



Boomi

# 2017 research

The Connected Business: a survey report on business connectivity and the importance of integration

*Findings based on research conducted by Vanson Bourne in partnership with Dell Boomi*



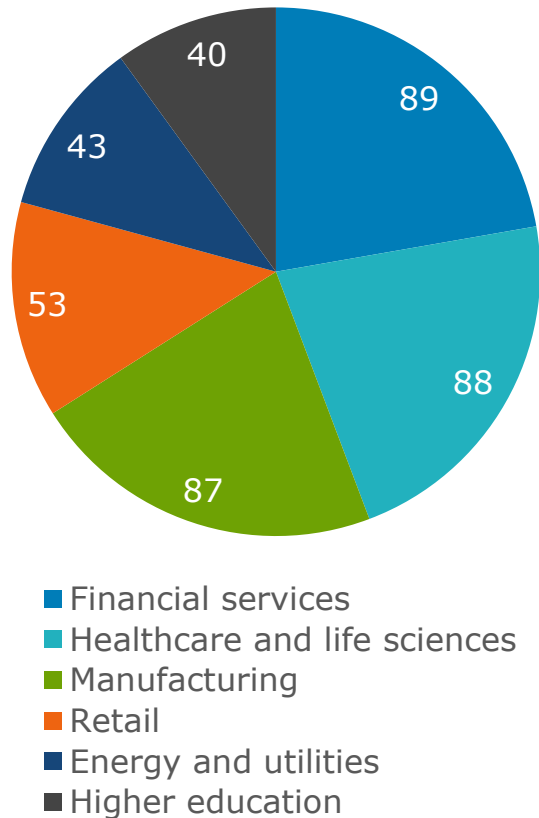
# Introduction

The study, conducted for Dell Boomi by the research firm Vanson Bourne, is based on a global survey of 900 IT decision-makers that outlines the state of integration today, the effect of poor integration, and the benefits realized when integration fully connects a business. Highlights of the US survey results include:

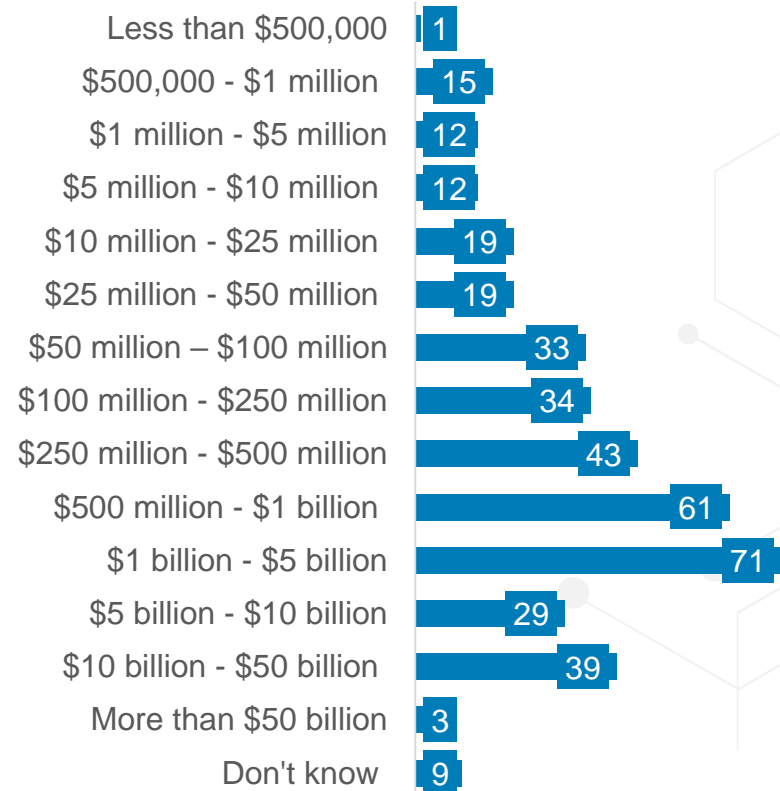
- 88 percent of respondents believe that becoming more connected as a business will have a positive impact on revenue growth in the next 12 months
- Average cost savings since deploying an integration solution exceed \$3 million
- For 74 percent of CIOs surveyed, successful integration will be crucial to remaining competitive over the next five years
- 81 percent say the right integration solution would greatly improve business performance
- 67 percent have missed business opportunities as a result of poor integration
- 59 percent characterize integration as the “Achilles heel” for their organization

# Demographics

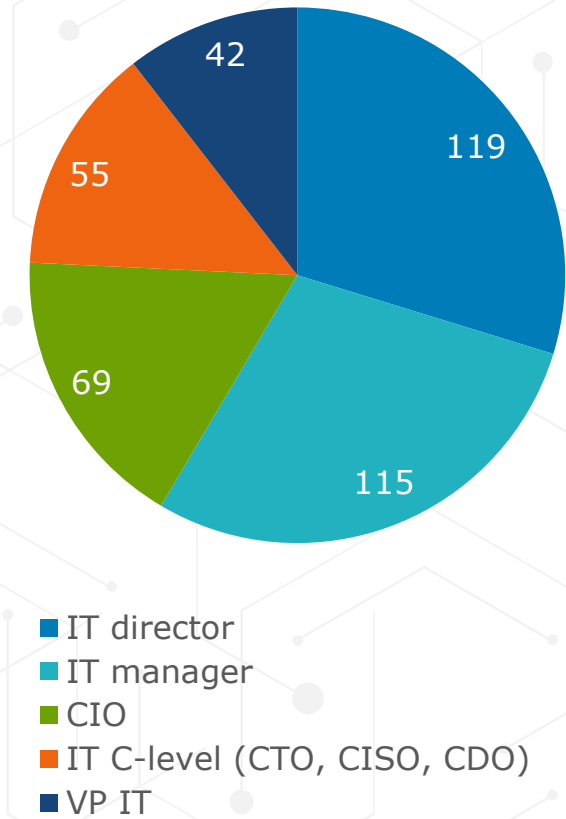
Organization sector



Organization annual revenue



Respondent job title



**Figure D1:** "Within which sector is your organization?" asked to all US respondents (400)

**Figure D2:** "What is your organization's global annual revenue?" asked to all US respondents (400)

**Figure D3:** "Which of the following best matches your role within your organization?" asked to all US respondents (400)

# Six areas of interest



## Challenges of integration

- Areas to improve
- Challenges and drawbacks
- Missed opportunities



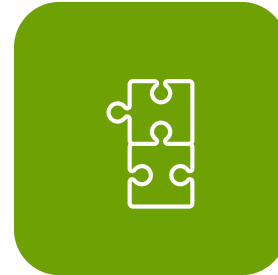
## iPaaS

- iPaaS adoption
- Is it having a positive impact?



## The Connected Business

- Benefits of improved integration
- What is a crucial outcome when integrating?



## Integration solutions

- What solutions?
- How many?
- What can they do?



## Other ways to improve connectivity

- APIs and MDMs
- Pre-integrated apps vs. Best in Breed
- Mobile integration



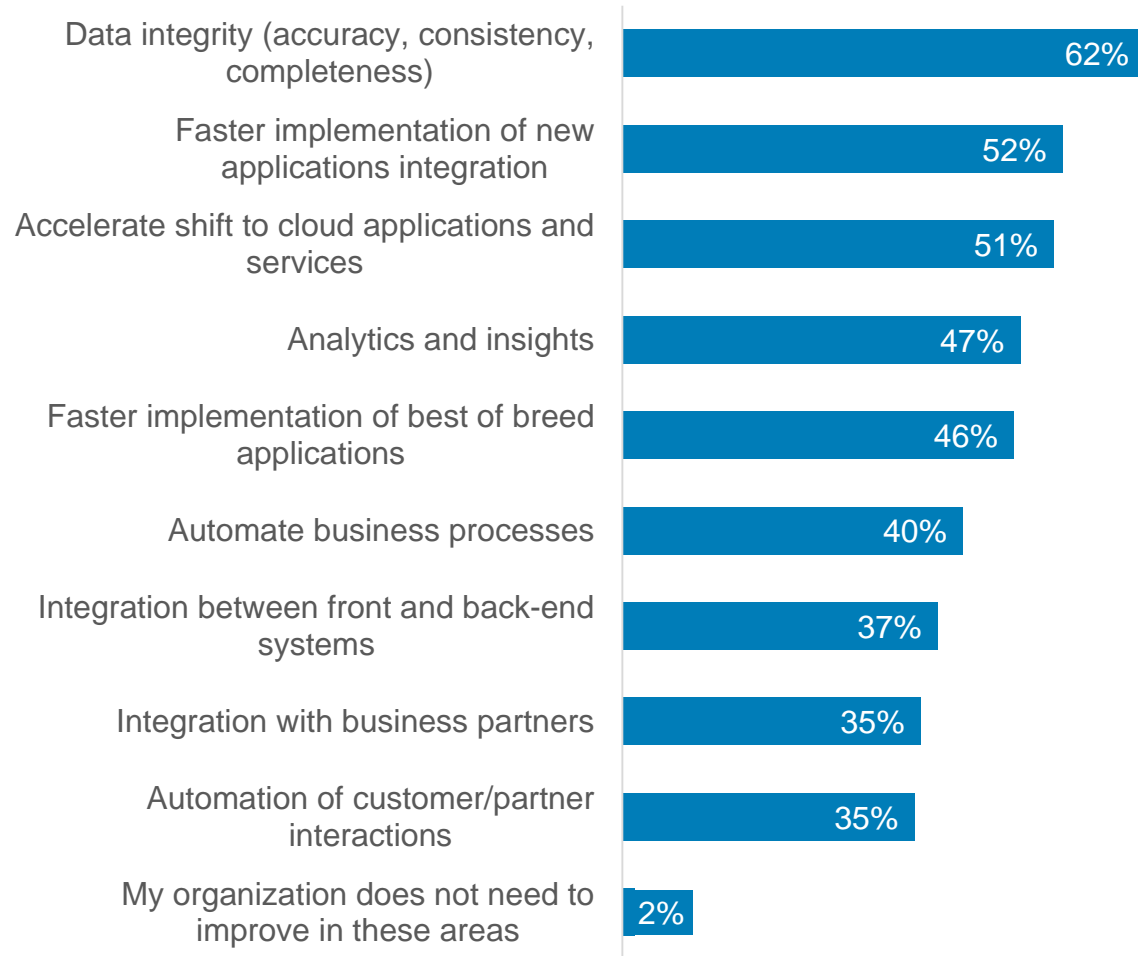
## Looking ahead

- The fight to remain competitive
- Business connectivity and revenue
- Emerging tech trends

# Challenges of integration



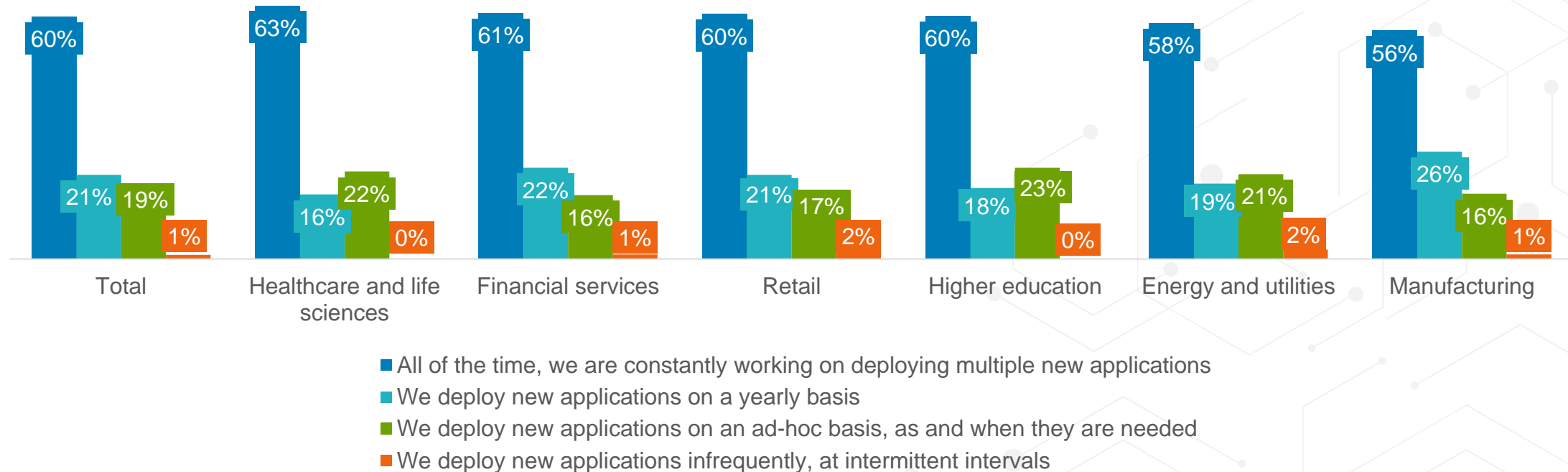
# Areas to improve



Nearly all (98%) respondents would like to see their organization improve at least one facet of their data integration/management

