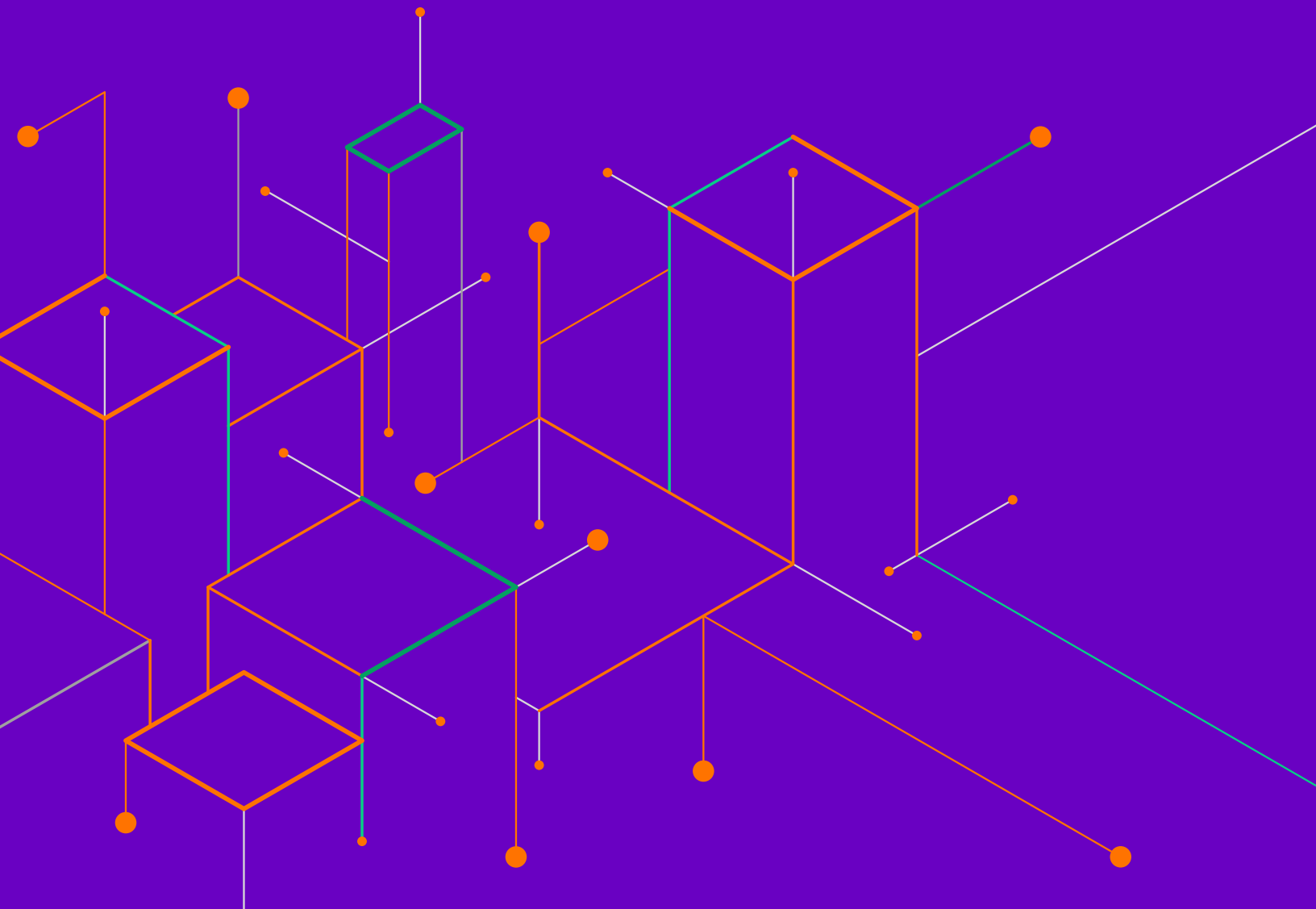digibee

Digibee Report 2022

The State of Enterprise Integration

Insights from enterprise technology leaders and executives on the critical role of system and data integration for businesses competing in a digital-first world

Foreword

Rodrigo Bernardinelli
CEO and founder, Digibee

Everything is connected. Humanly, socially, technologically—we rely on complex networks and ecosystems to live our lives. Enterprise integration embodies this principle, building bridges between people, processes, and technology to help businesses unlock their true potential.

For some organizations, these foundational connections remain a work in progress. Grappling with monolithic technology stacks and legacy infrastructure that doesn't give an inch, these companies are simply unable to keep up.

Others are making the leap, leveraging enterprise integration to tap into powerful innovations such as artificial intelligence, machine learning, automation, cloud migration, omni-channel customer experiences, and so much more.

The Digibee 2022 State of Enterprise Integration Report reflects the state of enterprise integration in America. From organizations leading the way, to those who are just beginning their journey, it's clear we're at a tipping point. Those companies that are not here yet may never be.

What's your organization's state of integration?

It's time to integrate.

Market analysis

Successful companies rely on digital and cloud strategies to ensure they remain competitive and relevant in 2022 and beyond. It falls to business and technology leaders, including CIOs, web developers, and system architects, to define and execute upon these initiatives.

The Digibee 2022 State of Enterprise Integration Report examines the progress these companies have made, the impediments that stand in their way, and the ongoing challenges they face to modernize and accelerate how their companies operate.

The research reflects a growing awareness amongst respondents of the criticality of enterprise integration and how this foundational business strategy is essential to the success of corporate initiatives that will help companies evolve and grow.

Participants

1000+

Company size by employee count
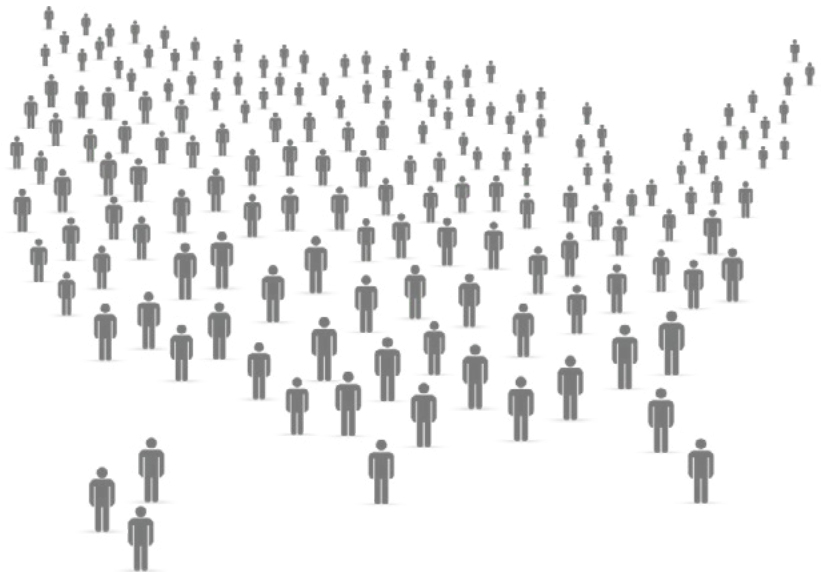
500+

Industries represented:

Finance   Manufacturing   Retail

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Buyer demand for eiPaaS is intensifying, as on-premises technologies are not delivering fast enough to support new customer integration needs for distributed/connected applications, data, APIs, ecosystems and events.

