

An enterprise integration showdown: **DIY** versus **Digibee**

The Digibee product and sales teams interact with a wide range of potential customers across industries and geographies. These companies share their unique challenges with us to determine if the Digibee eiPaaS can resolve their pain points, helping their business to grow and prosper.

We recently engaged with an American provider of healthcare IT services we'll refer to as Acme Health, that wanted to improve how it manages system and data integrations.

Living under the burden of an integration system developed in-house, the IT team was saddled with labor-intensive integration cycles that took months (and even years) to develop and deploy.

IT CHALLENGE: SADDLED WITH A DIY DISASTER

With 4,000+ employees, the company has succeeded in business for over 20 years. To support a space as fast-moving and complicated as healthcare, Acme Health innovated on the back of its purpose-built in-house system. The platform relies on developers to enable communication between public and open APIs, connecting on-premises and cloud systems.

The in-house solution also depends on developers to determine the data that's exchanged and how it will be utilized, which often results in inconsistent results across integrations.

Initially the system worked well, delivering low upfront costs with the IT team fully in control. But over time the platform became cumbersome and time-consuming as connectors and related code maintenance increased and applications evolved.

Unfortunately, Acme Health underestimated the complexity of an in-house system including time to

execute and the ability to scale with the needs of the business. Instead of supporting innovation, Acme Health's system was impeding it.

THE COST OF DIY INTEGRATION SYSTEMS

Today, large integrations take years for Acme Health to complete, impacting resources, time, and business value.

01 Resources

Acme Health's IT environment consists mainly of onpremises technologies including SAP, Oracle, IBM, and proprietary systems. Increasingly, the company must connect with more modern digital ecosystems in the cloud and via mobile. To carry out this work, Acme Health relies on 10-15 integration developers.

Less experienced workers were not a feasible option since the work requires a certain level of expertise. Developers must know how to sync data without impacting the applications generating the data. Too many queries can overload and destabilize an application resulting in disruptions to the business.

While these resources are expensive and difficult to recruit and hire, a good portion of their time is spent on repetitive, lower value tasks needed to keep the in-house system operable. With limited scope, innovation has taken a back seat.

02 Time

Investing years to complete an integration, the company was not innovating, it was barely keeping up. Additionally, as enterprise applications mature, so do the APIs, requiring Acme Health to invest additional time and resources to update its inhouse connectors. This is a common burden with 98% of enterprises reporting that they rebuild/rewrite multiple integrations for key business applications at least once every 12 months.

03 Business value

The in-house system was rigid, making it difficult to deliver certain use cases. Frequent outages also occurred while integrations were being rebuilt, disrupting the business. Roll-outs of new projects were gradual, further delaying the associated benefits. Plus it was difficult to add new tools to an existing integration without significant complications. With substantial and ongoing investment in its in-house system, Acme Health decided it was time to shift to a modern integration strategy - one that would support its business objectives, while fast-tracking innovation and saving money.

FINDING THE RIGHT EIPAAS VENDOR

The proof-of-concept (PoC) exercise for this organization was one of our favorites, with Acme Health taking us up on the Digibee Challenge: Your integration, up and running in 60 days. Live data. Zero risk. No downtime. The IT team requested that we build three different integrations (easy, intermediate, complicated) that they had already created. This would allow Acme Health to compare the efficiencies of the Digibee eiPaaS versus its in-house model. **The results were amazing, with Digibee far exceeding expectations:**

Easy: Access healthcare codes using token-based authentication and a REST call. Determine Digibee's ability to build and deploy an integration.

Intermediate: Enable members to access profile / demo info from within the core system. Determine Digibee's ability to work with SOAP, combining the results of multiple, simultaneous calls to gather all required data.

Acme Health's in-house system

18mo

24mo

Digibee's iPaaS technology

Less than **1hr**
to build and deploy

Less than **2hrs**
to build and deploy

The PoC ended before we could tackle the complicated scenario. At this point, Acme Health had all the evidence they needed to support a transition from DIY to Digibee.

THE EFFICIENCIES OF DIGIBEE VERSUS A DIY SOLUTION

Initially for Acme Health, the prospect of switching from its in-house integration system to Digibee's low-code eiPaaS was daunting. The wholesale replacement of any business-critical system is always a significant consideration.

But as Acme Health discovered, Digibee is fast and efficient, running in parallel with existing systems until it's fully enabled, for zero downtime. Experienced and junior developers easily create integration flows or pipelines, with Digibee capsules providing prepackaged business logic that can be reused by all teams in the creation of integrations.



Next steps

During the Digibee rollout, Acme Health developers will work in partnership with our implementation team, serving as experts for the company's existing infrastructure. These interactions will provide important background and insight to Digibee while helping the developers to quickly learn our eiPaaS system.

We expect to have the first integration project complete and deployed, with all developers fully trained, in under 30 days.

BUSINESS OUTCOMES ACHIEVED WITH DIGIBEE

By implementing Digibee's cost-effective eiPaaS, Acme Health will benefit from meaningful (and quantifiable) business benefits:

Resource efficiencies

Digibee is accessible to all developers. Our low-code integration platform enables Acme Health to achieve developer productivity within 10 days of implementation, regardless of experience and with no formal certification or training required. With Digibee, Acme Health can innovate rapidly and focus valuable resources on growing the business.

For example, Acme Health will be able to free up 75% of its development team, reducing from 12 to 3 developers to manage integrations with Digibee. These resources will be repurposed to focus on business innovation, resolving IT backlogs, and other initiatives that support business growth and profitability

Increase in net new revenue opportunities

With streamlined integrations, Acme Health can onboard more new customers, decreasing the window from 3 months to 1.8 months. This 40% increase in onboarding bandwidth will result in millions of dollars in potential net new annual revenue for the business

New products and features

With more resources to focus on the future, Acme Health can drive initiatives that support digital transformation and improve the customer experience. Based on pre- and post-Digibee calculations, Acme Health can increase the production of new products and features by almost 30% with a comparable increase in product value.

These innovations will produce new business, reduce churn, and increase total annual revenue.

To learn how the Digibee team can help your organization modernize your integration strategy while accelerating innovation and growth using our eiPaaS technology, [contact us](#) or [schedule a demo](#) to see Digibee in action.

