

How to adapt your business to the future of iPaaS

Overview

When your company is growing — particularly when it's growing fast — every team is focused on building products, bringing them to market, and delivering the best they can for your customers. Who has time to worry about the applications you're using to do it?

On average, companies use nearly 140 unique applications. It's not easy to control app sprawl and keep everything secure while still moving fast enough to meet the needs of the business. That's where automation comes in.

iPaaS (integration platform as a service) is a technology for integrating and orchestrating all of a company's other software solutions. In theory, iPaaS makes everything manageable. But the reality is a lot less rosy. Automation has been artificially constructed as a tug of war between the lines of business who want agility and productivity, and IT, who demands security and control.

The future of iPaaS won't be owned by LOB or IT. Instead, it will establish automation as a new discipline to bridge the gap between these two philosophies and drive innovation.

“Now, we're looking at parts of the business that maybe feel underserved and thinking about ways we can use Workato and automation as a practice to improve those areas.”



PRIYA DODWAD, LEAD SOFTWARE ENGINEER,
RAPID7

Where conventional iPaaS goes wrong

Today's businesses usually find themselves in one of two buckets when it comes to automation: breakers or controllers. In either scenario, automation is treated as a string of zero-sum tradeoffs: speed vs. stability, agility vs. security, growth vs. longevity. Both solutions have their strengths and weaknesses, but neither offers a sufficient answer.

	Pros	Cons
<p>Breakers:</p> <p>LOB controls iPaaS, giving every department carte blanche to pick up as many applications as they need</p>	<p>Time to value is virtually nil</p> <p>No hurdles in the purchasing process means it's easy to get the tools you need</p> <p>With modern low code/ no code options, implementation doesn't eat up IT time</p>	<p>Companies burn through budget on apps they don't need or use</p> <p>Point-to-point solutions are siloed in their own departments, stifling innovation</p> <p>Quick-fix solutions create a long-term headache for IT</p>
<p>Controllers:</p> <p>IT controls iPaaS, keeping a tight lock on all technology</p>	<p>Comprehensive data governance and regulatory compliance are a comparative breeze</p> <p>Migrating to the cloud is easier and less prone to interruptions of service</p>	<p>Technology processes are slow and labor-intensive</p> <p>Hand-coding eats up more resources than most companies have to spare</p> <p>The divide between LOB and IT gets even wider</p> <p>Inevitably, LOBs turn to shadow IT to bypass the rules</p>

The future: iPaaS as a force for innovation

By establishing iPaaS as an independent discipline, owned by neither IT nor the lines of business, automation can open up whole new horizons for the company. Instead of being the wedge between IT and LOB, automation technology can bridge the gap.

When you bring IT and business users together, you end up with a perfect mix: understanding of the fundamental problems and context, combined with expert technologists who can architect the best solution. The entire company becomes more efficient, more creative, and better able to respond to changing markets — and maybe even better prepared to develop inventive, ground-breaking products.

Workato takes this balanced approach to iPaaS, accounting for the needs of all stakeholders. Our human-language interface allows anyone to learn and discover new ways to help the business with automation, while maintaining total control and governance through IT and business systems.

We built our iPaaS solution to redefine what's possible:

Build together. Get everyone on the same page with a low-code interface for business and enough power for IT to automate even the most complex processes.

Adapt faster. Put your existing technology to work and go from idea to automation in hours instead of days.

Use it everywhere. Support the full scale and diversity of your automation needs across the entire enterprise.

Govern collaboratively. Give every team the power to automate safely with consistent security and governance.

But the real magic isn't just connecting software — it comes from turning innovative ideas from across the organization into reality. With Workato, you will find countless new opportunities to collaborate, innovate, and grow.

Put Workato to work for your business

Malwarebytes keeps up with the pace of business with wall-to-wall automation

Unless they could unify their siloed processes, Malwarebytes wouldn't be able to scale. With Workato, they coordinated disparate SaaS, ecommerce, and internal systems, resulting in a centralized and productive architecture. Still, the team found even more ways for Workato to add value:

- Accounts payable management
- Payroll processing
- IT service management
- Account-based marketing automation
- Lead management automation
- Customer account management

Results

66 employee-days
saved per year

Top 10 financial
metrics revealed

Additional revenue
realized

“Workato is a big part of going really cross-functional with all our processes — from the front-end to all the way the back-end.”



BILL VANDERWALL, VP OF BUSINESS
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