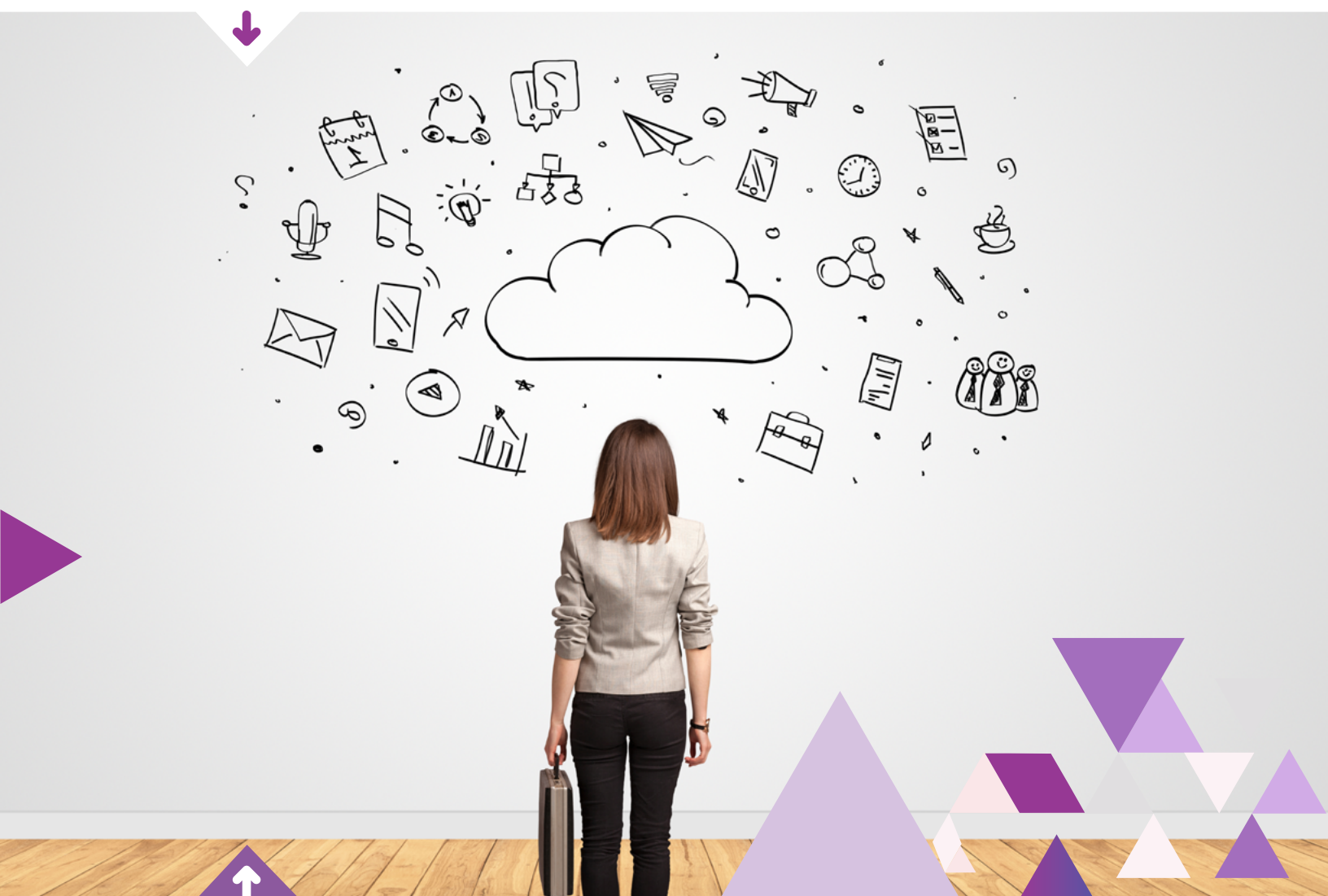




iPaaS – Your First Stepping Stone to Achieve Ultimate Digital Transformation

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SYSTEMS
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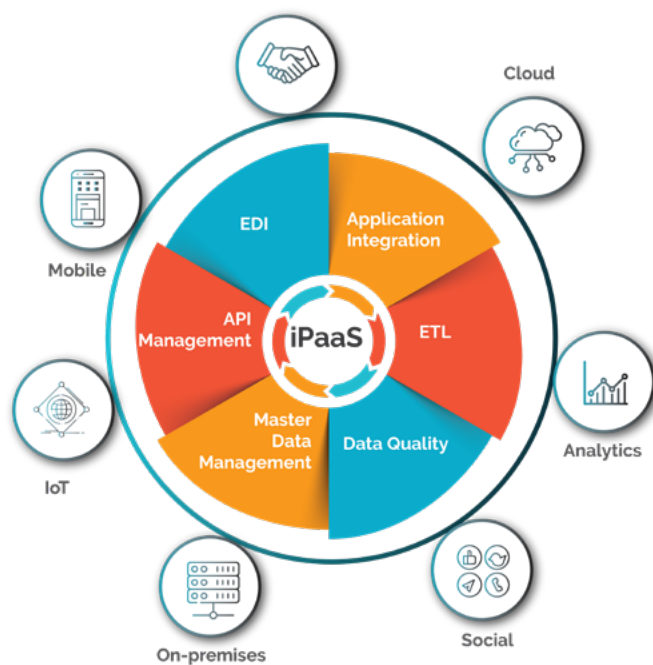
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Executive Summary

The term “Digital” today is a misnomer to strategic growth, efficient technology and absolute revenue. With evolving digital technology, the need to embrace digital transformation is forefront and a mandate for every enterprise to remain relevant in the current competitive ecosystem. So as an enterprise, if your goal is to attain the ultimate digital transformation it will be a good idea to get your cards in order and understand the importance of what will make the process efficient and seamless for your organization and your employees.

Embarking on the digital transformation journey is never an easy task. It is time consuming and the transition face is usually confusing and complicated. To ease the process it is always a good idea to look into options that might minimize data loss and enhance security. One such option is the iPaaS solution. Integration Platform as a Service (iPaaS) is a suite of cloud services that enables development, execution and governance of integration to flow continuously connecting any combination of on premise and cloud-based processes, services, application and data within individual or across multiple organizations.

