



ACCELERATE DIGITAL TRANSFORMATION WITH IPAAS

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It's 2019 and by now, businesses have acknowledged the power of digital transformation. Digital technology is all the rage, transforming our personal and professional worlds. Businesses, big and small, are priming for an age of innovation in which different technologies, such as artificial intelligence, machine learning, touch commerce, Internet of Things are coming together to create exceptional customer experiences.

As customers become more digitally savvy, enterprises are beginning to rethink their strategies and centering them around the customers' journey for superior interactions, better engagement, increased sales, and retention. Today's Internet savvy consumers want to do business with service providers that offer real-time and virtual services. Consequently, enhancing your digital and analytical capabilities has become crucial to continued business success and survival.

To deliver a truly connected and seamless experience to customers, enterprises need to leverage their applications and data residing in different environments. With technology advancing at enormous rates, is your business ready for the next wave of digital transformation?

Today, we live in a customer-centric world where customers use multiple channels to interact with a brand and leave a wealth of data behind on each of them. Moreover, not every customer may exhibit the same persona on different channels, which has given rise to 'consumer parallelism' – a phenomenon wherein individual customers have many different avatars spread across digital platforms and devices. So how can a business win over a customer with such divergent digital personas? Simple – using data integration.

Data is a key enabler of digital transformation. However, most businesses struggle with disparate and conflicting information sets. Data explosion is a very real problem for enterprises, who are finding new ways of attracting and converting customers every day. To engage consumers more effectively, you need to have accurate, real-time and actionable data.

One way around this is syncing all your applications and data into a single, cohesive unit using the power of technology.

The case for automation in business processes

Automation implies replacing manual tasks with software to accomplish business goals. From simple tasks such as updating employee record to complex ones like sales pipeline management, automation can help a business increase productivity, improve efficiency and create a homogenous view of critical business information for all teams. It can be implemented in all departments of your organization, such as Human Resources, Sales, Marketing, IT, and Customer Support.

Moving Towards Digitalization

The number one mistake companies are making in digital transformation is moving too slow

60% occupations could have 30% or more of their activities automated

Activities consuming more than 20% of a CEO's working time could be automated using current technologies

Automation can already match, or even exceed, the median level of human performance required

iPaaS is the fastest-growing software segment in the integration market

The goal of automation is not just to automate your organizational workflows; it must make the business processes simpler, quicker and more efficient. The best way to achieve this is to ask yourself these two questions:

1. Which processes need to be automated?

No two business processes are the same. It is easy to automate some, and time-consuming to automate others. To ensure that you are making the right decision, start with the ones that satisfy the parameters listed below:

- Processes that need to be error-free
- Processes those are consistent throughout the organization
- Processes those are repeatable

Automating the right processes can help you save hundreds of man hours in the long run. [Time-saving](#) is one of the biggest advantages offered by automation.

2. What tools are needed for automation?

Writing custom integrations for automating business processes is expensive, time-consuming and prone to errors. An easier way to introduce automation in your organization is to collaborate with an integration solution provider.

Integration platforms such as iPaaS (Integration Platform as a Service) bind together disparate applications, facilitate quick data exchange, and automate repetitive processes. Integration can help enterprises transform into modern, connected digital businesses.

Source: McKinsey & Company, Gartner, Cognizant

Integration Platform as a Service (iPaaS) is a cloud solution that connects apps, devices, databases, and on-premise systems to accelerate an organization's digital transformation journey. Any organization, irrespective of their size and line of business can use an iPaaS to solve their integration challenges and simplify data integration.

How does an iPaaS work?

When manually done, some tasks can take up a significant amount of time, sometimes even days, without yielding much value for the time spent. An iPaaS resolves this issue with its 'if this, then that' approach - if an event occurs in application A, automatically perform a task in application B.

Typically, every iPaaS platform provides connections with multiple services that allow a business to create customized workflows and automate tasks within minutes.

Using an iPaaS is similar to having your own personal assistant. You just give them the resources and directions on how to perform a task and they get the job done. Similarly, with iPaaS, all you need to do is specify the events to start and end a workflow, and the iPaaS will do the rest.

Benefits of implementing an enterprise-grade iPaaS

To understand how iPaaS is helping enterprises in their digital transformation journey, let us use Amazon as an example.

When you buy a product on Amazon, you instantly receive an email with your order details. As soon as the product is shipped, you get an SMS on your mobile. You can then track the product via a tracking number in the message.

Now imagine if your team had to execute all these tasks manually! It would require several people working on these repetitive tasks for hours, directly impacting your organization's bottom line. Instead, you can automate these workflows using an iPaaS and save a lot of time and money every month.

