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Disruptive trends & technologies reshaping SAP integration

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By 2023, use of packaged integration processes will grow from less than 30% in 2020 to above 65% of new integration projects.

Gartner Accelerate Your Integration Delivery by Using Packaged Integration Processes, 2020

iPaaS Market Growth

- The market for application architecture, development, integration and platform technologies has experienced consistent double-digit growth YOY.

- Integration platform as a service (iPaaS) emerged as the fastest-growing segment, exhibiting 40.2% growth.

- The top five iPaaS providers' command about 60% of the market, and only eight providers have more than a 2% share.

- Integration represents up to 65% of the cost when implementing a new ERP or CRM system.

Sources:

1 – Gartner Market Share Analysis: Application Architecture, Development, Integration and Platforms, Worldwide, 2021

2 - Hype Cycle for Application Architecture and Integration, 2022

3 - Magic Quadrant for Integration Platform as a Service, Worldwide, 2023

Source: Gartner (January 2023)

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iPaaS Growth Drivers & Considerations

Growth Drivers

- By 2025, over 50% of the organizations that are using older-generation integration platforms like ESBs will migrate their business-critical integrations to cloud-based integration solutions.

- 40%+ of integration projects are migration projects from one integration platform to another.

- Integration migration projects often involve dozens of applications, data sources, APIs and a wide range of technologies.

Considerations

- Leaders responsible for integration should develop a strategy and plan, based on an analysis of existing integrations, tackling each incrementally and employing vigorous stress testing before switching over.

- Testing is a substantial part of the migration effort and it consumes somewhere around 60% to 65% of the overall migration effort
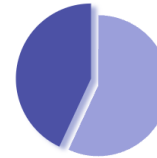
Sources

1 – Gartner How to Successfully Migrate to a New Integration Platform, 2021

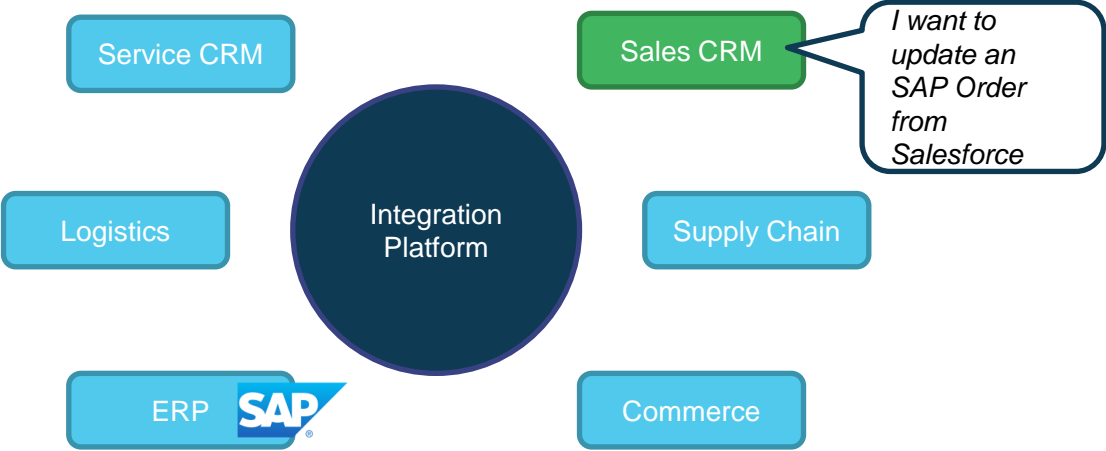2 - Gartner, IT Symposium/Expo Oct. 2019; 2020 DSAG-ASUG survey

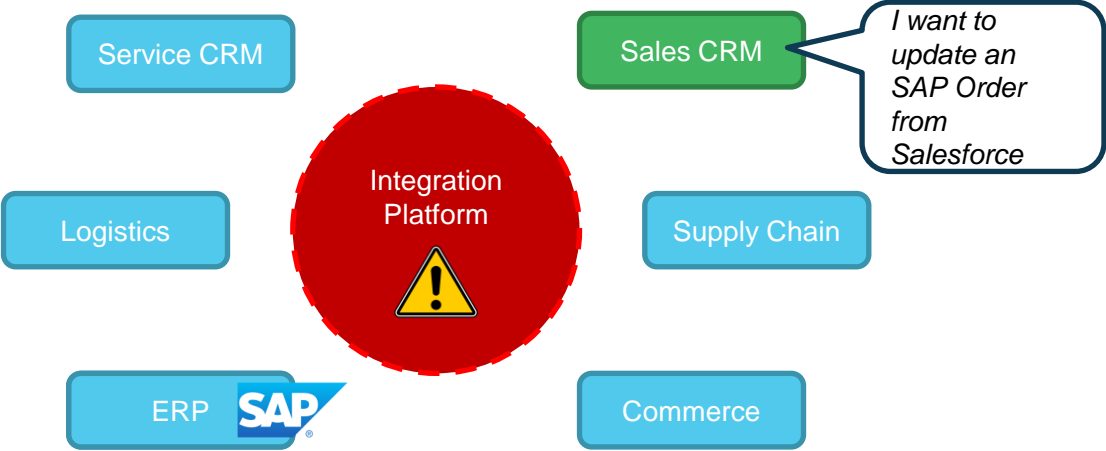**84%** of projects are stalled by integration challenges