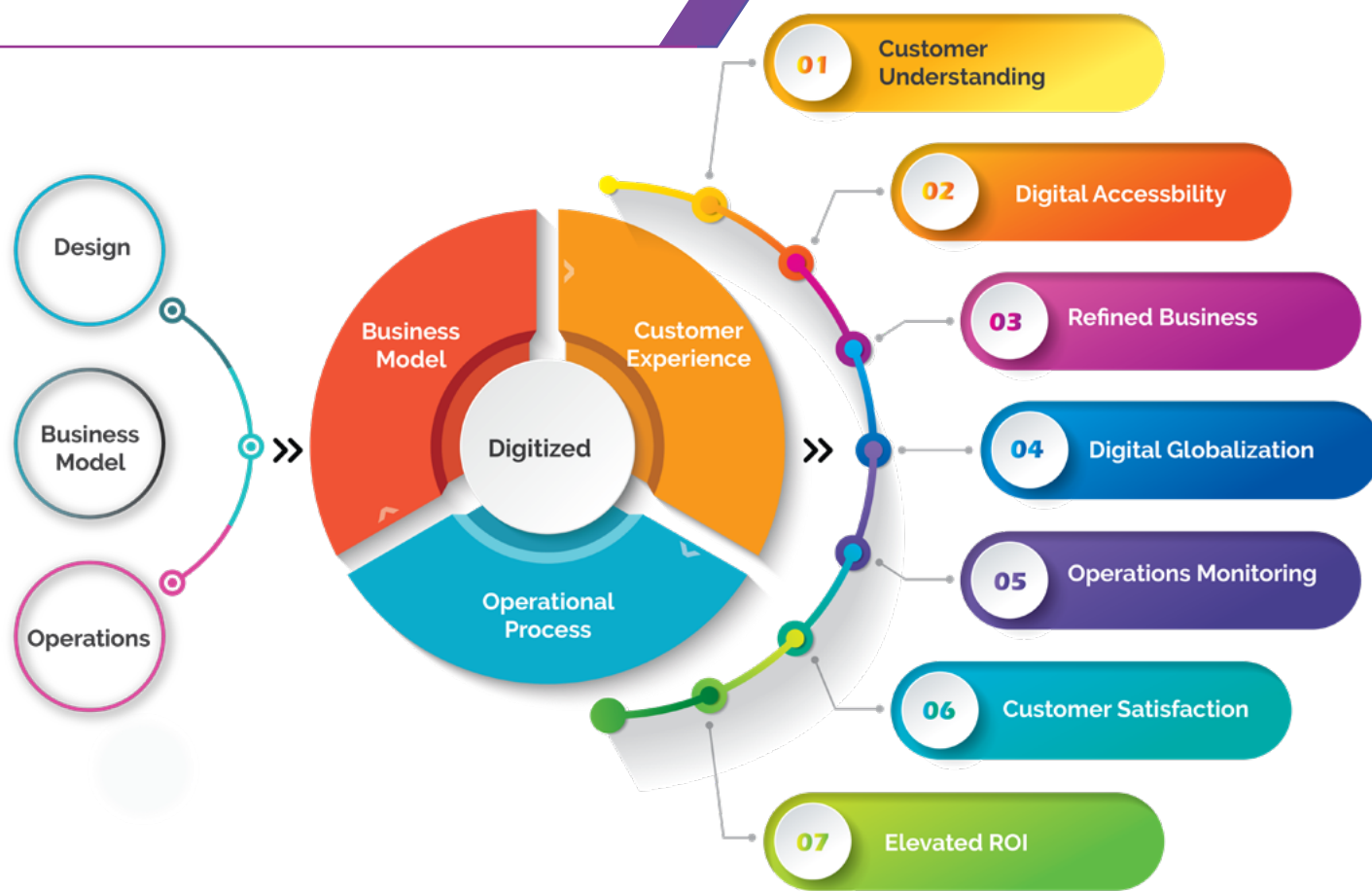


In this whitepaper, we will elucidate the advantages of iPaaS and why CIOs from leading organizations vote for the solution to modulate their digital transformation.

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How Digital Transformation Impacts Business

Digital Transformation involves using digital technologies such as web, cloud, mobile, social media, the IoT's and analytics driven personalisation to re-shape and improve customer interactions, business models and financial returns.



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The main reasons to embrace digital future impacting the business are

- ✓ **Increased profits/Elevated ROI:** Businesses can expect to grow revenues by 23% by adopting digital strategies like predictive analytics and ML.
- ✓ **Engaged Employees** – Training employees in emerging digital technologies empowers them with transparency, learning opportunities, and open communication. By providing employees with data (90% of employees want), businesses can track and improve their performance.
- ✓ **Change in the Value Chain/Refined Business** - Digital transformation has radically changed the traditional producer-distributor-customer relationship. This is particularly the case for the intermediary position of distributor, or wholesaler. Digital transformation has led to the evolution of networked mediation strategies, in which a group of players form partnerships and alliances to co-create offerings and co-produce value.
- ✓ **Advanced Analytics to Prioritize Investments** – Building analytics engine and extracting insights as part of digital transformation help organisations to take business decisions based on data and insights derived.
- ✓ **Redesigned Customer Experience / Customer Satisfaction** – A redesigned customer experience as part of digital transformation is the outcome of omni channel integration connecting various channel touch points and strengthening the relationship with customers.

What Could be Part of Digital Transformation?

