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An examination of survey results from the Digibee State of Enterprise Integration Report 2023, through the lens of Manufacturing.

The State of Enterprise Integration for Manufacturing

Manufacturing market analysis

According to Gartner®, "Manufacturing CIOs' priorities have changed due to post-pandemic recovery, socio-economic uncertainties, and supply chain shortages. Although this could be seen as doom and gloom to manufacturers in 2023, they have a great opportunity to create new revenue streams unseen since the industrial revolution."

Gartner, The Gartner Predictions for 2023: Top Trends Impacting Manufacturing, https://www.gartner.com/en/webinar/439246/1038302. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

The Manufacturing industry is rapidly transforming. Grappling with legacy, non-cloud-native infrastructure while building towards a data-driven, real-time operation, Manufacturers are increasingly pinched between what they have and what they need.

Today, Manufacturing is driven by new industry trends such as servitization, automation, and hard-set sustainability goals. With a modernized operation, organizations find themselves delivering new value to the business, providing fresh data from across the operation to help inform strategic business decisions.

The speed of change is relentless and Manufacturers are under increasing pressure to catch up and keep up. Without a truly connected operation, the organization is unable to leverage innovation and achieve its true potential.
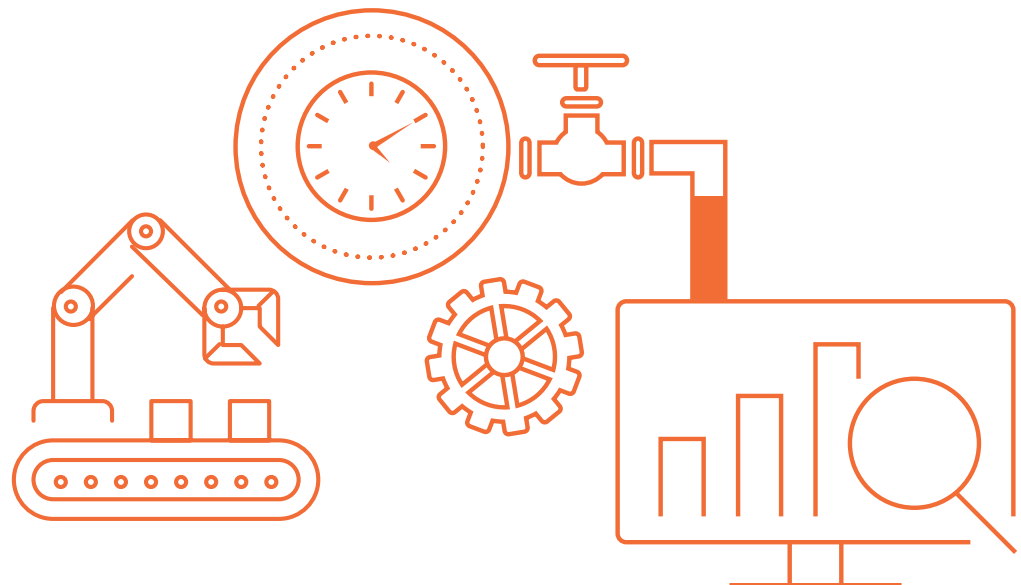
How manufacturers are integrating

As with most industries, integration within Manufacturing is a team sport, with IT, C-suite, and product teams involved in the strategy and implementation. Of all industries surveyed, Manufacturing relies most on the IT team to participate in the process.

Once the decision is made to implement, the majority of Manufacturing respondents plan to leverage internal resources, coupled with support from the iPaaS technology vendor, to manage the project. This implementation model lessens the reliance on in-house resources that are already over-committed, while foregoing the expense of third-party consultants and professional services providers.

For those Manufacturing organizations that have not yet implemented iPaaS, the pain of non-cloud native technology is taking its toll. Over half of Manufacturing respondents report that they must rebuild up to 10 integrations for existing key business applications every 12 months—the highest ranking of all industries surveyed.

These disruptions to the business due to unnecessary maintenance cycles are time-consuming and expensive, negatively impacting profitability and operational efficiencies.