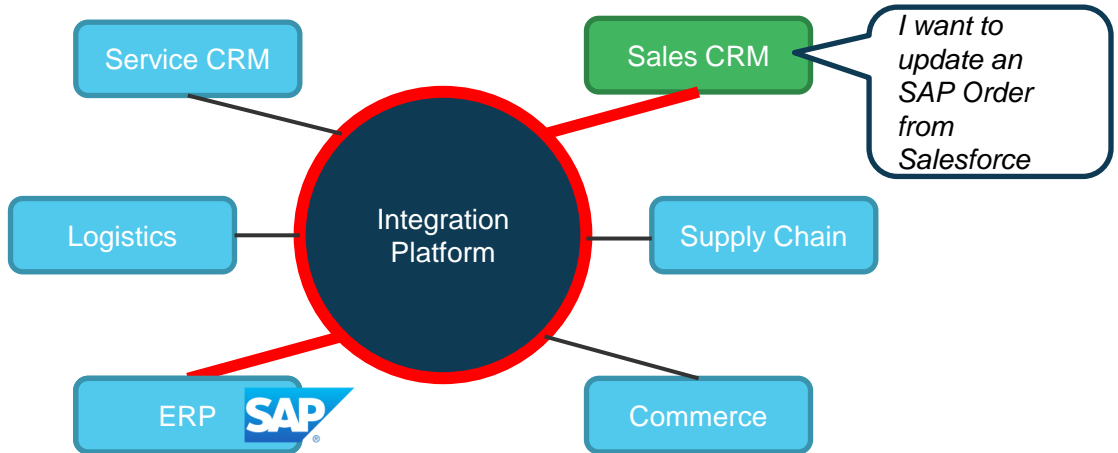**40%** of project budget is spent on integration

iPaaS Challenges with Business Process Optimization

#1 – Integration Platform Not Established

#2 – Build Effort vs. Business Value = Low Prioritization

The Emergence of Prepackaged Integration Processes (PIPs)

- PIPs enable integration teams to deploy integration work faster and deliver return on investment quickly.

- Implementation time saved between 40% and 70% vs. build

- PIPs are not pure plug and play — PIPs are generally not 100% "plug and play" and typically require some customization.

Source:

1 - Accelerate Your Integration Delivery by Using Packaged Integration Processes, 2020
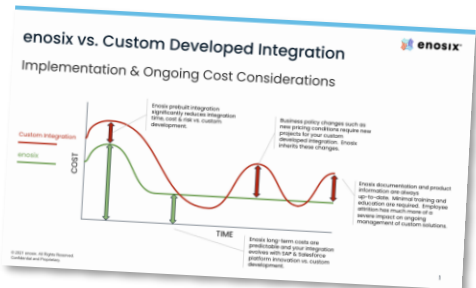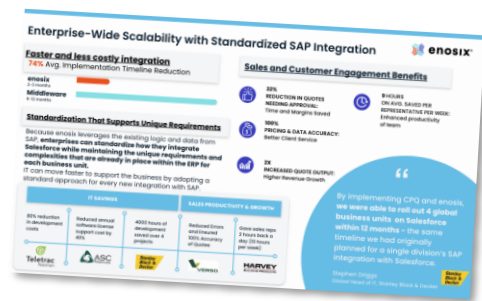
PIP Examples

enosix (SAP Communication Framework)
SAP BTP Platform (Prepackaged Integration Content)
Mulesoft (Accelerators)
Workato (Recipes)
Boomi (Integration Packs)

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Trends for Utilizing Prepackaged Integration

