ADEPTIA

Transform Your
Business with

SELF-SERVICE INTEGRATION

TRADITIONAL B2B DATA INTEGRATION

Bringing business data “together” is no trivial job. When developer or IT teams begin the complex task of integrating disparate sets of data that were designed and created in isolation, they are forced to invest a lot of time identifying and focusing on details buried deep in data to create cohesive, reliable, resilient, and secure data feeds.

Traditional data integration tasks like data mapping and transformation create tedious burden on expensive IT resources. By carrying the load of detailed field-level mapping operations of multiple data sources with varying consistency, definitions, and contexts, IT teams are caught in intricate tasks that prevent them from focusing on strategic business goals.

All this time, your new customers are waiting weeks (sometimes even months) to be onboarded and that results in poor customer experiences and delayed revenue.

Further, with organizations gearing for digital transformation, teams have to be ready to handle a huge data influx (from diverse sources) and leverage extracted insights for business intelligence and decision-making. The task of handling data changes over time gets trickier with organizations scaling up their business.

In our new business world, business users expect to be given the tools they need to get their jobs done quickly, easily and without having to wait on others. That’s what “self-service integration” is all about.

The challenges of enterprise data integration can be simplified with self-service and enable “every business user” to integrate and manage integrations while freeing IT integration experts from the critical path of data integration implementation.



ENHANCING DATA INTEGRATION WITH SELF -SERVICE

If you could, you would give people the tools that they need to get their jobs done faster with less day-to-day waiting on others. That's the concept of what self-service integration does.

By shifting the load from IT to business users, B2B data integration can be revamped. Self-service integration can alleviate the burden on IT by empowering business users to create complex B2B integrations in minutes instead of months.

This comprehensive technology breaks the IT bottleneck to data access and offers business users what they require to configure solutions for rapid onboarding and connected brand experiences.

With features like easy-to-use dashboards, unified data integration enables your business users to manage and monetize complex B2B ecosystems with confidence. It empowers non-technical users for integrating data, creating customer connections, and garnering customer intelligence.

With self-service integration, businesses can turn the fear of digital disruption into a competitive advantage by enabling a clear path to achieve business goals versus being frustrated and overwhelmed by traditional integration approaches that no longer meet business demands.

Simply put, self-service integration blazes a trail in the world of business by giving power to business users for creating integrations without IT coding and mapping and onboarding customers faster by up to 80%. It helps business users and IT to collaborate and configure adaptable solutions for responding to changing customer needs in the age of digital transformation.



SELF SERVICE INTEGRATION TRANSFORMS YOUR BUSINESS

Improve CX, Accelerate Revenues, Increase Productivity

Enables Enterprises to Improve Customer Experience

Enterprises are scrambling to fix gaps between fragmented systems and enable all business functions to coordinate seamlessly and cohesively work together so that they can provide delightful customer experiences. Most organizations adopt a fast and flexible self-service integration strategy to remove process inefficiencies, streamline data accessibility & quality, accelerate customer onboarding by up to 80%, resulting in improved customer journeys and improved relationships. Enterprises can establish 3Cs (Connection, Collaboration, and Communication) across the business ecosystem to engage with customers and respond faster to their transient needs. Moreover, customer data in different systems can be connected better by bridging the gap between all the disparate systems and providing data visibility needed to make faster and better data-driven business decisions.



Simplify Business Operations With Less Hand-Offs

Adeptia's platform enables all business functions to coordinate seamlessly and cohesively. Self-service enables business users to take over complex integration roles while IT focuses on governance. IT teams get user-friendly dashboards and configuration wizards for monitoring networks and avoiding breakdowns or disruptions.

A single view of all systems helps IT to add, remove, or update technologies. Packaged applications can be managed and governed centrally. Similarly, business users get the ability to create and manage data connections. They can use prebuilt connection templates to build data connections with external partners, go after new markets, grow revenue, and deliver a delightful experience.

Users can rely on self-service to speed up partner onboarding and deliver improved B2B data connectivity. Business users can automate every step in the B2B process to build integrations in minutes instead of months. Moving, transforming, and managing data becomes easy with a few simple clicks.

A single business application user interface enables consistent, efficient, and governed B2B data integration. It allows enterprises to manage data publications in different systems and deliver it in a format that can be consumed by the target application. In this way, a lineage of data can be cleansed and delivered consistently for business-critical purposes. Businesses can collaborate faster, deliver services with ease, and realize revenue faster.

Accelerate Customer Implementation Speed

Integration projects take a long time to complete because of the sheer scope of design, programming and testing effort required. Lengthy IT cycles to build integrations using traditional data integration toolkit platforms hinder the pace of business. Modern B2B automation capabilities coupled with self service and automated features, such as prebuilt connection templates, AI-based data mapping, speed up the integration process, ultimately accelerating time-to-market.



KEY BENEFITS OF SELF-SERVICE INTEGRATION

Onboard Faster (Months to Minutes)

Delays in onboarding can be a dealbreaker for a customer, fueling frustration and forcing churn. Self-service integration allows business users to establish data connections to improve customer data onboarding speed. Instead of spending 8-12 weeks integrating customer data flows in and out of systems, users can employ self-service to get this done in a matter of few minutes.

Improve Business & IT Productivity

Self-service integration allows business users to directly participate in designing and managing process flows. Using automated features such as prebuilt connection templates, nifty dashboards, AI-based data mapping, users can easily manage and monitor process execution with real-time visibility into process flows. Additionally, users can create business tasks as distinct activities, orchestrate them into process flows, and deploy them by attaching real-time triggers. And all this can be done without exhausting IT resources.

By enabling users to fulfill their own requests and configure complex processes as well as integrations while empowering IT with greater security, governance, and control to minimize risk, companies can increase business & IT productivity.

Delight Customers

Self-service solution helps organizations make a powerful first-impression on their customers and address their ever-changing needs which, in turn,

- Improves customer retention and customer satisfaction
- Removes friction in customer data integration
- Increases net promoter score (NPS)

As a result, companies increase customer delight while making a significant contribution to revenue and profitability.

Become Easier To Do Business With

Companies can self-serve their integration needs by relying on a modern solution that includes a simple user interface to manage all external connections and data interfaces. Intuitive, wizard-driven interface empowers users to configure complex processes and integrations. Configuring solutions do not require expertise in any programming language or standards like XML, Java, or Web Services. This unique advantage allows enterprises to go after new customers more aggressively and grow revenue more quickly by becoming easier to do business with.



Enable Digital Transformation

Self-service supports rapid integration while maintaining centralized governance and control. By enabling the flexibility of integration to morph with changing needs of business, self-service helps organizations drive digital transformation initiatives i.e. innovate faster, create personalized customer experiences, and deliver actionable business insights without requiring expert IT resources to intervene.

ABOUT ADEPTIA

Adeptia software helps companies rapidly onboard customer and supplier data flows into multi-enterprise business data ecosystems. Mid- and large-sized firms around the globe use Adeptia to provide self-service applications for business users to quickly onboard and delight new customers without the weeks of expensive coding, scripting, and mapping many firms otherwise incur. Become easy to do business with. Reimagine your customer data integration and ecosystem.

To learn more about or see a demo of Adeptia's self-service integration, visit ***www.adeptia.com***

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