Gartner
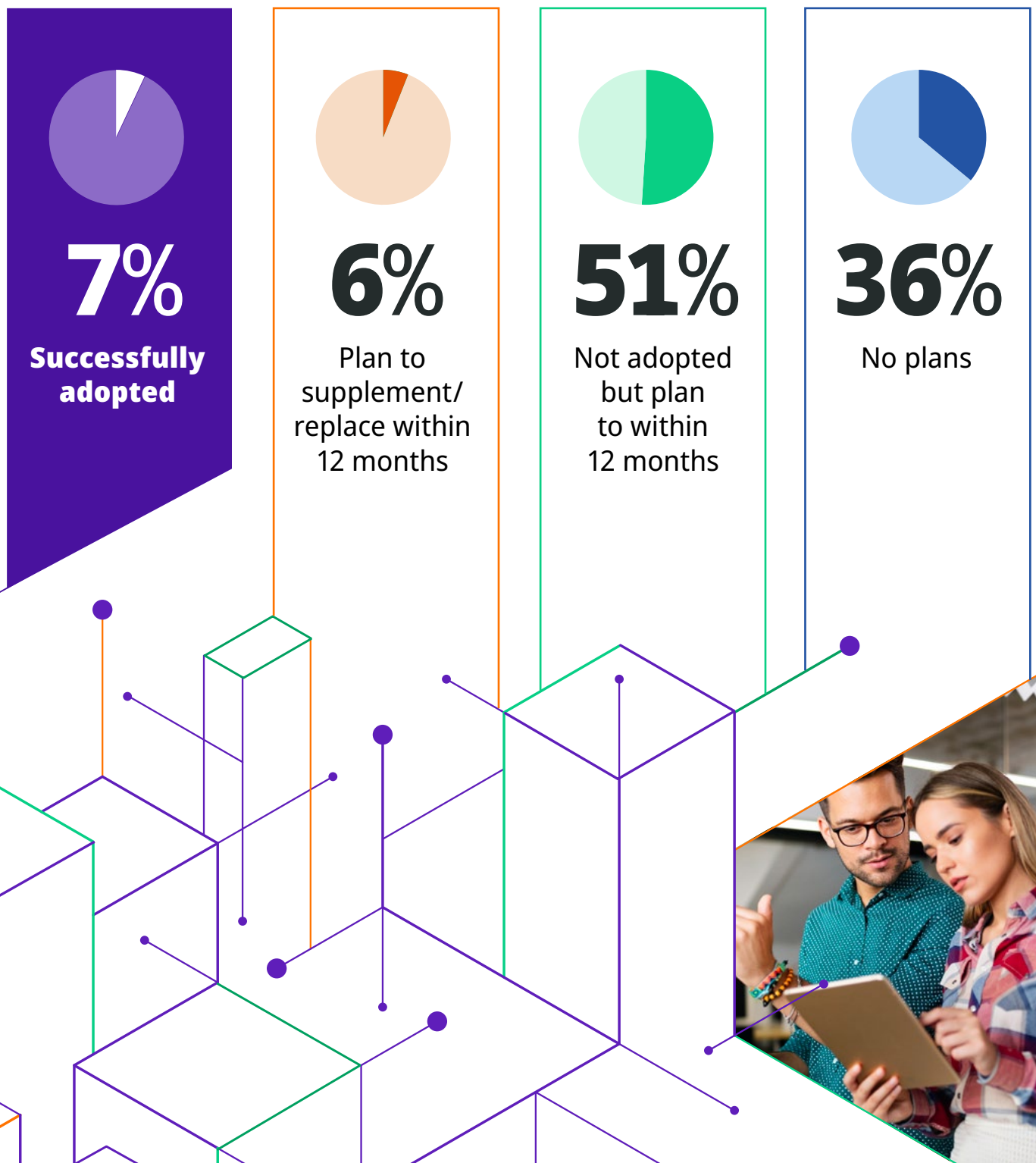October 2021

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Our findings

Organizations around the world are rapidly embracing a digital-first technology model to support business-critical initiatives such as cloud migration and omnichannel customer experiences. While most business leaders recognize the urgency to modernize existing infrastructure, the majority of respondents face significant challenges integrating their existing operations with this future state.
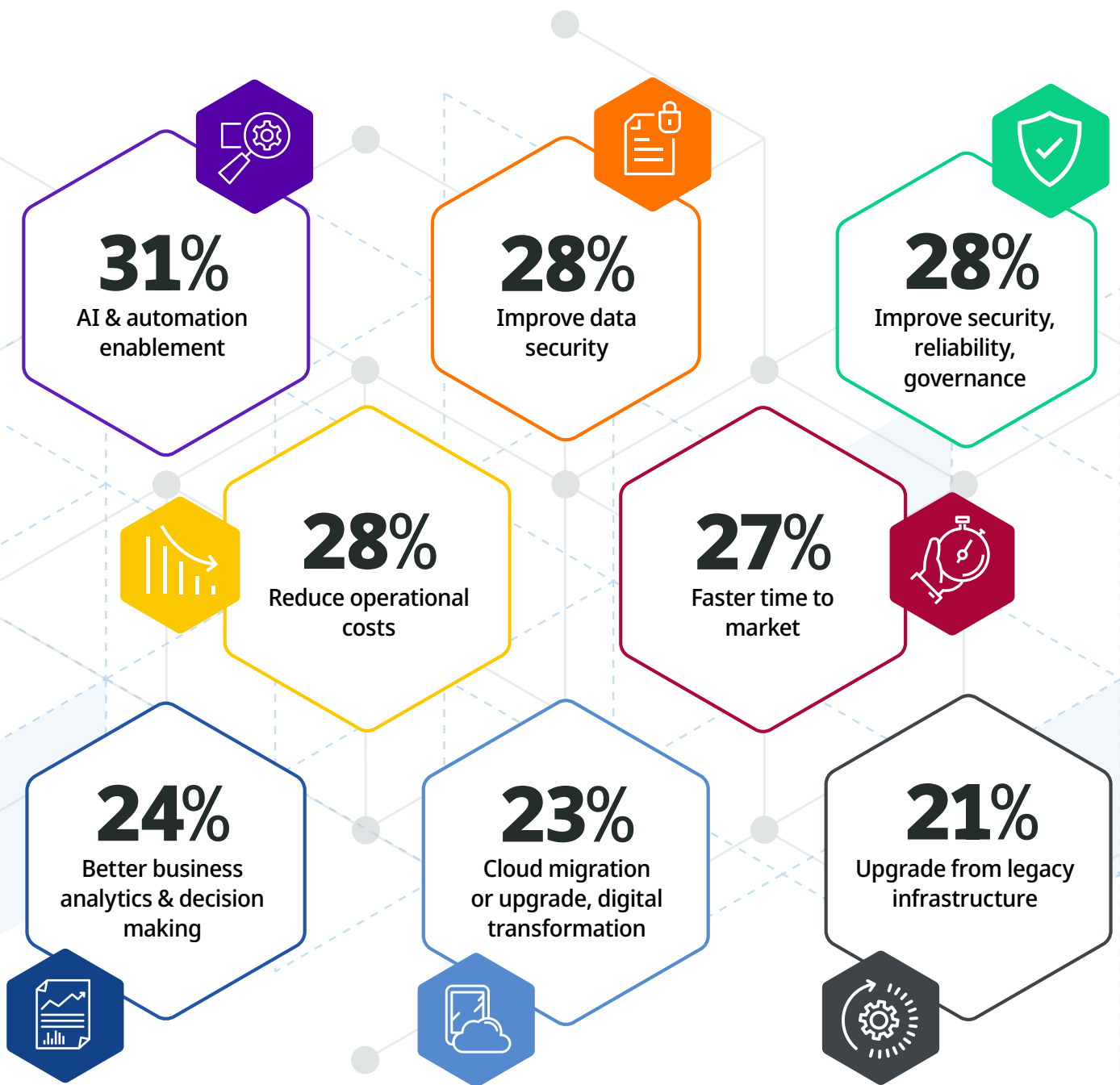
What we learned

Businesses are at different stages in their enterprise integration initiatives. Most are still in the planning stage, intending to activate their strategy within the next 12 months. Only 7% of respondents have succeeded, reflecting the early stage of these initiatives across most organizations.

7%
Successfully adopted

6%
Plan to supplement/ replace within 12 months

51%
Not adopted but plan to within 12 months

36%
No plans

Key objectives for enterprise integration (each respondent selected top three priorities):

31%
AI & automation enablement

28%
Improve data security

28%
Improve security, reliability, governance

28%
Reduce operational costs

27%
Faster time to market

24%
Better business analytics & decision making

23%
Cloud migration or upgrade, digital transformation

21%
Upgrade from legacy infrastructure

Existing and future enterprise integrations will serve to deliver on a wide range of key objectives, illustrating the many different ways integration provides value to the business. The high variability in responses indicates the broad and positive impact of enterprise integration across the organization.

The majority of business leaders believe an enterprise integration strategy is critical to their organization:
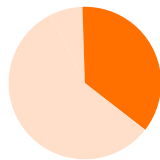
How important is an enterprise integration strategy to your business?