**Figure 1:** “Which of the following would you like to see your organization improve?” asked to all US respondents (400)

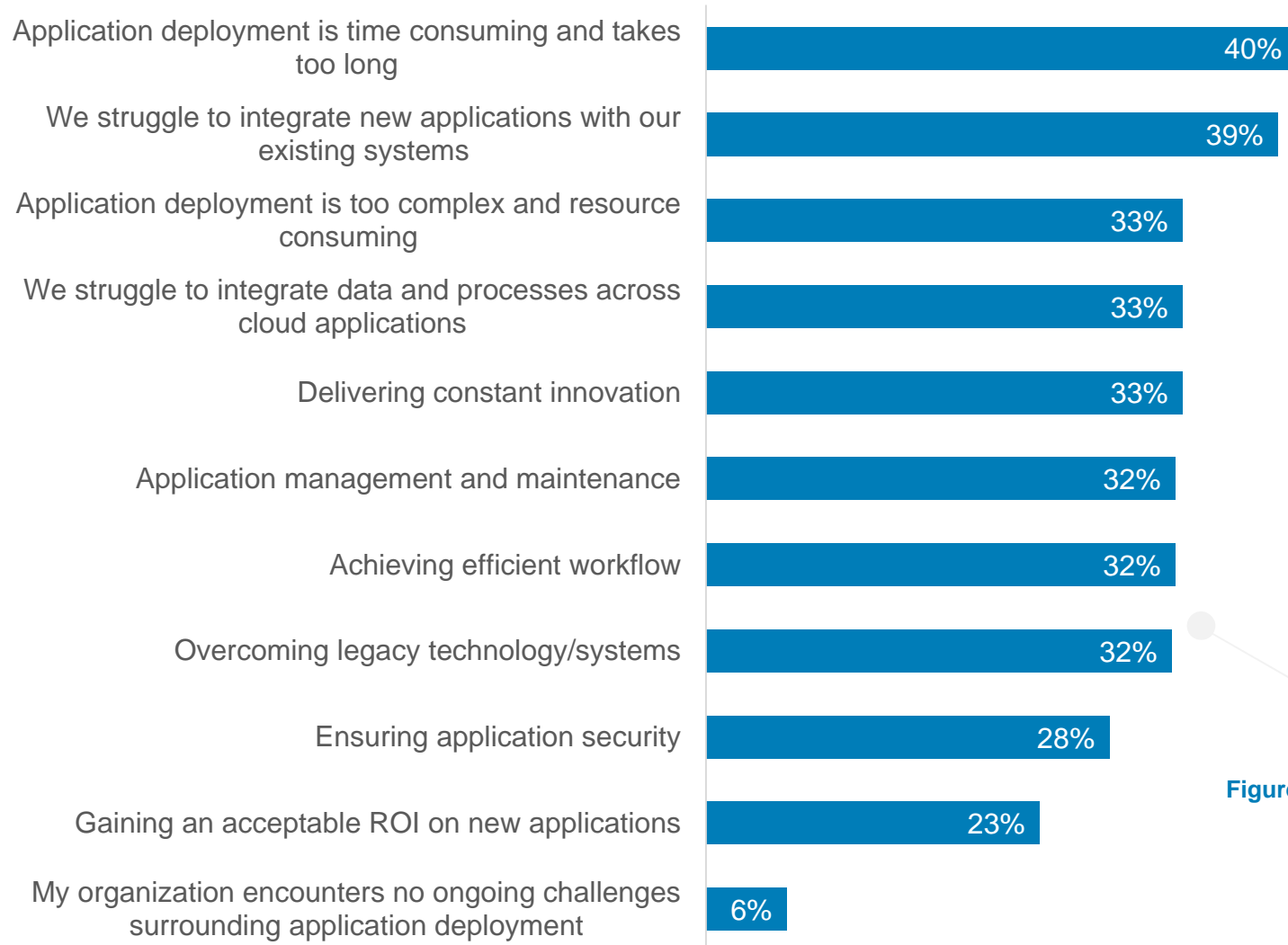
# Deploying new applications



**Figure 2:** “How frequently does your organization deploy new cloud-based applications for business purposes?” asked to all US respondents, split by organization sector (400)

All respondents come from organizations that are deploying cloud-based applications for business purposes, but for the majority (60%) this deployment is constant

# Deployment challenges



Four in ten (40%) respondents feel that application deployment is **too time consuming and takes too long**.

This would be a particular challenge to the 60% of organizations that are constantly deploying new applications for business purposes (fig. 2)

Figure 3:

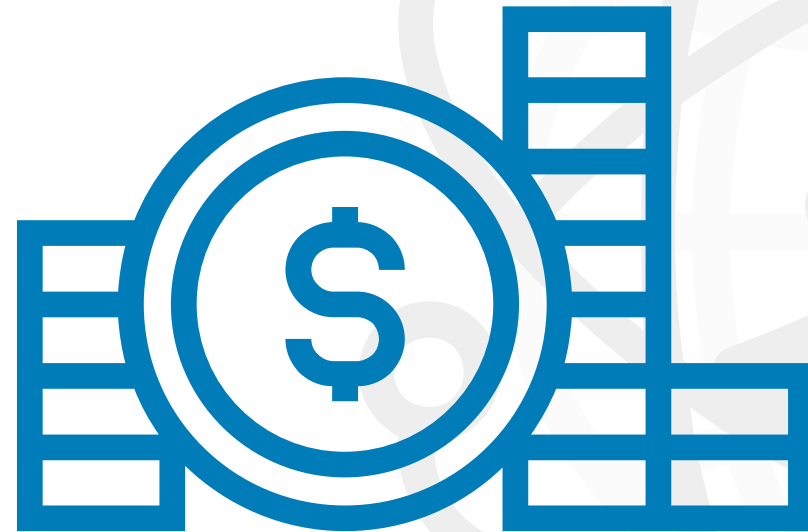
“What are the ongoing challenges experienced by your organization surrounding deploying additional applications?” asked to all US respondents (400)



# Drawbacks of poor integration

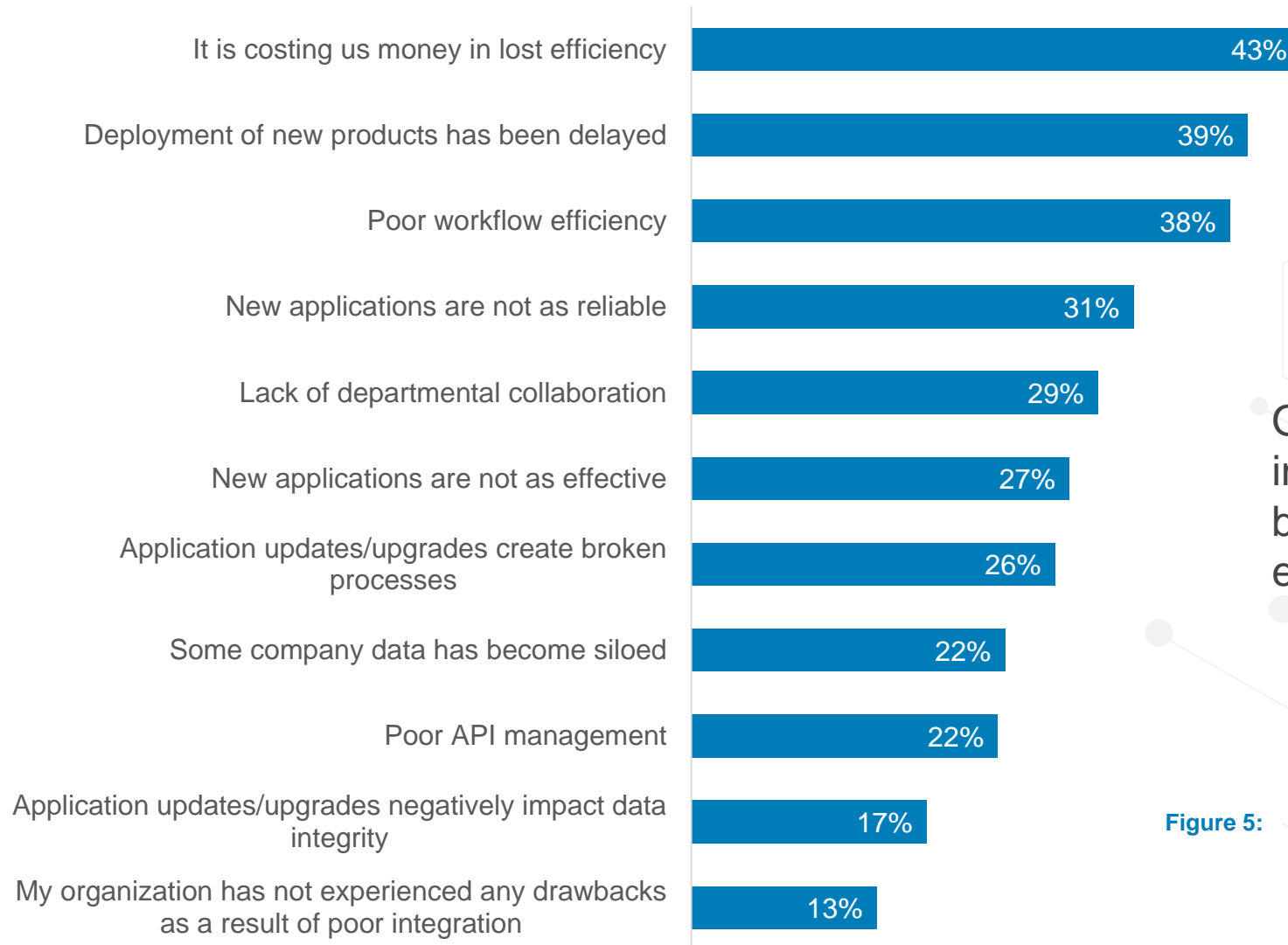
Most (87%) respondents admit that their organization has experienced drawbacks as a result of poor integration

For 43%, it has cost them money in lost efficiency



**Figure 4:** “What drawbacks have your organization experienced as a result of poor integration?” asked to all US respondents (400)

