IntelliPaaS Passes 80 Out-of-the-Box ROLLER Integration Use Cases

More than 80 prebuilt ROLLER integration use cases across accounting, ecommerce, CRM and marketing, fully managed from USD 12 per use case per month.



IntelliPaaS Logo

LONDON, UNITED KINGDOM, September 18, 2026 / EINPresswire.com/ -- IntelliPaaS has passed 80 out-of-the-box integration use cases for ROLLER, the venue management platform used by more than 3,000 venues worldwide, and is adding new ones each month. The library connects ROLLER to accounting, ecommerce, CRM, marketing, guest communication and back-office systems. Matt Soltau, Global Director, Strategy and Operations, is attending IAAPA Expo Europe 2026 at ExCeL London from 22 to 24 September and is available to meet operators about connecting their own systems to ROLLER.

Key facts
- More than 80 out-of-the-box ROLLER integration use cases are available, with new use cases added each month.
- Each use case runs on the IntelliPaaS ROLLER connector. IntelliPaaS is listed in the ROLLER partner directory.
- Accounting: ROLLER connects to QuickBooks Online, Xero, Sage 200, MYOB and Microsoft Dynamics 365 Business Central, covering operators in the United States, United Kingdom, Australia, New Zealand and Europe.
- Ecommerce: ROLLER connects to Shopify and BigCommerce, keeping product catalogue, orders and stock aligned between the online store and venue operations.
- CRM and marketing: ROLLER connects to Salesforce, HubSpot CRM, Klaviyo and ActiveCampaign.
- Guest communication and service: ROLLER connects to WhatsApp, SMS services and

Freshdesk.
- Back office: ROLLER connects to Google Workspace including Google Sheets and Google Drive, Microsoft SharePoint and Atlassian Confluence.
- Each integration use case is fully managed and starts at USD 12 per month.
- Adapters can be generated from a written description of a target system, which extends coverage beyond the prebuilt library.
- ROLLER is exhibiting at IAAPA Expo Europe. IntelliPaaS is attending as a visitor and is not an exhibitor.

Which ROLLER integrations do venues ask for most?
Accounting is the most common. Sales, payments and refunds move from ROLLER into QuickBooks Online, Xero, Sage 200, MYOB or Microsoft Dynamics 365 Business Central as structured transactions, so the books are not rebuilt by hand at month end. Retail is second, with product catalogue, orders and stock kept aligned between ROLLER and Shopify or BigCommerce. Third is guest data reaching CRM and marketing tools including Salesforce, HubSpot CRM, Klaviyo and ActiveCampaign while it is still current. Operators running several venues get one consolidated view instead of a reconciliation exercise.

What AI automations can run on ROLLER data?
IntelliPaaS runs AI automations against live ROLLER data rather than exported files. Examples include automated guest email responses drafted from booking context, agentic review management that triages and replies to incoming reviews, and automated follow-up in places where ROLLER has no native equivalent. The AI layer runs on a customer-selected model, including models from OpenAI, Anthropic and Google.

What do ROLLER integrations cost?
Integrations for ROLLER customers are fully managed and priced by use case, starting at USD 12 per use case per month. Connections are configured rather than custom-coded and run on a governed layer with logging and error handling, so a venue is not commissioning a bespoke build and does not carry one to maintain.

"Operators tell us the booking system is rarely the problem. It is everything downstream that eats the week, the re-keying, the month-end reconciliation and the spreadsheet that holds it all together. I am at the show for all three days and happy to sit down with any operator and map their actual system stack, rather than show them slides."
Matt Soltau, Global Director, Strategy and Operations, IntelliPaaS

About ROLLER
ROLLER is a cloud-based venue management platform for attractions and leisure operators, bringing online ticketing, point of sale, integrated payments, memberships, waivers, self-serve kiosks and guest experience tools into one system. Founded in 2010 and headquartered in Austin, Texas, ROLLER serves more than 3,000 venues worldwide and is an IAAPA Global Sponsor.

About IntelliPaaS
IntelliPaaS is an AI-first enterprise integration platform (iPaaS) that connects systems through a single governed layer instead of point-to-point wiring. Integrations deploy in the customer's own environment, including cloud, hybrid, on-premises and air-gapped.

Matt Soltau
IntelliPaaS Inc
contact@intellipaas.io
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