Unlocking the hybrid integration dividend

How to transform your business with hybrid integration and APIs

Integrators have done the most to modernize application integration. They enjoy tangible business and technology advantages over **Deliberators** still using a traditional approach.*

* All figures below represent the share of survey respondents in each group citing the given response. The global survey of 818 senior IT executives, working in large enterprises and spanning 10 industries, was conducted between March and May 2018.

Integrator

Deliberator

Business performance

Integrator		Deliberator
49%	Over 5% revenue growth	23%
61%	Greater agility	38%
46%	Reduced time-to-market for new services	27%
68%	Superior innovation capability	25%

Happy with new tech integration

Integrator		Deliberator
81%	Internet of Things	12%
72%	New services built from composite apps	23%
52%	Machine learning	21%

API advantages

Integrator		Deliberator
40%	Created an integrated sales/marketing offer with partners	25%
41%	Introduced a new product ahead of competitors	19%

Four steps

towards a
hybrid integration
roadmap

46%

" New revenue streams are my primary motivation for using APIs. *The Integrator* "

01 Assess
Assess and evaluate your organization's business and technical requirements, goals/objectives, and readiness in terms of people, process, tools, and organization.

02 Plan
Validate your objectives, evaluate implementation options and alternatives, create an implementation roadmap strategy, establish KPIs and success metrics.

03 Implement
Execute your hybrid implementation roadmap, establish a Center for Enablement operating model, evangalize the hybrid integration strategy, and platform adaptation.

04 Stabilize and optimize
Measure operational metrics and KPIs, take corrective actions and close gaps, plan for enhancements and the next phase.