

STAGES OF
INTEGRATION

WHERE ARE YOU?



BASIC

Believe it or not 80% of most organizations are at the Basic level of data integration. Probably experiencing weekly if not daily frustrations with internal communication, project delay and team inefficiencies.

1

MANUAL OR SEMI-AUTOMATED DATA INTEGRATION

Almost everybody in the organization feels the pain of this - as it requires much of the day to re-enter data from one system to another, sometimes not even getting the right information to the right system, all together - decreasing productivity but also increasing frustration.

2

DATA INCONSISTENCIES

With manual data entry, comes information that is fragmented and inconsistent across many different applications. Each department stores and manages data and documents on its own, choosing their own disparate technology. Evidence of data quality issues are persistent but largely not addressed with exception of sporadic manual intervention.

3

NO GOVERNANCE

The biggest effect to the organization is the lack of information governance, security or accountability of key information assets.

The Result? The business as a whole is unaware of how much is actually spent on information because of the disjointed spend; project by project. And the organization makes strategic decisions based on inadequate data.

Action Needed: Planners and architects should approach business leaders on the potential value of data integration across the enterprise and also the potential risks of not taking this step, especially legal and compliance issues. **Our Solution Engineers can give you the tools needed to present this to the right people at the right time. Check us out at www.Putitforward.com**

MANAGED

Business units realize the value of information and share it on cross-functional projects but don't yet see the need for this enterprise-wide coordination of data.

1

SINGLE TASK SYNCHRONIZATION

A single task being represented in multiple systems and processes is beginning to emerge but tasks are not fully synchronized across the enterprise.

2

STANDARDIZED INTEGRATIONS

The organization is starting to integrate data in standardized ways but not across the enterprise. It remains localized and redundant, with primarily only point-to-point integrations - addressing integrations as needed, as opposed to looking at the needs of the organization as a whole.

3

BASIC PROCESS DESIGN

Evident in this stage are centralized tools for management such as data access and process design. There are some design principles coupled with centralized management oversight.

The Result? The organization has gone from something disorganized that is more consistent and a little bit more predictable; making it is easier to plan. However, there are still data quality inconsistencies and pockets of manual intervention.

Action Needed: Top management should share the need for more comprehensive data integration to address cross-functional issues and compliance. While planners and architects should prepare common scenarios and use cases for integration.

COMPETENCY

The organization perceives data as necessary for improved performance - moving from a project-level information management to more enterprise wide data sharing.

1

REPEATABLE AND SCALABLE INTEGRATIONS

As data sharing transfers from a project level to more enterprise wide, the introduction of repeatable and scalable data management processes are seen as business enablers and viewed as necessary to improve business performance.

2

MULTI-INTEGRATION INTERVALS AND ENDPOINTS

As the organization starts adopting the idea of enterprise-wide data sharing, so comes the need to look at integrating more than a couple of systems in a point-to-point approach. But rather, what is needed is more of a network or integration middleware to connect all the systems cohesively.

3

DATA QUALITY MANAGEMENT

There is data proliferation across the organization with coordinated policy definition and management, thereby, increasing the overall data quality across the organization.

The Result? Significant reductions in manual interventions and a centralized design process allowing the organization to have more predictable outcomes and faster response times.

Action Needed: Although there is significant improvement at this level, there is still room for an overall data integration strategy across the enterprise, furthering ways to analyze the data and improve the real-time responses.

INSIGHT

The organization perceives integrated data as critical for business. Senior management recognizes information as a strategic asset and implements significant policies and procedures across the organization.

1

RISK AND QUALITY FOCUSED

Standardized tools for data management including desktop to infrastructure are implemented throughout the enterprise. This is coupled with a well formed centralized planning and governance function.

2

BUSINESS INTELLIGENCE AND REPORTING

At this level, there are measureable increase in data quality and organization wide capabilities, such as, end to end data audits. Several enterprise-wide monitoring systems have also been implemented.

3

INTEGRATED BUSINESS RULES

The organization clearly sees the value of business rules and implements them across the enterprise to gain more insight into customer behavior - ultimately, positively affecting the lead management process and increasing conversion rates.

The Result? Institutional knowledge gained through level 1-3 enable the organization to predict results when approaching new areas that have not yet matured. Leading to a much better understanding of risk and management strategies with a data view. The organization has the tools needed to be proactive instead of reactive.

Action Needed: Now the goal is to use data and analytics to optimize your business processes across the enterprise. Being able to design better for the future not just the now.

OPTIMIZATION

The organization exploits data across the entire information supply chain. An optimized data management scenario moves focus to process automation enabled by data and analytics.

1

ADVANCED ANALYTICS

Well understood metrics are used to manage and measure data while being used to support external factors, such as, sourcing, risk and profit margin. Reuse show positive gains from data sharing.

2

ON-THE-FLY DATA QUERIES

The organization is much more nimble with their processes with on-the fly-data queries allowing all users to see the data in real time, but also use the data to effect change immediately.