# Further drawbacks

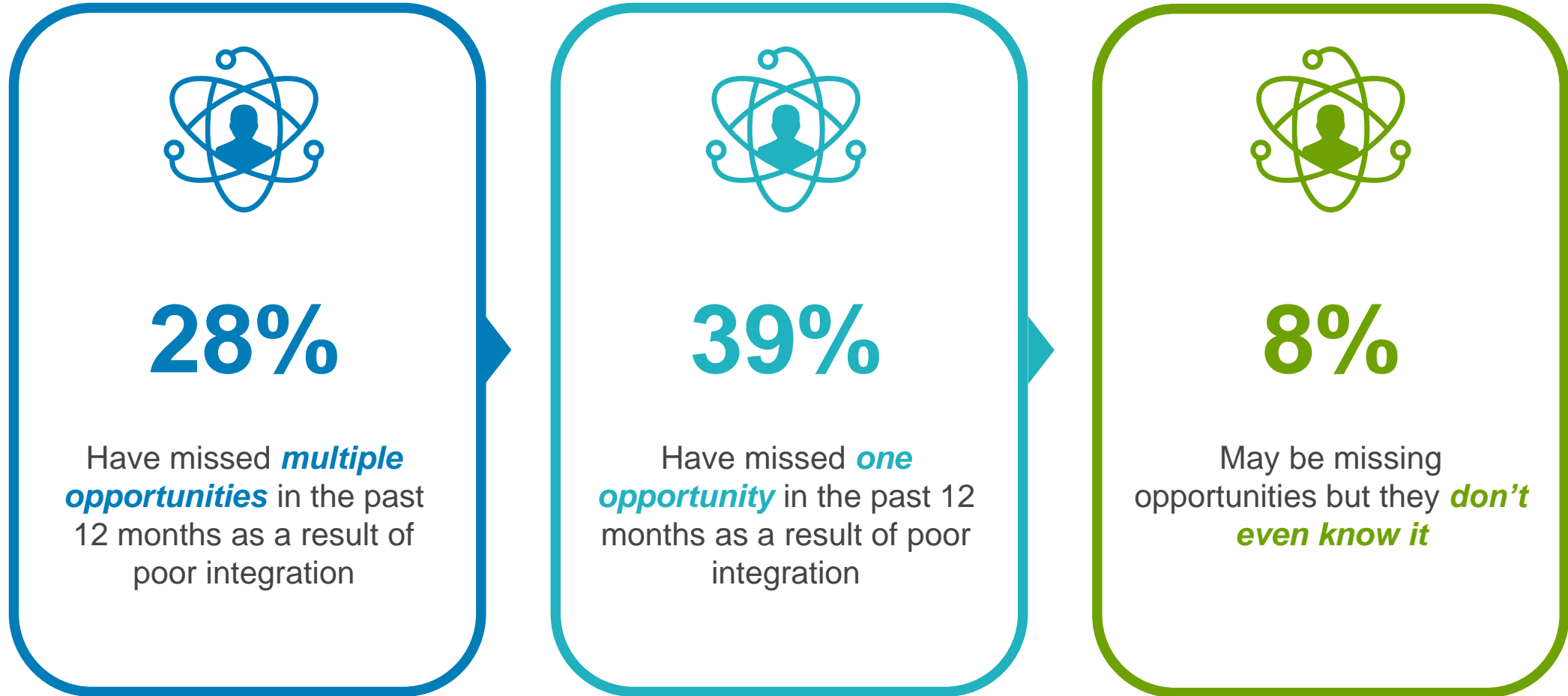


Other drawbacks of poor integration include the deployment of new products being delayed (39%), or poor workflow efficiency (38%)

**Figure 5:**

“What drawbacks have your organization experienced as a result of poor integration?” asked to all US respondents (400)

# Missed opportunities

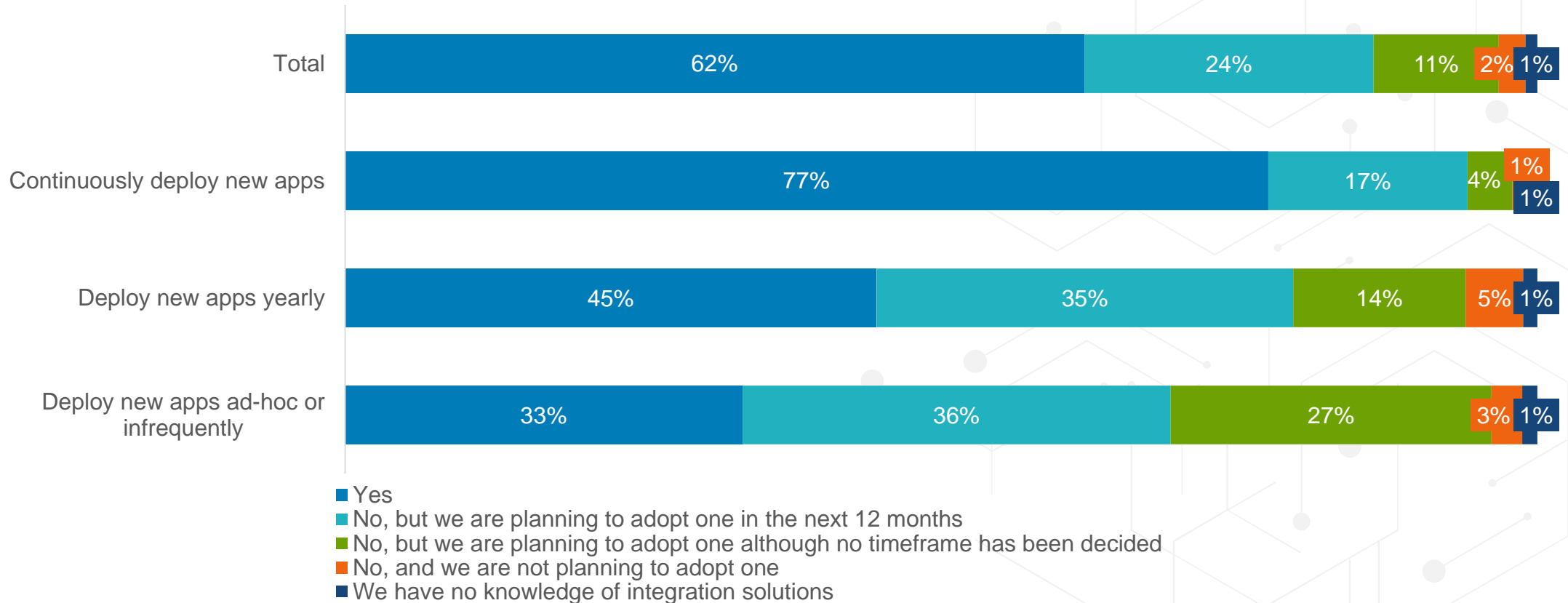


**Figure 6:** “In your opinion, has poor integration caused your organization any missed opportunities in the past 12 months?” asked to all US respondents (400)

# Integration solutions

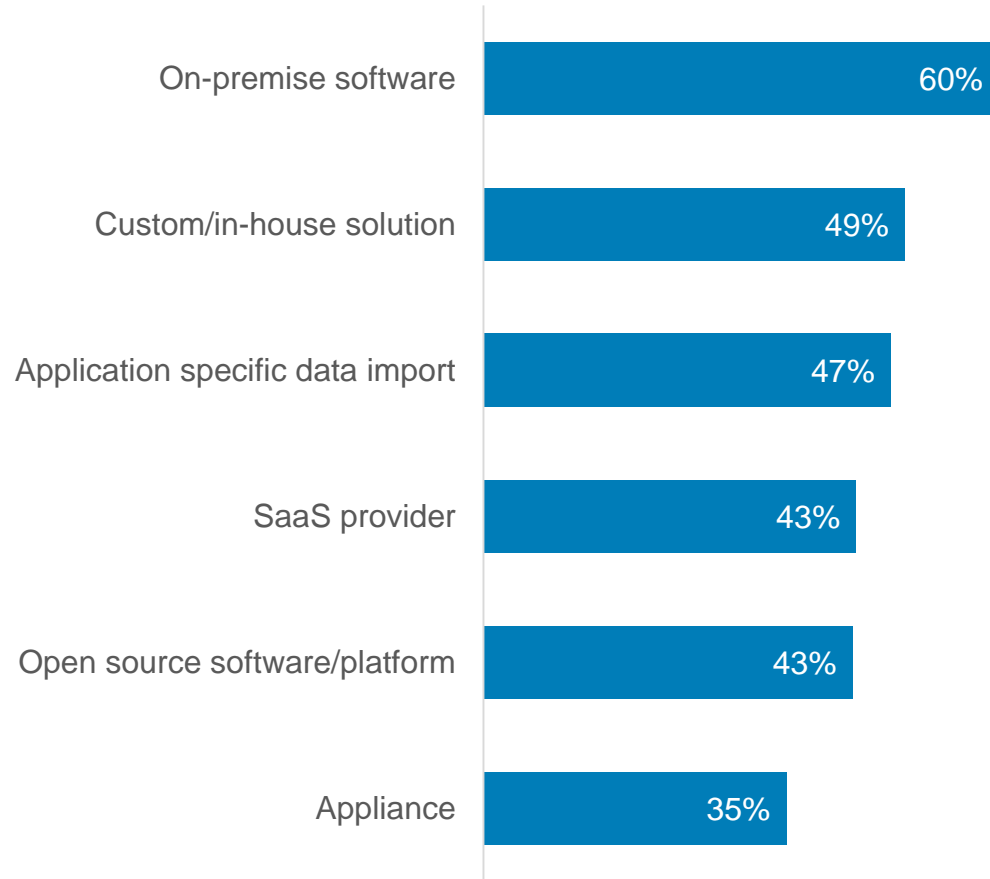
# Integration solutions

Just over six in ten (62%) respondents' organizations are using an integration solution to help connect new applications, data sources, or business functions



**Figure 7:** “Does your organization use an integration solution to help connect new applications, data sources, or business functions?” asked to all US respondents, split by the frequency with which their organization deploys new cloud-based applications for business purposes (400)

# Types of solutions and the money it is saving

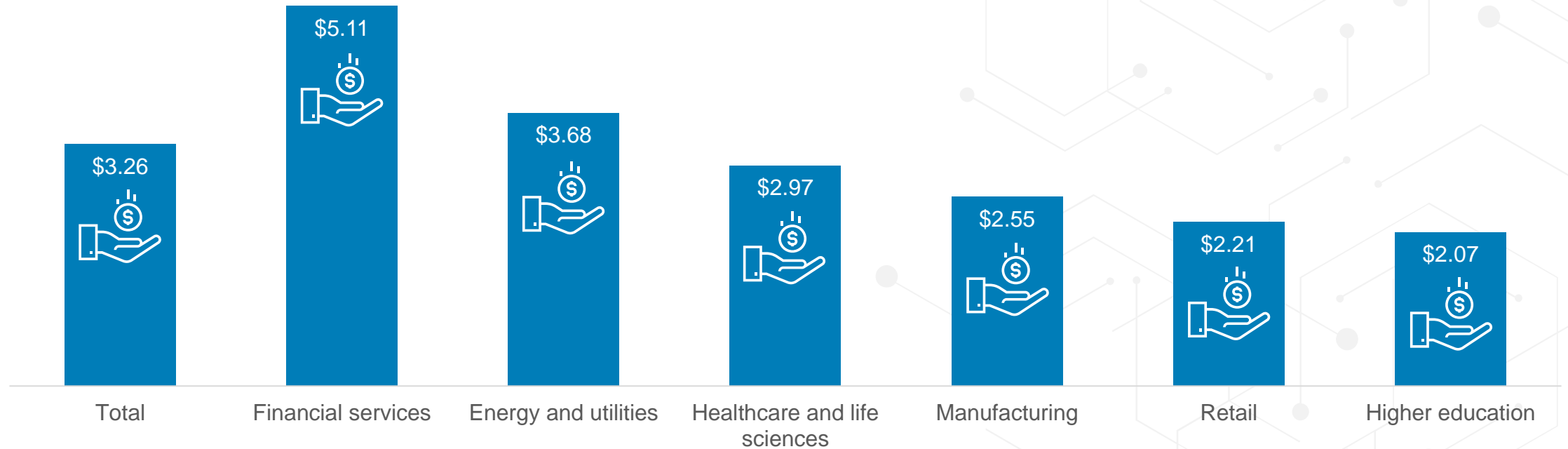


Organizations have implemented **three different solutions, on average**, perhaps driven to overcome the challenges and drawbacks that they are experiencing (figs. 3 and 5)

**Figure 8:** "What type of integration software/solution is your organization using?" asked to US respondents whose organization uses an integration solution (248)

