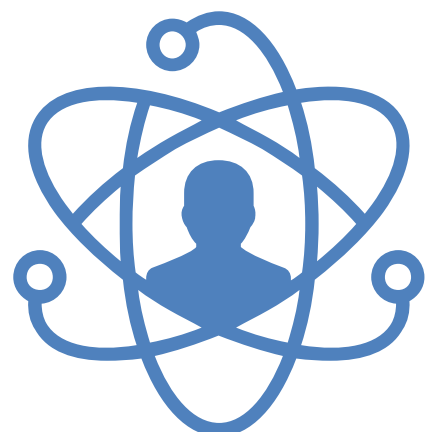


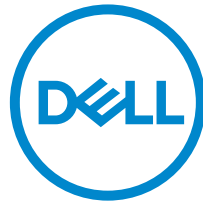


# The Connected Business

Improving integration and creating connectivity in 2018

Whitepaper





Boomi



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# Introduction and methodology

We are living in an age of unprecedented digital and technological advancement, with the pace of change across all levels of society continuing to increase. This means adopting, and adapting, to new forms of disruptive technology all of the time at home, and at work. However, for many, adopting the latest technology trend can be the easy part, it's actually integrating it with all of their existing technology that can be the real challenge.

Nowhere is this more prevalent than in business. New disruptive technologies are being constantly introduced to the workplace, with organizations in all sectors and industries fighting to keep up and remain competitive. The fact of the matter is: we now live in a connected digital world, ultimately it takes a connected business to succeed.

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But the workplace in 2018 is not designed to be connected. It is now unusual for all of an organization's employees to work together under one roof, and a disconnected workforce will only add to the connection challenges facing businesses. Add to that the growth of social, mobile technology, and IoT, not to mention the avalanche of function and task specific applications now available to businesses, and it's no wonder the distance between two employees at the same company has never seemed larger.

However, this is an evolution, not a revolution. A lot of businesses are proving more than able to move with the times and adopt new technology. But for many, this adoption is disjointed, disparate, and ultimately disconnected. These disparate applications, data sources, and business functions need to connect, and work together, as a failure to do so could prove terminal while the pace of technological change continues to accelerate.

## Methodology

For this research, 900 IT professionals involved in either building, overseeing, or making decisions surrounding cloud based applications in their organization were interviewed. 174 respondents are identified as the CIO of their organization.



Respondents came from 13 different countries, split into seven key markets: the US, the UK, Germany, the Nordic region, Singapore, South East Asia, and Australia and New Zealand.

## A global research...

Country	Number of interviews
US	400
UK	200
Germany	50
Nordics*	50
Singapore	50
South East Asia**	50
Australia and New Zealand	100

\*includes interviews in Sweden, Norway, and Denmark

\*\*includes interviews in Indonesia, Philippines, and Malaysia

Respondents' organizations had to have at least 500 employees globally, and operated in one of six key industries:

- financial services
- manufacturing
- healthcare and life sciences
- retail
- energy and utilities
- higher education

## Key definition:

**iPaaS** – integration Platform-as-a-Service. This is a suite of cloud services designed to connect software applications that are deployed in different environments, either on premise or cloud-based

## Key stats

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Poor integration is currently the 'Achilles heel' for 59% of respondents' organizations

89% have experienced drawbacks as a result of this poor integration

Just over half (52%) believe that it is holding back their organization, while 64% have missed opportunities in the past year because their integration processes were lacking

Nearly eight in ten (79%) feel that striving to become more connected should be their number one priority

However, only 53% are currently using an integration solution, with 44% of those (23% of the total base) using an iPaaS solution

Among those using an iPaaS solution most respondents agree that it is making their organization smarter (75%), faster (73%), and ultimately better (57%)

Nearly all (99%) respondents recognize the benefits to their organization from becoming more connected as a business

Unsurprisingly, connectivity within businesses is set to continue rising over the next three years

86% expect that becoming more connected as a business will lead to an increase in revenue

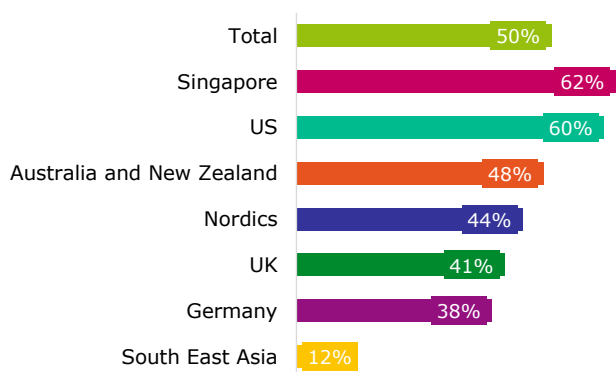
This increase could be as high as 10% annually, or \$491 million in real terms

# Integration – the crucial process that many take for granted

For half (50%) of respondents surveyed, the process of deploying new cloud-based applications is never ending – quite simply, it is something that their organization is doing all of the time. With so many having multiple apps in continuous development, any struggles, challenges, or barriers are going to be keenly felt, so the fact that nearly all (96%) respondents report that their organization is struggling with the ongoing process of app deployment is of note. In the countries such as Singapore and the US where continuous app deployment is more common, these struggles could be having more of an impact.



