

**celigo**

B2C THOUGHT LEADERSHIP SERIES

# The integration blueprint

Finding the  
perfect fit for  
your business



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# The integration blueprint: Finding the perfect fit for your business

Customers today know what they want. Give them a sub-par shopping experience and they'll quickly hit the "cancel order" button. To keep these customers happy, retailers need to bring their A-game, removing any possible friction from the purchasing journey. The right technologies can help.

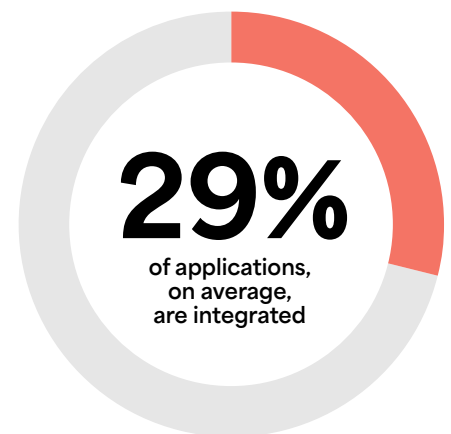
Statista found that the average organization uses 130 SaaS applications in total. And, like other businesses, ecommerce retailers recognize the crucial role the right tech plays in providing a friction-free customer experience.

But teams all too often evaluate and purchase these new technologies without IT's input. That can lead to headaches—especially when your cutting-edge technologies can't work together. According to a Salesforce study, only 29% of applications, on average, are integrated. This leaves your team unable to effectively automate processes, slowing down the purchasing journey and leading to possible errors along the way—from misdelivered orders to sluggish returns.

When retailers don't recognize the importance of integration, they're more likely to experience data silos, higher operational costs, and inefficiencies and errors caused by manual processes. Your customer experience becomes disjointed and inconsistent across channels.

The good news is you can solve these problems by adopting the right integration solution.

**Explore the pros and cons of different solutions and find the perfect fit for your business.**

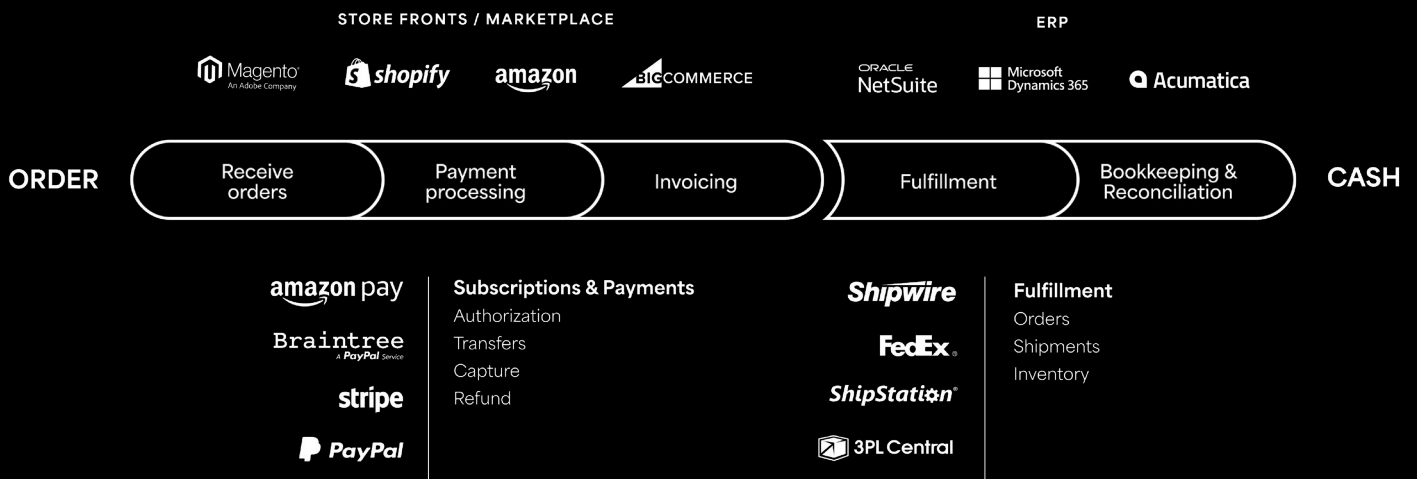


# Key considerations

Before selecting an integration solution, it's important to understand the full scope of a project like this. Integrating your business processes quickly becomes complex. For instance, automating the order-to-cash process means integrating multiple isolated applications and systems, so that they can transfer data back and forth. These run the gamut from storefronts and marketplaces, to your payments, ERP, and fulfillment solutions.