Revenue Generation

- Streamlined product configuration & quoting
- Pricing
- Seamless B2B commerce & portal integration
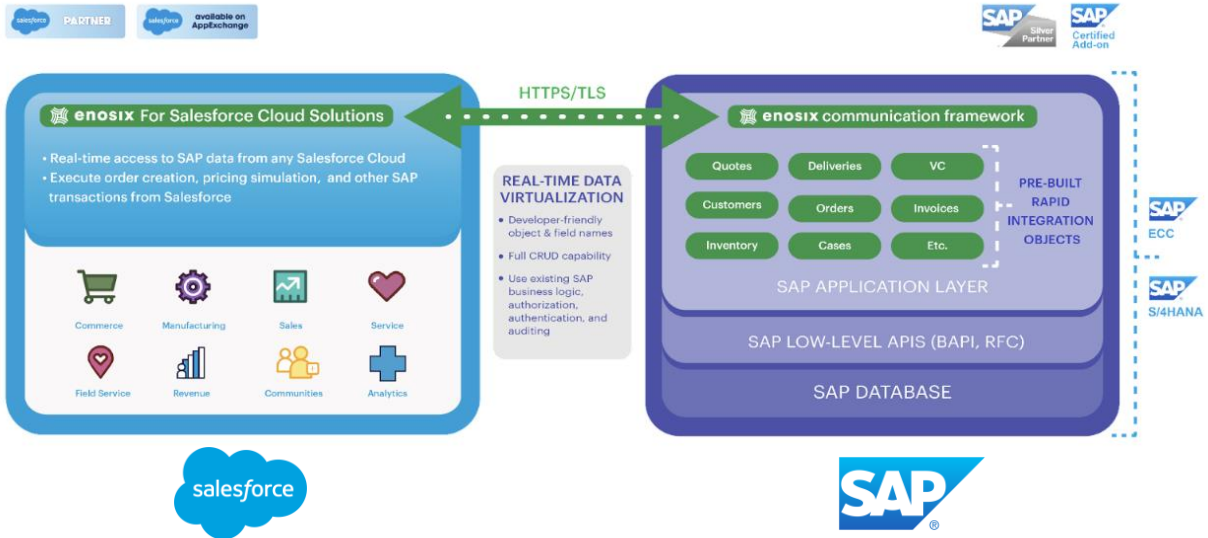
Profitability

- Margin integrity
- Customer service i.e. warranty, repairs, replacements, returns

Reduce Risk & Increase Agility

- Reduced implementation risk
- Reduced impact for S/4HANA migration

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enosix SAP Communication Framework

Mannington Mills Inc.

- 108 years old, Five Generations of Family Ownership
- Residential Floor Covering (Mannington & Phenix Carpet)
- Commercial Floor Covering (Mannington Commercial)

- SAP ECC 6.05 (Netweaver 7.02)
  - Mill Solutions, Pricing, Inventory Controls . . .
- Salesforce.com (Single Org/Instance)
  - Sales, Service, Claims, and Customer Portals

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Challenges prior to enosix

- Sales needs information in SAP (Stock, Pricing, Order Status)
  - Email/Phone Burden on Sales and Customer Service
- "Swivel Chair" Business Processes
  - Price Level Changes
  - Pricing Approvals
- Poor Data Visibility
  - Customer Master
  - Account Order Data
  - Invoices
- Multiple Expensive Integration Systems
- Multiple Customer Portals for Different Functions

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enosix for Sales

- enosix Surface (*Real-time SAP data visibility*)
  - Provide Real Time Order Status
  - Forward BOL and Shipping Information
  - Access Invoices
  - See Complex Customer Data

- enosix Transact (*SAP transactions*)
  - Download Price Sheets
  - View Inventory
  - Change Pricing for Customers
  - View Realtime ATP for Product

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enosix for Customers (SFDC B2B Commerce)

- enosix Commerce
  - Residential B2B Order Portal
    - Real Time Pricing Calls
    - Real Time Inventory Stock Check
    - Provide ATP to Customers
    - Minimal Interaction needed by Customer Service
- enosix Surface
  - Order Status, Invoice Lookup
- enosix Transact
  - Customer Price Sheets, Pricing Portal
- Results
  - 250% increase in Portal Utilization, 100% increase in Portal Users

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enosix for Internal Business Apps

- enosix Connect – REST APIs
  - Manufacturing Production System Integration
    - Creating Production Orders for Rubber Systems
    - Bi-directional updates between Manufacturing Systems
  - B2C Commerce Order Creation
    - Creating Sample Orders via API from Residential Website

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Recommendations

Accelerate your existing integration initiatives

- Continue integration modernization & iPaaS platform adoption + Consider PIP solutions for quick-to-market business process integration.

Proactively pursue operational differentiation

- Collaborate with front-end users to uncover opportunities for business impact
- Evaluate PIP market for prebuilt, process-oriented integration solutions
- Establish cost/benefit analysis (Tip: Leverage identified solution provider)
- Present story to leadership for approval & next steps

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Thank You!

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