Across industries, organisations are at various stages of their digital transformation journeys, for some this might mean reimagining their entire business but for others, incorporating aspects of digital into their existing ways of working. The challenges and opportunities of a digital shift are shaped by company size and structure.

The CIOs are responsible for more than 40% of digital transformation in an organisation as they hold that one position combining technology and business. It is in the below scribed strategical lines that a CIO can focus the rollout of digital transformation.

Cloud Migration - Data Centre to Cloud

Enterprise Cloud adoption stands tall in the scheme of things. Moving on premise IT setup to a cloud solution is one of the most critical business decisions in a company though a small first step. Most of the Organisations running with an impeccable Enterprise Integration Platform design still end up with the following challenges on

- i Direction of scalability** - ESB is best suited for vertical scalability – the integration of an enterprise's complex internal systems and architecture
- ii Multi-tenancy feasibility** - A multi-tenant architecture refers to a single instance of software running on a single server while serving multiple groups of users. Due to inherent complexity and internal architecture, most ESB solutions are not multi-tenant
- iii High availability** - An On-Premise environment needs more resource planning and allocation and ensuring high availability is expensive.

Besides the above, in general on-premise systems end up costly owing to maintenance, availability, upgrade and other related factors.



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Role of iPaaS

A serious contemplation on the implementation of iPaaS helps understand the critical role played. Equating it with On-Premise systems and ESBs, the following are the factors that proclaim iPaaS as the ultimate choice.



Direction of scalability - iPaaS is better suited for horizontal scalability — integration with third parties, partners, and ad hoc applications such as Software as a Service (SaaS) solutions. Lightweight and flexible, iPaaS enables enterprises to quickly connect and integrate their cloud applications and systems.



Multi-tenancy feasibility - iPaaS supports multi-tenancy and this gives iPaaS solutions an advantage over ESB as multiple tenants or users can share a single instance to effectively reduce redundancies in integration processes.



High availability - An iPaaS solution provider ensures high availability as part of service and the organisation is poised to save more money reducing the number of resources in maintaining, upgrading and ensuring availability thereby, reducing overall infrastructure and other administrative costs.

Data Aggregation and Visualisation

Data is the fuel that drives business today and is an intangible asset for any organization to harness meaningful insights and redefine customer experience. Digital Transformation transforms the world of processes into a world based on data that needs comprehensive collection and analysis of information from within a company and outside through data aggregation.

The first step towards data aggression is the integration of enterprise and collection of data in a sequenced order. An upshot of data

aggregation is the formation of data hub/lake that will contain structured and unstructured data.

Data lakes are typically used in conjunction with traditional enterprise data warehouses (EDWs). In case of data lakes, data is held in its native format and processed only when needed.

Visualisation of data based on insights from the streams of data is the most significant process. Ultimately, it is the insights and relevant correlations that allow companies to solve business problems, drive sales, cut costs and find new revenue streams.

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Role of iPaaS

iPaaS solutions include easy, graphic tools to help visualize and work with an overall business intelligence picture. With real-time insights, organisations can drive innovation and plan the roadmap for overall growth. How the above could be achieved with respect to data handling using an iPaaS platform is explained

- ✓ **MDM** – Master Data Management enables to represent data consistently across an organisation using data stewards to model, match, synchronize, cleanse and enrich data across domains. So iPaaS platform through their MDM solution enable organisations to engender Golden Records that act as single source of truth. It is only after proper representation of data that a data hub can be strategized.
- ✓ **Data Hub** – iPaaS solutions use the process of connecting, collecting and sharing data to form data hub helping organisations stay data oriented. So, the valuable data is available for the whole organisation to connect and promote analysis. Above and beyond collection of data, iPaaS platforms manage relations, frequency, monitor and alert about the data flowing between systems. Overall, iPaaS data hub helps understand data in a company's business across customers, items/products, vendors, employees.
- ✓ **Data Visualisation** - Most of the iPaaS platforms provide templates that can be connected with data hub for accomplishing visual representation of complex data through statistical graphics, trend maps and charts.