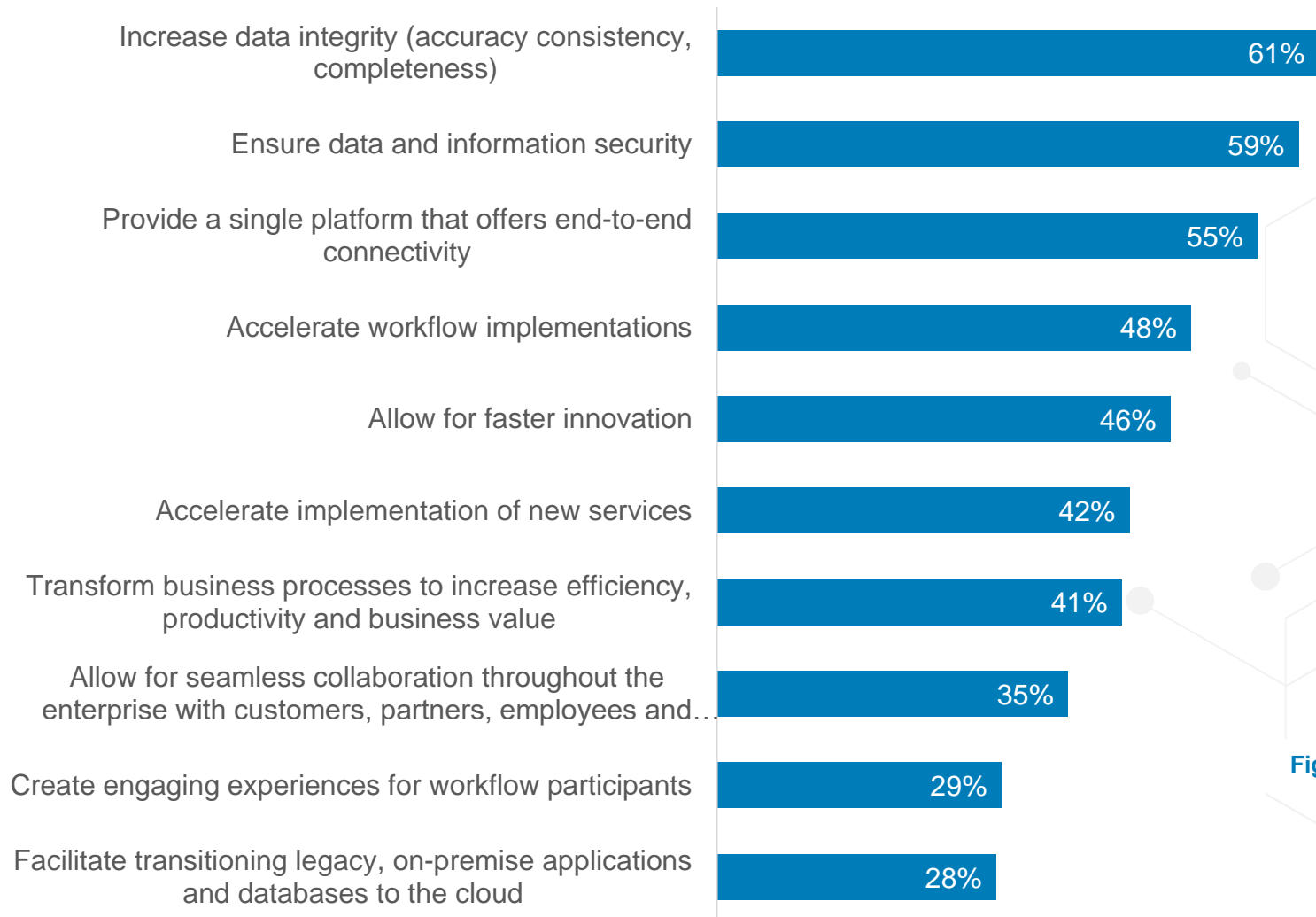
# Savings by industry

On average, these solutions have saved respondents' organisations **\$3.26m** since they were implemented



**Figure 9:** Analysis showing the average amount that respondents' organizations have been able to save since implementing an integration solution (\$million). Asked to US respondents whose organization uses an integration solution (248)

# What should an integration solution do?



According to 46% of respondents whose organization uses an integration solution, it should allow for faster innovation

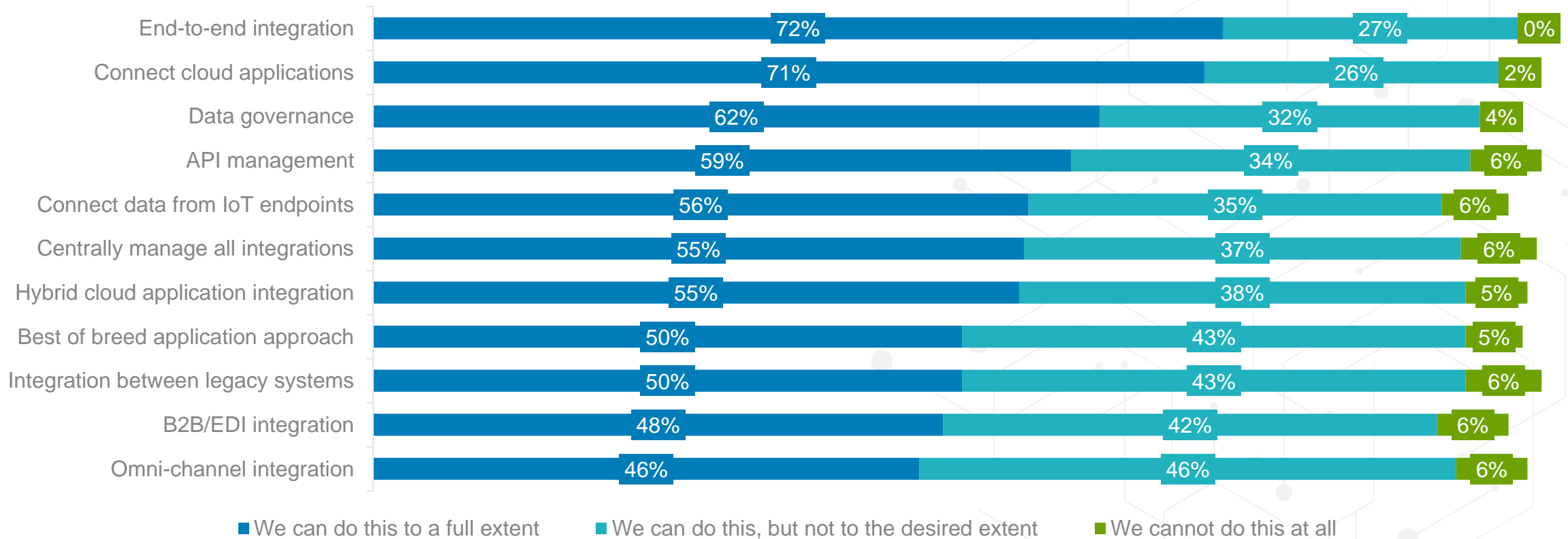
Figure 10:

“What would you like your organization's integration solution to do?” asked to US respondents from organizations that use an integration solution or is planning on adopting one (387)



# What can these solutions do?

A significant minority (26-46%) of respondents can achieve the capabilities listed below, but not to the desired extent – many organizations are being left short by their current integration solutions

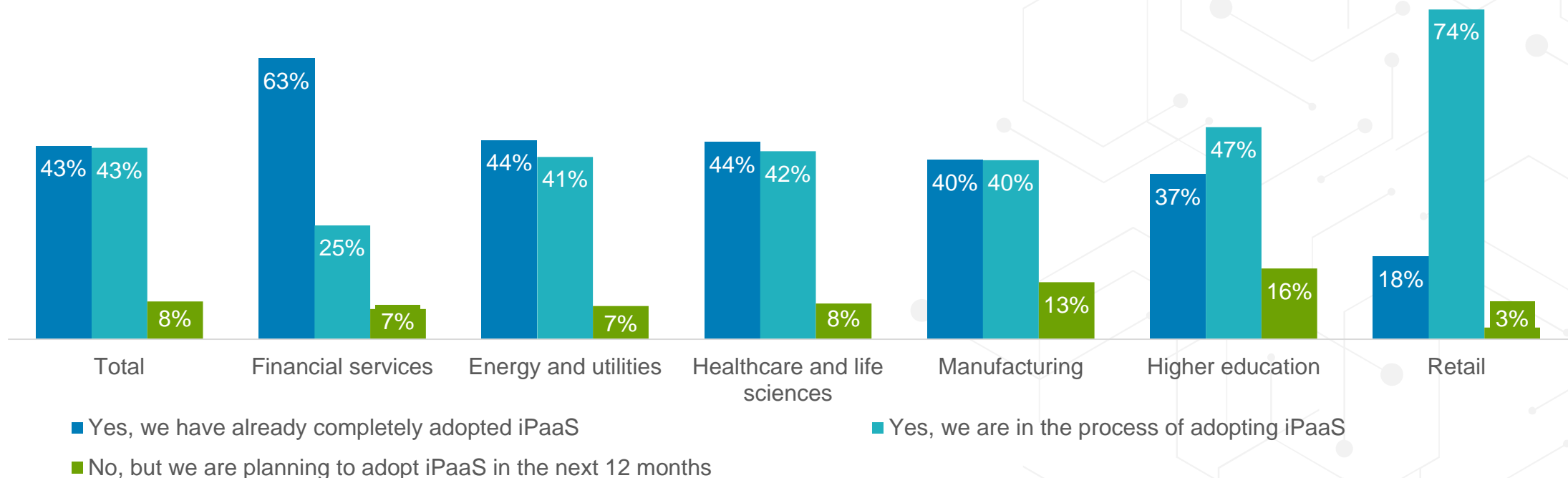


**Figure 11:** “Which of the following capabilities does your organization's integration solution allow, and to what extent?” asked to US respondents whose organization uses an integration solution, not showing ‘Don't know’ responses (248)

# iPaaS

# Adoption of iPaaS

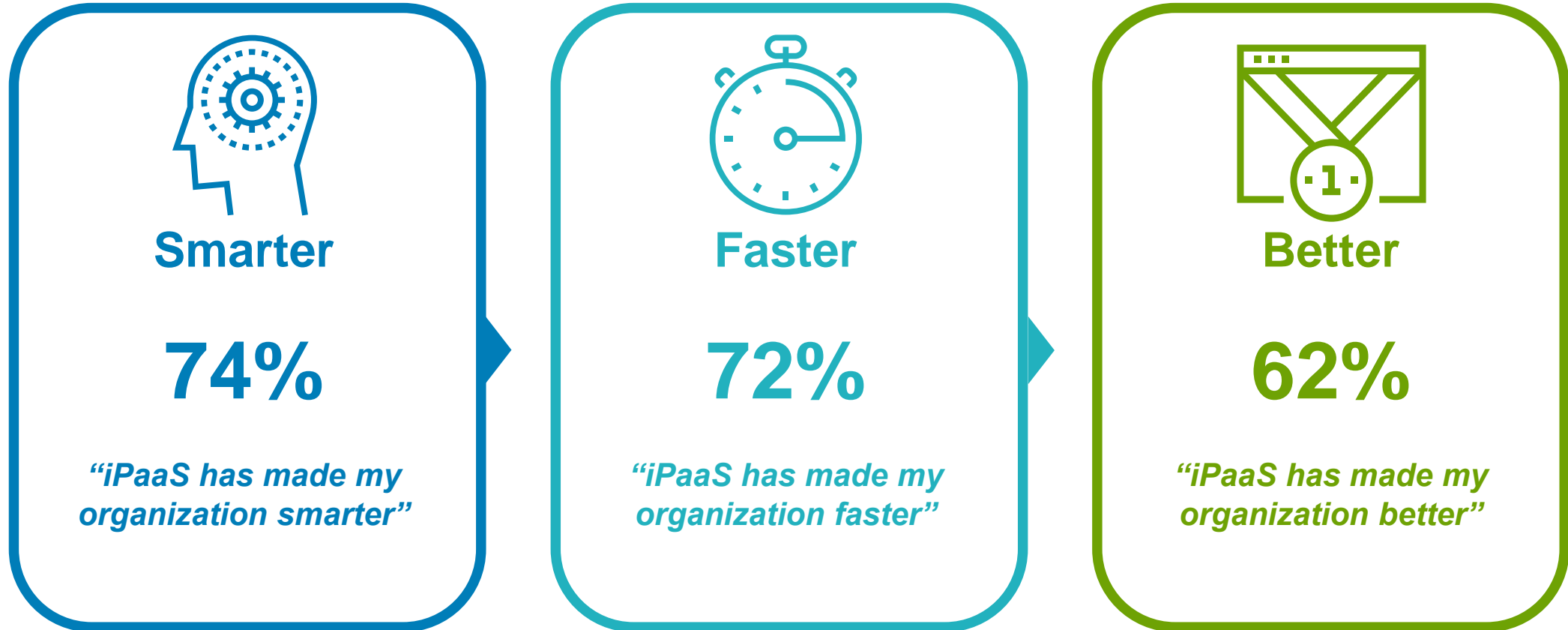
Over four in ten (43%) respondents' organizations who are using an integration solution, have already completely adopted an iPaaS solution, with the same proportion (43%) in the process of doing so



**Figure 12:** Analysis showing the percentage of respondents whose organization has already adopted iPaaS, are in the process of adopting iPaaS, or are planning to adopt iPaaS in the next 12 months. Asked to US respondents whose organization uses an integration solution, split by respondent sector (248)

