



EMBEDDED IPAAS: MODERNIZE YOUR INTEGRATION STRATEGY

**How software
companies are using
Embedded iPaaS
to modernize their
integration strategy.**

Corporate Strategy Brief

Introduction

Software company executives are facing increasingly complex integration requirements and compressed timelines as they struggle to keep up with the ever-expanding ecosystem of applications, products, and services – which their internal business organizations rely on or must interact with across customers, partners, and external application ecosystems.

As a result, their customers are now demanding that software providers own more of the integration responsibility, more than just publishing an API or referring customers to 3rd party integrators.

A few companies have reacted by buying an iPaaS vendor as a quick fix, as evidenced by Salesforce's acquisition of Mulesoft and TIBCO's purchase of Scribe. However, there is an alternative to offering an integration platform rather than buying one or going it alone, one that SAP successfully leveraged to power their Open Connectors platform, the Embedded iPaaS.



Key Challenges

APIs are growing at 30x a year, but your integration team isn't.

We do recognize the fact that customers don't always use SAP, and being open to other solutions is key to their success and our success.

Bjorn Goerke
CTO SAP

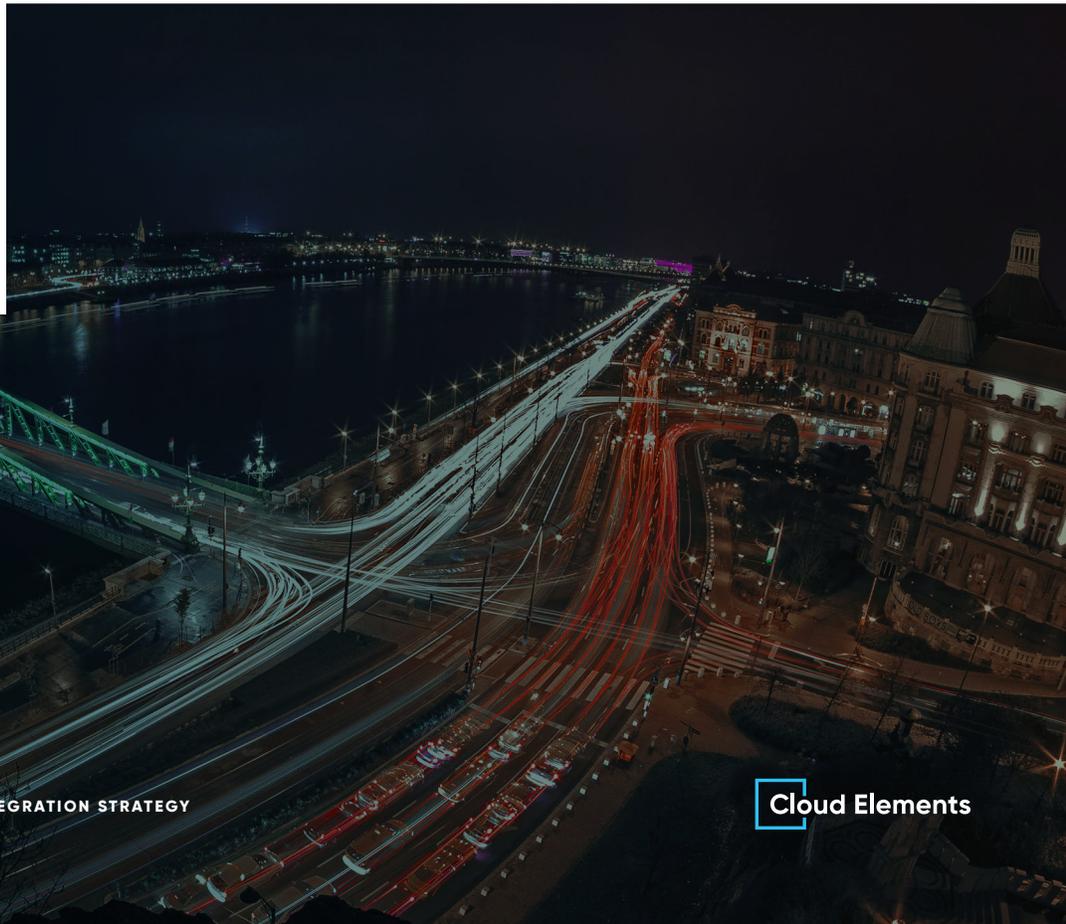


APIs are growing at 30x a year, but your integration team isn't. New application ecosystems are emerging overnight and are expanding rapidly to keep pace with new APIs, applications and connected things.

