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.*

API advantages

- Created an integrated sales/marketing offer with partners: 40%
- Introduced a new product ahead of competitors: 41%
- Internet of Things: 81%
- New services built from composite apps: 72%
- Machine learning: 52%

Business performance

- Over 5% revenue growth: 49%
- Greater agility: 61%
- Reduced time-to-market for new services: 46%
- Superior innovation capability: 68%

Happy with new tech integration

- Internet of Things: 12%
- New services built from composite apps: 23%
- Machine learning: 21%

Four steps towards a hybrid integration roadmap

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

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

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

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

“New revenue streams are my primary motivation for using APIs.”

The Integrator

*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.