



Connector Service



Overview

The Syrenis Preference Management module provides a centralized solution for collecting, storing, and managing Data Subject consent and preferences across all channels and systems.

It enables organizations to maintain compliance with global privacy regulations while delivering personalized, consent-based customer experiences through real-time updates and seamless integrations.

To achieve this, all systems need to know your Data Subject's current consent state so that it can be honored accordingly. The Connector Service enables clients to connect to any third-party system via APIs, CRMs, marketing platforms, or email providers, to name a few. All integrations can be set up and managed easily using a no-code approach within the platform.

Configuration

The Connector Service was developed to be highly flexible and can be implemented to connect to any RESTful and SOAP API services. The Service works by monitoring the platform for predefined events, when these are identified, the Connector Service will build and send API calls to third-party systems.

It consists of **2** key components:

Systems are configured to define and connect to third-party systems.

Within a System, you can have one or many Integrations: Integrations are configured to compile and send API calls to the third-party systems based on a predefined event – such as a preference update.

The Connector Service Execution Process:

- 1** Each system is triggered on a schedule at which point it will run each of its associated integrations in a pre-defined order.
- 2** Each integration will query the database to identify any records that require action. This identification logic is defined on an integration-by-integration basis. For example, there could be one integration looking for new contact records with another looking for new preference records.
- 3** If records are found that need to be actioned, the integration will use its predefined configuration to collate the data that is desired by the third-party system and will use a payload template definition to build an API payload that meets the third-party system's API definition.
- 4** The integration then sends the API call to the third-party system API using the connection details defined in the integration object.

In order to deliver near real-time integration between Syrenis and the third-party systems, the schedules are set to run every 10 seconds by default.

If a previous run has not been completed when the next run triggers, it will simply skip that particular run and try again 60 seconds later.

Centralized Configuration for All Outbound Connections:

The Connector Service provides a single, unified location within the Syrenis platform to manage all outbound integrations. Rather than maintaining disparate connection configurations across multiple systems, your teams benefit from complete visibility and control over every third-party connection from one place - simplifying governance, reducing operational overhead, and making it easier to audit and maintain your integration landscape.

Pre-built System Templates:

To accelerate time to value, the Connector Service includes a library of pre-built system templates for commonly used third-party platforms. These templates provide a validated starting point for your integrations, reducing the effort required to establish new connections and minimizing the risk of configuration errors - so your teams can get up and running quickly without starting from scratch.

Payload Template Support:

The Connector Service supports flexible payload templates that allow you to define and control exactly how data is structured and formatted when it is sent to a third-party system. This ensures that outbound API calls meet the specific requirements of each target system, regardless of how data is stored within the Syrenis platform - giving you precise control over the shape and content of every integration.



JavaScript Data Transformations:

Where data needs to be manipulated or enriched before it is sent to a third-party system, the Connector Service supports JavaScript-based data transformations. This provides a powerful and familiar mechanism for handling complex mapping requirements, conditional logic, or data formatting - all without the need for custom middleware or additional development infrastructure.

Response Payload Mapping:

The Connector Service is capable of extracting values from defined fields within a third-party system's API response and mapping these directly back to corresponding fields within the Syrenis platform. This bidirectional data flow ensures that your Syrenis records remain accurate and up-to-date following each integration interaction - for example, capturing a system-generated identifier returned by a CRM after a new contact is created. By closing the loop between outbound calls and inbound data, response payload mapping reduces the need for manual data reconciliation and supports a more complete, consistent view of each Data Subject across your connected ecosystem.

