Does your integration strategy inspire or impede?

Realigning for the future of your business.

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Introduction

In the past, investing in enterprise technology was a significant commitment. Along with time, money, and resources, you were also entering into a long term, committed relationship with the product itself. Through sickness and in health, until death do you part.

Contemporary integration provides enterprises with a modern alternative. Instead of locking you in with a legacy product that lags further and further behind, modern integration-platform as a service (iPaaS) technology provides authentic cloud native capabilities, something traditional on-premises products do not—they simply weren't built that way. Instead, the enterprise succumbs to a technological inertia that precludes it from achieving the composable and agile IT infrastructure it needs to succeed.

Unable to evolve at pace, facing ever-increasing IT backlogs, and incapable of adopting the nascent technologies to truly innovate, enterprises have few options. Either they endure their fate and remain in a loveless marriage or leave the relationship altogether.

It's no surprise that there is an unprecedented appetite for change. In 2023, according to the Digibee State of Enterprise Integration report, more and more enterprises are planning to adopt, supplement, or replace existing integration solutions.

In this paper we examine how to convert existing integration strategies to accelerate innovation, while achieving greater efficiencies and cost-savings, and what these changes mean to the future of your business.

Enterprises actively planning to adopt, supplement, or replace their integration technology in 2023.

71%

2023

How we got here (and how we move ahead)

At the dawn of integration, companies built their own connections for systems and applications. Examples include electronic data interchange (EDI) and point-to-point (P2P) integrations.

Middleware entered the fray in the 1980s, supporting a range of integrations including enterprise service bus (ESB), application server, message oriented middleware (MOM), as well as support for environments, such as service-oriented architecture (SOA).

But it wasn't until the advent of cloud computing that integration really hit its stride, introducing unparalleled scalability, flexibility, and cost-savings while democratizing integration for all. Or at least those fortunate enough to have implemented a cloud-native integration strategy.

However, many enterprises predate the cloud and remain tethered to the past. These companies are forced to maintain cumbersome on-premises integration systems that impede the ability to innovate at scale and remain competitive.

Yet the shift to the cloud is inevitable. In a recent Foundry study, half of the leaders surveyed said their organization's total IT environment is "mostly on-premises".

The majority (65%) of IT decision-makers noted that their organizations are defaulting to cloud-based services when upgrading or purchasing new tech. Looking at these statistics together really illustrates where enterprises are and where they're headed as more and more strategies are focused on varying degrees of digital transformation.

65%

Organizations defaulting to cloud-based services

Whether you choose to implement a modern iPaaS to work in tandem with an existing legacy product—or replace it altogether, depends upon the requirements of the business and the unique IT environment your company has developed over time.

But before we dig into the best option for your enterprise, (rip and replace versus coexistence), let's examine why urgent change is required and the obstacles you may encounter along the way.

Resolve legacy problems with modern-day iPaaS

People are motivated to overcome limitations and truly leverage integration as an agent of agility. And this motivation is no surprise given born-in-the-cloud iPaaS tackles many of the thorny issues enterprises must endure when saddled with legacy integration. Here are some examples:

Rigid IT infrastructure

Legacy integration products do not support composable IT architecture. Any time a new component is required, the entire system must be overhauled. Whereas modern iPaaS technology is purpose-built for composability, ensuring a future-proofed IT stack.

With iPaaS, the implementation of meaningful new technologies is seamless. Each application and module is independent and easily interchangeable for a flexible and agile business model.

> "Technology and service providers must modernize their offerings to support composable application architecture."

Gartner Predicts 2023: Composable Applications Accelerate Business Innovation

Reduced workforce

Most traditional integration products require a significant
(and ongoing) investment in training and certification for developers.

This is an expensive model. Not only does it
cost more to train and pay specialized workers,
unless you plan to invest in your entire team,
only a subset of developers may do the work.
With modern iPaaS, the entire team integrates,
quickly resolving IT backlogs and other
productivity roadblocks.

