



# Stamplay: Making Integrations In and Around FileMaker Easier

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## Executive Summary

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## Introducing Stamplay

Just a few moments ago, FileMaker Inc. announced a new product in the FileMaker Platform line-up. It's based on an innovative product built by Stamplay<sup>1</sup>, a company acquired by Apple and FileMaker Inc. in March 2019.

Stamplay makes integrations between FileMaker and other applications extremely easy. We were fortunate to be included in a small group of developers given early access to the new product. As a result, we've built up expertise in the tool, evaluated how it works, and determined what it can do for us.

Stamplay is a cloud-based integration hub, designed to automate repeatable task or business processes across multiple cloud apps, devices, and on-premise apps. Each Stamplay "flow" starts with a trigger such as an incoming email, a new MailChimp subscriber, a new Jira ticket, a new Salesforce lead, etc. This trigger fires off a sequence of actions where the data can flow to various other applications you have, in the cloud or on-premise. It combines one or multiple integrations along the way, such as storing a file on box.com, creating a record in your FileMaker app, creating a new Jira ticket, etc.

At Soliant Consulting, we are very comfortable putting together integrations through various APIs; we live and breathe it. The process certainly does not scare us, but we have a healthy wariness every time we start on an integration. They usually take a bit more time and effort that you would initially estimate after reading the application's API documentation.

### Easy to Use

So how simple is Stamplay to use? Exceedingly easy. We realize that this is often promised, and we all roll our eyes a bit when we hear it. But in this case, the promise is delivered.

Take the [MailChimp API documentation](#) for instance: It's a particularly well-documented API. Reading through this documentation gives us a good sense of integration requirements. We've mastered the FileMaker features that allow us to call this API (the **Insert from URL** script step with **cURL options**). It would take us a few hours to put

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<sup>1</sup> You can use the [Internet Wayback Machine](#) to search for Stamplay and get some interesting glimpses of what they were working on prior to being acquired.



together a working proof of concept and retrieve a new subscriber to one of our email lists.

With Stamplay, I was able to do the same thing in about five minutes, and that includes the whole flow being triggered from MailChimp as soon as someone subscribes. It does not require us to schedule something on FileMaker Server to occasionally query the MailChimp API to retrieve new subscribers.

## Resolving Incoming Calls to FileMaker

Stamplay also solves one big issue: incoming calls from other applications to FileMaker solutions. While FileMaker Server has its own REST API (the Data API), it assumes that the sender can follow FileMaker's JSON syntax to send data. Often that is impossible, and the other system will dictate the syntax. It is up to us to receive JSON or XML in their specific format. Through the concept of web-hooks, Stamplay can receive any input, and through a simple point-and-click selection flow, we can take that input and guide the data to other systems.

## Available Prebuilt Integrations

Prebuilt integrations are already available for a wide range of applications: Salesforce, Office 365, Slack, MailChimp, Box.com, the Atlassian products, Google Maps, databases such as FileMaker (obviously) and MySQL, plus a variety of utilities, including some powerful Artificial Intelligence services such as Sentiment Analysis on text.

## Our Verdict on Stamplay

In short: as far as code-names go, Stamplay is a particularly good one. These birds are known to embed sounds from their surroundings into their calls. That's what this new product does to the FileMaker platform: easily embed calls to and from other applications.

We are big fans; we believe that this is a game-changer for the platform. It will convince developers to adopt FileMaker to use this functionality alone.



## What's Next for Stamplay

Stay tuned for demos and screenshots as we share our Stamplay expertise with you in the coming weeks and months. If you have any questions, please feel free to [contact our team](#).