## Percentage of organizations constantly deploying new cloud-based applications



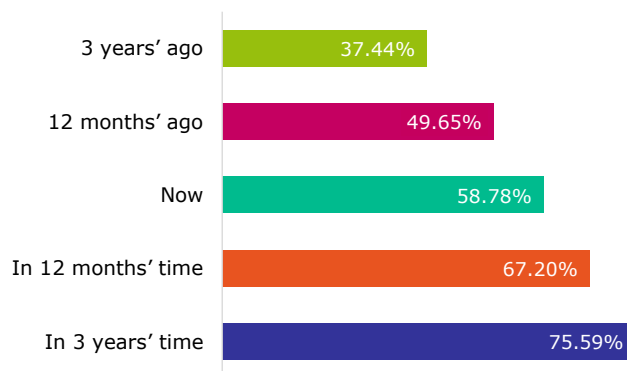
**Figure 1:** Analysis showing the percentage of respondents whose organization is constantly working on deploying multiple new cloud-based applications for business purposes. Asked to all respondents, split by respondent country (900)

And these current struggles may only be a portent of what is to come. Nearly six in ten (59%) respondents expect that their organization will be integrating more applications for more functions in five years' time, and nearly half (49%) expect that the integration process will be occurring at a faster rate by that time as well. If organizations are struggling now, there is a good chance that this will only increase.

**98% of CIO respondents** see successful integration as important to their organization's efforts to remain competitive over the next five years

This future growth in the importance of integration and connectivity is being recognized by the most senior IT professionals surveyed – the CIO respondents. Nearly all (98%) of these respondents identify successful integration as important to their organization's ability to remain competitive over the next five years. Over half (53%) would go even further – successful integration is absolutely crucial.

## Changing levels of organizational connectivity



**Figure 2:** Analysis showing the average amount of respondents' organizations as a whole that is or will be fully connected, in the past, currently, and in the future. Asked to all respondents (900)

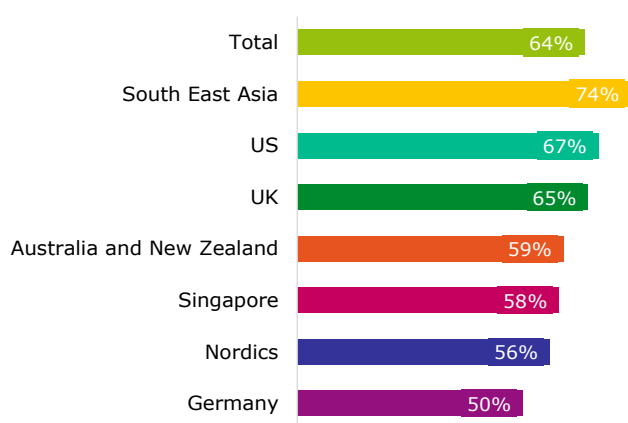
To put a figure on the scale of the problem, respondents estimate that approximately 59% of their organization is currently fully connected. In three years' time, this is expected to be 76% of their organization. Poor integration or business connectivity can no longer be ignored if a business wants to maintain its position in the marketplace.

# You only notice integration when it lets you down – and for many, it does

In today's world many things are taken for granted; your alarm clock will go off, your shower will be hot, and the trains will be running (almost) on time. These things are all a part of many peoples' daily routine, and are usually given little thought. Except when something doesn't work.

The same can be said for integration: but so many organizations and their employees are putting up with failing integration because they don't know any different. How many hours are lost in organizations around the world when employees have to manually download or upload files from one app to another, or manually duplicate and store data across multiple silos? It can be easy to imagine how this unnecessary, extra work can hold people back at work let alone their organization as a whole – and for just over half (52%) of all respondents, poor integration *is holding their organization back*. Nearly two thirds (64%) admit that it has caused their organization to miss opportunities in the past 12 months alone.

