Companies Struggling with Data Integration and Workflow Automation Find Success with iPaaS

Businesses today find themselves struggling to organize and integrate their data and build automation between disparate applications.

On average, companies have 185 point solutions, and that number is only increasing, according to a new study by TeamDynamix and IDG. When applications fail to talk to each other, this results in erroneous information being used across the enterprise. The challenge is a significant one because accurate data is integral to customer retention and growth.

A majority of IT executives surveyed (63%) say their organizations have more than 100 different solutions and systems currently in use. For most (91%) the number of point solutions and enterprise platforms in place has increased this past year. For 23%, it's a significant increase.

Companies need to sync data and build automation between hundreds of applications. But building point-to-point integrations is not feasible. Most organizations (89%) say they currently have a data integration backlog, regardless of whether integrations are handled completely in-house or with the help of third parties.

Building automation from within each application is also not practical. A majority of organizations (68%) handle data integrations through a mix of in-house and third-party resources, yet organizations struggle with staff shortages—74% have a lack of resources to manage the workload.

"Organizations simply cannot keep up with the integrations as new applications are introduced, some are swapped out, and resources turn over," says Andrew Graf, Chief Product Officer at TeamDynamix. "The struggle is to keep up with the pace and to sustain the integrations."

The TeamDynamix/IDG study explored the challenges companies face with enterprise integration and automation, and the significant IT benefits of standardizing on one central platform for integrations and workflow automations.

Results suggest integration platform as a service (iPaaS) is the way of the future, a foundation for larger digital transformations, and one that successful companies are transitioning to. According to Gartner, iPaaS is one of the fastest-growing enterprise software market segments. The global iPaaS market is projected to reach $2.7 billion by 2024.
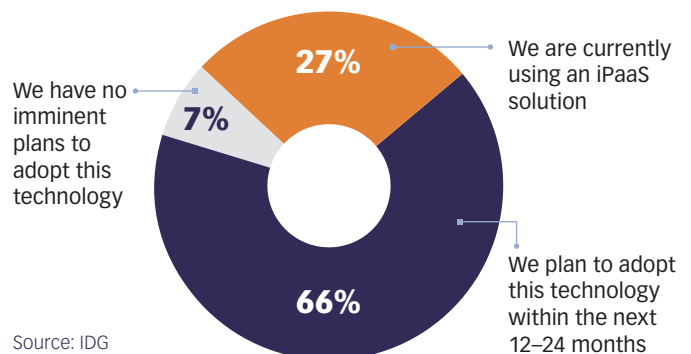
"Organizations are now turning to iPaaS," Graf says. "It's truly the only viable method of synchronizing data and building automations between all of these tools."

THE BENEFITS OF IPAAS

Respondents cite many potential benefits to standardizing on one integration platform, including:

➔ Better security (78%)
➔ Seamless addition of new integrations (78%)
➔ Better visibility into LOB integration activity (71%)
➔ Reduced burden on IT teams (70%)
➔ Ability to easily add automation rules (63%)
➔ Efficiency/time savings (51%)

FIGURE 1. **Adoption Rate for iPaaS Looks Strong**

We have no imminent plans to adopt this technology — 7%

27% — We are currently using an iPaaS solution

66% — We plan to adopt this technology within the next 12–24 months

Source: IDG

TeamDynamix

IDG Communications, Inc.

IDG

When planning their internal process automations, organizations' priorities include data aggregation (68%), procure-to-pay (59%), and quote-to-cash (50%).

Most importantly, organizations that use iPaaS are more likely to report they're very satisfied with data transformation, ease of use for non-technical teams, pre-built connectors to common systems, security, compliance, and governance.

THE DATA INTEGRATION CHALLENGE

Companies understand the importance of an enterprise-wide data integration initiative, but many have made do by cobbling together disjointed strategies and piecemeal tools that make it difficult to gain real value from data.

More than a third of companies (35%) report multiple uncoordinated integration efforts, while 31% are in beginning stages. Only 34% are underway with an enterprise-wide data integration initiative with an iPaaS solution.

There are several factors making it hard for organizations to integrate data. In addition to staff shortages and a data integration backlog, companies also see building integrations as time-consuming (56%), while 53% say APIs are poorly controlled and difficult to manage.

The top three challenges for enterprise integration and automation include finding sophisticated logic and data tools, API management, and building workflows with ease. Over half (61%) of respondents also say line-of-business (LOB) and non-technical users can't use existing tools because they're too complex.

Despite dissatisfaction with disjointed tools, only 27% of respondents say their organizations use an iPaaS solution for data integrations. Yet, organizations understand iPaaS is the way of the future, with 66% planning to adopt it.

SOLVING THE PROBLEMS

The benefits of iPaaS are numerous. Most importantly, it revolutionizes how companies manage the problem of data integrity and enterprise-wide automation.

Rather than building integrations from one application to another and using the workflow engine inherent in each individual application, with iPaaS companies can join all applications to one data integration and automation platform. Resources then go to one spot to synchronize data and build automations.

"This is far more sustainable than having a team of sys admins create and manage integrations and workflow across 185 different applications," Graf says. "It also offers far more control and governance. Companies can see exactly what data is flowing where, who has access to move this data, and how often it's moving."

TeamDynamix's iPaaS is a low-cost, flexible platform built for ease of use. With its no-code platform, each LOB can easily build out integrations and workflows without needing help from developers. Developers who want more control or to work directly within the code can also get that level of detail.

The platform allows companies to use an unlimited number of connectors (without additional fees), all actions and transactions are easily audited, and troubleshooting of data movements can be performed in real-time.

"We wanted to create something that was easy to use, own, and operate, but also sophisticated enough that it could handle complex data transformations and automations," Graf says.

SUCCESS STORIES ABOUND

Organizations report that TeamDynamix's iPaaS can be transformational.

Western University of Health Sciences, one of the largest graduate schools for health professions in California, for example, was inundated with manual, tedious work including onboarding and offboarding users and updating permissions. IT leaders were losing time they wanted to dedicate to strategically improving customers' IT experience.

With the new iPaaS platform in place, "we have been able to create internal automation that sets us up well for the future," says Nic Hayes, Lead Technical Analyst at Western University of Health Sciences.

Using the solution's out-of-the-box connectors to common applications and systems, IT employees have been able to easily automate IT processes without needing complex coding skills, creating true iPaaS functionality.

THE BOTTOM LINE

For more and more companies, it's becoming clear that iPaaS is a centralized system that can serve as the bedrock of a successful data strategy for organizations. iPaaS is the way of the future, a foundation for larger digital transformations, and one that successful companies across industries are transitioning to.

For more information on TeamDynamix solutions, visit **www.teamdynamix.com**.