In addition, software companies realize that, while they may offer a complete suite of solutions, their customers may not want to utilize every component. They are often integrating to external services in order to tie into external data truth sources.

As software executives look across their current integration capabilities, they are finding that their existing services do not help their customers achieve the integration outcomes that they want. What are the factors leading to this lack of control?

- Existing point-to-point integrations are one-off and not scalable
- Customers are forced to create rouge integrations that are difficult to reuse and maintain
- No common way to preserve the data sources of truth within different products, resulting in data islands that are expensive to connect
- No single, uniform tool kit serving as a common front door for customers to realize their desired integration outcomes
- Lacking the flexibility to support custom data without creating customer-specific integrations
- Reliance on proprietary integration platforms, forcing customers into high-cost solutions
- Disjointed user experience (not branded) that decreases customer's trust



Solution Alternatives

Software companies that are considering buying an integration company as a quick fix are finding that the legacy iPaaS vendors have platforms that are outdated and don't meet modern business drivers. What are the alternatives?

Build Your Own	<ul style="list-style-type: none">• Expensive to build and maintain• Out-of-date before it is completed
Refer to 3rd Party	<ul style="list-style-type: none">• Don't own the user experience• Dependent on 3rd parties• Lose control of revenue streams
Resell an iPaaS	<ul style="list-style-type: none">• Own the experience, but not incorporated seamlessly into your products• May have lower margin than embedded• Gives you a full platform with existing UI
Embeddable iPaaS	<ul style="list-style-type: none">• Own the user experience• Embedded into the flow of your product• Embraces your ecosystem most clearly• Branded as your own product• Quick Go-To-Market, approximately 3 to 6 months to launch• Own the integration experience and outcomes for your direct customers• Strengthen relationships with your key ecosystem partners and developer community, by giving them the tooling they need and may already be familiar with• Keep revenue in house by directly supporting your customer's integration objectives• Eliminate data mapping and transformation challenges found in 3rd party, point-to-point integration platforms that are not tailored to work with your software's data model

According to Massimo Pezzini, VP and Fellow at Gartner Inc, "owning the integration infrastructure is a matter of competitive advantage, not just an offer of completeness."

The Embedded iPaaS

An Embedded iPaaS is the modernization of the traditional iPaaS with the advantage that it is specifically designed to be seamlessly embedded into your existing products and integration platform. Once connected, your customers and integration partners interact directly as if you built the platform in-house.

How does Embedded iPaaS benefit your company's integration strategy?

Up until very recently, the notion of extending your integration strategy with an off-the-shelf, ready-built platform seemed risky. But, that has changed with the pioneering of new features and capabilities, turning the notion of an Embedded iPaaS from risky to reality.

Virtualized APIs

Consistent, one-to-many, uniform REST resources, level the technology across all applications - easing the development complexities

Smart Connectors

Ready-built, packed with advanced features including searching, eventing, authentication, discovery, and bulk data support - making integrations to cloud services (e.g. DropBox, MS Dynamics, etc) simpler and more reliable