3

CROSS DEPARTMENTAL BUSINESS PROCESS FLOWS

Full integration of data across disparate systems gives a more well-rounded picture of the data and the organization is able to optimize both their internal and external processes.

The Result? Typically business functions can be abstracted away from the data level enabling further independent business process design. The organization can truly capitalize on the data as a competitive advantage in the marketplace.

Action Needed: Guard against complacency because information excellence can dissipate as the business grows.

WHAT NEXT?

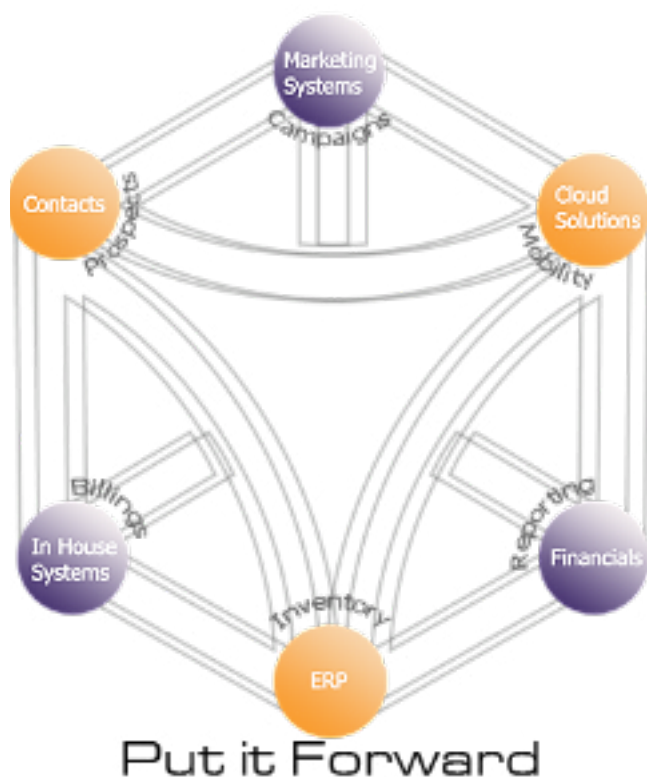
Most organizations are at the basic level of integration maturity, so users who are championing new or different ways of using data integration will most benefit from this model. Mostly, by educating senior level management and business leaders about the risks of not managing data enterprise-wide, and on the benefits of doing so. Always presenting use cases within the context of their own experiences.

Risks - *Look for examples where the organization has already failed, as a result of, poorly managed data. For example, how much time and resources are used to meet financial reporting requirements to comply with regulations? Is customer service low in certain areas? How often do employees complain about manually entering data and what kind of data quality issues are you experiencing as a result?*

Benefits - *Create scenarios for the organization that illustrate the benefits gained at moving through each level of this model. For instance, show how departments that hadn't previously exchanged data were able to reduce costs by eliminating redundant data and avoiding manual rework by using common and consistent sources of data. And, then find common scenarios where even more benefits can be realized through automating the data and business processes.*

Interested in seeing where your organization might fit within this integration model? Sign up for a [data integration assessment](#) and we can help determine where you are and what you need to do to get to the level you want.

How can we help you with your next data integration? What do we offer that other integration partners do not and more importantly, how does that benefit you?



We provide a fully integrated and synchronized platform that improves efficiencies, reduces data errors and minimizes IT costs across the enterprise.

Enterprise-wide Synchronization - stay synchronized with all your organizational units, legacy systems and other cloud offerings and on-premise applications.

Platform Management - manage the components of your platform from a single

point. Add, remove or modify the components from any marketing, sales or operational platforms seamlessly and securely. You don't have to settle for one or two data sets we cover over 320+ applications with our platform.

Multi-frequency Integration - choose how fast your data flows and in what direction. From real-time to intra-day to one-time loads and everything in between we have you covered. We help you meet your customer needs faster by providing you the real time data you need.

Connect Once - Connect Everywhere - Once you connect to the PutItForward platform you can connect any other supported application with a click, drag and drop. More systems, services and data sources than you thought possible and more being added every day.

Modern Architecture - the PutItForward platform is purpose built for cloud or on-premise based deployment that connects cloud solutions, on-premise applications and data sources. A modern platform that can accommodate any type of integration seamlessly and securely.

But we don't stop there, we make it easy for all to use, by providing pre-built connectors that can be configurable and built on any device. Interested in seeing this for yourself [sign up for a solution demo](#).

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WE CAN HELP

WHETHER YOU ARE JUST GETTING STARTED OR MID-PROJECT, WE CAN HELP.

Perhaps you have read this and would [like to assess](#) where you are at in the Integration Maturity Model, or maybe you already know and just need the right tools to present this concept to your Line of Business. We have Solution Engineers that are here to help.

Maybe you have already been doing your research and would like to see our tool in action. We are happy to [set up a customized demo](#) for your needs and answer all your questions to get you started.

Or you could be in between the two and would benefit from a [Discovery Session](#) with one of our Solution Engineers to help uncover areas of improvement and a project plan that will get you there.

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