57%

An enterprise integration strategy is imperative to our business, a top priority.

36%

Nice to have

7%

Not a priority

Enterprise integration is important. Everyone gets it, but many still don't have it.

In contrast, a large majority of those who have not yet implemented an eiPaaS platform admit they have no specific technology in mind to support this objective.

94%

Respondents with no integration technology under consideration for use.

Respondents recognize the value of enterprise integration to their business, yet there is a high element of uncertainty in identifying the best path forward.

Justifying the investment is difficult, especially when faced with urgent priorities that produce an immediate return. Resources are limited and existing legacy infrastructure often impedes innovation.

Integrating our current state with our digital future

Executive Perspective

By **Peter Kreslins**
CTO and Founder, Digibee

Technology is thriving. Spurred on by the pandemic and the hyper-cycles of innovation that many businesses were forced to implement to stay afloat, we've seen more growth and advancement in the 2020's than any decade yet. And the pace of change is not slowing.

Business leaders are making big decisions—and big investments to solidify the future of their companies. Shifting operations to the cloud, de-siloing enterprise data, replacing what isn't working with purpose-built point solutions. What we once considered IT nice-to-haves have become table stakes.

Central to all of this is the ability to integrate current operations with the critical elements needed to support a digital future. Behemoth technology stacks have given way to modular platforms that support business agility. Manual workflows have been erased with automation. And data from a myriad of sources is easily rendered into a single version of the truth, supporting key business decisions in real-time.

Just five years ago, enterprise integration was an expensive and complicated choice managed by sophisticated (and expensive) development teams. Today it's an imperative for any organization that wants to grow and succeed within the new digital business model.

The Digibee team stands at the frontline of these changes. We work with companies that are bridging the gap between the old and the new, where everything must work together and legacy infrastructure is not an acceptable reason to fail.

In such a dynamic space, time moves with the speed of technology: lightning fast. Companies that were lagging behind their competition are now leading the way while past leaders flounder.

To quantify this moment in time, we reached out to over a thousand technology leaders including CIOs, web developers, and system architects, digging into the why, the how, and the when of their enterprise integration strategies.

It's clear we're at a crossroads. Integrating the enterprise is essential to the success of the business but getting there is very much a work in progress.

Opening access to enterprise integration, providing it as a service to all organizations regardless of infrastructure, budget, and available resources, helps to even the playing field. Technical teams can integrate products

Technology leaders understand the value and urgency in integrating the enterprise, yet many are frustrated in their efforts to achieve this result.

The data from the Digibee survey reflects the significant change and conflict that is underway. Technology leaders understand the value and urgency in integrating the enterprise, yet many are frustrated in their efforts to achieve this result. While over half of all respondents consider enterprise integration to be an imperative for their business, fewer than 10% know with certainty the technology model they will use.

quickly so business users can implement the systems the company needs to succeed. Speed to value becomes a reality.

Today enterprise integration is easily achievable by all. But taking that first step remains the biggest challenge.
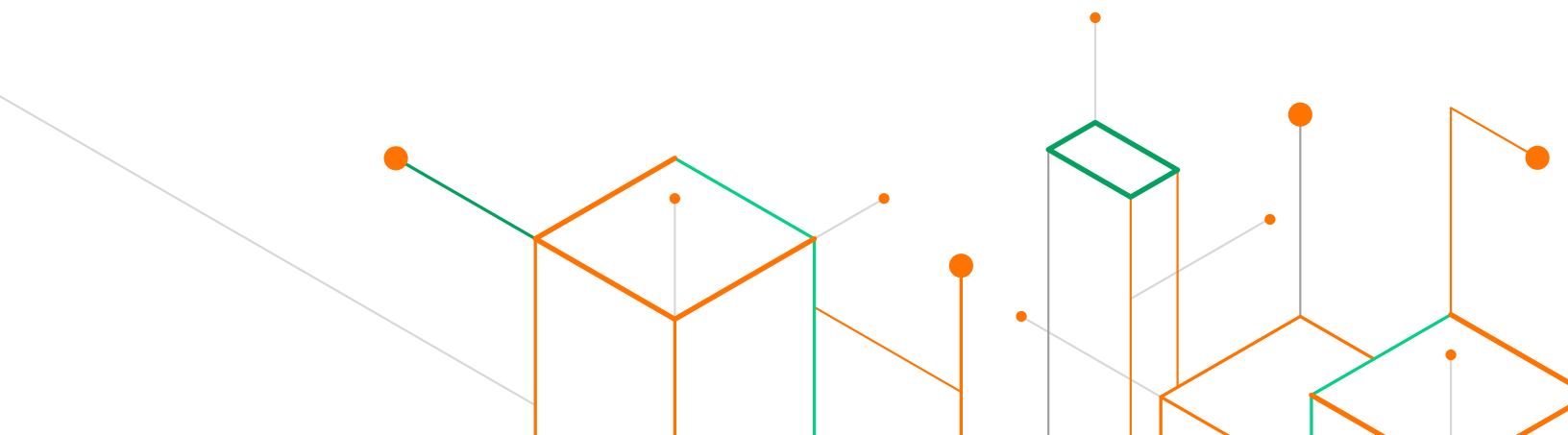
The high cost of
no strategy

A lack of strategy has driven many organizations to rely on stop-gap solutions that frequently need to be rebuilt or replaced. Rather than delivering value to the business, these one-off measures put a drain on daily operations.

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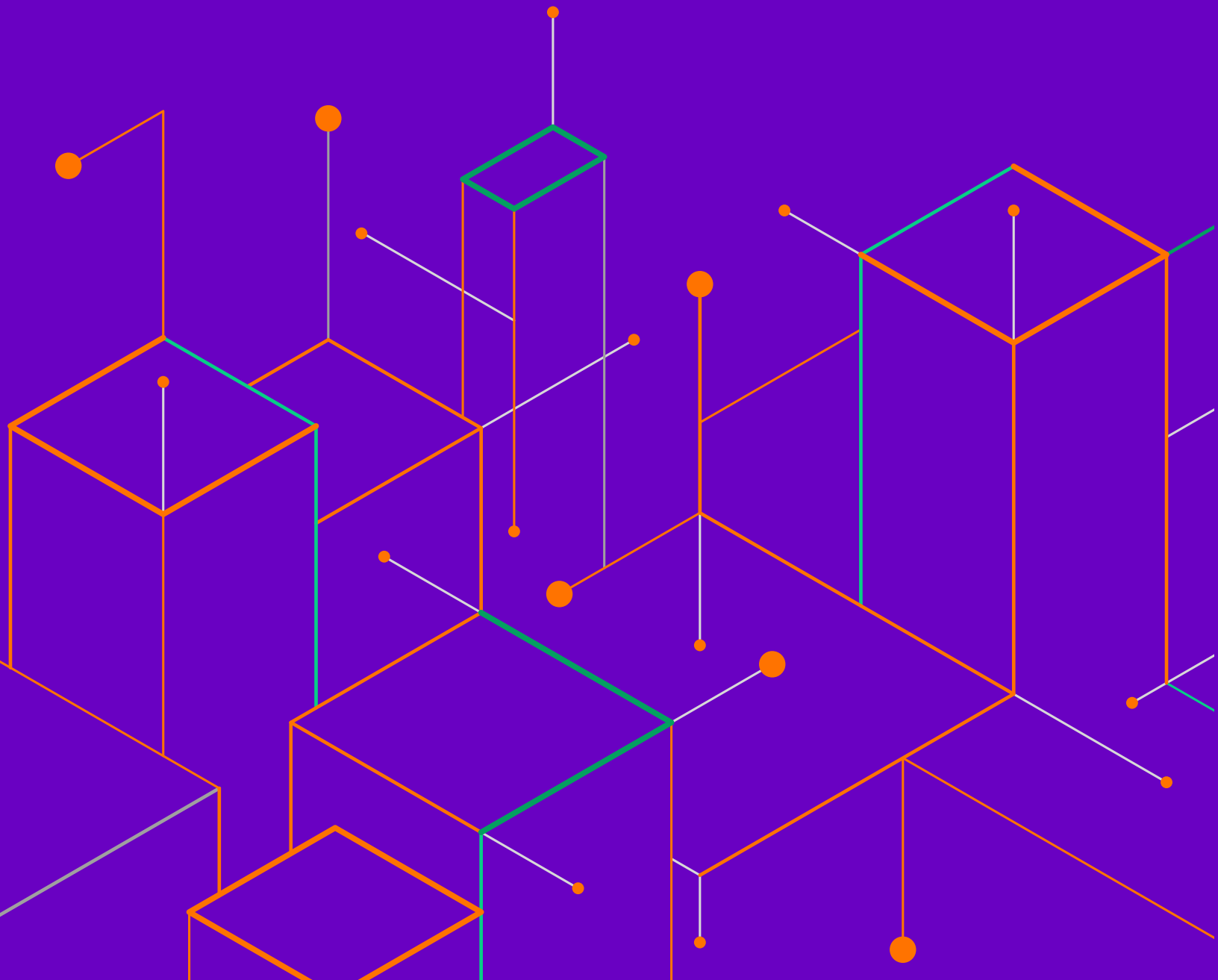
Digitization can solve problems, but only when you get the fundamentals right with artificial intelligence, low-code development, and integration.