Common Data Resources

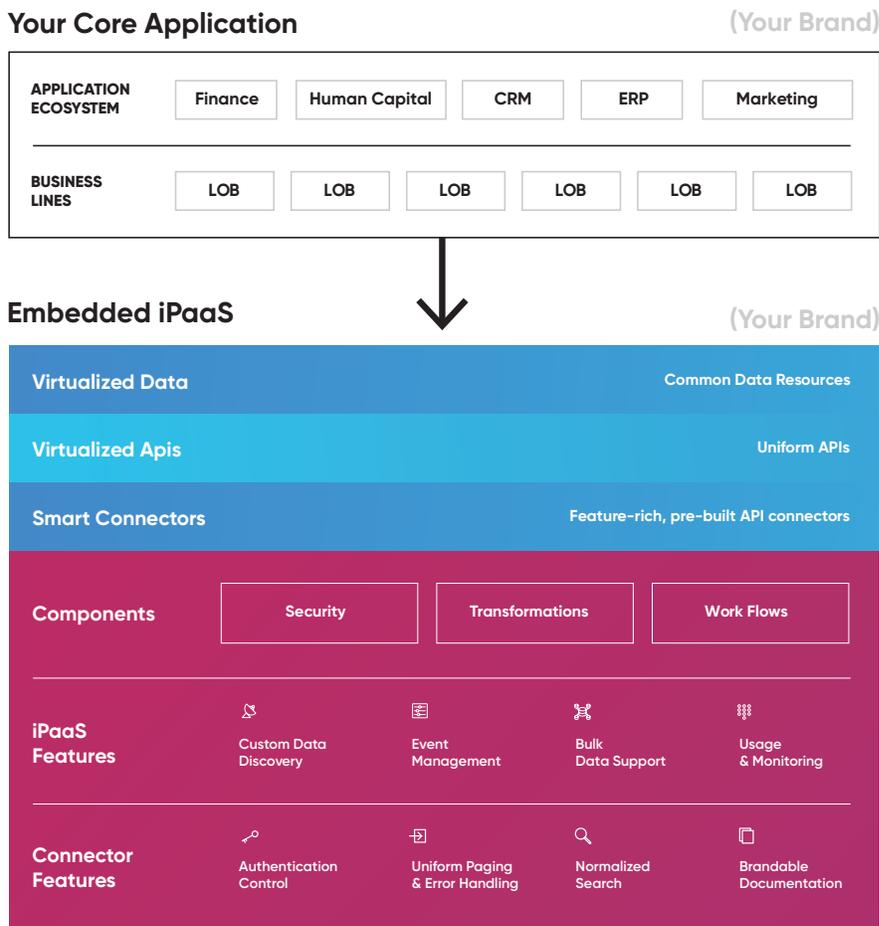
User definable common object models unify disparate data models, not only across your products but also with cloud services - eliminating the complex, legacy point-to-point custom data models

Industry Best Practices

Open integration technology practices widely adopted by developers and system integrators, removing the restrictions and expense associated with hiring specialized, certified consultants

Branded

True "white label" branding capabilities - fully branded as your own service



Recommendations

**Our customers
get integrations
to market 8x faster
and reduce
churn by 30%**

"Cloud Elements' approach to integration through the creation of normalized APIs, very rich connectors and unified data models is differentiating."

**Magic Quadrant for
Enterprise Integration
Platform as a Service**

Cloud Elements is the market leader in virtualizing APIs to accelerate digital innovation. We are the Embedded iPaaS provider selected by SAP to power Open Connectors. Our product is 100% API accessible and can be directly embedded and branded (white-labeled) allowing software companies to include an iPaaS as a part of their core offering.

Our customers get integrations to market 8x faster and reduce churn by 30%.

If your organization is exploring acquiring or building an iPaaS, we'd love to share how embedding Cloud Elements will be dramatically easier than the alternatives, with a faster time to market, and significantly greater ROI.



Take the Next Steps

Meet with the Cloud Elements Embedded iPaaS experts and facilitate a discussion and/or an in-person, hands-on workshop. We'll determine together the best path forward and demonstrate how an Embedded iPaaS can open new markets and revenue streams for your business!

About Cloud Elements

Cloud Elements brings harmony to the world of APIs, allowing software providers to innovate faster and plug into digital ecosystems. The company's one-to-many virtualized API integration platform enables developers to unify thousands of APIs, build common data models for core business functions, and reduce the pain, cost and complexity of integration. Founded in 2012, Cloud Elements is headquartered in Denver, Colo., and serves customers worldwide. More information can be found at www.cloud-elements.com.