5 key reasons to consider a Hybrid Integration Platform

5 reasons in a Nutshell

1. The rise of hybrid cloud
2. Disconnected silos of data in cloud or on-premises
3. Internet of Things (IoT)
4. Rise of Digital Ecosystems & API Economy
5. Ability to support self-service integration or citizen Integrator capabilities

Need More information?

Visit www.actian.com/dataconnect for product, service, and solution information, papers, success stories and much more.

New digital business initiatives are compelling organizations to adopt modern architectures which are based on non-monolithic architectures, owing to the large-scale adoption of cloud, dynamic integration needs of systems of engagement, digitization, and IoT. Organizations who opted for SOA and ESB technologies as their strategy for handling integration are now realizing that they do not comprehensively address the new complex and emerging integration scenarios.

Why you need a hybrid integration platform to address integration challenges in a Cloud-First World

1. The rise of hybrid cloud

Organizations are trying to leverage the cloud for operational innovation and efficiencies, revenue and business model innovation, application modernization, cost-effectiveness, agility, high availability, rapid scalability and the ability to respond faster. A major portion of processing, systems of engagement, and systems of insight are moving to the cloud. As a result, applications, data, and process integrations should be able to support both cloud-based applications and on-premise systems (ex. systems of record such as ERP, HCM, CRM apps). A Cloud-enabled ecosystem and business model not only enables the IT staff but also the Lines of Business (LOB) to respond to real business opportunities by forging closer ties with customers and creating innovative customer touch points.

2. Disconnected silos of data in cloud or on-premises

Rise of hybrid cloud deployments and increasing adoption of cloud especially SaaS, are resulting in disconnected silos of data and fragmentation of processes. Data is scattered across on-premise and cloud. For example, LOBs such as marketing, sales, customer support, etc. needs to consume data from multiple and disparate SaaS applications.

3. Internet of Things (IoT)

Organizations need to connect "things" like automobiles, wearable, sensors, planes, etc. Organizations are focused on leveraging IoT as a driver of incremental revenue streams based on new products and services. They also need to improve productivity and save costs, reduce operational overhead, and optimize operational efficiencies. Enormous data is generated from varied sources that needs to be integrated, transformed and syndicated to various systems of engagements to derive appropriate insights to make

real-time decisions. For example, the deployment of IoT-based smart energy solutions results in better field communication, reduced cost of maintenance, real-time monitoring, digital oil field infrastructure, reduced power consumption, mining automation, greater safety and security of assets, and thus higher productivity.

4. Rise of Digital Ecosystems & API Economy

Organizations are blurring traditional boundaries by entering into new markets and new industries—driving new levels of growth and profitability. As organizations build or partner in industry platforms, new digital ecosystems are growing around them which will become the foundation for the next major stage of technology and economic disruption. To promote their business in a more innovative way, organizations are focusing on innovative digital abilities, such as mobile enablement for employees, location navigation, leveraging new digital channels (omnichannel experience), enhanced customer experience, expansion in online marketing efforts, digital field operations. This has created challenges harnessing all this exposed data across all types of devices. Companies need to connect and collaborate with third parties, including partners and suppliers in the supply chain, subscribe to data feeds for real-time intelligence, and the products they build should integrate with other organizations. As the adoption of cloud increases, data that exists outside the organization's firewall needs to be managed and controlled while managing BYOD (Bring Your Own Device) policies, wherein employees want to access the data remotely using any device from anywhere.

5. Ability to support self-service integration or citizen Integrator capabilities

As organizations embrace digitalization, there is a need for agility, dynamic integration, user interface and customer experience capabilities, and velocity. Old integration methodologies will not suffice to meet the scale of connectivity required to support digital business. The result is to enable adaptive, do-it-yourself (DIY) integration on the part of LOBs, departments, application teams and business users while allowing the established team of integration specialists to deliver heavy duty, systematic integration.

What is Hybrid Integration Platform?

Digital transformation projects present "pervasive integration" challenges that are compelling IT leaders to redefine their integration infrastructure strategy. These days a hybrid integration platform is taking over as the integration platform of choice for new integration projects. In fact, according to Gartner, 20% of large organizations are already beginning to implement a bimodal, DIY integration approach via Hybrid Integration Platforms (HIP) to enable seamless connectivity across the enterprise. This ability to integrate anything, anywhere, anytime can be used as a powerful tool for businesses who want to drive innovation and create lasting competitive advantages. In order to achieve that, organizations should build an effective hybrid integration platform to enable seamless connectivity between the systems and services across the enterprise, and also reap the benefits of cloud computing while considering security, flexibility, scalability, and manageability.

A hybrid integration platform (HIP) should span and support all four of the following dimensions:

- **Anyone – Empower any persona to Integrate** - Integration specialists, ad hoc integrators in LOBs, citizen integrators and digital integrators.

- **Anything – Integrate any domain** - Application, data, B2B and process

- **Anywhere – Integrate data anywhere and deploy anywhere** - Data in On-premises devices, the cloud, mobile devices and IoT devices can be processed and managed in the Cloud (potentially across multiple environments), on-premises, hybrid (cloud and on-premises) and embedded in IoT devices.

- **Anytime – Integrate data any time you need it** - in real time, scheduled, on-demand, or orchestrated within a larger workflow.