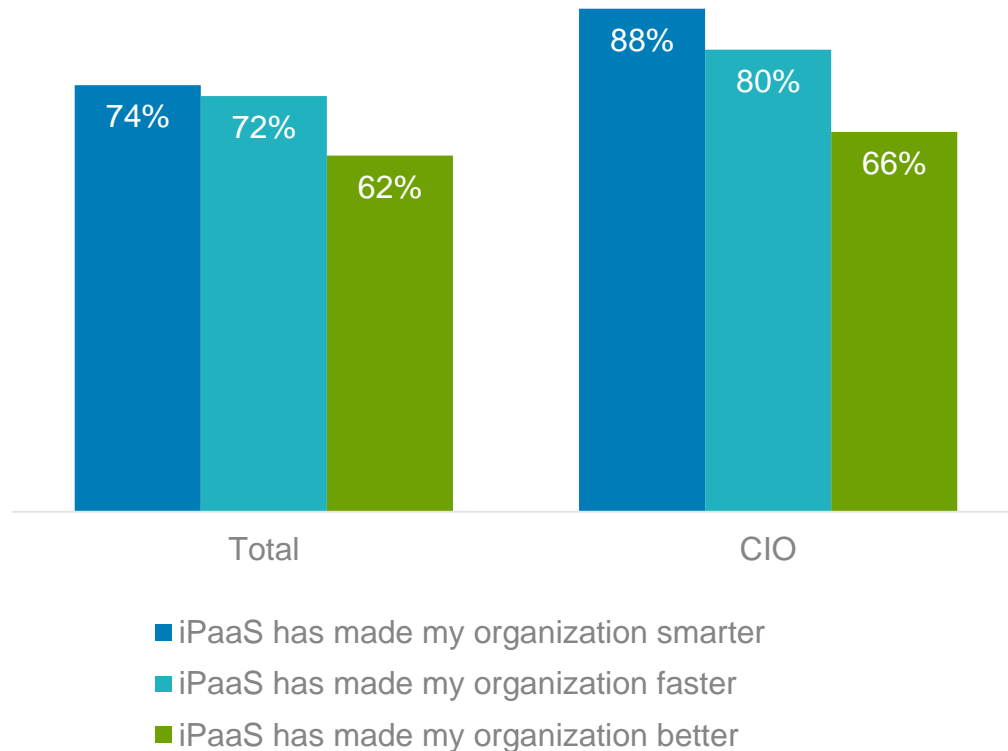
# Impact of an iPaaS solution

The majority of US respondents whose organisation has adopted iPaaS report that...



**Figure 13:** "What benefits has your organization seen since adopting iPaaS to support integration?" asked to all US respondents whose organisation has completely adopted, or are in the process of adopting iPaaS (213)

# Recognition of iPaaS among CIOs



CIO respondents are **the most likely** to recognize the ability of an iPaaS solution to make their organization smarter, faster, and better

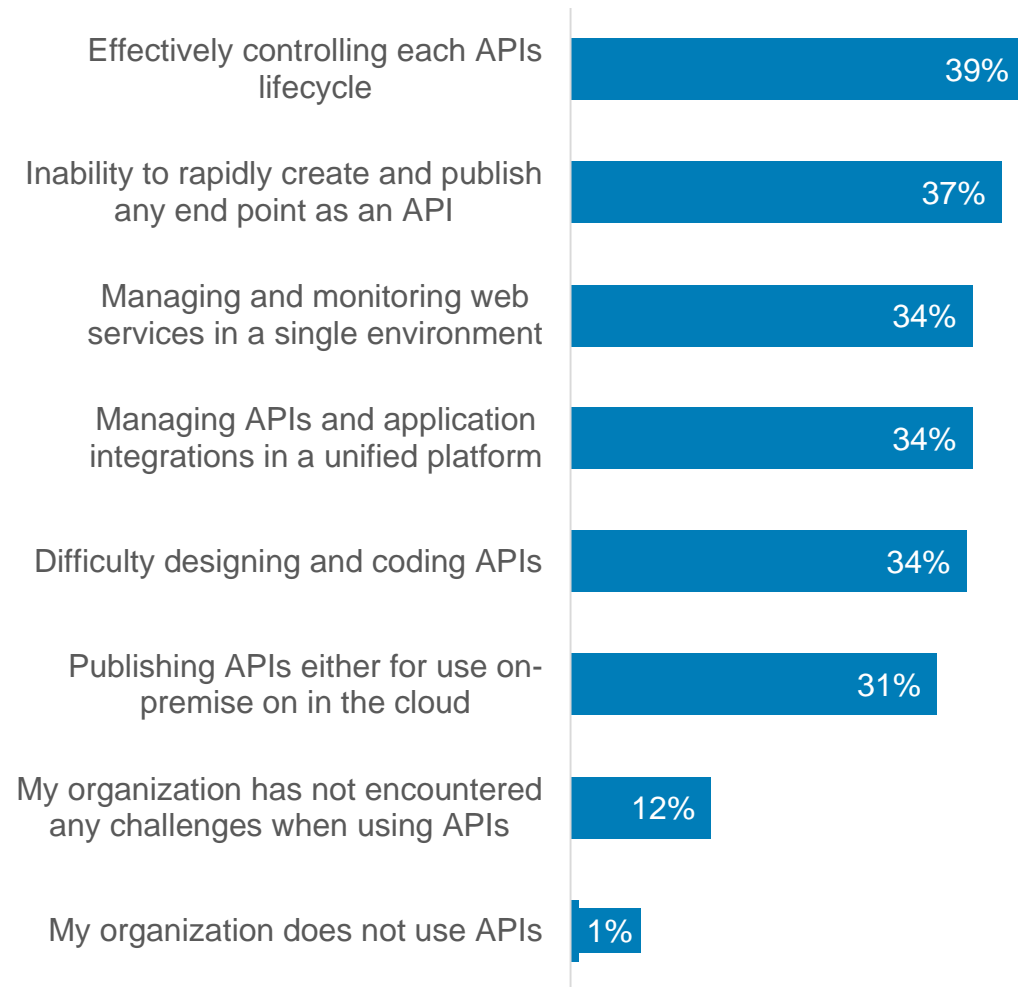


**Figure 14:** “What benefits has your organization seen since adopting iPaaS to support integration?” asked to all US respondents whose organisation has completely adopted, or are in the process of adopting iPaaS, showing only the total responses (213) and those by CIO respondents (56)

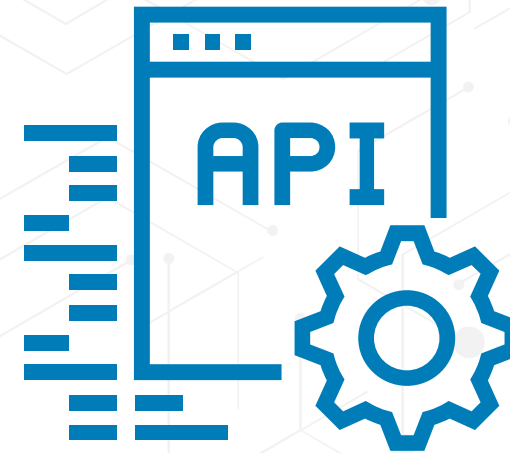
# Other ways to improve connectivity



# Application programming interfaces (API)

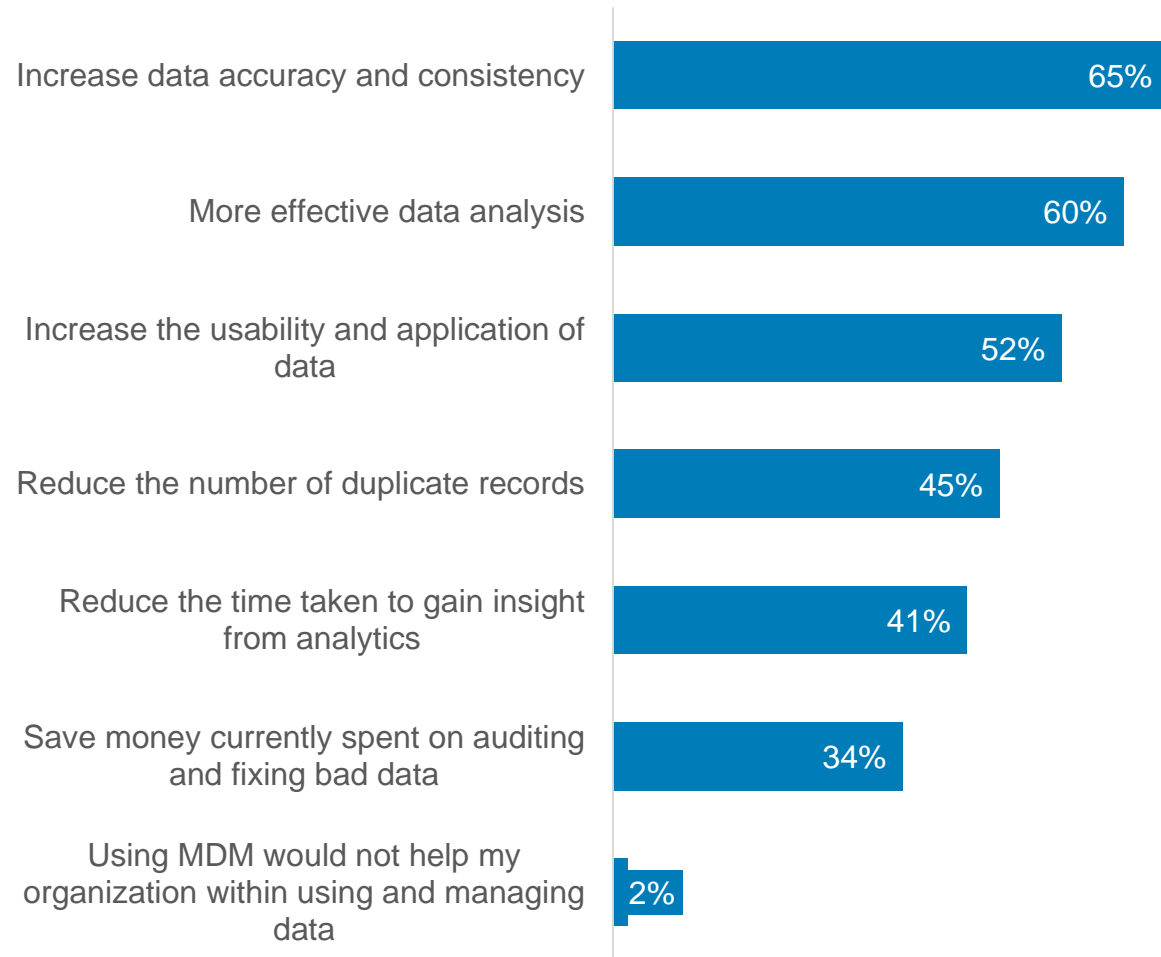


Around two in five (39%) respondents say that effectively controlling each APIs lifecycle is a challenge that their organization has encountered



**Figure 15:** “When using an application programming interface (API) what challenges, if any, has your organization encountered?” asked to all US respondents (400)