18.89%

Almost 20% of integration budget is spent on training

Time-consuming product upgrades and maintenance

Legacy on-premises solutions require manual intervention every
time the software vendor issues a new version. These forced end-of-life cycles
are painful, requiring significant developer time and resources to ready the
system, and often resulting in downtime and other disruptions.

With modern-day iPaaS, system upgrades happen in real time. Everyone has
immediate access to the most recent version of the software every time they log in.

Cumbersome and expensive licensing and pricing models

Most legacy integration products use a mash-up of traditional and contemporary pricing and licensing, a by-product of a dated pricing model adjusted to conform with the modern standard. These combined models are complex, requiring that the customer pay extra for basic integration capabilities (API management, analytics, etc.).

In comparison, born-in-the-cloud iPaaS is much simpler, with most vendors offering an all-in-one model based on usage that includes support (implementation and ongoing), training services, and maintenance. For a detailed analysis of legacy versus modern iPaaS pricing and licensing, download the [Price, People, Productivity whitepaper](#).

Identify your integration pain points

Now that we've examined the different ways in which legacy integration systems impact the business, it's time to identify the specific integration challenges your company must overcome. These insights will help inform the best path forward for your business.

Based on feedback from Digibee customers, here are the five most painful issues encountered with legacy integration products:

Vendor lock-in

Legacy pain point: Your existing integration solution is ineffective but the costs of switching to a different vendor are so high you have few options other than continuing with the current system. Any infrastructure changes including the adoption of new technologies, require a massive commitment of time and resources.

iPaaS proof point: A co-dependent relationship is never healthy. Although the initial transition to a new integration solution may require some effort, a contemporary iPaaS supports composability, allowing you to seamlessly add as many new applications and components as you'd like, whenever you'd like.

IT project backlogs

Legacy pain point: If your existing IT strategy is hobbled by a legacy integration product, it's likely you're juggling an ever-growing IT backlog...special projects the team is unable to tackle as developers focus solely on maintaining the existing system. Business unit stakeholders become increasingly frustrated as their departmental initiatives languish.

iPaaS proof point: Along with enabling all members of the development team to resolve the backlog, the immediate cost-savings achieved with a modern iPaaS frees up budget for additional investment to further expedite the work. Digibee customers report that the cost of a Digibee implementation is often comparable to the subscription costs alone of a legacy integration product.
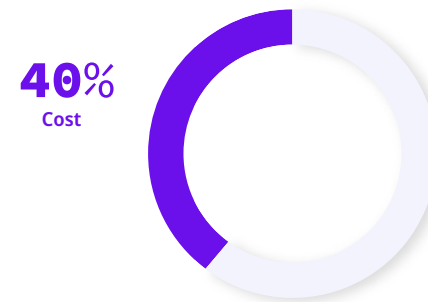
Average cost breakdown

40%
Subscription fees

35%
Labor (build/deliver)

25%
Labor (maintenance)
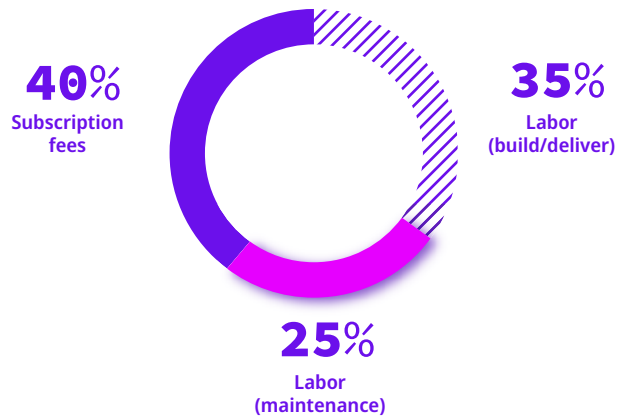
Typical costs of traditional iPaaS

40%
Cost

Digibee, average total cost

An American multinational consumer goods corporation implemented Digibee to run in parallel with its existing legacy MuleSoft integration platform. The company was able to quickly resolve its longstanding IT backlog, evolving to a more agile, responsive, and profitable business model. By training up general developers to build integrations, the company concluded that its total investment in Digibee was roughly equal to just the MuleSoft subscription. All expenses relative to labor, consulting, and time converted to immediate savings and an impressive ROI. Read the full story.