Here is a list of advantages that you get to enjoy with iPaaS.

1. Automate workflows and processes

iPaaS allows you to connect different services and create multi-step, multi-app workflows within minutes. These workflows execute actions based on a particular trigger, without requiring any manual intervention.

Suppose, you want to send an email to the customer care department to notify them about a customer who has added a product to the cart but not purchased it yet. Using an iPaaS, you can build this integration once, and an email will be sent to the customer care team every time a customer adds a product to the cart but doesn't purchase it. With real-time updates about cart abandonment, teams can reach out to potential buyers at the right time and recover lost sales.

2. Gather data-driven insights on customer behavior

Connecting the data from all customer touch points is crucial to deliver a consistent, omni-channel experience. With automated workflows, you can keep track of the entire customer journey in real-time, right from the first interaction to the customer becoming a brand loyalist. iPaaS brings data from multiple sources into a single interface and transforms it into a comprehensible format, allowing organizations to get a 360° view of customers and gain better insights into their behavior.

3. Do more in less time

Using an iPaaS, the tasks that usually take days or even weeks can be completed within just a few minutes. For instance, consider the daily tasks of a company's HR department. When an employee joins a company, the onboarding can take an entire day. But if the same process is executed through an iPaaS platform, the employee's information is automatically recorded in the database and shared with the appropriate departments - all in a few seconds.

Here is how you can [put your recruitment process on autopilot](#).

4. Ensure data accuracy

While working on multiple systems, the likelihood of duplicate and incorrect data collection is high. The easiest way to ensure error-free data is to automate the data assembling process. With iPaaS, you can automatically sync data from a variety of apps such as Salesforce, Zendesk, and Office 365 into a single dashboard, and make changes to it, all from the same screen.

5. Streamline multi-department collaboration

Using an iPaaS, teams can share information with their peers in real-time and eliminate the hassles of long email threads and miscommunication. An iPaaS allows organizations to connect their CRM, ticket management, and project management tools to a collaboration tool like Slack. This offers teams increased visibility into inter-departmental operations and facilitates better cross-team communication.

6. Reduce dependency on IT

Whether it is a requirement for a software tool or assigning permissions to access a database, the IT team is often overburdened with requests. Fortunately, most iPaaS solution providers offer a self-service integration platform. Even individuals with limited technical skills can utilize it to build, run and monitor their own workflows, allowing the IT team to get back to the things that are more important.

Considering the breakneck speed at which technology is evolving, designing a fully integrated, data-driven system in the shortest possible time has become a challenge. Most organizations are at the crossroads of “build vs. buy” and are not sure of which direction to pursue.

Determining whether to buy or build integrations

For organizations that have minimal integration requirements, hand-coded integrations are often perceived as the quickest and most logical path. However, as the number of integrations across applications multiplies, the complexity of the infrastructure also increases. Custom integrations usually prove inadequate for this new scenario and give rise to 'spaghetti code', consequently contributing to the [organization's technical debt](#).

To better understand this, let's take a look at how the Build vs. Buy decision can impact your organization.

Build Your Integrations	Buy a Third-Party Integration Service
✓ Design, run, maintain and monitor integrations in-house	✓ Pre-built connectors and easy-to-use graphical design tools
✓ Full control over infrastructure, coding and costs	✓ Maintenance, security and scalability of the solution handled by the service provider
✗ Long development period	✓ Speed and agility
✓ Create point-to-point integrations between applications	✓ Design custom integrations in minutes
✓ Combine custom code and open source libraries	✗ Seemingly high cost as organization grows
✗ Limited scope of accessibility to other teams	✗ Less customized as per business needs
✗ Increased dependency on IT department	✗ Time-consuming to find the right fit

Ultimately, choosing to build or buy software is subjective and no two companies may follow the same path.

Before you make the decision, consider the following:

- Does the integration require additional resources for creation, deployment, and maintenance?
- Does it need special permissions and user authentication for access by different teams?
- Does the integration come with self-service capabilities or requires extensive technical training?
- Will the integration cause changes in the existing infrastructure and processes?
- How many use cases will the integration address?
- Does the integration exceed the established timeline and Total Cost of Ownership (TCO)?

Once you have these answers questioned, you shall be able to determine whether building a solution or buying one is a better fit for your business.

Irrespective of whether you choose to build or buy an integration solution, it is crucial to seamlessly connect all the departments in your organization. If you choose the latter, selecting the right iPaaS vendor will help you streamline business processes and drive efficiencies in just a day.