# Master data management (MDM)

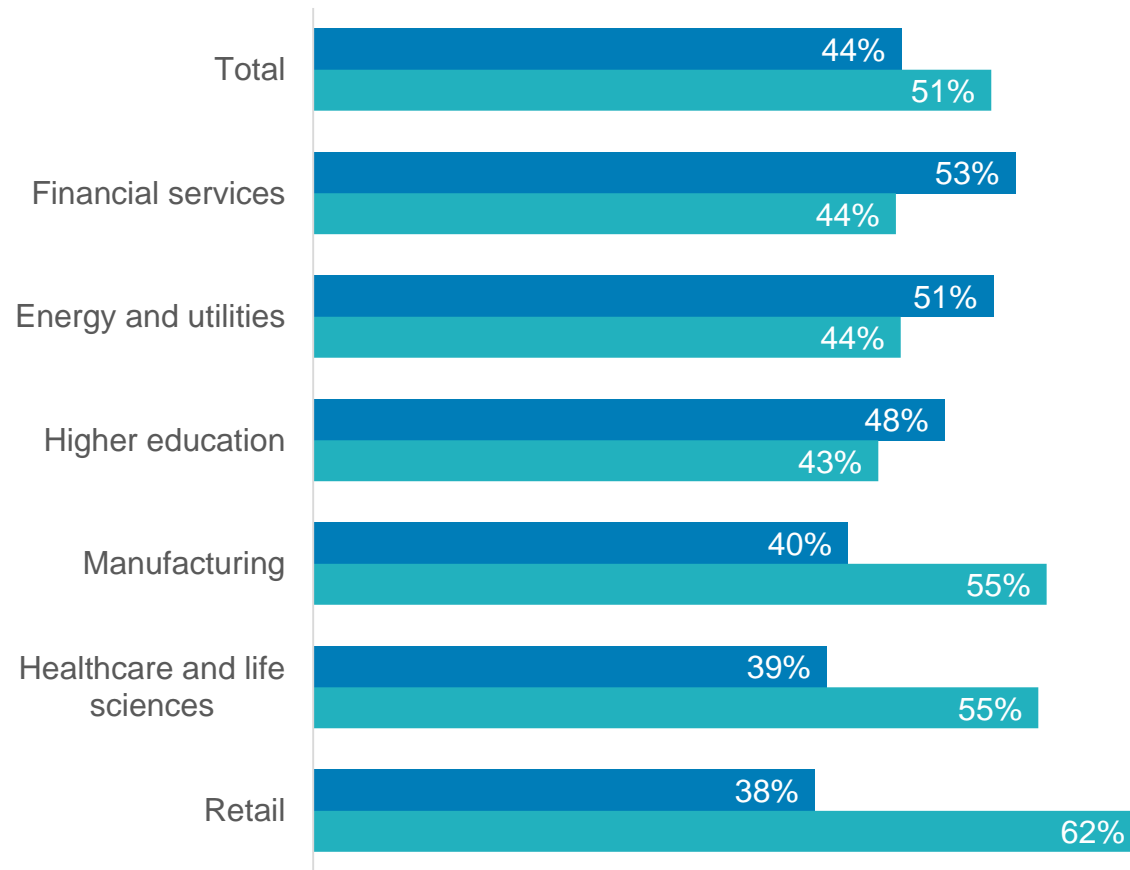


Almost all (98%) respondents feel that using MDM could help their organization with using and managing data

**Figure 16:** “How could using a master data management (MDM) solution help your organization with using and managing data?” asked to all US respondents (400)



# Low-code application development

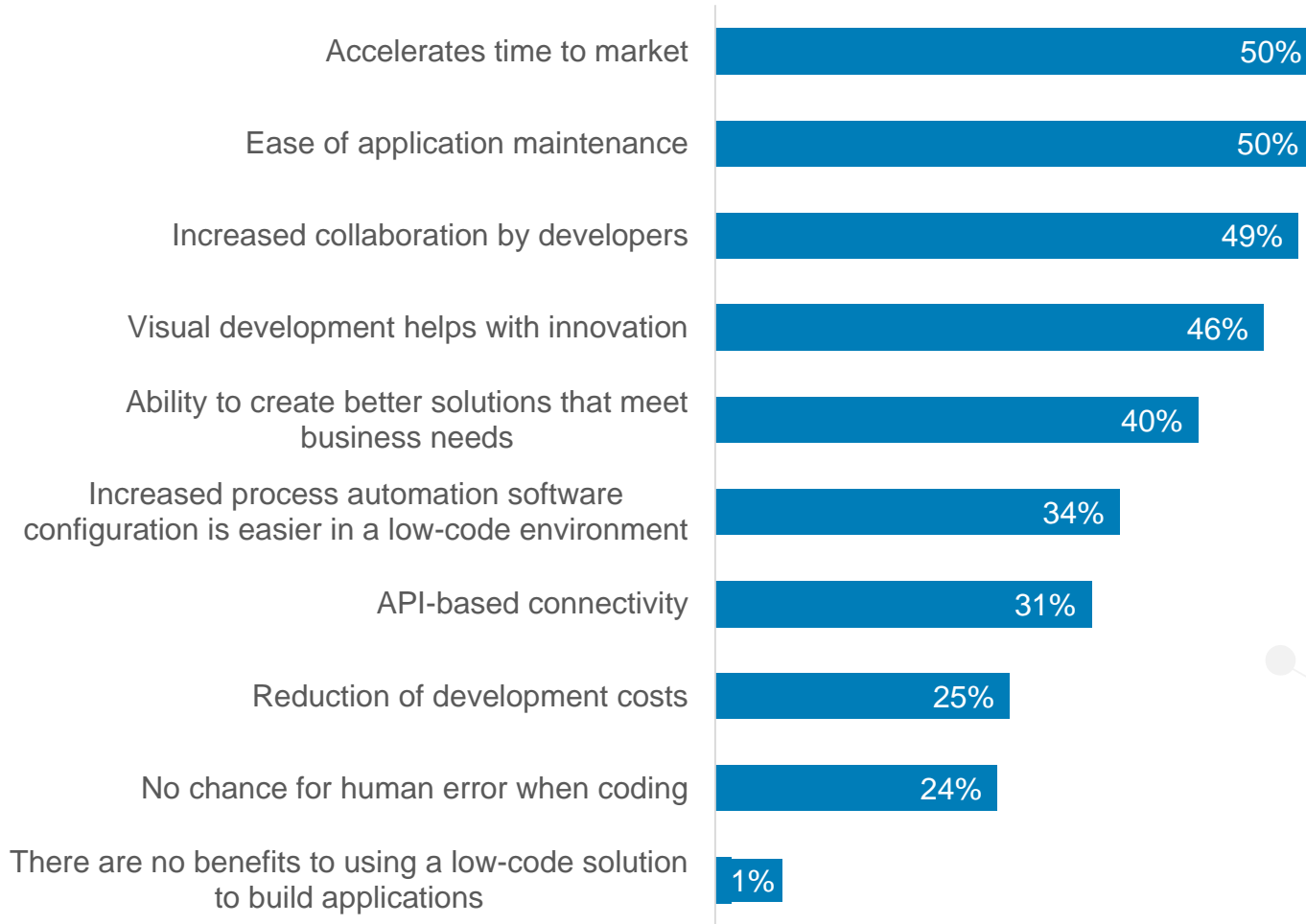


- Yes, we already use a low-code application development solution
- We do not currently use a low-code application development solution, but would consider it

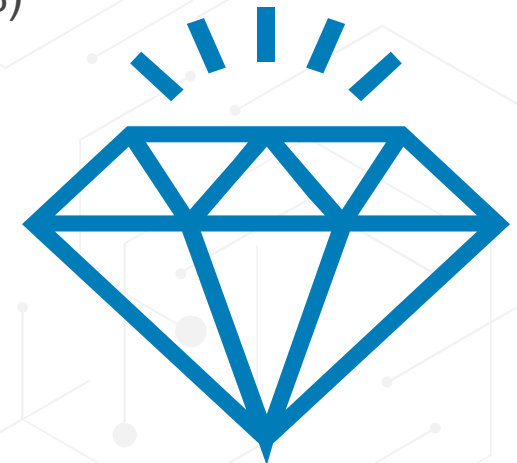
**Figure 17:** Analysis showing the percentage of respondents whose organization is currently using, or would consider using, a low-code application development solution. Asked to all US respondents, split by organization sector (400)

Over two in five (44%) respondents' organizations use a low-code application development solution, with this being more likely (53%) in the financial services sector

# Benefits of using a low-code solution



Nearly all (99%) respondents whose organization uses, or would consider using a low-code solution see benefits from using it to build applications, with an **accelerated time to market** being the most likely (50%)



**Figure 18:** “What benefits do you see from using a low-code solution to build applications?” asked to US respondents whose organization is currently using, or would consider using, a low-code application development solution (381)

# Mobile integration struggles

Does your organization struggle to create mobile applications to connect stakeholders?



Nearly six in ten (59%) respondents admit that their organization finds it challenging to create mobile applications to **connect employees, partners and customers** to company data and business applications when they are working remotely/away from their place of work

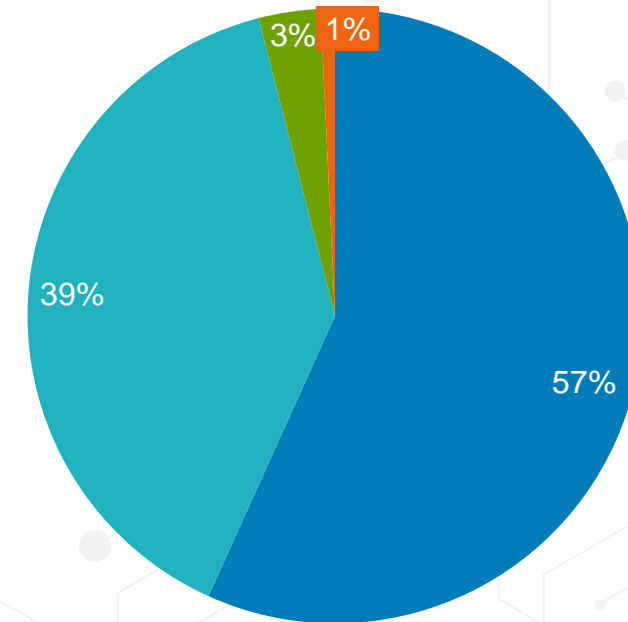
**Figure 19:** "Has your organization found it challenging to create mobile applications to connect employees, partners and customers to company data and business applications when they are working remotely/away from their place of work?" asked to all US respondents (400)

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# Mobile integration benefits

Would there be benefits to integrated mobile applications connecting stakeholders?

The vast majority (96%) of respondents believe that integrated mobile applications for employees, partners and customers to use when they are away from the office/their place of work, would be beneficial to their organization



- Yes, integrated mobile applications would be hugely beneficial
- Yes, integrated mobile applications would be beneficial
- No, I do not see how integrated mobile applications would benefit us
- Don't know

Figure 20:

"Would integrated mobile applications for employees, partners and customers to use when they are away from the office/their place of work, be useful to your organization?" asked to all US respondents (400)

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# The Connected Business

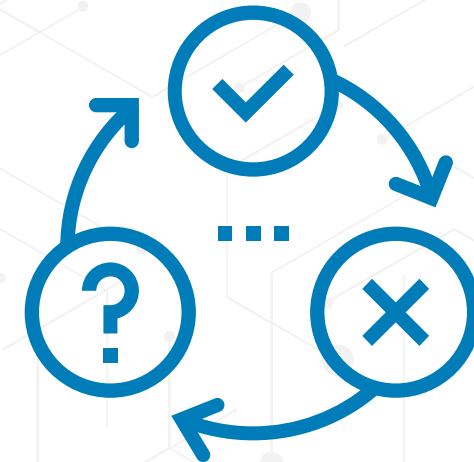
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# Benefits of The Connected Business



100% of respondents state that their organization would **see benefits through improving its integration** and becoming a more connected business

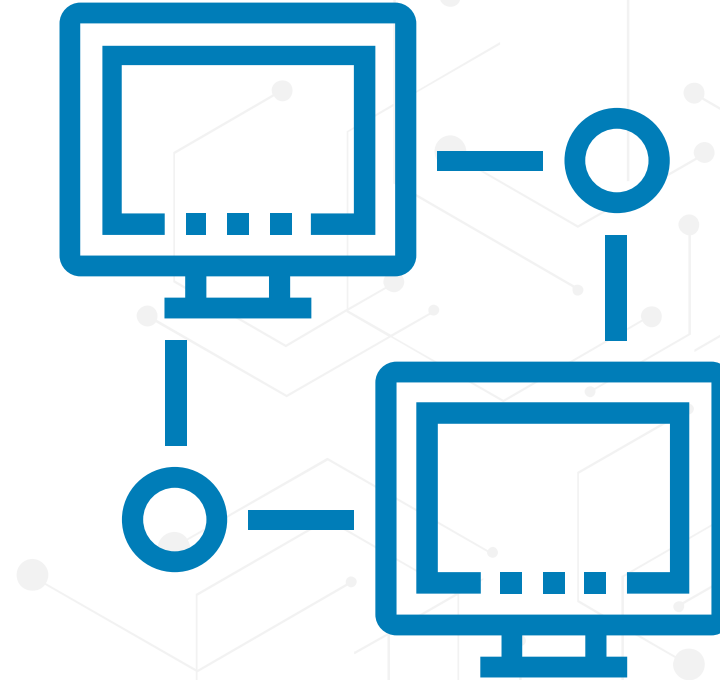


**Figure 21:** “What benefits do you feel that your organization would enjoy if it could improve its integration and become a more connected business?” asked to all US respondents (400)

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# Benefits of The Connected Business

In fact, each respondent would expect their organization to see **five different benefits** as a result of becoming better connected as a business