[Check out our business process diagrams to see how intricate these projects can become.](#)

## The order-to-cash process

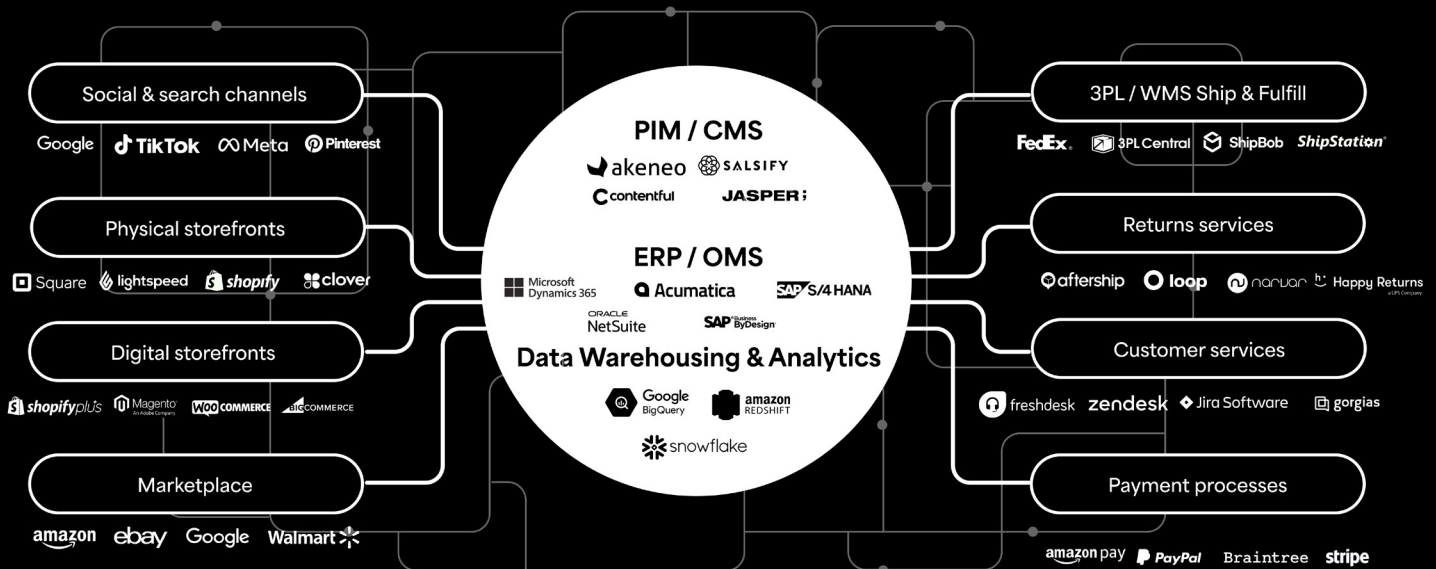


# Extending automation maximizes efficiency

To maximize the efficiency of your purchasing journey and improve the experience overall, you'll want to extend automation into other key processes and the applications that run them, including functions like returns, inventory management, and 3PL. The right integration platform will support scalability and reduce complexity, enabling your ecommerce business from end to end.

See how adding a few more teams makes your integrations even more complex.