Limited resources

Legacy pain point: Most legacy integration products require expensive training and certification. Some vendors even limit access for critical support services to accredited personnel only, further reducing the number of developers able to contribute. To control costs, many enterprises choose to train only a portion of the team. As a result, and with just a subset of developers enabled, fewer hands are available to do the work.

iPaaS proof point: With contemporary integration technology, all developers are empowered. Drag and drop interfaces, reusable capsules, and a low-code integration platform democratize integration for every member of the development team, from junior workers to seasoned professionals.

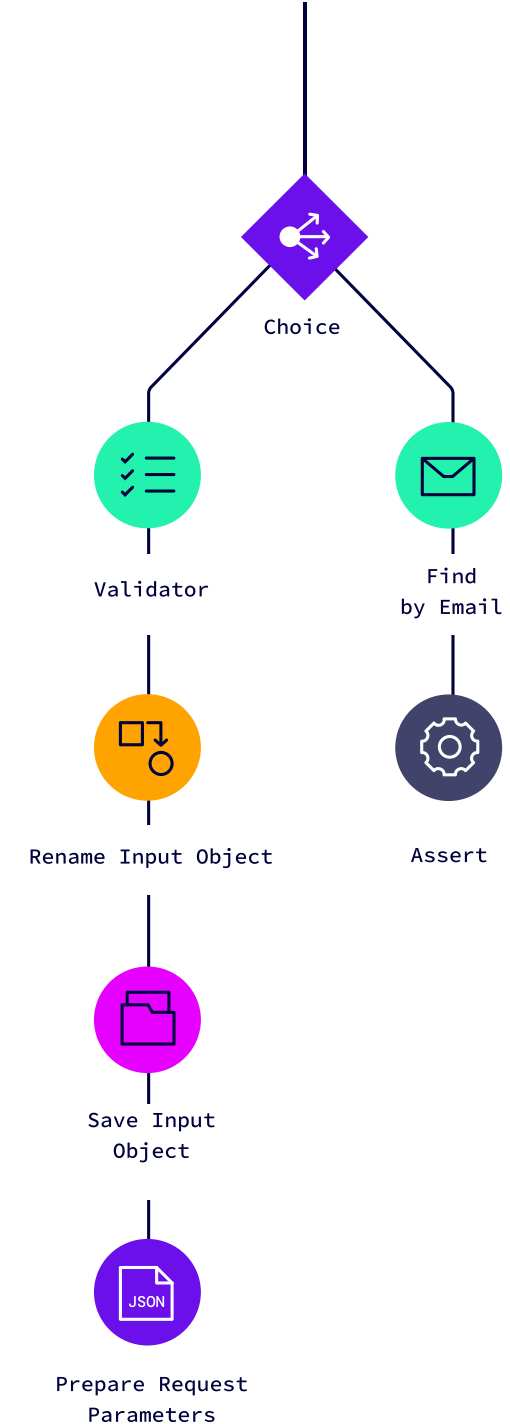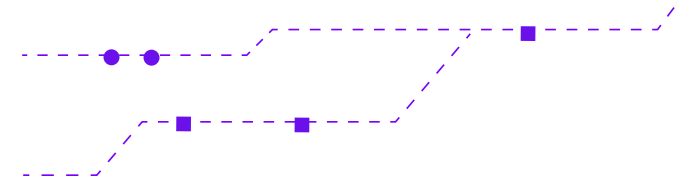Read the whitepaper for a deeper analysis on developer enablement: legacy integration versus modern iPaaS.

