

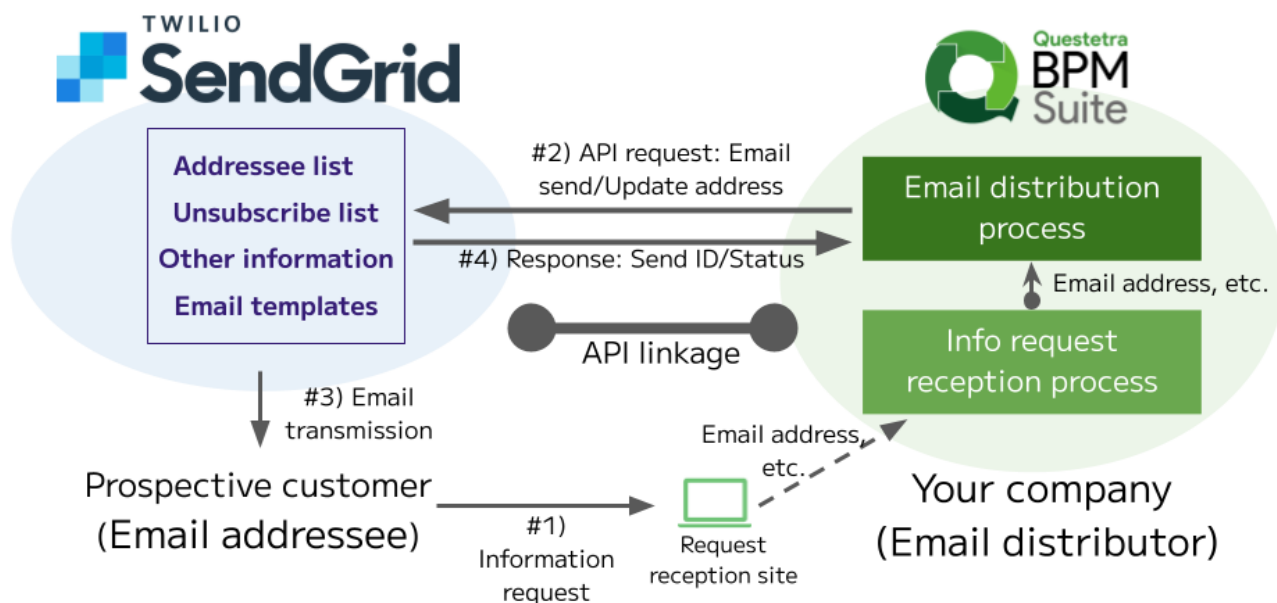
Questetra: No-Code development platform v15.1, Added Twilio SendGrid Integration Function

~ Control massive email delivery with Workflow ~

Kyoto, Japan, Aug. 14th, 2023, Questetra, Inc., the global SaaS provider of Business Process Management (BPM), today announced that they have published the new version 15.1 of the No-Code development platform Questetra BPM Suite. The new version 15.1 allows controlling mass email delivery from the workflow by linking with the cloud-based email delivery service Twilio SendGrid.

With the growing need for corporate marketing automation in recent years, there is also an increasing need for automatic delivery of personalized emails. Questetra BPM Suite has been traditionally providing items that can send emails from workflows, but it was unsuitable for mass distribution.

The new version 15.1 adds a built-in item that can automatically handle Twilio SendGrid. Therefore, you'll be able to create full-fledged email marketing processes like nurturing and newsletters. In addition, by linking the workflow and Twilio SendGrid with an API, it will be possible to automatically insert workflow data into emails, preventing erroneous input of delivery data.



API integration with Twilio SendGrid

[What is Questetra BPM Suite]

Questetra BPM Suite is a cloud-based business process management system (SaaS BPMS) that allows you to design, automate, and track the progress of business flows. By linking visually easy-to-understand business processes and APIs, you can improve the efficiency of your business. Furthermore, due to its ease of customization, it is possible to implement process management that matches the characteristics of the organization. Since it is cloud-based, it can be used in a remote work environment and reduces operating costs, contributing to improved communication and cooperation within the company. (Examples of Business Flow Diagrams:

<https://questetra.zendesk.com/hc/en-us/articles/360012492211>)

【Twilio SendGrid Auto-processing Items】

By using the following automatic processing items you can build a mechanism, for example, to automatically send seminar information emails periodically to the email address entered on the material request page.

* Twilio SendGrid: Send Bulk Email

This item sends bulk email to the contacts in the specified lists and/or segments on SendGrid.

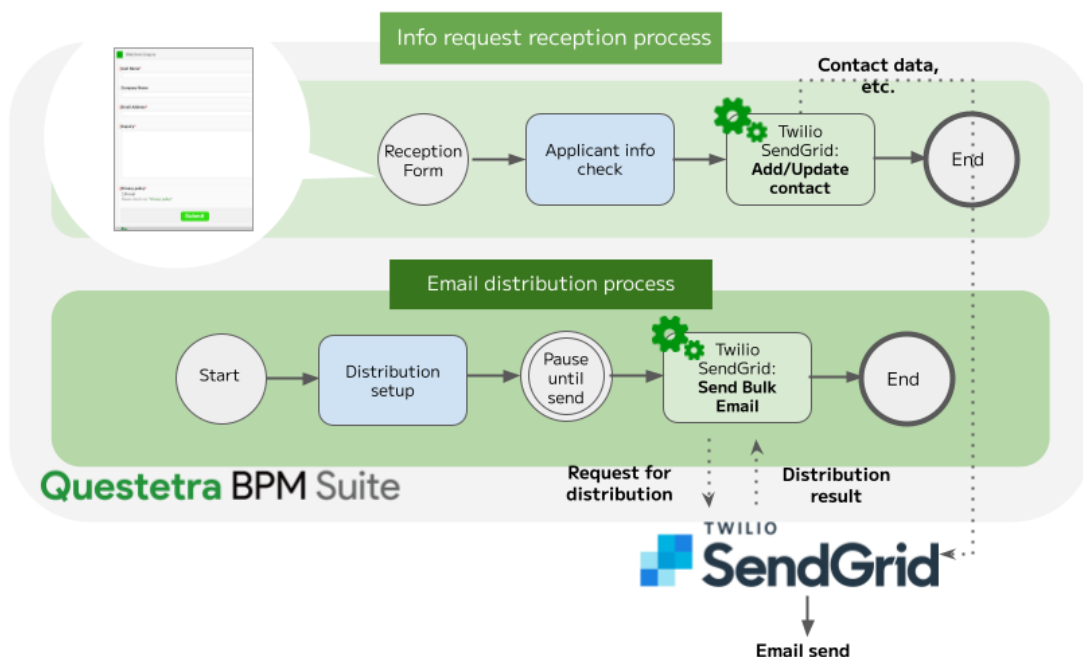
* Twilio SendGrid: Add or Update Contact

This item adds or updates a contact on SendGrid.

* Twilio SendGrid: Add or Update Contact (Custom Fields)

This item adds or updates a contact on SendGrid with the specified custom field values.

Eligible editions: Advanced, Professional



A email delivery business process

* For details, please refer to the release notes.

Ver. 15.1 Release Note: <https://support.questetra.com/versions/version-151/>

【About Questetra, Inc.】

Questetra, Inc. is the enterprise cloud computing company in Kyoto, Japan, founded in 2008. We optimize the world's Business Processes. Visit <https://www.questetra.com/>

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