## Missing opportunities due to poor integration



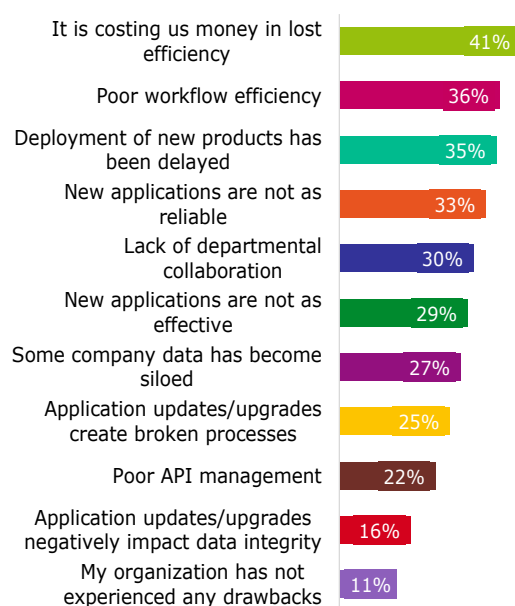
**Figure 3:** Analysis showing the percentage of respondents who feel that their organization missed opportunities in the past 12 months as a result of poor integration. Asked to all respondents, split by respondent country (900)

Equally damning is that, while not necessarily holding them back, the overwhelming majority (89%) have experienced drawbacks because their integration was not quite up to the task. Poor workflow efficiency (36%), delay in the deployment of new products (35%), or unreliable

new applications (33%) all being experienced by a third or more.

There is a clear price to pay for poor integration – lost opportunities, lost efficiency, and lost time. For over four in ten (41%), ultimately it is costing them money in lost efficiency.

## Drawbacks of poor integration



**Figure 4:** "What drawbacks has your organization experienced as a result of poor integration?" asked to all respondents (900)

With better oversight into other areas of the business, and insight into the strategic mindset of the board and c-suite, CIO respondents are best placed to recognize the costs of poor integration. Nearly six in ten (58%) of these respondents feel that poor integration is the 'Achilles heel' for their organization.

Every organization has an 'Achilles heel', it is almost inevitable given the pace of technological change today leading to organizations having to constantly adapt to keep up. But it appears that for many, the very process of adapting to change, and integrating new technology is their main challenge.

However it seems as though organizations already know where to look for an answer – eight in ten

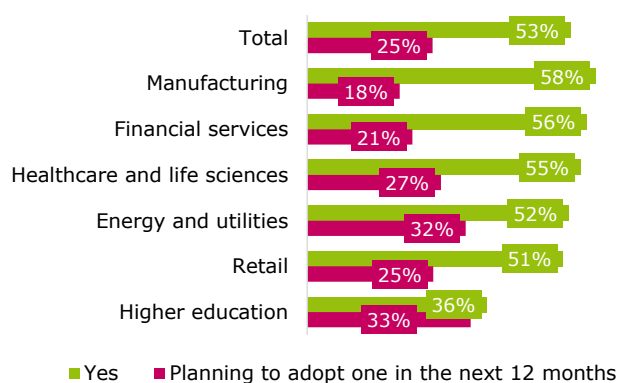
(80%) say that the right integration solution would greatly improve the performance of their organization. But can they find the right solution?

# What now? Coming up with a solution: The Connected Business

With respondents identifying poor integration and business connectivity as a serious threat to the future existence of their organization as a competitive entity, solving the problem of poor integration and connectivity should be a top priority over the coming year.



## Using an integration solution – sector differences



**Figure 5:** Analysis showing the percentage of respondents whose organization is currently using an integration solution, and those whose organization is planning to implement one within the next 12 months. Asked to all respondents, split by organization sector (900)

To this end, over half (53%) of all respondents report that their organization uses an integration solution, but many are having to use more than one to meet their integration needs. In fact, organizations are using three different solutions each, on average. And even then, a significant minority (31-44%) find that there are capabilities that they want from their solution, that are not being met to the desired extent.

Being partially successful at something can bring benefits, but for something like the integration of applications, data sources, and business functions, will being adequate really help your organization?

Approaching half (44%) of those organizations using an integration solution are using an iPaaS solution – which amounts to just under a quarter (23%) of the entire respondent base. And the majority of CIOs surveyed from these organizations using iPaaS agree that it is making their organization smarter (86%), or faster (75%).

For over **six in ten (63%)**, iPaaS is making their organization both **smarter and faster** at the same time

This brings us to the idea, or the concept of, the connected business. As we have seen, becoming more connected as a business is something that many expect to happen, either through natural evolution (such as the increase in mobile and IoT technologies), or through a concerted effort by organizations. Respondents recognize the enormous benefits of becoming more connected as a business – nearly all (99%) see a benefit to their organization, and on average, respondents see four different benefits each.