## Omnichannel b2c



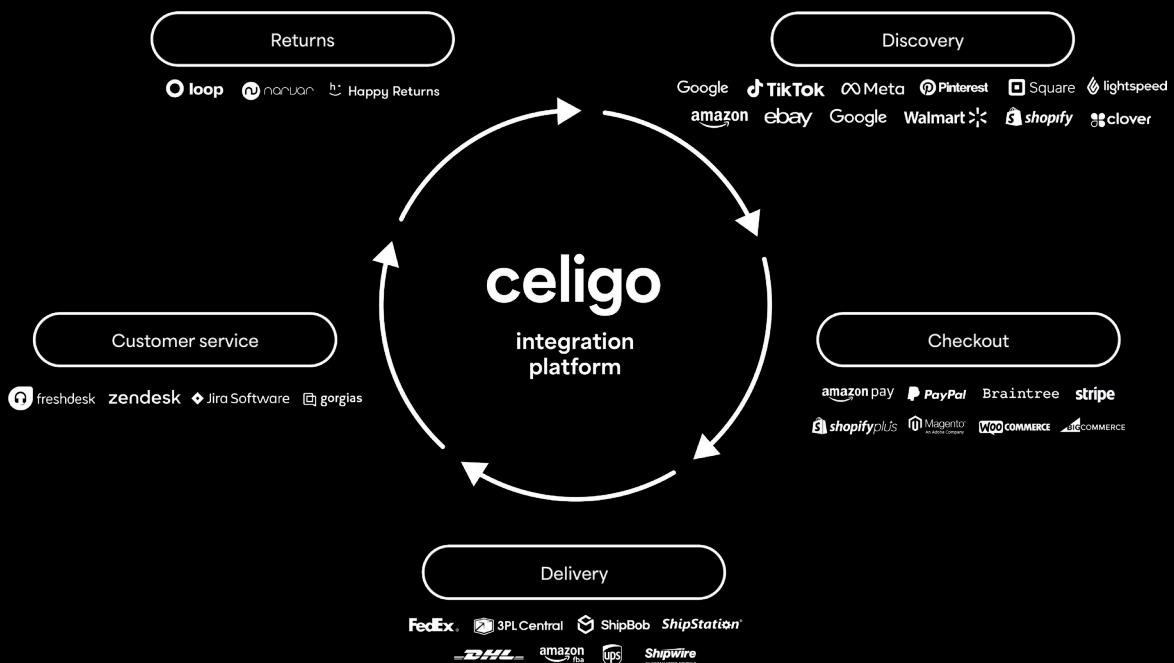
## Scalability is a must

With the right integration solution in place, once you've automated one sales channel it becomes easier to do the same with every new sales channel or marketplace you add.

But that's not all. By integrating business processes like order management, shipping and fulfillment and inventory management, product data management, and returns management as well, you create consistent experiences for customers across their shopping journey and gain a holistic view of your customers across channels.

But choosing the right integration solution is critical in achieving that holistic, omnichannel experience. Make the wrong choice and you could be adding friction to your customer experience, or setting yourself up for never-ending error-management tasks, bottlenecks, or security risks.

## Celigo integration platform



# Evaluating your options

## Vendor-provided (native) integrations

Many SaaS platforms provide point-to-point integrations that address common use cases for popular hub applications like Salesforce or NetSuite. These integrations are easy for your non-technical team members to configure but are best for simple scenarios with limited end-points and flows.

You also risk limited visibility and error handling, often with no ability to recover data without resending records or manually reentering it. As you add to your tech stack, there are also risks of non-compliance with data security and privacy standards.



### BENEFITS

- Fast and easy to implement
- Relatively inexpensive (Higher tier subscription for access to APIs and integration services may be required)

### CHALLENGES

- Limited to common use cases
- Can't be customized
- Doesn't support complex business processes that span multiple systems
- Little visibility into error handling
- Potential non-compliance with data security and privacy standards

# Coded point-to-point integrations

Skilled developers can write custom code to integrate your tech stack for you. This can be achieved by hiring a developer or outsourcing resources. Custom coding is common for organizations with development teams who have the bandwidth to implement, manage, and maintain integrations, but for smaller teams, it can create bottlenecks.