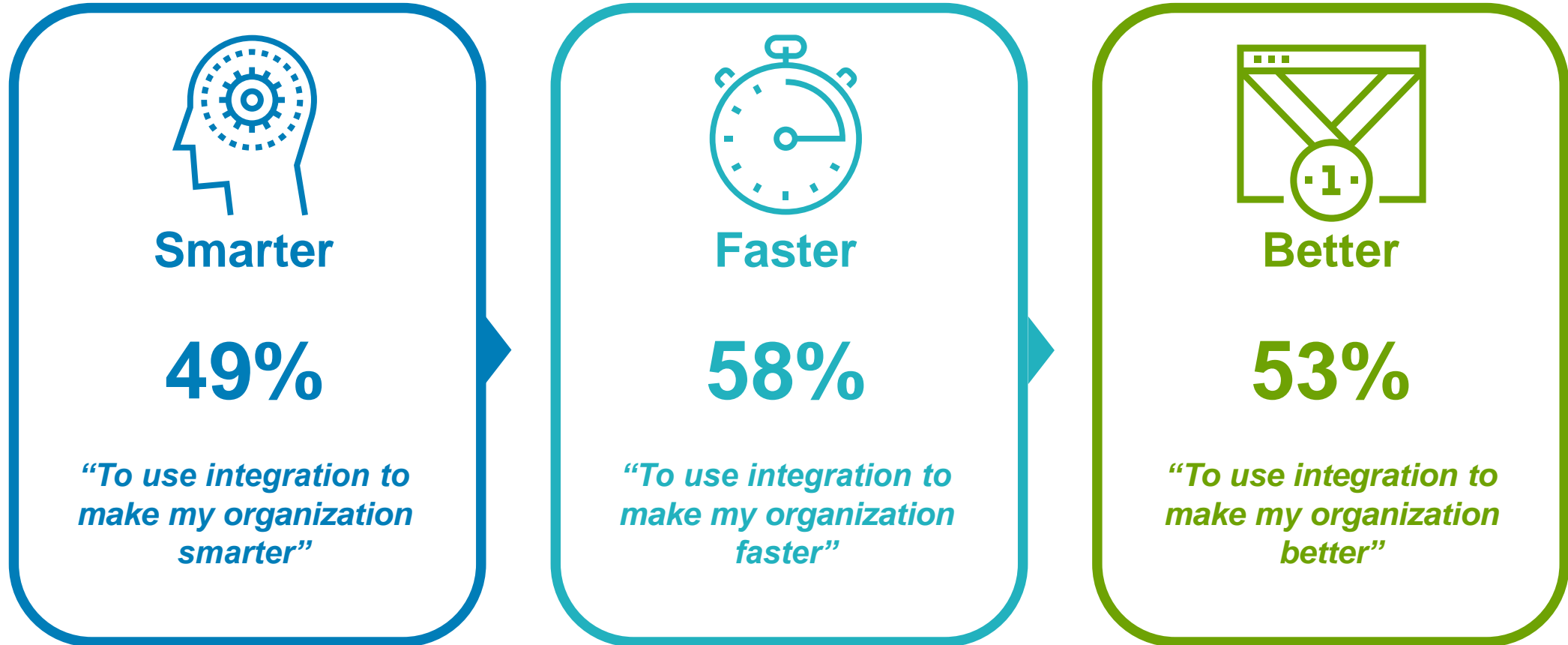
**Figure 22:**

“What benefits do you feel that your organization would enjoy if it could improve its integration and become a more connected business?” asked to all US respondents (400)

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# Crucial outcomes of integrations

When integrating applications, data sources, and business functions, it is crucial that this makes my organization...

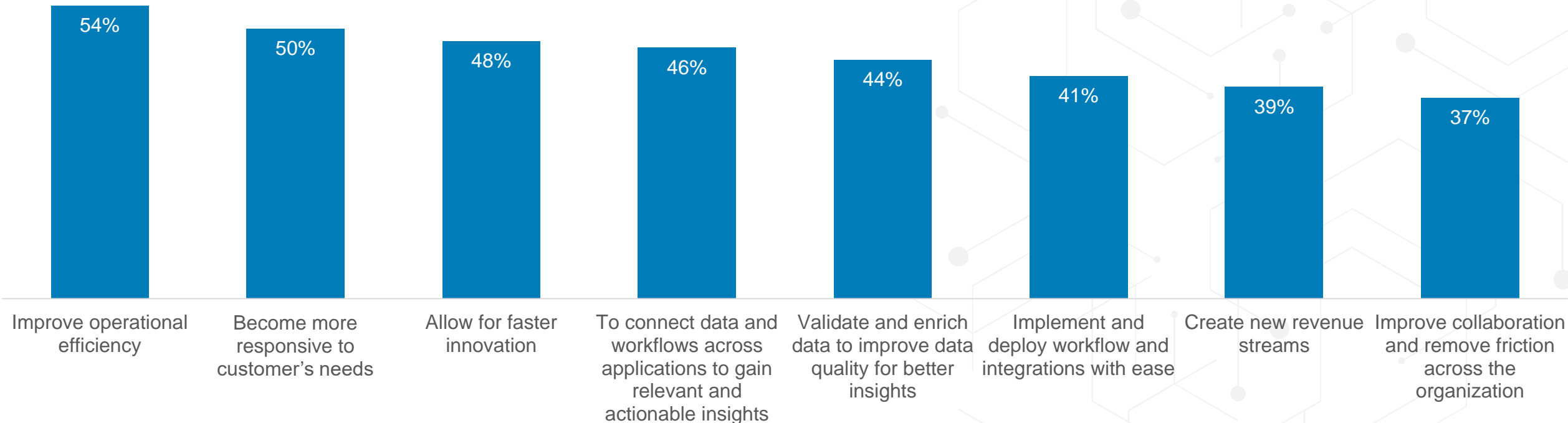


**Figure 23:** Analysis showing the percentage of respondents who report that when integrating applications, data sources, and business functions, it is crucial that this makes their organization smarter, faster, or better. Asked to all US respondents (400)



# When integrating, we also want to...

When integrating applications, data sources, and business functions, allowing for faster innovation is a crucial outcome for almost half (48%) of respondents' organizations

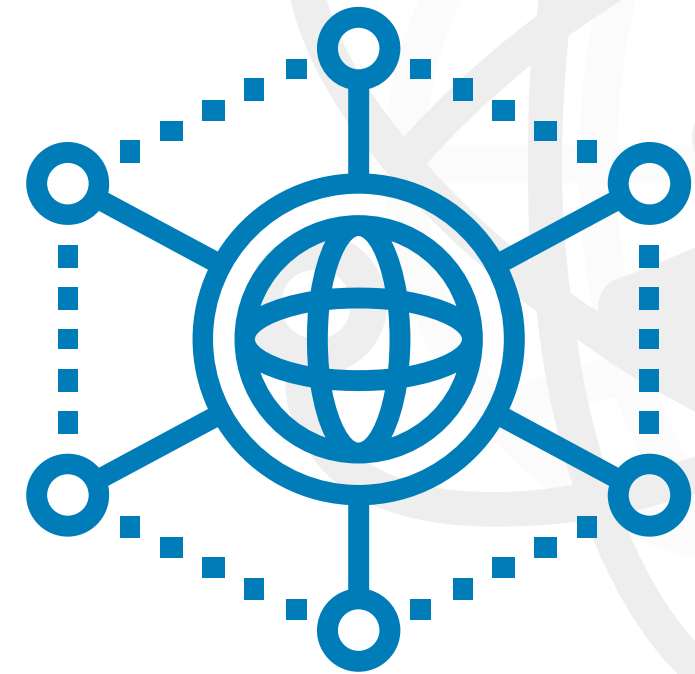


**Figure 24:** Analysis showing the percentage of respondents who report that when integrating applications, data sources, and business functions, the above outcomes are crucial to their organization. Asked to all US respondents (400)

**Looking ahead**

# Critical nature of integration

Almost three quarters (74%) of surveyed CIOs believe that over the next 5 years, **successful integration will be crucial to their organization** if they want to remain competitive



**Figure 25:** Analysis showing the percentage of CIO respondents who believe that over the next five years, successful integration will be crucial to their organization if they want to remain competitive. Asked to all US CIO respondents (69)

# Over the next 5 years...

**70%** - “we will be integrating more applications for more functions”

**15%** - “we will start outsourcing some of our application integration”



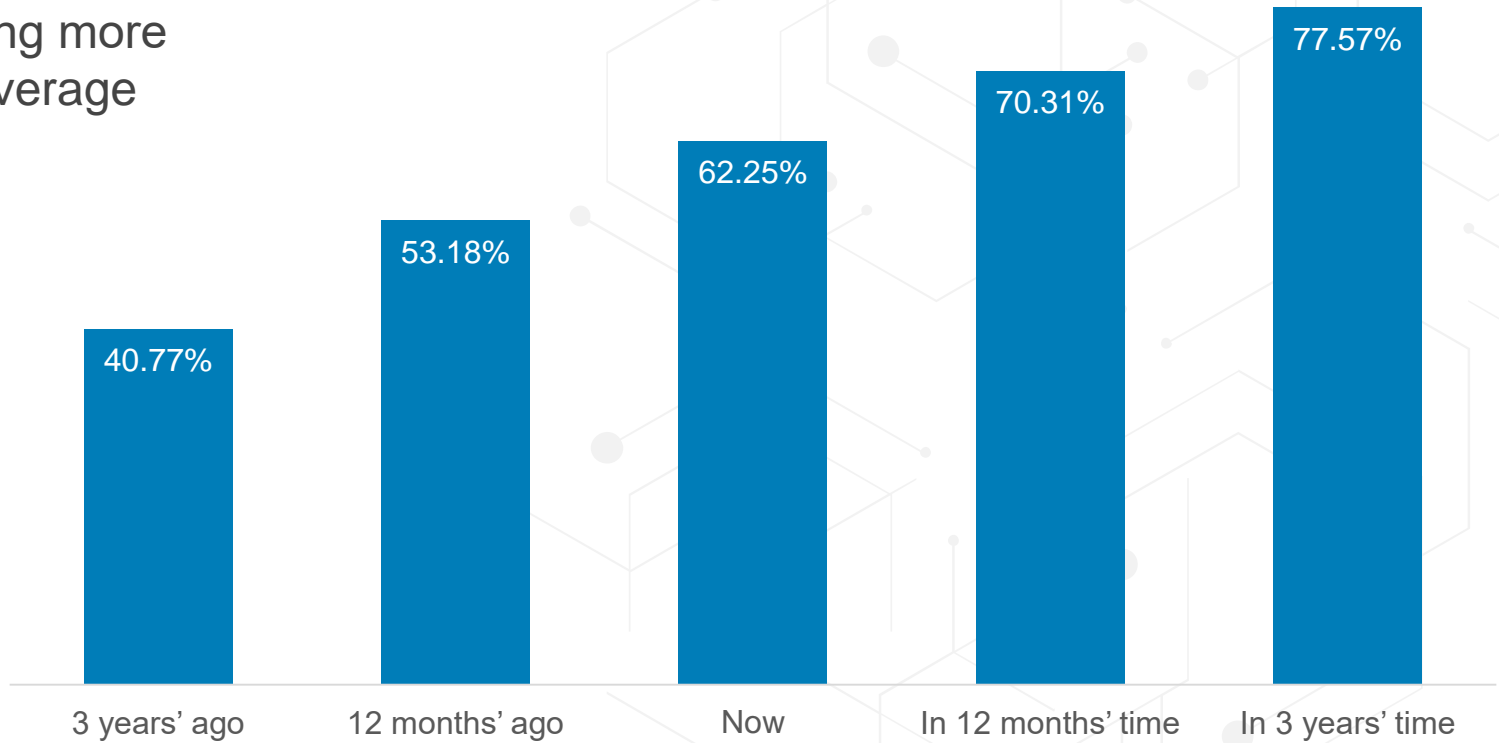
**55%** - “we will be integrating applications at a faster rate”

**38%** - “we will be moving legacy, on-premise applications to the cloud”

**Figure 26:** “Looking ahead over the next 5 years, what changes do you anticipate regarding your organization's application integration processes?” asked to all US respondents, not showing responses to the options ‘We will be integrating fewer applications for fewer functions’, ‘We will be integrating applications at a slower rate’, ‘We will integrate more APIs’, or ‘We will integrate an MDM solution’ (400)