Before you invest in the software, here are some features you must look at to make the best out of the iPaaS solution that you choose:

Maximum connections

An ideal iPaaS solution should offer the ability to connect all your cloud based apps with other cloud services and legacy systems, while playing the role of a mediator. While choosing a workflow automation tool, ensure that it offers seamless data integration between all your apps. The software must support all the applications that are currently being used in your organization, as well as the applications that you plan to adopt in the future. In addition to supporting specific applications, check whether the solution offers additional actions that you may need.

Intuitive self-service platform

Ease of use and fast on-boarding are key to choosing the right platform for your needs. Opt for a ready-to-use visual platform that is simple to understand and easy to use, and does not require any complex installation. The software should allow even amateurs with little or no technical expertise to leverage the platform successfully. This will help you avoid spending countless hours on training employees on how to create workflows.

Also, when collaborating with multiple departments, the graphical representation of a workflow can make it easier for everyone to understand the end-to-end process. The iPaaS should make it convenient for different teams to create, debug and perform a test run of the workflows, all from the same canvas.

Hybrid Integration

For organizations with business-critical on-premise apps, moving to a hybrid integration model can have massive cost-saving benefits and operational advantages. Hybrid environments offer enterprises the best of both worlds – a mix of on-premise with private and third-party public cloud applications. iPaaS vendors that offer hybrid integration can facilitate secure, bidirectional communication between your on-premise apps and cloud resources.

Design complex integrations

Along with simple one-to-one integrations, the iPaaS should be able to manage your complex integration needs. It should come equipped with developer tools and features such as multi-branch workflows, conditional logic, control statements, custom action builders, and so on, which will allow you to customize the behavior of the platform.

Security

Choose an iPaaS that can be trusted with sensitive data. An iPaaS with meager security mechanisms may make your organizational data susceptible to data breach and misuse. One way to avoid this is to invest in an iPaaS that has robust security mechanisms such as data encryption, password protection, security certifications, and information security standards in place.

API versioning support

API versioning support is a pivotal part of iPaaS integration. When a web application upgrades their API version, the relevant changes must also be incorporated in the integration architecture. In such scenarios, it is important to check whether the iPaaS provider will handle the API changes and versioning, or if you are responsible for upgrades and changes.

Performance and scalability

Scaling and performance are important areas to focus on when choosing an iPaaS. Even if you are a business that doesn't work with bulk data currently, you may do so in the future. Always select an iPaaS provider that can handle your scaling requirements a couple of years down the line. Moreover, make sure that scaling doesn't come at the price of performance. To get consistent or better results from your iPaaS, it is important that the iPaaS performance remains constant at its highest scaling capability. In other words, the selected iPaaS should be able to handle a high volume of data with minimum or no latency.

Data transformation

When dealing with multiple applications and systems, you will inevitably run into a mismatch between inputs and outputs. To drive data integrity within your organization, your iPaaS solution must be able to handle all your data transformation needs. A couple features to look for are:

- Data mapping: Maps data from one web service/application into another
- Data transformation: Transforms data from one web service to fit the data structure of another web service
- Custom functions: Allows to write and apply custom logic on web service data

Pay-as-you-go pricing model

Pricing plays an important role when finalizing an iPaaS provider. While evaluating this factor, you need to consider a few parameters: Features, Support and ROI. Most iPaaS providers offer a trial period, during which you can check if the product is a fit for your use case, while also understanding how responsive their support team is. One advantage of cloud-based integration platforms is that there are no hardware or maintenance costs involved. iPaaS vendors offer various plans to suit different types of usage and business needs.

With these insights in mind, you can choose the best integration solution for your business.

Introducing Built.io - Your digital transformation partner

Built.io, a cloud agnostic and hybrid iPaaS provides enterprises a revolutionary way to tackle integration and accelerate through their digital transformation. Built.io's [integration platform as-a-service](#) allows users to bring data from legacy systems, public and private clouds, mobile devices, and IoT into a centralized dashboard.

For hybrid integration, Built.io offers a repository-agnostic Enterprise Gateway that connects legacy, firewalled systems to a variety of technologies. The gateway establishes a secure connection between Built.io and your server behind the firewall, allowing you to easily access data from your on-premise systems.

For businesses that are attempting to cut down on infrastructure costs, Built.io is the best choice. Since it operates entirely on the cloud, Built.io requires no complex installation or maintenance procedures.

The iPaaS platform offers an intuitive drag-and-drop interface that allows users to create powerful integrations in minutes, with requiring any IT support. From something as basic as pre-scheduling social media posts to as complex as [transferring bulk data](#) to different environments, Built.io has you covered. You can build highly scalable automated solutions simply by connecting your most used apps.

Built.io offers broad connectivity with [more than 180 services](#) so you can design workflows tailored to your specific needs. It also offers pre-built solutions, that is, a set of ready-to-use workflows for all areas of business including sales, HR, marketing and IT.

