

# Pick the right integration solution for your software delivery organization

Understand the total cost of ownership for different integration options: Public APIs, enterprise iPaaS, embedded workflow orchestrators and commercial off-the-shelf solutions.

## Most organizations struggle with productivity, cost, and time to market

Automation through integration frees the human workforce to focus on value-adding activities by eliminating non-value adding activities like entering the same data twice in two systems.

Eliminating duplicate data entry through integration increases employee satisfaction by more than 20 percent, which in turn leads to 40-80 percent more discretionary effort from employees.

## Do it Yourself or Off-the-Shelf?

Integration plays a critical role tying specialized tools together, making them work like a single well-oiled machine.

**You have four basic implementation options:**

● Do It Yourself	● Off the Shelf
<b>PUBLIC APIs CUSTOM HAND-CODED</b>  Develop integrations by yourself from scratch, based on public tool APIs  Example: Jira APIs	<b>ENTERPRISE iPaaS LOW-CODE</b>  Develop integrations by yourself utilizing a traditional iPaaS solution  Example: MuleSoft
<b>WORKFLOW ORCHESTRATORS LOW-CODE</b>  Build and design integrations using embedded workflow orchestration capabilities  Example: ServiceNow Integration Hub	<b>COTS SOLUTIONS NO-CODE</b>  License a no-code, commercial off-the-shelf integration platform that is all point-and-click configuration  Example: Tasktop Integration Hub

**With an opportunity cost of tens of millions of dollars, making the wrong decision can have far-reaching implications for the organization**

Large-scale organizations often severely underestimate the complexity of DIY solutions, how long it takes and how difficult it is to evolve.

### The unseen effort of DIY solutions:

- Developing bi-directional sync across at least two endpoints
- Meeting sophisticated and nuanced use cases
- Accounting for project idiosyncrasies in tools, workflows and processes
- Staying on top of new tool versions and API changes
- Updating integrations as fields, values and workflows change

**Integration is harder than it looks:  
COTS No-Code Solutions are best**

Download our ebook to read about the real-life experiences of market leaders who've tried DIY and Off-the-Shelf