Pre-built Connectors:

The Connector Service is designed to integrate with any system that exposes a RESTful or SOAP API, making the potential range of integrations virtually limitless. Rather than being constrained to a fixed catalog, organizations are free to connect with any platform that meets their needs. The most common systems we work with include:



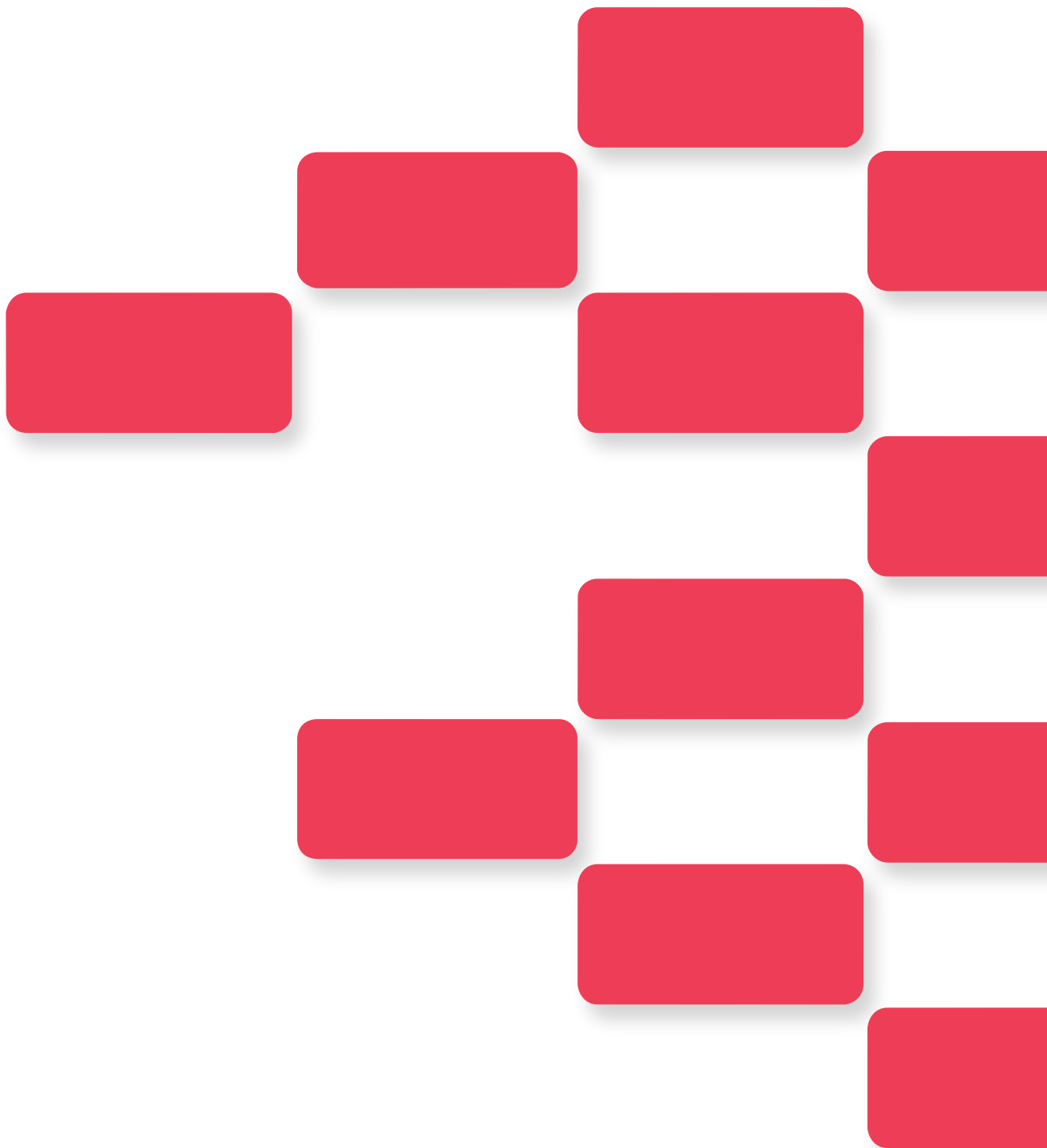


Summary

The Syrenis Connector Service ensures that consent and preference data doesn't just live within the platform - it reaches every system that needs it, in in near real-time. By providing a flexible, no-code integration framework that supports any RESTful or SOAP API, organizations can ensure that consent is consistently honored across their entire technology ecosystem without the need for costly custom development.

To find out more about how the Syrenis Connector Service can support your integration requirements, speak with our team or request a demo today.

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