



Intelligent Workflow Automations Coming to the Nylas Platform

Platform updates help developers quickly and securely build new productivity features for their end-users.

Gleb Polyakov | December 7, 2020

Today, we are proud to announce several updates to the Nylas platform. These additions further our mission of providing Productivity Infrastructure solutions to help developers across industries boost their end-users' productivity.

As part of our Early Access program, Nylas customers can begin integrating new, AI-powered workflow automations triggered by the communications data contained in users' inboxes, calendars, and contacts, and extracted by the core Nylas' APIs.

Here is just a handful of the new capabilities you can expect to be building with in the coming weeks:

Outbox

Enable your users to schedule and send large numbers of emails with near-perfect deliverability rates and full CRUD (Create, Read, Update, Delete) capabilities. With the Outbox endpoint, you can now eliminate error messages and navigate deliverability issues that plague many sales and marketing automation platforms.

Categorizer

Categorizer declutters your users' overcrowded inboxes so they can read and respond to the most important messages first. Categorizer automatically differentiates human communications from machine-to-human communications to channel spam emails, newsletters, and more to a separate folder. You can also set up custom categories for your users' specific needs, like categories for internal group projects, external candidate emails, prospect emails, and more.

Clean Conversations

Email contains essential business communications, but it can be challenging for your users to navigate conversations as email threads grow. Company logos, nested responses, legal language, and other elements clutter emails and create significant problems for developers looking to integrate important email data into their applications. Clean Conversations allows you to quickly clean up emails and provide critical communications to your users within your application without the standard inbox clutter.

OCR

Optical Character Recognition automatically reads and extracts key information from unstructured data sources like PDFs, images, and attachments so that you can enter it directly into your application (and sync with other third-party systems).

Entity Recognition

Entity Recognition detects specific words within emails and subject lines — such as times, dates, and SKU numbers — so that you can trigger powerful workflows in your application.

Signature Extraction

Signature Extraction finds key information in email signatures so you can automatically extract that data to enrich your users' contact database. Automatically keep email addresses, phone numbers, job titles, and profile photos up to date for your users — no manual work required.

Workflow Templates

Nylas can help you automate entire business processes with a single endpoint. For instance, a user in recruiting can now send a templated email response to a candidate and schedule an interview with all the correct participants with just one-click in an Applicant Tracking System.

Today, there are over 50,000 developers around the world using the Nylas platform to build productivity features in their applications. Our focus is to help you quickly compose entirely new solutions that leverage the power of your users' communications data while avoiding the cost and complexity of building your own integrations, workflows, and security features.

If you'd like to learn more about what you can build with these new capabilities, I invite you to please set up a time with a [Nylas platform specialist](#) who can help you get started.



Gleb Polyakov

Gleb is the CEO of Nylas. He studied physics at Georgia Tech. He worked in finance and founded an IoT coffee company, and he loves chess, motorcycles, and space.