Forbes

May 2022

No plan, plenty of pain

Without a proper strategy, many respondents have taken a piecemeal approach to integration, focusing on immediate needs without considering longer-term goals. Often hampered by legacy infrastructure and other challenges, companies must continually rebuild one-off integrations to keep the business going.

98%

Respondents who have rebuilt integrations for existing key business applications in the past 12 months.

This work can be expensive and time-consuming, detracting from meaningful initiatives that support the growth and success of the company.

When you consider that most organizations run multiple key applications, disruptions to the business are chronic and ongoing.

The average number of key applications running at each respondent's organization:

Number of integrations that had to be rebuilt:

1-5	50%
6-10	48%
10+	1%

0	6%
1-3	35%
4-6	49%
7-9	10%

Poor integrations have a direct (and negative) impact on the business

48% **Impeded innovation**
Unable to adopt new technologies to support business growth

48% **Ineffective practices**
Process and other inefficiencies that impact the success of the business

40% **Lack of agility**
Slow response times to changes in the market impact profitability and share of market

37% **Wasted resources**
Specialists must focus on maintenance and lower-value work versus building the business

Without a solid eiPaaS strategy, the growth potential of the business is stunted.

Roadblocks to enterprise integration

Business leaders face many challenges on the road to enterprise integration. Top of mind is the time and expense of the project. The lack of a well-defined project plan, competing priorities, operational downtime, and insufficient resources due to the global skills shortage also contribute to a poor outcome.

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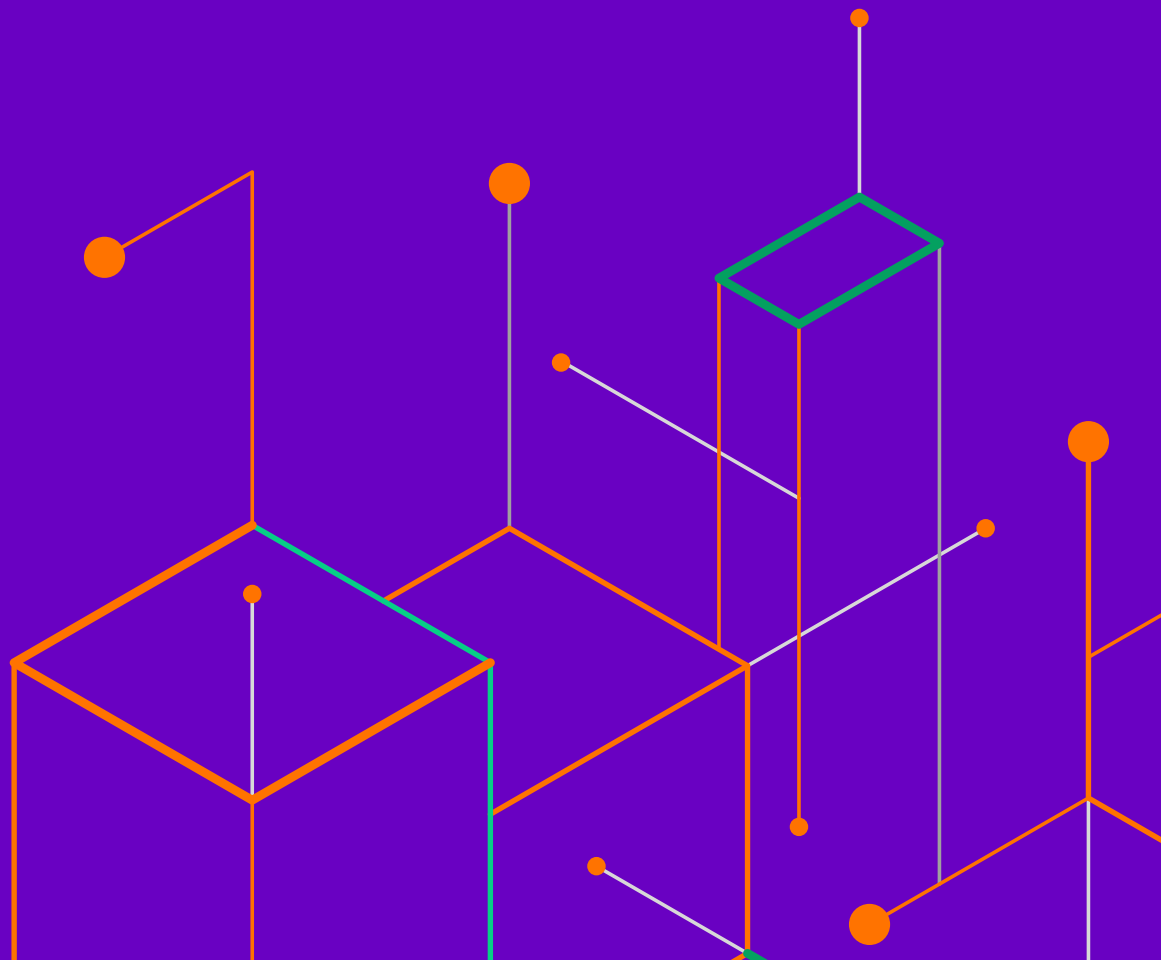
Transforming existing business processes (i.e. automation, integration) is ranked by 41% of CIOs as their most significant IT investment.

CIO

May 2022

Getting it wrong

Survey respondents rank budget/spend as the biggest concern when implementing an eiPaaS platform. These concerns often impede the progress of the initiative, delaying implementation and extending the project timeline.

