

Realising tomorrow's aims today

Strategic priorities for **US firms** over the next three years include reducing costs (43%); accelerating speed to market (37%) and improving scalability (37%). The majority, some 58%, believe that investing in APIs will open up new revenue streams.

Their confidence is well-founded. Thanks to APIs:

39%
have experienced revenue growth of 5% or more over the last three years



31%
have introduced a new product in half the time in the last 12 months



36%
have improved customer satisfaction and experience

More agile, more efficient

The greatest motivation for **European companies** to invest in hybrid integration capabilities is reducing costs (49%), followed by developing new products and services (42%), bolstering cybersecurity and entering new markets (40%).

The main benefits they have realised from their hybrid integration strategy are:



46%
enjoy greater business agility

44%
have reduced IT costs

41%
cite easier regulatory compliance

Enjoying the benefits of integration

Thanks to their hybrid integration strategy, a large number of corporations in **Asia Pacific** are seeing significant return on investment:

49%
have improved business agility

43%
have improved speed to market for new products and services

40%
have found it easier to satisfy regulatory compliance



For more information, read the full report, [Unlocking the hybrid integration dividend.](#)