API overload

Legacy pain point: The API ecosystem continues to grow at an exponential rate, with 83% of internet traffic now comprised of API calls. With most APIs using custom code to create point-to-point integrations, enterprises that rely on legacy integration products quickly lose track of the underlying structure. The result? Significant time spent untangling code and rebuilding existing integrations.

iPaaS proof point: With a modern integration strategy, enterprises use a low-code visual interface to simplify the process. These seamless workflows support rapid API creation and lifecycle management, freeing developers to focus on higher value work.

Modernizing your API model is an integral step in evolving your integration strategy. Read the blog post: Pros and Cons of APIs and How iPaaS Helps for more information.

Choice

Validator

Find
by Email

Rename Input Object

Assert

Save Input
Object

Prepare Request
Parameters

System updates

Legacy pain point: System upgrades and end-of-life cycles are a fact of life with legacy on-premises solutions. Requiring significant investments in time and people to support the transition, enterprises must also endure downtime and disruptions to the business. Sinking so many resources into a chronic maintenance cycle is expensive, with many enterprises spending a large chunk of the developer budget on integrations.

iPaaS proof point: Born-in-the-cloud iPaaS technologies update in real-time. No forced EOL protocols, no resourcing required. Users access the most up to date version of the technology every time they log in.

Marfrig, an international food company employing over 30,000 employees, was rapidly approaching end of life for its legacy integration platform. After discovering the high cost of integration with the existing product, the company elected to end the relationship, evolving instead to the Digibee integration platform.

> Every time we wanted to build a new project, we had to evaluate the budget. I was shocked to see after looking at the breakdown, 40%-50% of the developer budget was being spent on integrations, not on the core business. We knew that needed to change, which led us to Digibee."

Joel Santiago,
IT Director, South America
CIO, Marfrig

Navigate an integration cross-roads

The pain points you've identified for your enterprise will help you determine your best path forward to a modern integration strategy. You may choose to stay and deploy a contemporary iPaaS to coexist with a legacy product. Or you could opt to end the relationship altogether and move unfettered into the future. Let's examine each option.

Option 1: **Should you stay?**

Coexisting with a legacy integration solution makes a lot of sense for organizations that want to engineer change rapidly.

By deploying an iPaaS in tandem with your existing system, you maintain the status quo while quickly standing up a modern platform to whittle down backlogs and enable innovation tracks.

Coexistence triggers

- Ever-growing IT project backlogs that stifle the growth and success of the business.

- Limited resources to carry out integration work.

- Increased cost of licensing each time you add capacity.

Coexistence upsides

- Quickly train and empower every developer to build and manage integrations at no extra cost. Limited resources to carry out integration work.

- Focus on the work your legacy solution is incapable of doing. Reduce and eliminate IT project backlogs in record time.

- Expedite innovation initiatives within a composable environment where modern applications and components from different vendors easily co-exist.

Most importantly, the time and resources you invest in a coexistence integration model today will support the wholesale migration from your legacy integration product when you're ready to take this final step. With a modern iPaaS already in place, the transition will be fast-tracked. Instead of starting from scratch, you'll be well on your way. Make sure you capture these efficiencies in your ROI model.

Coexistence success story: Payless

Payless, a global retail footwear chain, needed to implement a new ecommerce platform so the retailer could sell its in-store merchandise online. Payless selected Digibee to integrate its retail management software with the new ecommerce platform.

Although Payless had a legacy solution in place, the company knew it would take too long, be too costly, and require too many full time resources. To expedite the project, the retailer elected to install Digibee in parallel with the old system.

The initiative was a resounding success, with Digibee connecting the new ecommerce system in 200 stores, across 15 countries, in less than 30 days. For the full story, watch the video.

Or should you go?

A rip and replace scenario is never easy. The wholescale replacement of any business-critical system is always a significant consideration. Especially when transitioning from your legacy integration product to a modern iPaaS, systems that literally connect your entire enterprise.

However, the upsides are impressive and definitely worthwhile. Once implemented, the new iPaaS provides the business with unprecedented efficiencies and cost savings, while expediting important innovation tracks that support digital transformation and other progressive initiatives.

Rip and replace triggers

- Inability to scale back expenses and increase the total cost of ownership (TCO) for development.