While this solution allows for the greatest amount of customization, it is also the most expensive and time-consuming. You will need to hire and retain a development team, or pay high hourly rates for skilled developers. Both of these options have continuity issues. Developer turnover is high and a [study by Zippia](#) found that 40% of developers only have 1-2 years of tenure at their current job. This can lead to a loss of critical knowledge and disruptions to your integrations. Without proper documentation, integrations will need to be rebuilt from scratch—an expensive and lengthy process.

Problems can also arise if you don't have resources set up to effectively manage your integrations. If you don't have a process for API change notifications, your integrations will stop working and will need to be rebuilt. Error management can also pose an issue. You will need to continually maintain and manage your integrations and resolve any issues.



## BENEFITS

- Customizable
- Easy to outsource

## CHALLENGES

- Longer time-to-value
- Expensive to hire and retain resources internally
- Costly hourly rates for outsourced resources
- High turnover rate
- Requires technical resources to manage and maintain
- Lacks endpoint management
- High total cost of ownership
- No visibility into integration errors for business teams



# Workflow automation platforms

Workflow automation tools are designed to streamline and automate specific tasks and processes within an organization. Their no-code UX design is aimed at helping non-technical teams create automated workflows by connecting different applications and services. This solution is best for simplifying repetitive tasks, reducing manual intervention, and ensuring a smooth sequence of actions.

If you're looking for a solution that supports data integration and scalability, workflow automation platforms aren't the right fit. These platforms often place limits on data volume, concurrent flows, and API calls. They are also unable to address complex business processes that require data transformation and span multiple systems.



## BENEFITS

- Fast and easy to implement
- Designed for business users
- Accelerate task-based process automation

## CHALLENGES

- Limited data integration functionality
- Don't support complex business processes
- Difficult to manage at scale
- Poor error visibility and handling

# Traditional iPaaS (Integration platform as a service)

A traditional iPaaS solution enables IT organizations to accelerate and centralize business process automation. This solution equips developers with a range of cloud services for more efficient development, execution, and governance of integration flows. However, it requires dedicated technical resources to maintain and manage.

Since this solution requires technical resources, it can create bottlenecks and slow growth. This also prevents business teams from getting the visibility they need and can lead to misalignment between business and IT teams.



## BENEFITS

- Improved developer productivity
- Reduced cost of integrations
- Time-to-value
- Meets corporate and regulatory standards for security and privacy
- Fast to modify and add new SaaS solutions

## CHALLENGES

- Hiring and retaining technical resources
- Creates IT bottlenecks
- Limited agility and scalability
- Limited collaboration between IT and business teams

## Advanced iPaaS

An advanced iPaaS solution goes beyond the traditional iPaaS by enabling business users to build, deploy, and manage their own integrations. Advanced platforms provide prebuilt integrations to accelerate time-to-value, and leverage AI and machine learning to bridge the skill gap. This means business users can create robust integrations without help from developers and, with every member of the organization able to contribute to automation efforts, IT is no longer a bottleneck.

Not only will you no longer need to rely solely on expensive developer resources, but everyone in the organization can promote agility and modernization. This leads to easy adoption of new solutions and rapid innovation for your teams. IT leaders believe an advanced iPaaS, like Celigo, will improve automation capabilities by 23.8% and improve process efficiency by 33.3%.



### BENEFITS

- Doesn't require technical resources
- Low total cost of ownership
- Faster time-to-value than traditional iPaaS
- Enables business users to promote agility and automation
- Optimized efficiency
- Greater scalability
- Increased innovation

### CHALLENGES

- Training business users

# The perfect fit: Advanced iPaaS

For retailers eager to build a holistic customer experience from end to end, an advanced iPaaS is the best option. With an iPaaS as the foundation of your ecommerce infrastructure, you can easily scale and create a singular, friction-free customer experience across channels. You'll be able to speed up order processing and fulfillment, create a streamlined returns process, and accelerate the adoption of new technologies and channels.

Don't let your customers down with a purchasing experience that doesn't meet their expectations. Empower your team with a solution that maximizes innovation, speed, and scalability.

Ready to see how this solution can help your business?

Request a demo today. →

**Celigo's purpose is to  
blaze the trail for a tech-  
empowered future. We  
create software that thinks  
ahead, keeps you connected,  
and moves you forward.**

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