36% Budget

31% Security

28% Complexity and time

27% Lack of skills

27% Legacy systems
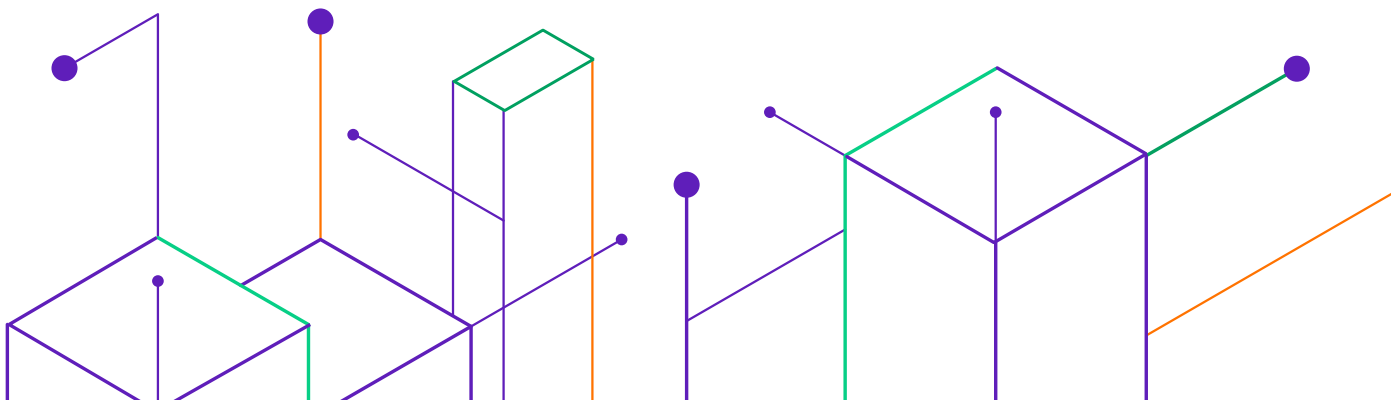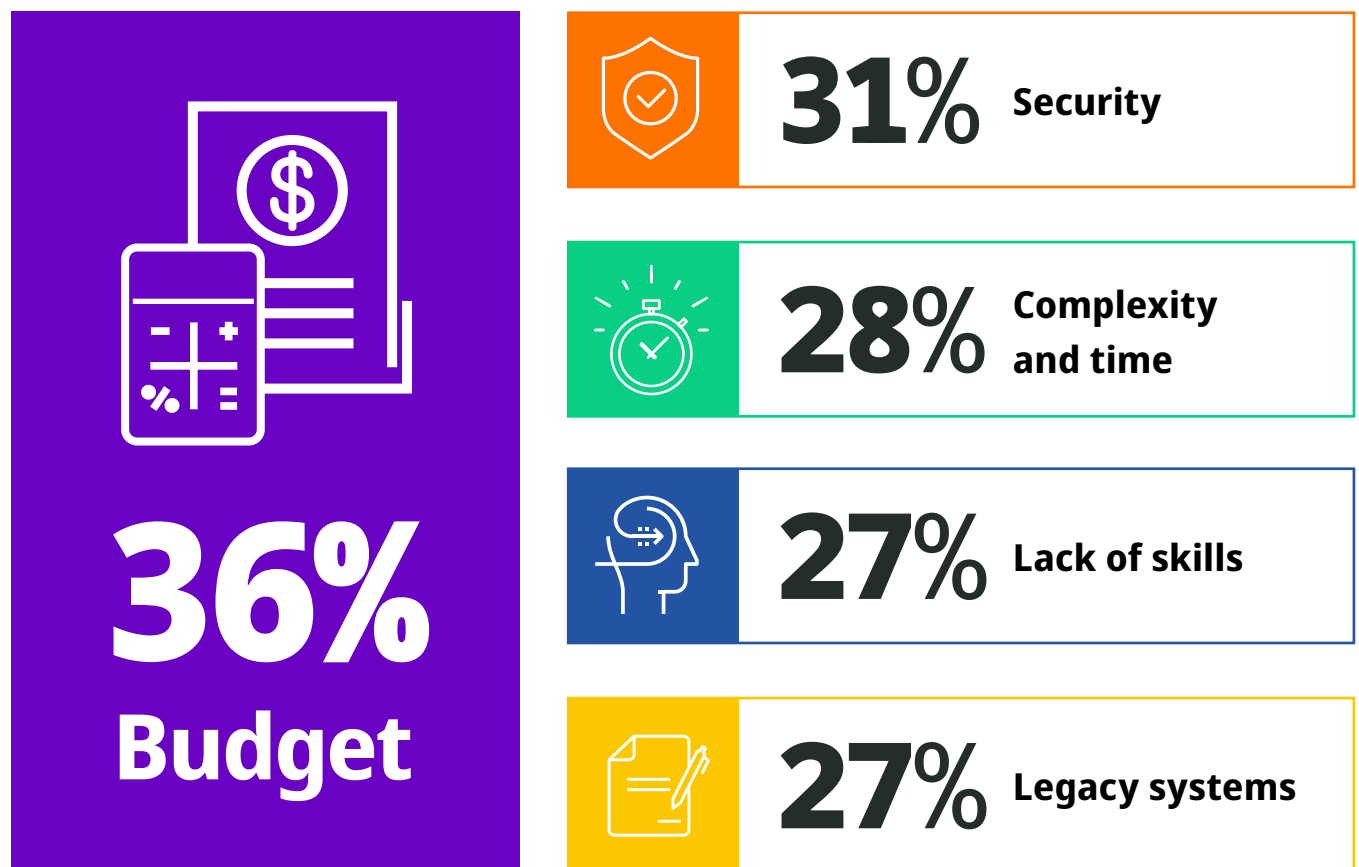
Enterprise integration spend

Cost overruns with integration projects are common. Based on responses from business leaders who have already implemented an integration strategy, here are three aspects of a project most likely to impact budget and spend:

1. Competing priorities

Perspectives vary by stakeholder, with the majority of eiPaaS use cases ranked evenly as priorities. While this outcome reflects the broad application of eiPaaS technology, lack of clarity in prioritizing the work complicates the project, resulting in costly false starts and overlap.

36% **B2B integrations**
Process automation, communication between multiple organizations

35% **Data integrations**
Data from different sources combined into a single unified view

32% **System integrations**
Connect different subsystems or components into a single, larger system that functions as one

31% **Application integrations**
Merge and optimize data and workflows between disparate software applications

28% **API management**
Distribute, control, and analyze APIs that connect applications and data

2. System downtime

Although some eiPaaS platforms are configured to minimize downtime, many do not. When downtime occurs, the business is impacted, extending the timeline of the project and increasing overall costs.

The majority of business leaders who have implemented an eiPaaS platform indicate that some downtime occurred during their project.

96%

Downtime was encountered during the eiPaaS implementation
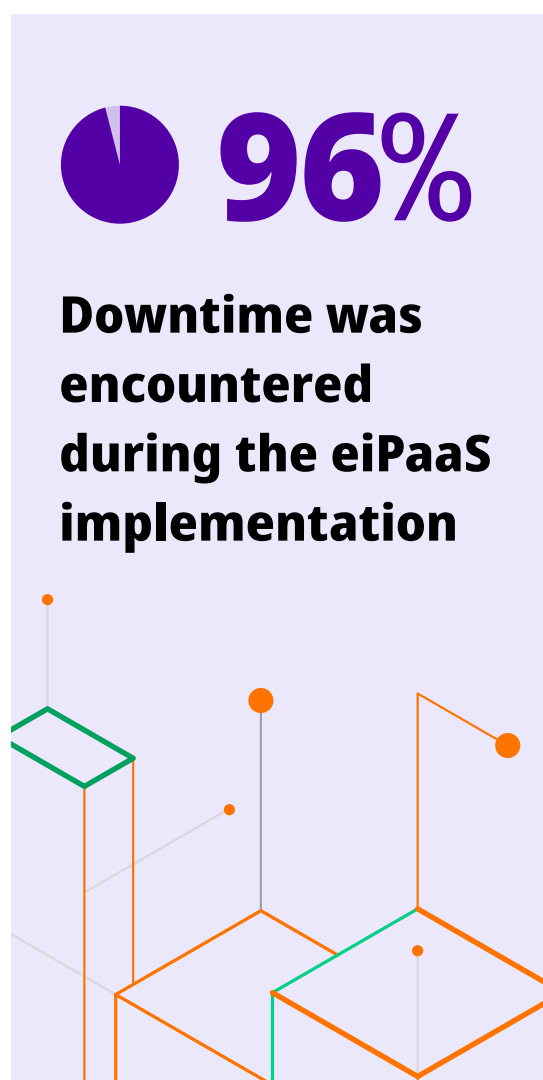
Almost 50% indicated downtime was more than anticipated, with close to 10% stating the downtime was significant and impactful to the business:

9%	Downtime was significant and impactful to the business
48%	Downtime was more than expected but we managed
39%	Downtime was minor and anticipated
4%	No downtime occurred
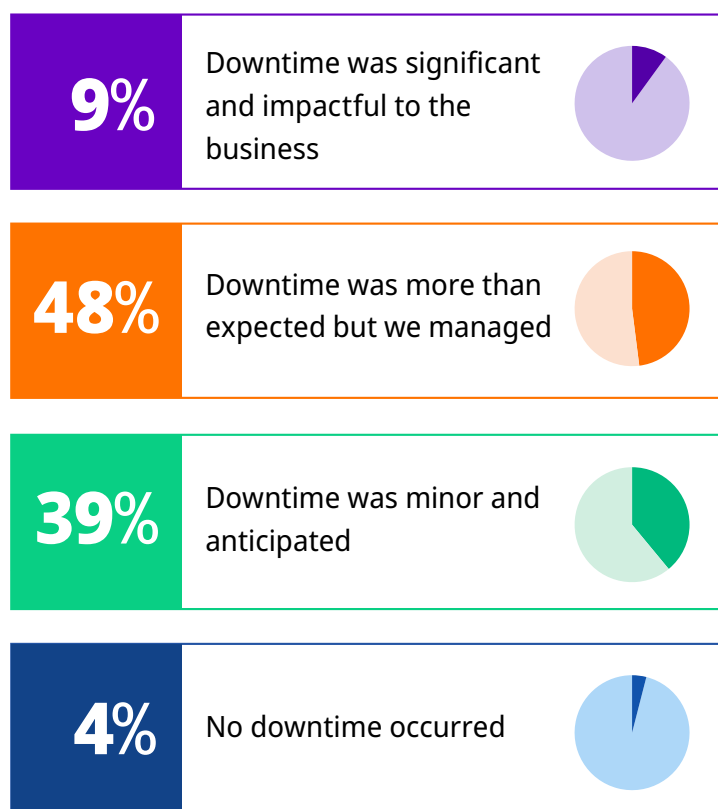
3. Resourcing

Although most business leaders intend to rely on internal resources to manage their integration project, without a low-code eiPaaS platform, these specialist teams must invest significant time carrying out repetitive and lower-value work. With less bandwidth, the project timeline extends and costs go up.