## Benefits to improving integration and becoming a more connected business



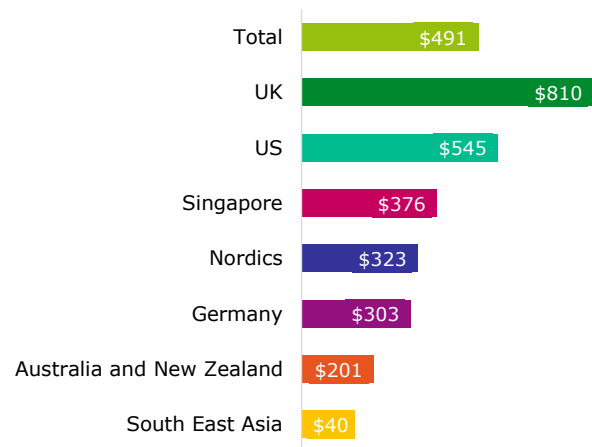
**Figure 6:** "What benefits do you feel that your organization would enjoy if it could improve its integration and become a more connected business?" asked to all respondents (900)

Two of the most widely cited benefits include improving productivity (67%) and more efficient workflow processes (53%), both keenly needed remedies for the loss in time and efficiency being experienced due to poor integration. But perhaps most importantly, nearly half (47%) would expect their organization to experience an increase in profitability as a result of becoming more connected as a business.

**Nearly half (47%)** would expect their organization to be **more profitable** were they to improve integration and become a more connected business

This increase in profitability could be being driven by a boost in annual revenue – most respondents (86%) expect this upon becoming more connected. This increase won't be insignificant either, on average respondents would expect a 10% revenue boost, or \$491 million per year in real terms among respondents' organizations.

## Predicted revenue growth (\$m) as a result of being more connected



**Figure 7:** Analysis showing the average potential increase in revenue from becoming a more connected business over the course of 12 months. Asked to all respondents, split by respondent country and displayed in USD (millions) (900)

With such clear and tangible benefits, shouldn't organizations be actively encouraging the evolution to a connected business, rather than leaving the process to chance? Especially so if this is to become such a necessity for success in the near future.

But perhaps one of the challenges that organization's need to overcome first and foremost is an attitudinal one. Many organizations can be accused of viewing integration and connectivity as separate challenges – as two individual problems perhaps. By aiming to solve connectivity issues *through* better tech integration, organizations go from merely trying to join up two disconnected applications, platforms or systems, to complete organization-wide connectivity – and the concept of The Connected Business is borne.

## Dell Boomi: a unified platform for the connected business

Dell Boomi (Boomi), exists to help enterprises connect everything and engage everywhere across any channel, device or platform.



The key to your company's future is managing the entire end-to-end workflow -- the people, process, and technology. Boomi delivers all of this in a unified platform, which you can build and consume as you need. Every element of the platform is designed for ease of use, leveraging all of the advantages of the cloud.

Boomi solves the hard technical challenges, so you can drive your business forward. The Boomi platform connects your past, present and future technology investments and drives competitive advantage.

With Boomi, your organization's digital transformation is within reach.



# Conclusion

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Regardless of organization size or sector, maturity or market, becoming a connected business should be the target over the next couple of years. Some of the more senior and influential IT professionals interviewed agree that it is critical to remaining competitive. And improving the process of integrating new applications, data sources, and business functions is key to that. Using an integration solution can certainly help, but it must be the right solution, otherwise, like the individuals surveyed here, your organization may end up using a disparate stack of competing platforms that can't quite do everything that you'd like them to.



Some organizations are ahead, with an integration solution already implemented, but some are far behind, not even using any form of integration solution at all. It's these organizations that need to be most worried about their ongoing ability to be competitive. Especially as the pace of digital change is unlikely to slow over the next five years, with respondents in agreement that issues now are only going to grow over that same timeframe.

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Still time to correct any failings – and organizations would do well to listen to their CIO

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However, given that integrating applications, data sources, and business functions is still challenging most organizations, there is still time for those that are behind to address the problem and get back on track. These organizations need to speak to their CIO, who throughout this research demonstrated an advanced understanding and appreciation of the value of successful integration.

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**About Dell Boomi:**

Dell Boomi (Boomi), an independent business unit of Dell, is the leading provider of cloud integration and workflow automation software to build The Connected Business. Dell Boomi (Boomi), an independent business unit of Dell, is the leading provider of cloud integration and workflow automation software to build The Connected Business. Boomi helps more than 6,500 organizations accelerate business agility by connecting data and applications to run faster and smarter. Visit <http://www.boomi.com> for more information.

**About Vanson Bourne:**

Vanson Bourne is an independent specialist in market research for the technology sector. Our reputation for robust and credible research-based analysis, is founded upon rigorous research principles and our ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit [www.vansonbourne.com](http://www.vansonbourne.com)