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Embracing new technology – IOT and AI

The IoT help drive change in an organization providing data into a wide range of operational activities. Experts have predicted that the world will have up to 50 billion connected devices by 2020. Edging towards 2020, companies are forecasting to make more sophisticated use of this data to drive business value. In order to bring out the benefits of digital transformation, IoT must be integrated with operational systems, and majorly with enterprise resource planning (ERP) software.

Another new technology is the Artificial Intelligence – a change agent to future operations. The potential of AI is to shift business strategy to customer centric models. AI – first approach stands as one of the noteworthy transformation strategies of CIOs covering 25 % of their digital transformation investment. With the implementation of such a disruptive technology and more data at our disposal, AI helps deliver better experiences for the modern consumers applying innovation and turning into an intelligent enterprise.

Role of iPaaS

The power of an iPaaS in IoT is in providing data integration between sensors/devices and core enterprise systems so that the things can influence the operation of the enterprise. iPaaS plays a major role in linking the IoT data to data from other core enterprise systems and/or initiating workflows based on the patterns or insights from the IoT data.

- ✓ Most IoT solutions provide APIs for a better interaction between them and other systems and applications. iPaaS solutions usually pursue the API-first approach to integration platform management.
- ✓ IoT needs an event-driven architecture in order to ensure, an “efficient real-time response and processing”. iPaaS solutions mostly support event driven architecture.

iPaaS providers enhance the platform capabilities by introducing AI. As the platform is cloud-based and widely deployed, the platform analyses the shared metadata and data usage patterns across multiple tenants to build reliable recommendation models, which guides the business users and offer suggestions to develop the integrations more intuitively.

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Workflow Process Automation

Organizations perform a wide variety of business processes across all lines of business to achieve their business goals. A majority of these processes are still handled manually. Process Automation is the course of automating the organizational workflows and activities for improved efficiency, transparency, and consistency across all departments in an organisation. The organisations are benefited by routine business processes that are faster, error-proof, and cost-effective. CIOs need to factor in the following while automating processes

- ✓ processes that need to be error-free
- ✓ processes that are consistent throughout the organization
- ✓ processes that are repeatable

Overall, it is ideal to automate business processes that require accuracy on each run, have predictable set of execution steps, and are repetitive in nature.

Role of iPaaS

Enterprise iPaaS comes with ready-to-use workflows / templates for various applications that can be easily configured to integrate applications seamlessly.

The following are the benefits gained using iPaaS for process automation

- Little or no setup required
- Little or no technical expertise needed
- Cloud-based infrastructure enables quick and reliable scaling
- Logs and data audit options to track and monitor real-time and historical data

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Does iPaaS enables Digital Success?