Some respondents will turn to third parties including consultants and professional services teams, an option that will further increase the cost of the project.

50%

Internal resources

Technology, development, and leadership teams

40%

Third-party engagements

Consultants, professional services

38%

Internal resources with assistance

Existing teams work closely with the eiPaaS vendor

The right stuff: team and tools

The right team and the right technologies are foundational to the success of every eiPaaS implementation.

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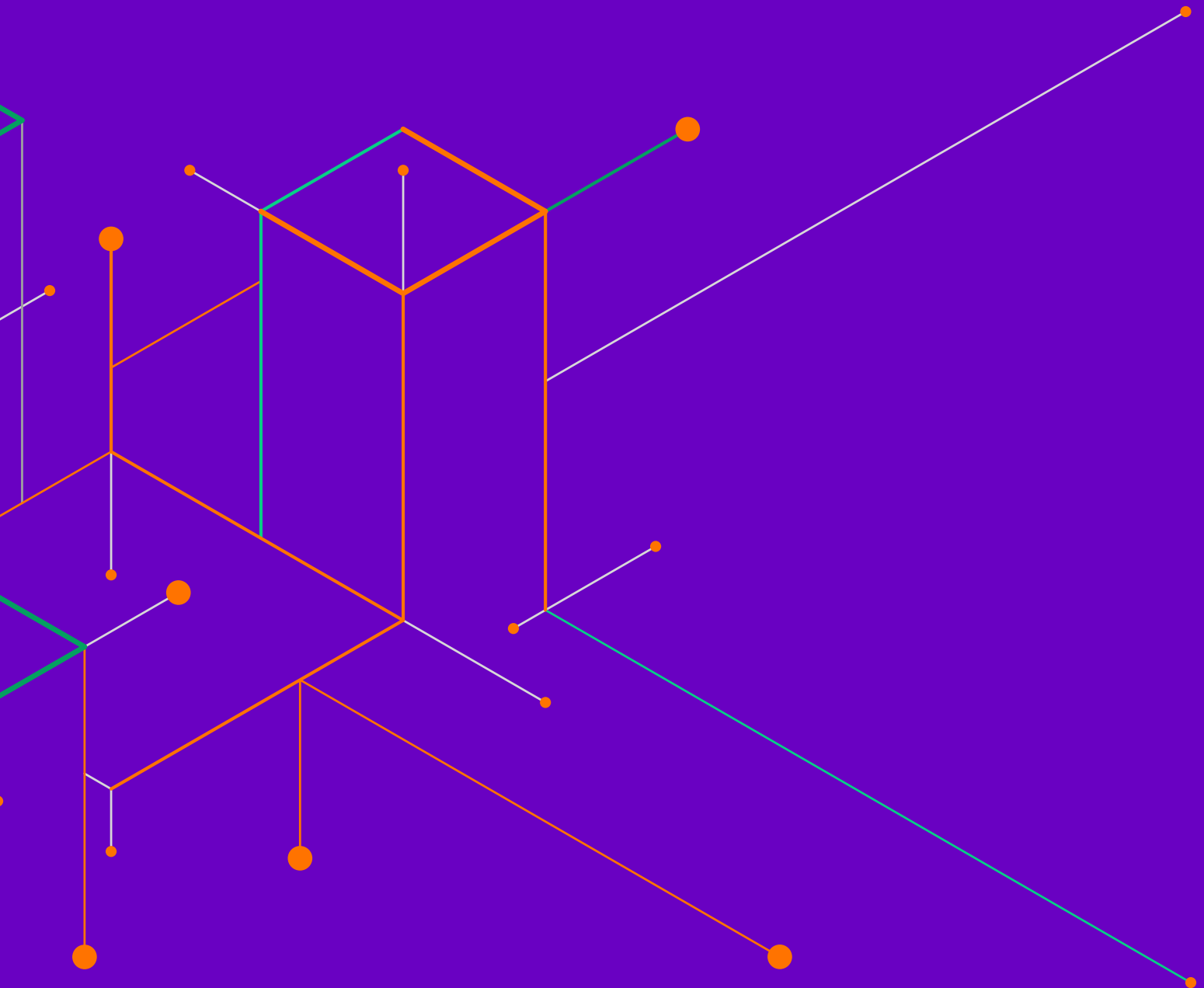
Ever-changing integration use cases pose a threat to traditional integration strategies. To keep pace, software engineering leaders responsible for integration must enable self-service, capitalize on existing APIs, implement a hybrid integration platform, and use embedded integration sparingly.
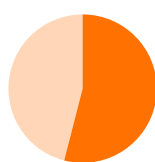
Gartner

May 2022

The team

Enterprise integration is a team sport involving stakeholders from across the business. Survey respondents ranked internal groups based on each team's perceived contribution to the project strategy and implementation:
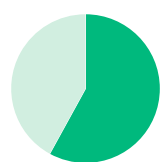
58%

IT team

54%

C-Suite

30%

Product team

When we break down based on the role of the respondent, the numbers shift, with CIOs assigning top spot to the C-suite, while system architects and web developers identify the IT team as the most involved stakeholder group:

	IT team	C-Suite	Product team
CIO perspective	45%	65%	23%
System architect / web developer perspective	72%	42%	38%

These results are attributed to the specific contributions and perspectives of each stakeholder group, with the C-suite focusing on business strategy and IT team members responsible for the technical delivery of the project.

The tools

An eiPaaS strategy is a flexible and agile model that—once implemented—can be supported by a range of tools and technologies, depending upon the unique requirements of the business.

In the past, most organizations relied upon a centralized enterprise service model managed by a single team to connect endpoints across the operation. However, these workflows created a bottleneck for contemporary systems that rely on streamlined connections between distributed components for faster, real-time results.

This legacy model also made it difficult to easily replace default system applications with purpose-built point solutions to better serve the business. Without a composable technology stack, system innovation required the investment of scarce resources, often resulting in significant downtime.

