

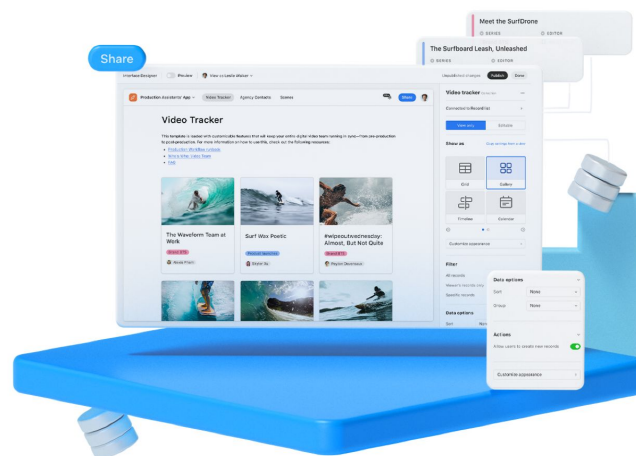
The Airtable Connected Apps Platform™

Align your teams and move faster with Airtable

Achieving critical business outcomes takes org-wide alignment: every team, working in sync to make ambitious goals a reality.

But today, silos make it near-impossible to collaborate across the organization. Teams are stuck battling multiple sources of truth, inaccessible data, and fragmented tools: relying on endless meetings, messages, and rigid project management tools to stay aligned.

Airtable breaks down these silos, connecting teams across the organization and enabling them to work better, together. The [Airtable Connected Apps Platform™](#) empowers teams to build custom apps on top of data, purpose-built to support their unique workflows. The result: teams that can move together, move faster, and deliver better business results.



Used by 80% of the Fortune 100

| 380K+ customers worldwide

| #6 on the Forbes Cloud 100

NETFLIX

intuit

shopify

HEARST

Baker Hughes



Unlock your teams' potential with the leading platform for building connected apps

With Airtable, anyone can build an app to power their unique workflows: whether they're creating a product roadmap, launching marketing campaigns, or managing vendors.

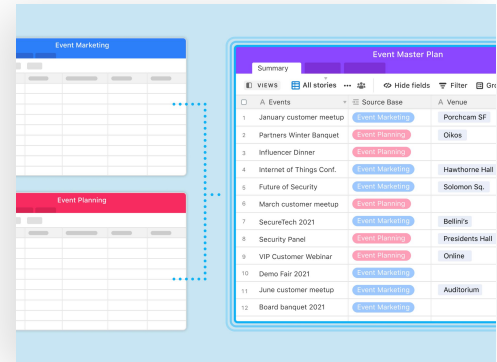
But that customization is just the start. The real unlock happens when teams connect the apps they build on the Airtable Connected Apps Platform™. By connecting their apps across the organization, they can share data across the organization in real time, giving global visibility into changes as they unfold.

Power to do your best work, together

Drive faster business results

Align teams through shared data to create a single source of truth, so your entire organization can move as one.

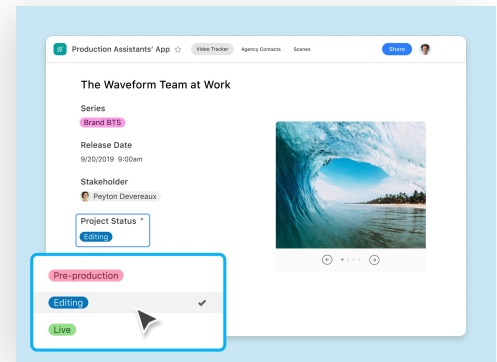
- **Relational database engine:** Automatically sync data across apps so teams can see changes in real-time—and can trust that their data is always up-to-date.
- **Integrations and extensibility:** Connect the apps you build in Airtable to 1,000+ business critical systems. Pull data in from systems like Salesforce and Jira, and push new updates back to keep work on track—directly from your apps.



Increase team efficiency

Teams can build flexible apps to suit their specific needs, instead of force-fitting their unique workflows into rigid tools.

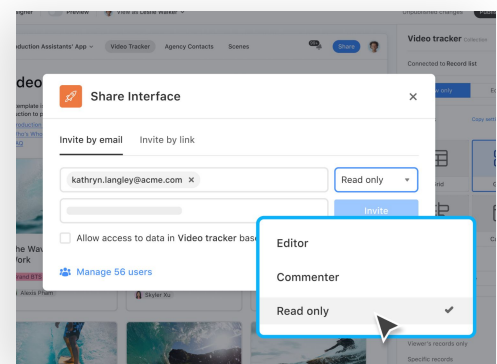
- **Drag-and-drop interfaces:** Create interactive interfaces that let teams surface and act on the data they need. Make updates directly within the app, and embed views like Gantt, Kanban, and more to visualize tasks.
- **Powerful automations:** Automate repetitive, time-consuming tasks using trigger-action workflows built with clicks, not code.
- **Endless adaptability:** Move faster with apps that grow and evolve as your needs do. Make the changes you need, when you need them, without having to wait for IT.



Mitigate business risks

Give teams clarity and context by sharing data across teams and workflows, continuously.

- **Reliable, real-time data:** Avoid business-critical mistakes and duplicative work with access to the latest, most accurate data for informed decision-making.
- **Admin and governance:** Manage apps at scale across your teams with a single platform built with enterprise-grade security and controls to manage users, groups, and permissions.





One platform, endless connected apps

Give your teams the tools they need to do their best work. Airtable's flexible data model means your team can build custom apps for any use case: from campaign management to product roadmaps. When teams connect apps on the Airtable platform, they connect their workflows: moving forward, together.

Sample apps

Marketing

Campaign management
Creative production
Content calendar

Product

Product roadmap
UX research repository
Issue & bug tracker

Operations

Vendor management
Inventory management
Procurement

HR

Employee directory
Talent management
Applicant tracking

Sales

Customer relationship management
Partner relationship management
Deal flow management

Finance & accounting

Budget management
Contract management
Procurement

Transforming the way teams work

EQUINOX

400%

faster content production

By building apps that bridge workflows across teams, [Equinox](#) has been able to increase the speed of content production, and publish 40x more on-demand content.

west elm

85 hours

saved per week

With Airtable, [West Elm](#) saves 85 hours per week with connected apps that power and connect workflows across seven different departments.

TOMS

6 tools

consolidated into one

[TOMS](#) consolidated six disparate tools into one by building apps in Airtable—and eliminated the need for tedious, manual updates.

“With Airtable, we’re able to build systems and workflows that are custom-made for our business. **It’s the only solution that works for the way we work.**”

Conny Scheitz, Senior Manager of Technology Centers Operations, [Autodesk](#)

Explore the Airtable Connected Apps Platform™ today

[Contact our sales team](#) for more information.