Hoist

Integrations for Developers
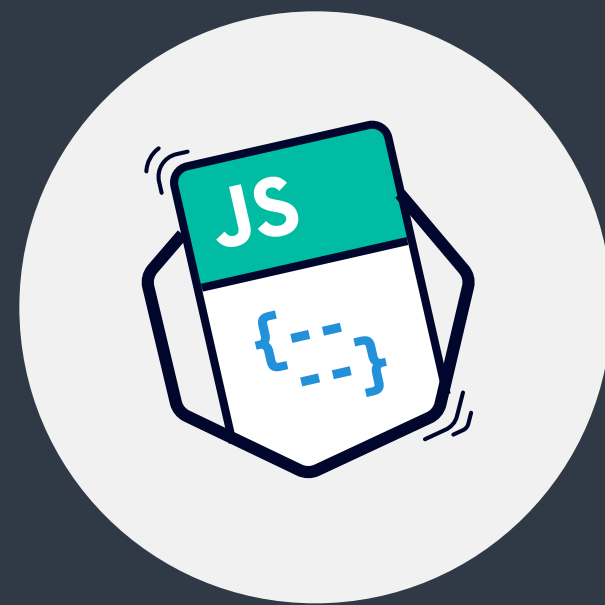
—

Jamie Wilson - Co-Founder and CEO / jamie@hoist.io

Being held back by software was never the vision of the web, **but it's exactly what's happening to companies everywhere** due to lack of interoperability.

Introducing **Hoist**, integrations for developers.

The Flexibility of
Code

The Power of
Microservices

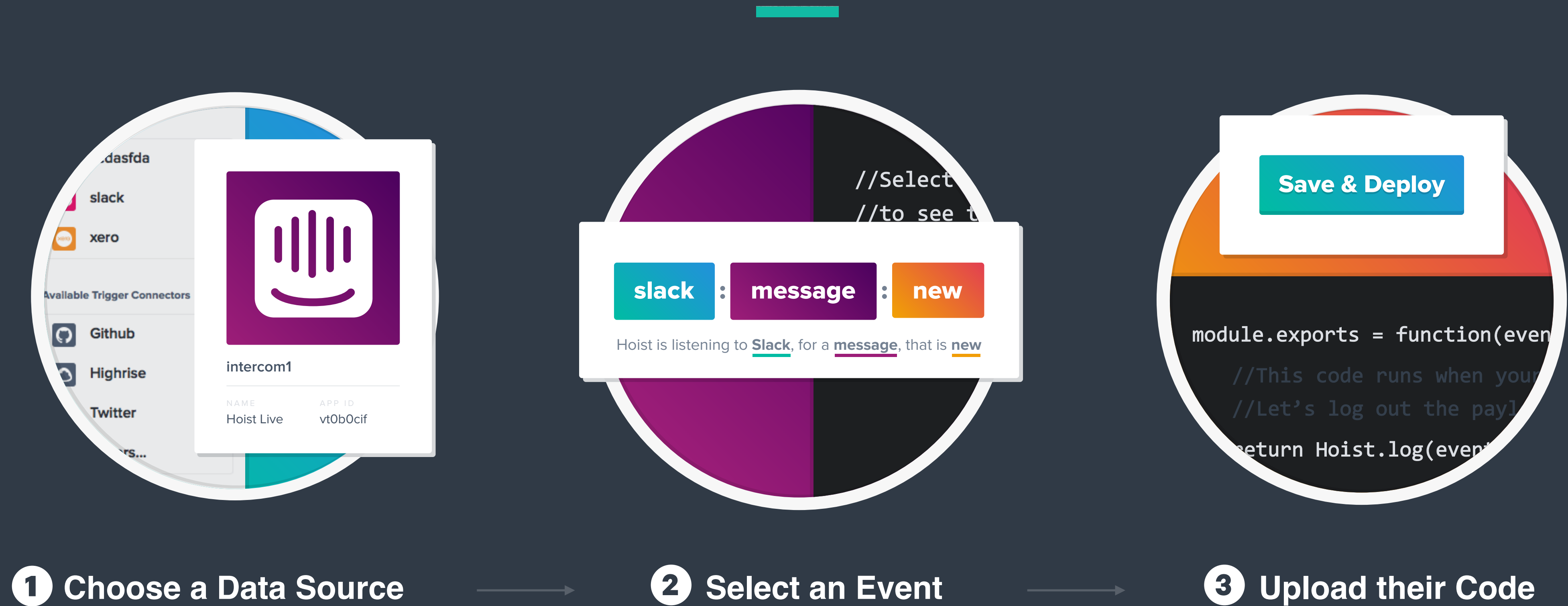The Convenience of
Managed Infrastructure

Take a simple integration: **Hipchat ➤ Fleet**. It may require VPN access, SSH key support & running different logic based on the Hipchat message. **These are problems developers are asked to solve**, and the **only current solution is building from scratch.**

Hipchat ➤ VPN

```
if(message.contains("DEPLOY")) {
    var parts = message.split(" ");
    return fleet.post('deploy/' + parts[1]);
}
```

➤ **Fleet**

All a developer needs to do is:

intercom1

NAME
Hoist Live

APP ID
vt0b0cif

slack : message : new

Hoist is listening to **Slack**, for a **message**, that is **new**

Save & Deploy

```
module.exports = function(even
//This code runs when you
//Let's log out the pay
return Hoist.log(even
```

① **Choose a Data Source**   →   **②** **Select an Event**   →   **③** **Upload their Code**

And they have a full, event driven microservice stack to
run integration code.