Today, modern enterprise integration strategies incorporate the same key elements:
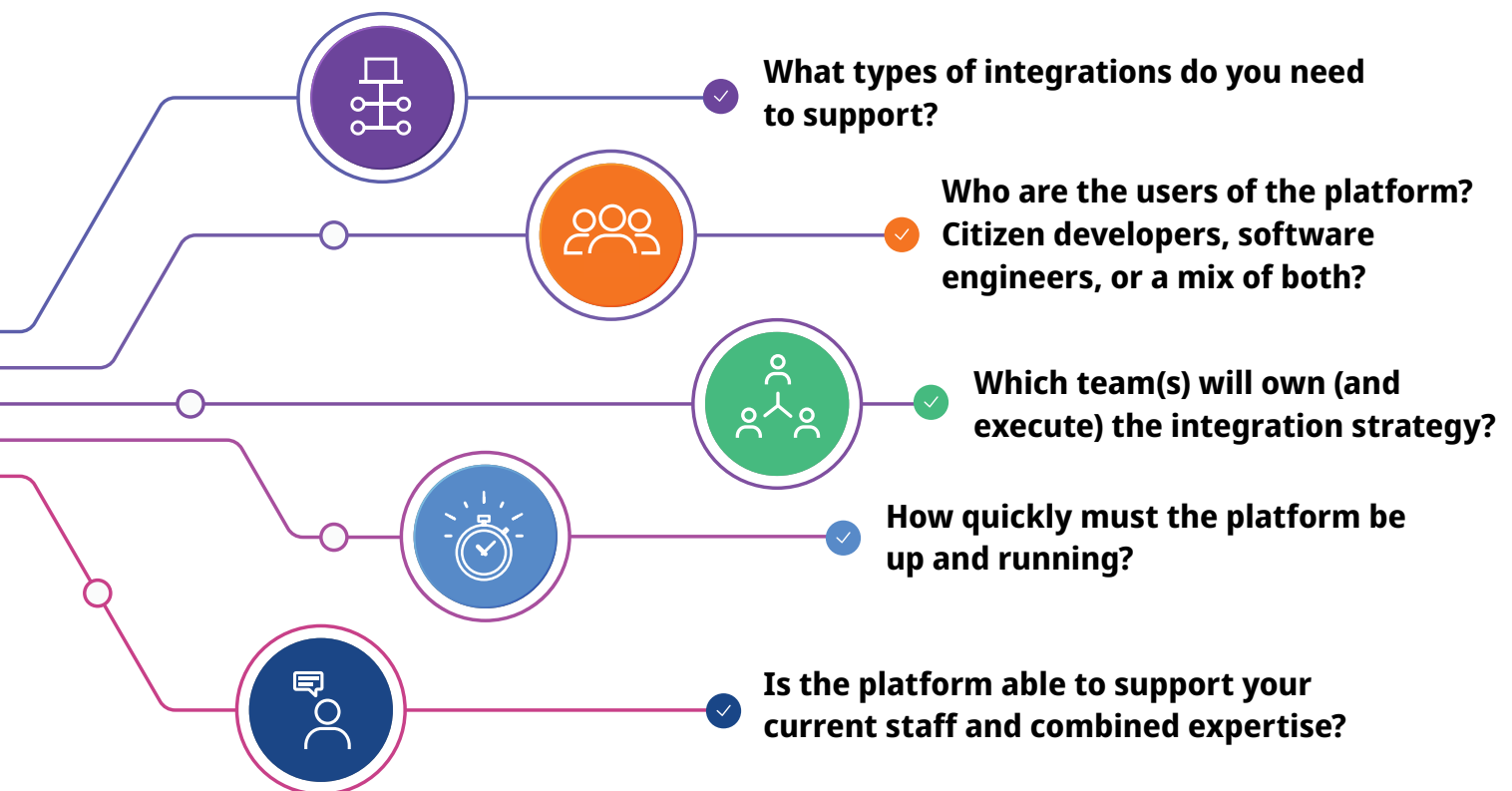
- Application integration
- Application Programming Interfaces (APIs)
- Data
- Events
- Messaging

While this is only a short list of required (and expected) capabilities within an enterprise integration platform, it can be overwhelming to select the right platform for your business. Especially when each vendor provides their own unique sets of functionalities, with many features still evolving.

With an eiPaaS strategy, organizations can select from a range of tools and technologies to help manage and maintain these elements, enabling a common approach for collaboration and information exchange across the organization.

Be sure you know the answers to these questions before you select your integration platform:

What types of integrations do you need to support?

Who are the users of the platform? Citizen developers, software engineers, or a mix of both?

Which team(s) will own (and execute) the integration strategy?

How quickly must the platform be up and running?

Is the platform able to support your current staff and combined expertise?

Key takeaways

As the digital evolution continues unabated, business leaders must take action to ensure their organizations are able to compete and expand, keeping pace with the market and competitors.
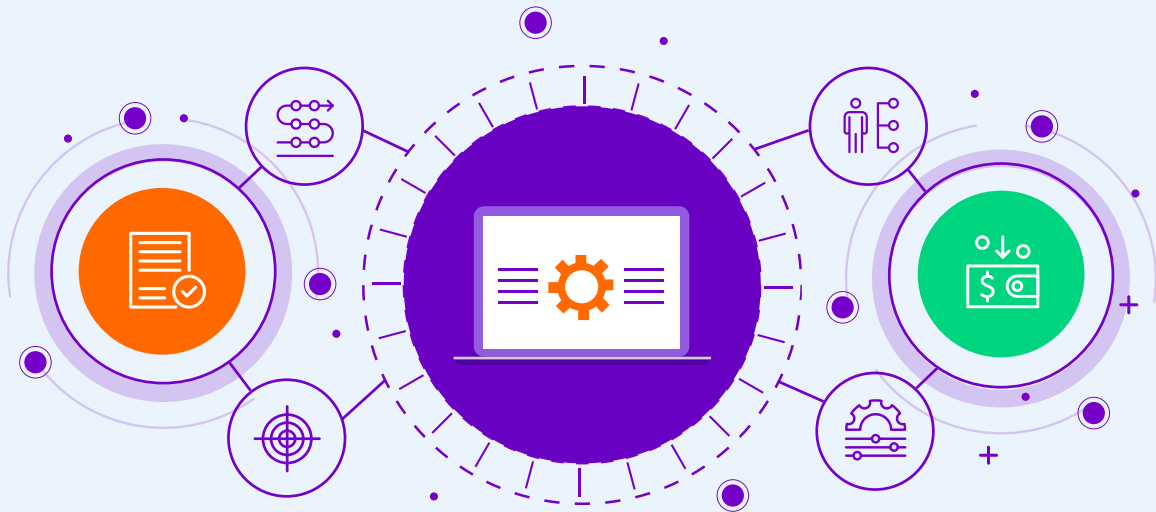
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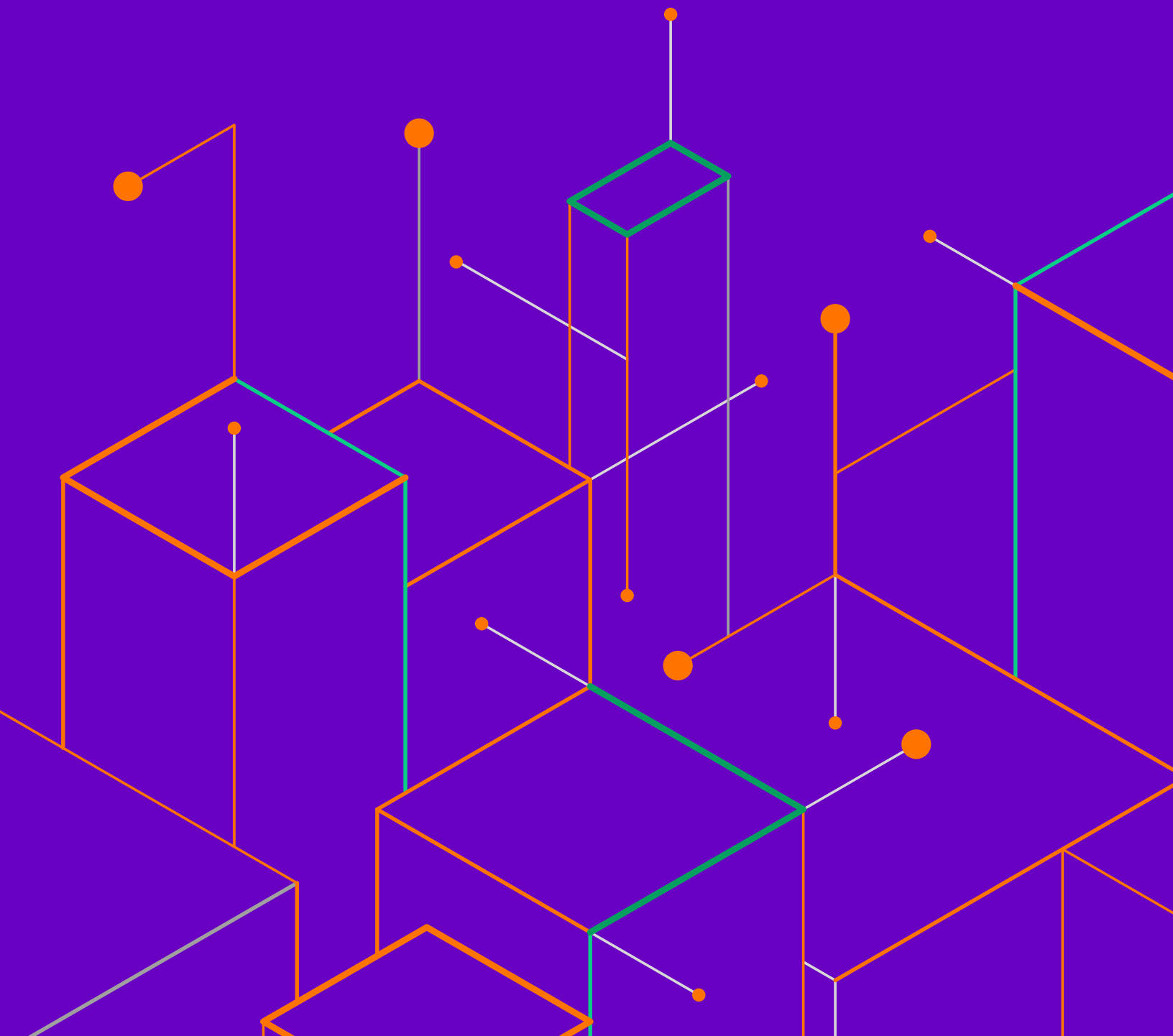
Technology and service providers that fail to adapt to the pace of cloud shift face increasing risk of becoming obsolete, or, at best, being relegated to low-growth markets.