# Level of business connectivity

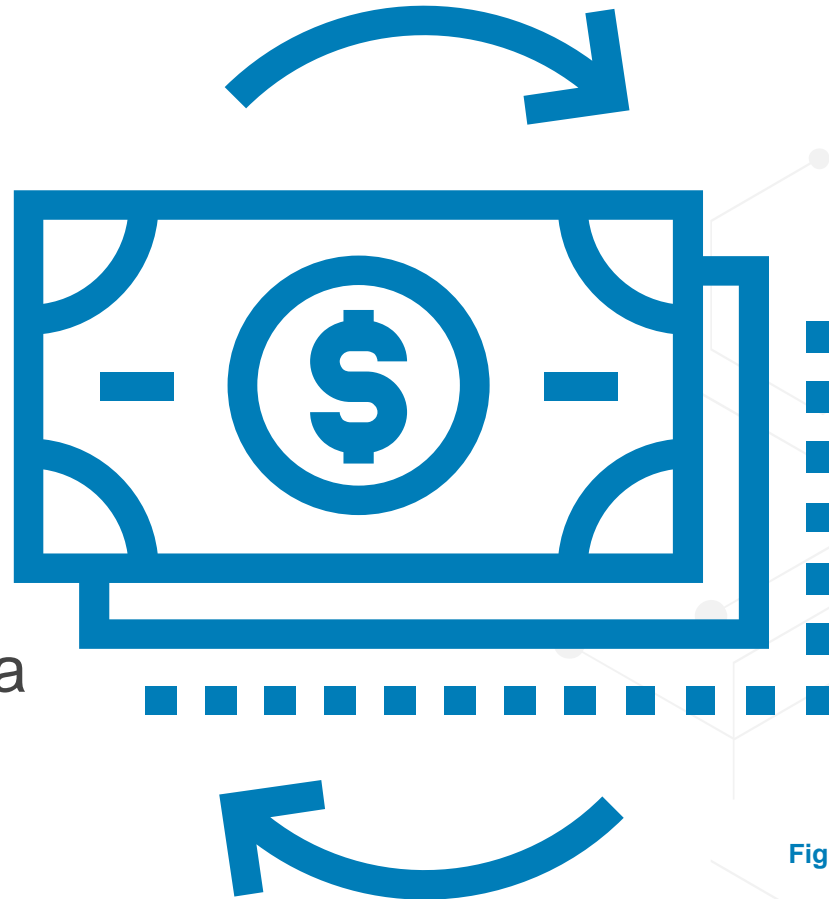
The trend is for respondents to believe that their organization is more connected now that it was 3 years' ago, and to anticipate it becoming more connected over the next 3 years, on average



**Figure 27:** Analysis showing the average level of connectivity within respondents' organizations, in the past, currently, and in the future. Asked to all US respondents (400)

# The Connected Business = revenue growth

**88%** of respondents see **revenue growth** as a possible outcome of becoming more connected as a business



On average, a revenue growth of **11%** is anticipated, equating to **\$545 million**

Figure 28:

“What, if any, impact would becoming more connected as a business have on revenue growth over the course of 12 months?” asked to all US respondents (400)

# Emerging technology trends

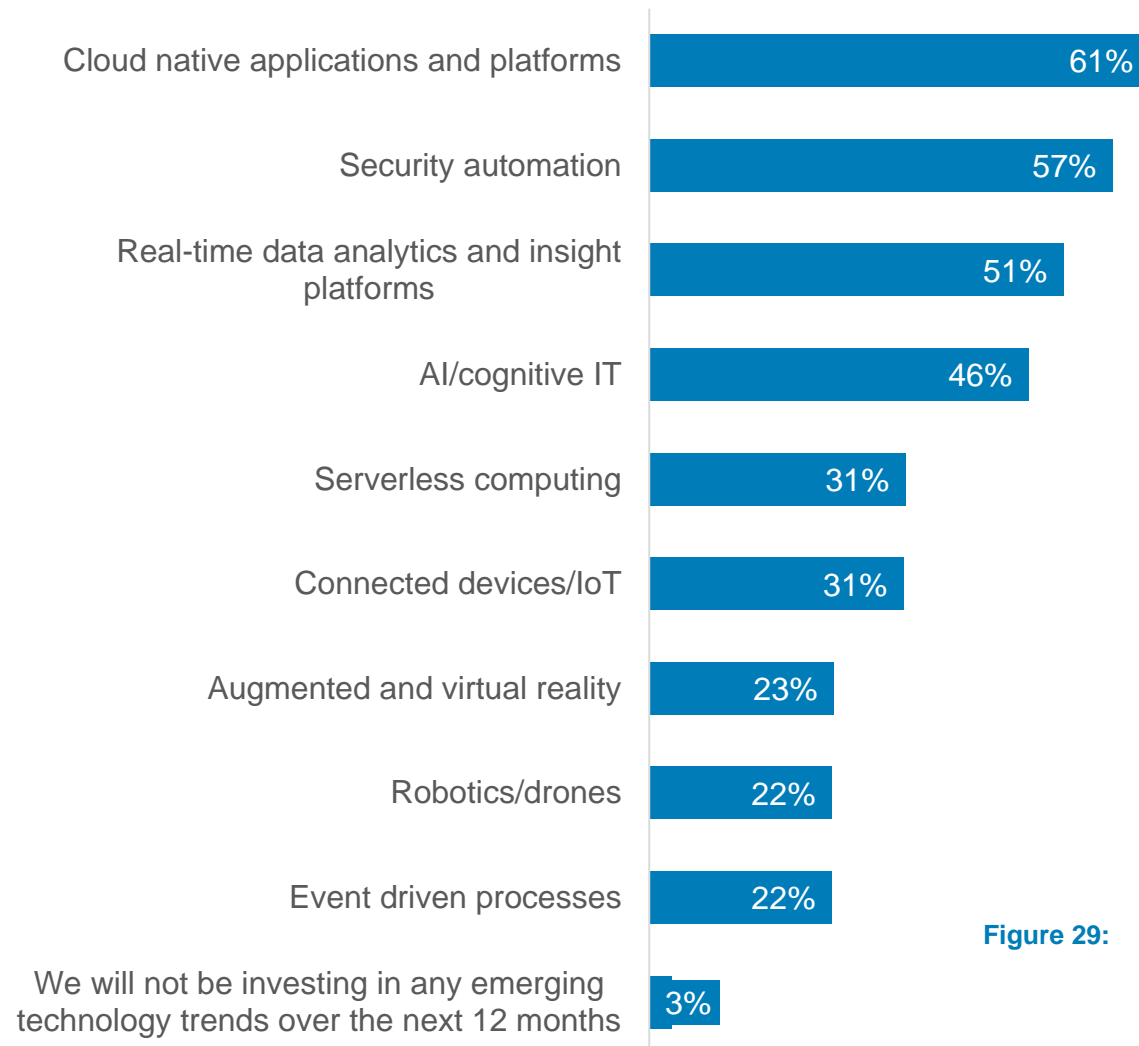


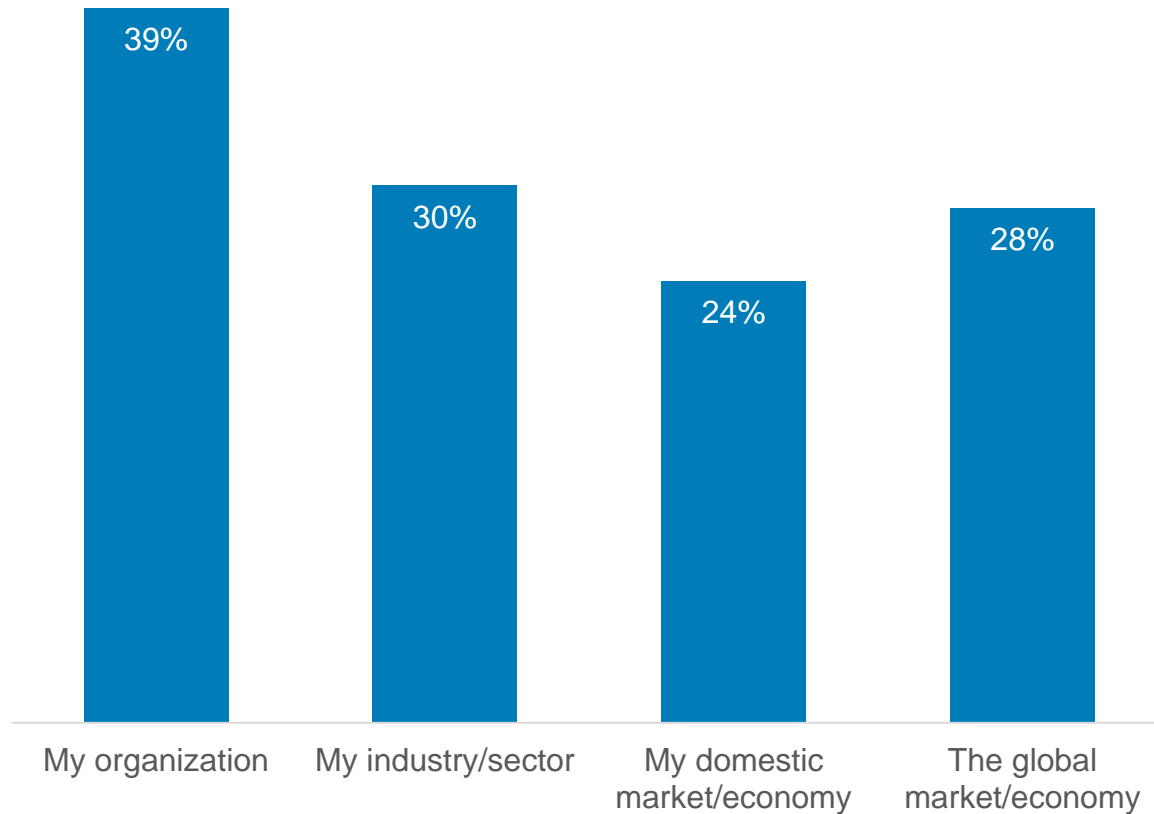
Figure 29:

Nearly all (97%) respondents expect their organization to invest in at least one emerging technology over the next 12 months

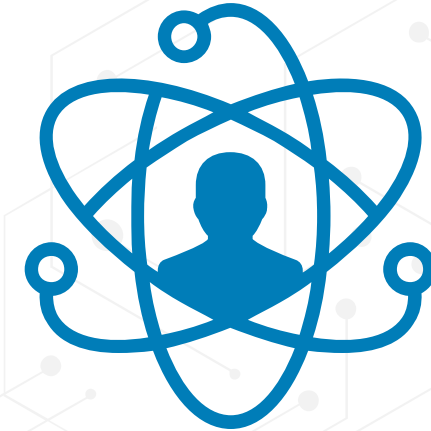
On average, organizations will be investing in **three separate trends each**

"Which of the following emerging technology trends will your organization be investing in over the next 12 months?", asked to all US respondents (400)

# Impact of emerging trends



**Figure 30:** Analysis showing the percentage of respondents who believe that emerging technology will completely revolutionize their organization or the markets in which they operate. Asked to all US respondents (400)



For some respondents, the expectation is that emerging technology will **completely revolutionize** their organization, or the markets in which they operate



# In summary

- Integration is a struggle for organizations in the US – most (87%) respondents admit that their organization has experienced drawbacks because of poor integration, with two thirds (67%) acknowledging that they have missed business opportunities
- Over six in ten (62%) currently use an integration solution, but they are resorting to using three different solutions, on average – with iPaaS set to be deployed by 94% in the next 12 months
- But these solutions are still having a strong impact on respondents' organizations – saving organizations \$3.26m since implementation, on average. Furthermore, the majority of respondents whose organization uses an iPaaS solution report that it is making their organisation smarter (74%), faster (72%), or better (62%)
- For almost three quarters (74%) of surveyed CIOs, successful integration will be crucial if their organization is to remain competitive over the next five years. This is perhaps because 70% of respondents expect their organization to be integrating more applications for more business functions in that timeframe
- The benefits of being a Connected Business are wide-reaching, with improved productivity (73%), improved data accessibility (68%), more efficient workflows (57%), increased profitability (54%) and faster, more accurate decision-making (48%) all expected as a result of improved integration
- 88% of respondents say that becoming a Connected Business will enable them to increase revenue. Over 12 months, respondents estimated further connectivity can encourage revenue growth of 11% - or \$545M - on average



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