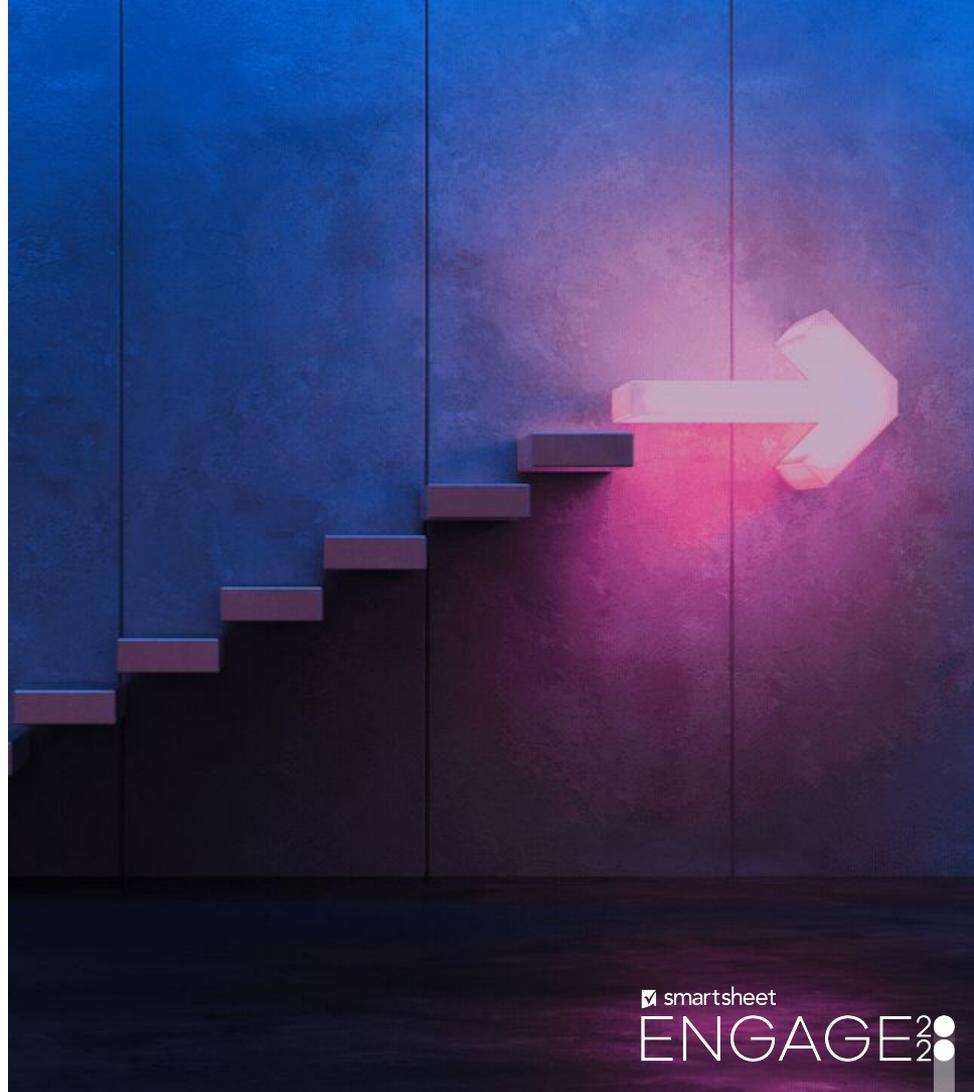
1. Learn about how companies work today
2. Learn about our new offering, Bridge can help you work more effectively.
3. Learn about its use cases and how to bring your systems together for an end to end solution.



**Ingrid Nylander**  
Sr. Product Manager  
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# Learning objectives

1. Learn about how companies work today
2. Learn about our new offering, Bridge can help you work more effectively.
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# Today's complex business processes



## SILOED

Collaboration is cumbersome causing a disconnect between work, people, and information.



## INVISIBLE

No view into the status of work and a lack of transparency leads to lack of ownership.



## SLOW

Tools are hard to configure and use, which results in a lack of agility and ability to respond quickly.



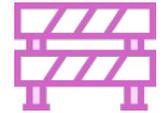
## UNCLEAR

At scale, important information lacks a single source of truth and this hurts decision making.



## FRAGMENTED

Content and context is disjointed and requires tons of manual effort to sync.

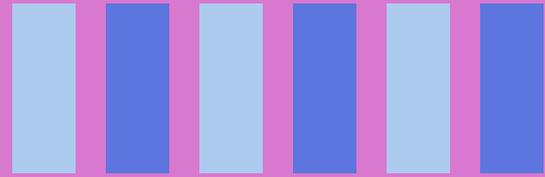


## DISCONNECTED

Critical information and data stays separated in different systems.