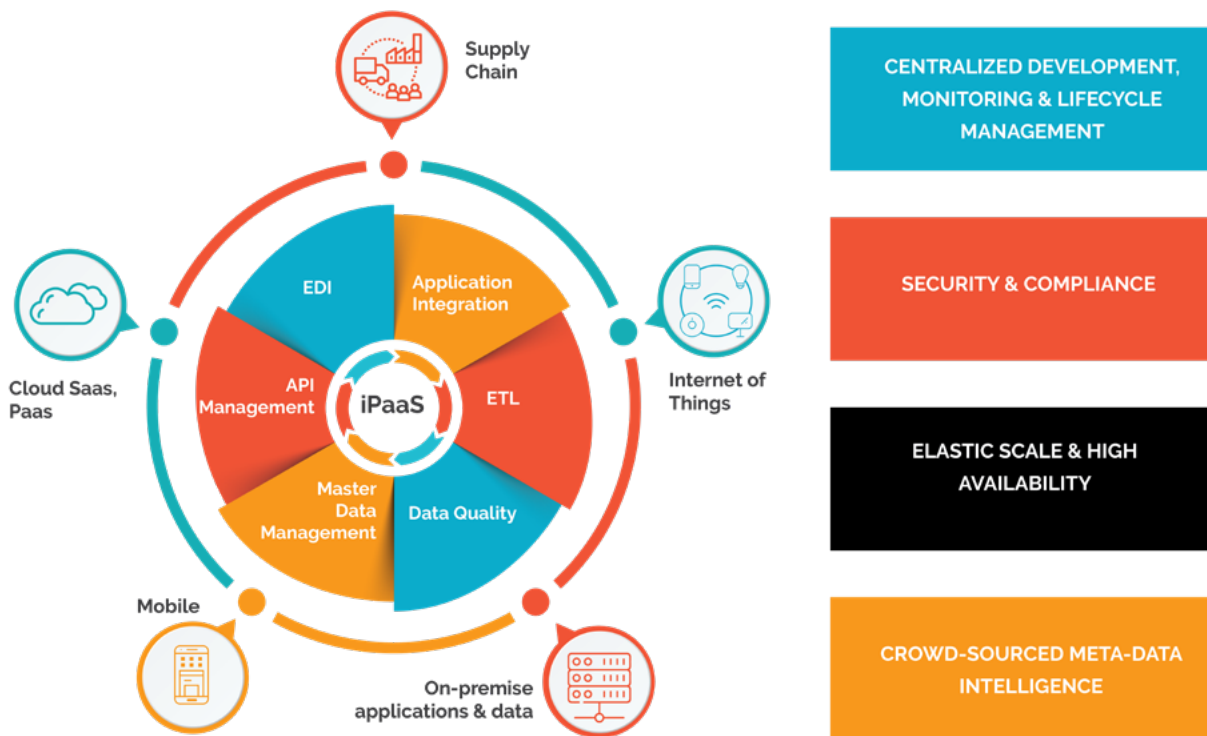
As already known, iPaaS is a multi-tenant platform that supports cloud-to-cloud, cloud-to-on-premise and B2B integration. It supports real-time integration and scales to meet the high-volume demands of mobile, extract, transform and load (ETL) and electronic data interchange (EDI) environments.

One sure sign that iPaaS is securing its place as a legitimate category in the cloud computing stack is Gartner's slew of research publications in the past several months on iPaaS, including "Gartner Magic Quadrant Model." This growing attention is a good sign for iPaaS vendors.



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iPaaS key components and its overall integration is represented below



The ability to manage integrations from a centralized location is essential in order to make the process as simple as possible. An iPaaS vendor can help gain a single view of all integrations from a user-friendly, web-based console, to effectively create, monitor and manage integrations across the organization that helps to quickly connect almost any tool. Hence, it is easy to quickly scale and develop whenever needed.

iPaaS vendors also provide real-time data connections between all applications that are absolutely essential for decision-makers at the

organization. Having all the information available in real time allows having the full view of the company's operations, enabling executives to make informed and more accurate decisions.

What's more, with an iPaaS solution, it's possible to go beyond just the connection of data. It also permits advanced customization of how different systems communicate with each other to have complete control over the entire integration process. With all these key features iPaaS helps in scaling towards the digital success.

CONCLUSION

The Digital Transformation race is a continuous journey of innovation and implementation of disruptive digital changes with no finish line. Organizations need to ensure making data and application integration a central part of the digital transformation strategy. A CIO will be successful if the transformation is made as a company-wide effort. iPaaS is certainly a magic bullet for Digital Transformation/Initiatives due to its cloud enabled integration capabilities and enterprise wide implementation scalability. iPaaS is purpose-built to help companies handle the integration requirements of today's business environment, future-proof their integration solutions and increase the value of their IT investments.

iPaaS customers realize significant, concrete, cost and speed-of-implementation benefits, derive greater return on investment, faster time-to-value and increased business success. CIOs need to research upon the leading iPaaS provider referring to Industry leaders like Gartner and other leading research institutions in making precise conclusions regarding the iPaaS solution for Digital Transformation.

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