If you would like to know more about how you can simplify your digital transformation journey with Built.io, [get in touch](#) with our integration experts.

Case Study: VMWare

Problem: The support team at VMware relied on manual processes to receive alerts and share them with customers.

Solution: Using Built.io Flow, the team automated this process and created a faster, reliable system for sharing updates.

Result: The team was able to post specific notifications from a centralized location to both customers and internally. This helped them improve communication, eliminate delays and increased the efficiency of day-to-day operations.

Recognized in Gartner's Magic
Quadrant for Enterprise
Integration Platform as a Service
for two consecutive years

Recognized by Gartner as a "Cool
Vendor"

With Built.io, you can build digitally connected teams and move closer to attaining your goal of complete digital transformation.

Here is how to go about it.

Sales

[73% sales teams](#) believe that cross-department collaboration is critical to the overall sales cycle. With iPaaS, you can enable collaborative selling and provide sales teams with a unified view of leads to help them accelerate the purchase decision.

Built.io allows sales teams to save more time every day by automating several sales processes including lead creation and prioritization, meeting scheduling, invoice generation, order processing, payment collection, email follow up, reporting, and many others. They can even schedule calls and messages to leads with a single click using the power of automation.

Here are [6 sales automation hacks](#) to help sales representatives sell faster.

Human Resources

HR is usually thought of as a manual-intensive department laden with document-driven processes. According to a CareerBuilder study, HR personnel [lose an average of 14 hours a week](#) on manual tasks.

Built.io helps HR teams alleviate this situation by enabling them to utilize their talents on what they were hired for: managing and assisting employees in career management. With electronic forms and automated workflows, HR teams can attract bright minds in lesser time with fewer resources. Several of our customers are using our platform to automate laborious and time-consuming HR processes, including hiring, onboarding, employee provisioning, payroll, benefits administration, attendance tracking, performance reviews, etc.

[Learn how to put your hiring process on autopilot with automation.](#)

Marketing

Marketing automation has become a prerequisite for designing successful marketing campaigns. According to a [Marketo-Ascend2 study](#), 91% of the most successful marketers agree that marketing automation is very important to the overall success of their marketing activities.

With Built.io, marketers can successfully automate tedious tasks and bridge the gap between marketing and other departments. The iPaaS platform connects disparate data and apps in a way that it enables marketers to create fully integrated campaigns, which not only boost conversions but also increase upsell opportunities. Using automation, teams can craft data-driven communication tailored to specific customer segments and achieve maximum ROMI.

[Create winning email marketing campaigns using automated workflows.](#)

IT

IT is one of those teams that is available at the beck and call of every person in the organization, whether it is to ensure that the services are up and running or to manage incidents. In addition to this, organizations are handing them the responsibility of supporting new initiatives such as implementation of IoT and machine learning. As the complexity and number of projects continues to grow, IT personnel are struggling to keep up. This is where Built.io comes in.

Using Built.io, IT teams can move their manual tasks to iPaaS and consequently, improve efficiency, eliminate errors and focus their expertise on more important time-bound projects.



Built.io streamlines several repetitive processes, such as responding to similar kind of helpdesk tickets, updating incident status, marking bogus tickets as spam, and more. The workflows automatically triage and assign incidents to the right individual at the right time, enabling team members to provide a greater level of support to both employees and customers. This, in turn, results in less remedial work, fewer outages, and better adherence to SLAs.

[Save time by automating migration of bulk data.](#)

Customer Support

As per a study by RightNow Technologies, [82% customers have disengaged with a brand](#) after a bad experience. That's a huge number that can directly hit an organization's bottom line.

Built.io offers the most logical solution to this; spend a few minutes today to ensure that customers always remain happy. From simple automations such as saving common replies, enabling notifications, setting up reminders, to more complex ones like translating ticket content into a different language, adding it as a new task and posting a reply to your customer, automation can help supercharge your customer support without compromising on the personal touch.

Learn how to [post new Zendesk tickets on Cisco Webex Teams](#) automatically.

Conclusion

Although people often discuss digital transformation, they fail to identify the end goal. Ultimately, an organization must digitally transform to rapidly react to changing data and devise strategies fast enough to succeed.

Digital transformation is no longer a buzzword but a cornerstone of innovation. Armed with the right information, tools and strategies, you can take an integrated approach to business modernization and put your organization on the path to becoming a digitally connected, customer-centric business.

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Support

For any assistance, contact us at support-flow@built.io or visit our [Contact Us](#) page.

You can also reach out to us via our social media pages on [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).

FAQ

For more information on Built.io, refer to our [FAQ](#) section.

Resources

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