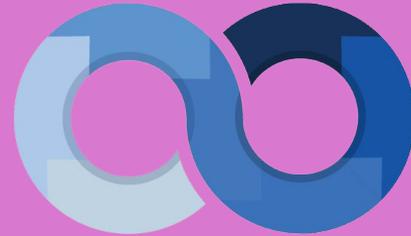
# Evidence of this is all around us.

Rigid systems and silos  
have been giving way  
to agile thinking and  
practice.



**LEGACY SILOS**  
*THE CORPORATE COMFORT ZONE*

**Versus**



**AGILE EXECUTION**  
*CROSS-FUNCTIONAL TEAMWORK*

# Bridge by Smartsheet



# Bridge is a no-code, cross-platform process automation engine.

Automate business processes efficiently and accurately with workflows that trigger actions and share data across platforms.

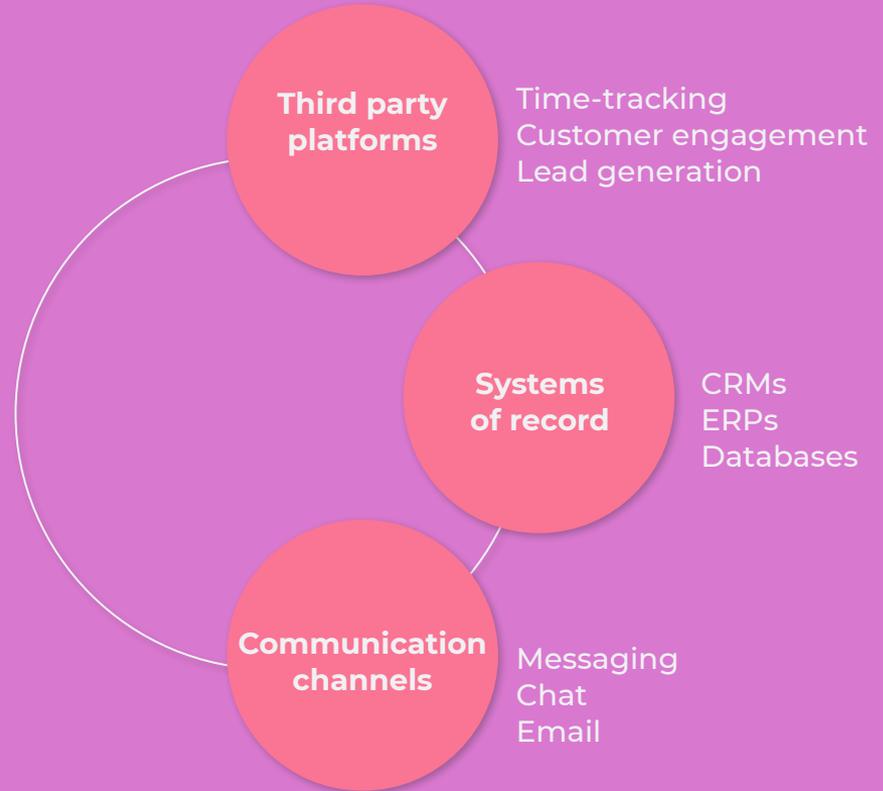


# Trigger actions to make changes

Smartsheet automation automates systems inside of Smartsheet.

Bridge automates actions with and outside of Smartsheet...

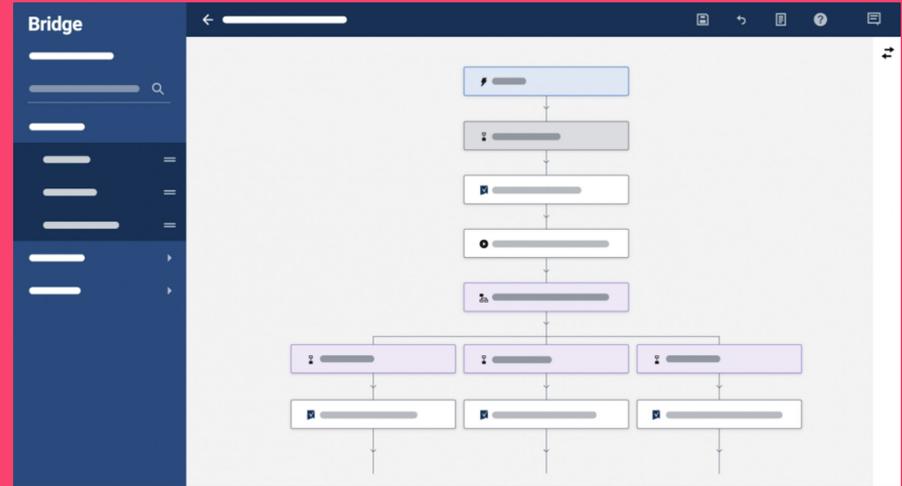
...and can leverage different actions based on different criteria.