Hoist gives developers the power to sit between systems and **increase velocity** for dev teams, **improve accessibility** for marketing teams and **create visibility** for IT teams.

TRIGGER

The name of the event you're attaching to

CODE

Edit the code you want to be called on Trigger

CONSOLE

Microservices are complex, see the server's output here

DATA SOURCES

List of services you're listening to, and more you can connect to.

WHERE WE'RE GOING

Hoist is first and foremost a tool for developers, so we're building towards a full IDE experience.

Hoist - Showen - Owen!

https://portal.hoist.io/a/showen8635/owen/editor

James

Owen!   Editor   Buckets   Advanced   Help & Docs   Feedback   Jamie

Trigger: slack:message:received   Save & Deploy

Connectors   Docs & Samples

```
1  module.exports = function(event, done) {
2
3      var email = extractEmails(event.payload.text);
4
5      if(!email) {
6          done();
7          return;
8      } else {
9          email = email[0];
10     }
11
12     return Hoist.bucket.set('default')
13         .then(function() {
14
15             /* Get user from Intercom */
16             return Hoist.connector('intercom').get('users', {
17                 email: email
18             }).catch(function(err) {
19                 return null;
20             });
21
22         })
23         .then(function(user) {
```

Connectors

Your Connectors

intercom

slack

twitter

Available Trigger Connectors ?

Github

Highrise

Xero

Others...

Available IO Connec...

Angel Li...

Chargify

MYOB A

Quickbo

Reset   All   Errors   Info   Events   Modules   Deploys

WARNINGS OR ERRORS:
[17:30:12] DEPLOY Update complete
[17:30:12] EVT event POST:DEPLOY raised (id: b4d73dc29c3d4be7b8e75f9e492c6e26)

New UI Concepts | Atomic

https://app.atomic.io/designs/1y81Nq-new-ui-concepts/edit?page=6a7cceef-d6c5-4e6b-b4ca-dd7caded6e32

TRIGGER slack:message:received   Save & Deploy

```
1   var request = require('request-promise');
2
3   module.exports = function(event) {
4
5       return request({
6           uri: 'https://yourwebapp.com/webhook/incoming-invoice',
7           data: event.payload,
8           json: true
9       })
10      .catch(function(err) {
11          return Hoist.log(err.message);
12      });
13
14  };
```

Console   ALL   DEPLOY EVENTS LOGS ERRORS   Event Runner   Data Browser

DEPLOY   Deploy started
DEPLOY   Deploy complete
EVENT   Event (slack:message:received) raised (eventId: 19123JDF1239)
MODULE   Module "slack-message-received.js" has started
ERROR   Cannot read property 'funNumber' of 'undefined'
         Stack Trace   View error in Raygun

YOUR CONNECTOR

intercom1
NAME
Hoist Liv
APP ID
vt0b0cif

slack2314

CREATE A NEW CO

SCHEDULES

THE LAUNCH

October 13th Hoist launched the Open Beta via Product Hunt, and people love it!

Top 100
Product Hunts

1,693
Users

446
Active

120
Data Source Requests

Just to let you know, Hoist works great. Was looking for a hosted Hubot solution for a long time. Glad I managed to get the first bot done now. Now we can trigger builds from Slack.

Suneel Mohan
@sgsuneel

+ Follow

This is my first Hoist integration, and I'm loving it. via @hoist IFTTT for developers, at last.

Some feedback we received during the launch

Got too busy at work! I'll try it out again in a few days. Looks pretty awesome. As soon as I saw a code editor my jaw dropped, I got excited, and I realized I was just about to lose 4 hours which I couldn't afford.

Marc Andreessen ✔
@pmarca

1 Software eats the world, 2 Every company becomes a software company, and 3 Software people run every company: reuters.com/article/2014/0…

Integration Industry Size

$3.7bn by the end of 2018

Business Model

Driven by event frequency, an established developer sales model.

Key Early Target Markets

Marketing Automation and Development Pipeline Automation.

Where to next?

Provide accessibility over data in-house at large businesses. Hoist will be the defining nextgen enterprise event driven integration platform.

THE TEAM

Our team are experts in API deployment and consumption.

JAMIE WILSON

USA / CEO

Product Manager for
Spotlight Reporting and
Xero Workpapers

OWEN EVANS

NZ / CTO

Chief Architect at Xero

ANDREW BUTEL

NZ / FINANCE

Founder of EndGame
Product Manager
at Xero

Hoist

Integrations for Developers

Provides a ready set infrastructure for microservice based integrations

Increases velocity, visibility and stability for Development, marketing and IT

Gives large corporations an agile platform for internal data mining and tooling

WE'RE RAISING $200K TO:

Increase runway through July 2016

Hire a new developer

Prove our Business Model