Gartner

May 2022

Poor integrations cost the business.
We were surprised that 98% of respondents invest time rebuilding existing applications. Without the right tools, this work is expensive and risky. As the pace of change in business and technology continues to rise, this work will only increase.

The ability to respond quickly and safely to these changes, without downtime, is a significant competitive factor for your business.

Internal alignment on an integration strategy is challenging. Integration priorities were scored fairly evenly across all respondents. This lack of a clear objective can result in potential conflict amongst stakeholders, delaying implementation and increasing costs.

Build your enterprise integration strategy focusing on a single objective as a first stage. This initial step will serve as a dry run for the project team. Additional objectives can be implemented in subsequent stages.

Successful, cost-effective integrations are achievable. We were not surprised that so many respondents assume integration is a costly initiative, citing budget, time, and resources as the top challenges. With the right tools, you can easily leverage in-house resources and other efficiencies to complete your project in record time and on budget.

Implement an eiPaaS platform that empowers your development resources. Rather than centralizing and outsourcing these skills, provide your team with new capabilities and capacity. The adoption curve between vendor selection and delivering a solution to production should take days or weeks instead of months. Rather than stifling your team, the right eiPaaS will empower them.
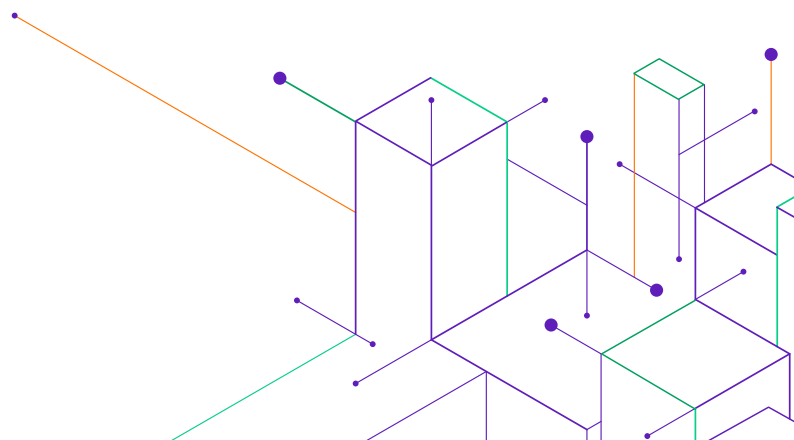
Methodology

The Digibee State of Enterprise Integration Report 2022 is based on responses from a pool of over 1,000 participants in the United States, including Chief Information Officers, Web Developers, and Enterprise Architects in companies with over 500 employees.

Respondents are 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 27th April - 12th May 2022 by Censuswide. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.
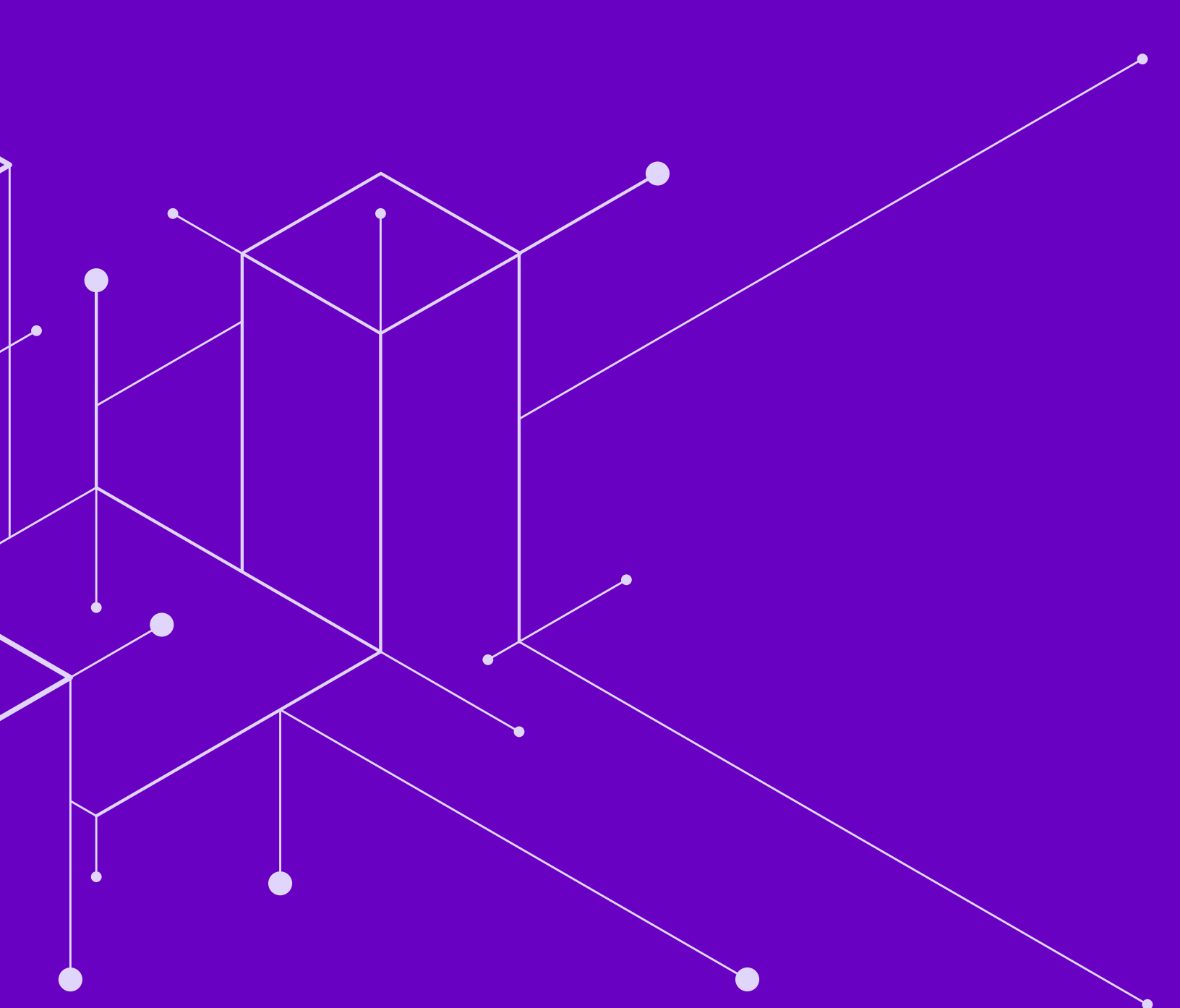
digibee

About Digibee

Digibee enables organizations to build flexible, highly scalable integration architecture. Founded in Sao Paulo, Brazil, in 2017, the company has offices across the Americas.

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 eiPaaS solution for 250+ corporate customers including Accenture, B3, Carrefour, Payless, Santander, and others.

For more information or to arrange a demonstration, visit our website.

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