# Build advanced workflows

With a drag-and-drop interface, you can easily build advanced workflows that extend across platforms.

Use branching to leverage different actions based on different criteria.



# Key use cases

## Marketing

### Digital asset mgmt

Collaborate on content creation in Smartsheet and use Bridge to move the completed assets to your DAM

### System tracking and qualifying leads

Activity information from Marketo, loyalty programs, or community platforms can be pushed to CRM systems

## IT

### Account provisioning

Use Smartsheet to indicate what platforms new employees need access to and use Bridge to provision the new accounts

### Group management

Sync groups from Active Directory to Smartsheet

## Siloed platforms

### Homegrown

Application that were built in-house

### Industry-Specific

Ex. manufacturing or dispatching

### Legacy

Outdated, obsolete, or unsupported

## Smartsheet

### Custom alerts

Send attachment files with emails

### Action log

Track who received notifications and when

# Key Industry Use Cases

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# Platforms You Can Connect With

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## Smartsheet

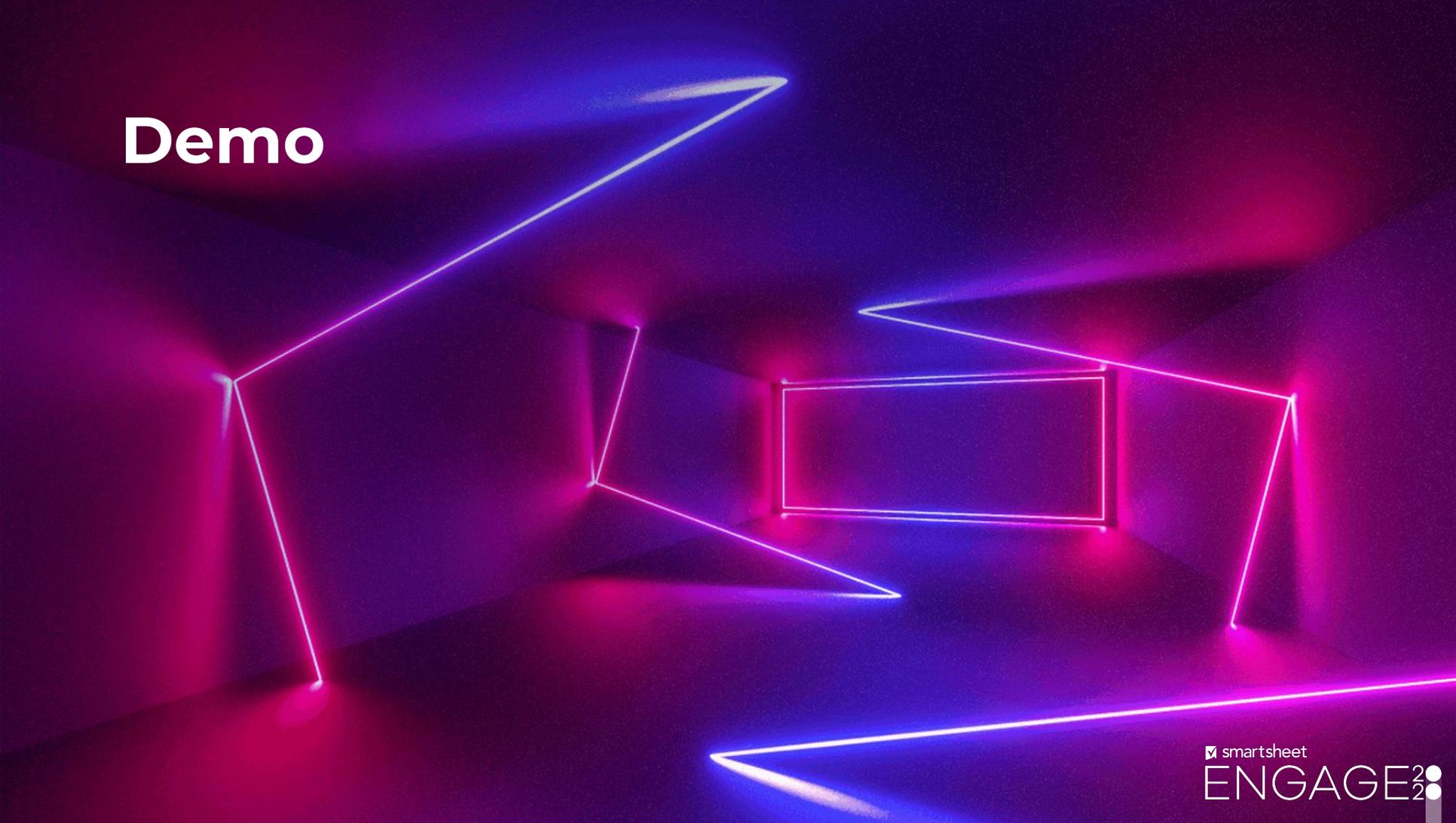
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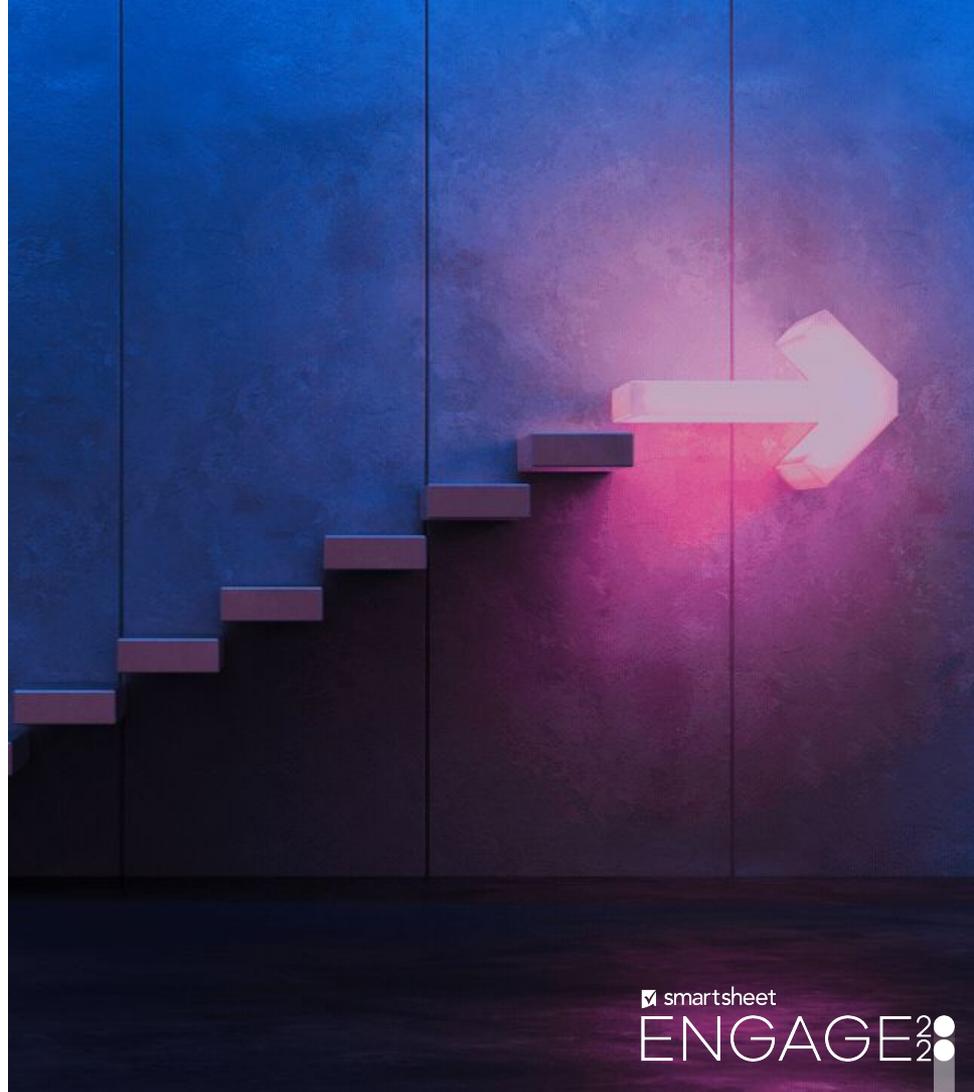
Track who received notifications  
and when

# Demo



# In closing...

1. Learn more about [Bridge](#)
2. Reach out to [sales@smartsheet.com](mailto:sales@smartsheet.com) or your account team for more information
3. Dig into the ENGAGE Brain Boost on [Bridge, Data Uploader, Connectors](#)



# Q&A

**Thank  
you**



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