THE STATE OF ENTERPRISE INTEGRATION FOR MANUFACTURING   4

Integration trends in manufacturing

Top internal stakeholder : **IT team**

AS RANKED BY

55%
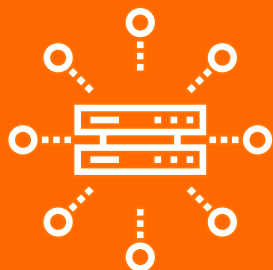## of manufacturing respondents

Top implementation model : **Internal + iPaaS vendor**

AS RANKED BY

46%
of manufacturing respondents

Unnecessary maintenance cycles : **6-10 integrations rebuilt each year**

AS RANKED BY

54%
of manufacturing respondents
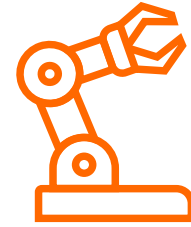
Top 3 integration objectives

34%

Improve security, reliability, and governance

30%

Improve/enhance business analytics and decision-making

29%

Enable automation and AI

"

The old business model of moving slowly amid red tape and complications just isn't feasible anymore. Technology advances time to market and solves customers' pain points in record time."

Forbes

Improving security, reliability and governance was the top Manufacturing objective in the Digibee State of Enterprise Integration Report 2023. This can be attributed to the rapidly evolving IT landscape where companies are challenged to secure ever-growing networks of connected devices that generate significant volumes of data.

With so much data, it's no surprise that Manufacturing respondents placed *Improve/enhance business analytics and decision-making* second on the objectives list. Enterprise integration supports the unification of data from different applications across the operation, streamlining data access and analytics. Manufacturers are leveraging these valuable stores of data to support and help guide the business.

With a solid digital foundation in place, Manufacturers are able to leverage new innovations, reflected in the number three objective: *Enabling automation and AI*.

Top 5 challenges

1. **33%** **Security**
2. **32%** **Legacy systems**
3. **29%** **Inadequate resources**
4. **29%** **Complexity and time**
5. **28%** **Lack of skills**

In the 2023 Enterprise Integration report, Manufacturing respondents rank *Security* as their top challenge in implementing an integration platform.

This makes sense based on Digibee's work with these organizations, with security concerns increasing in tandem with the growing amount of data being collected and stored.

Legacy systems was second on the list, a reflection of the non-cloud-native technologies well-entrenched within the operation.

These environments are notoriously complex, often involving manual, time-consuming practices that challenge an already over-worked team, an observation that dovetails nicely with the number three result: *inadequate resources*.

A byproduct of legacy environments is an ever-growing list of IT backlog projects. Once deployed, iPaaS rapidly resolves these backlogs, freeing up IT and product teams to focus on the future.

Up to

60%

portion of IT backlog projects requiring integration support

A majority of survey respondents (74%) rely on integration to resolve IT backlog projects.

Download your **free copy of the comprehensive Digibee State of Enterprise Integration Report 2023** for a deep dive into all of the data. Understand how your peers are progressing and examine year-over-year trends and observations to help inform your integration strategy.

For more information on how Digibee can help your Manufacturing organization, visit our **website**, or **request a demonstration**.

Methodology

The Digibee 2023 State of Enterprise Integration Report is based on responses from a pool of 1,000 participants in the United States and Canada, including Chief Information Officers, Chief Technology Officers, Web Developers, and Enterprise Architects in companies with over 500 employees.

In this industry sub-report, we've filtered the data to focus exclusively on the manufacturing sector, while the main report is representative of three industries: Finance, Manufacturing, and Retail. The majority of respondents are from companies in the mid-market ($50M — $500M) and enterprise market ($500M+) based on annual company turnover.

The fieldwork was carried out between February 7, 2023 and February 20, 2023 by Censuswide. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct which is based in ESOMAR principles.

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About Digibee

Digibee enables organizations to build flexible, highly scalable integration architecture. Founded in 2017, the Digibee team is based throughout the Americas with offices in Weston, Florida, and Sao Paolo, Brazil.

Our platform allows enterprises to compete and excel in today's rapidly changing digital environment. The technology is cloud native, low code, fully recyclable, and discoverable—connecting applications, processes, and people for faster time-to-market without a major investment.

Ten times faster than other systems, Digibee is the preferred iPaaS solution for 250+ corporate customers including Assai, B3, Barkley, Bauducco, GoPro, Oobe, Payless, and others.

To arrange a demonstration or for more information, visit our website.