- Expensive and time-consuming system updates and EOL processes divert resources from higher value work.

- Ever-growing IT project backlogs stifle the growth and success of the business.

- Inability to support modern technologies that rely upon scalable and agile integrations.

- Dwindling ROI as the costs to maintain the legacy system rapidly outpace any value to the business.

- Specialized integration developers are too costly to hire, retain, and continually train and certify.

- Incapable of supporting merger and acquisition initiatives.

Rip and replace upsides

The upsides are similar to what you would realize with a coexistence scenario. However, the efficiencies scale even higher without the encumbrance of a legacy solution running in tandem.

- Quickly train and empower every developer to build and manage integrations at no extra cost.

- Immediately reduce and even eliminate IT project backlogs in record time.

- Fast track innovation within a composable environment where modern applications and components easily co-exist within an established infrastructure.

Rip and replace success story: Johnson Brothers

Johnson Brothers, a leading wine, beer, and spirits distributor in the United States, faced an important decision when its legacy integration system neared EOL. Either transition to the cloud version of the current product or choose a different direction for its integration strategy.

After careful consideration, Johnson Brothers elected to rip and replace the incumbent solution, replacing it with Digibee.

The company anticipates an immediate savings of 40% on the integration platform purchase, with an implementation time 70% faster than upgrading to the cloud version of the legacy system. For the full story, watch the video.

Overcome resistance to change

Change is never easy. Whether you choose to rip and replace an existing system or implement a contemporary integration solution to coexist with an incumbent, it's likely you will encounter some (if not all) of these objections:

01 **Ripping and replacing an established technology is too disruptive. The resources should be invested elsewhere.**

As with any proposed business investment, a detailed ROI will provide you with a strong position in countering this objection. As you research vendors, ask them to explain how their implementation model will ensure disruptions and downtime are minimized. Emphasize these capabilities within your ROI analysis, including a detailed offboarding strategy.

02 **The existing integration solution is too convoluted and interconnected. We will never unravel the coding that's been created over the years.**

This is a common hurdle, especially for enterprises that have built some or all of their integration infrastructure in-house. Raise this in your discussions with potential vendors and ask how each would approach this scenario. Vendor responses should be constructive, including step-by-step details of how they will support this phase of the transition.

03 **We stand by our decision to invest in the incumbent solution and we're not backing down.**

Personalities play a big part in decision-making. When you encounter a stakeholder who's digging in their heels, take the time to understand their rationale when they selected the existing product. Often, the business case they made (efficiencies, cost savings, innovation, etc.) aligns with your project, potentially converting them to a proponent. If they are intransigent in their position, propose a hybrid model where old and new co-exist, with the new iPaaS focused on work that needs to be done, such as IT backlog projects.

04 We don't need to add even more vendors, especially when we already have an integration provider.

Similar to the first objection, share a detailed ROI plan that reflects the savings in time, resources, and money that will be achieved with a new iPaaS, whether working in tandem with the old system or as a replacement. It's difficult to counter a proposal that delivers measurable benefits to the business.

05 Budgets are tight and it will be difficult to justify the spend when we already have a solution in place.

Again, a strong ROI model will distinguish how the upside outweighs the downside when it comes to the spend. Modern-day iPaaS (unlike legacy integration) is extremely cost-effective, providing a simple pricing model that delivers all capabilities such as implementation and support services. For many enterprises, the shift from on-premises to the cloud converts the investment from CapEx to OpEx, delivering additional financial upsides.

The Digibee difference

Digibee empowers developers to build integrations faster, better, and with unprecedented ease. By democratizing integration, you're able to invest all available resources into the future of your company.

Today, we work with enterprises at different stages in their technological evolution. While some of our customers are just beginning their cloud journey, others are well on their way, embracing artificial intelligence and machine learning to accelerate innovation and ensure the growth and the success of the business.

If your existing integration strategy impedes your enterprise from achieving its true potential, then it's time for a change.

Reach out for a demo

For more information or to arrange a demo, reach out to our team or visit our website.