ADEPTIA

Improve Productivity With Reimagined B2B Data Integration

EBOOK

About this Ebook

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This eBook highlights four teams that are made more productive through the use of self-service B2B data integration.

In preparing this eBook, Adeptia surveyed many mid- and large-sized financial services and insurance companies to learn how much time their data integration experts spend setting up business-to-business data exchanges using their current data integration platform tools, both in calendar time and applied time. Of course, other industries and business models involving simpler data exchanges and transformations, as well as less complex processing rules, fewer transaction types, and other factors, might require less time. However, data innovations detailed in this eBook still reduced calendar time by 80 percent and dramatically improved the productivity of IT integration experts, business operations teams, sales teams, and customers' teams.

Traditional data integration solutions can take weeks or months of calendar time to onboard new customers into a business data ecosystem. What's more, surveys indicate companies using traditional data integration developer platforms spend between 60 and 250 hours of applied time establishing each new business customer data exchange, including mapping, coding, scripting, testing, rework, etc. Most of the burden for this work falls on a small number of IT data integration experts, which results in significant bottlenecks and reduces the speed at which business customers can be onboarded.

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During that time, business teams and customers wait for IT integration experts to complete customer onboarding, spending their time on a variety of related tasks, while sales teams must deal with customer questions and uncertainty about the cumbersome and labor-intensive onboarding process.



"Long wait periods and procedural complexities prompt uncertain customers to request more and more information, slowing the sales process."

Finally, your customer's teams also find the process to be painful. Their data integration developers can get pulled into testing and rework cycles, especially in cases where your present integration methods require expert knowledge of either electronic data interchange (EDI) or application programming interfaces (API)s.

All four of those teams – data integration experts, business operations/customer support, sales teams, and your customer's developers – can significantly improve productivity through the use of self-service data integration.



Four Teams Whose Productivity Improves from Reimagined B2B Data Integration

IT Integration Experts

Digital onboarding processes consume the schedules of IT data integration experts with complicated mapping and coding. However, self-service data integration streamlines the process, freeing IT integration experts.



The current digital onboarding process requires IT to perform numerous complex tasks in several areas:

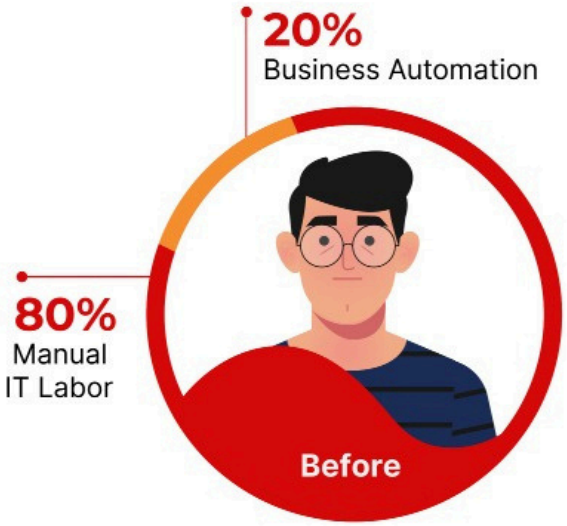
- Establish bi-directional data feeds to enable customer data integration.
- Monitor and troubleshoot exchanged customer data as business is conducted between the parties.
- Implement enhancements and upgrades to data integration and data exchanges as customers upgrade to new levels of service or otherwise require additional data and message/document types in order to conduct business.

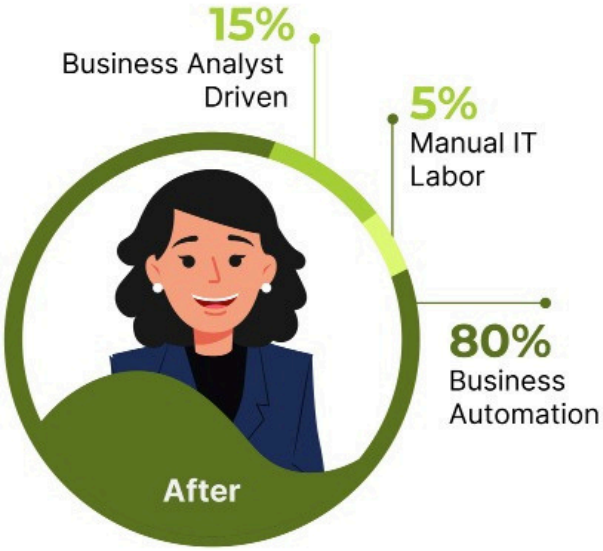
This process has a dramatic impact on IT productivity. It can take weeks or months of calendar time to complete business customer onboarding, and the process dominates the schedules of IT data integration experts, consuming 60 to 250 hours (see sidebar on Page 3) of applied time for each new business exchange setup. The result? A backlog of customers waiting for their data to be integrated, and IT without the time or bandwidth to work on other priority projects.

Typical IT projects not related to customer data integration (CDI) in a company's backlog require about 25 percent of the labor to be performed by IT data integration experts. Because IT developers, it has been estimated, spend a quarter of their applied software project time on data integration-related tasks, freeing them up from CDI-related work would enable them to use their expertise for these other priority projects. Without their help on those projects, those integration tasks will await more expensive consultants or expertise that could be applied to other projects.



"The current onboarding process takes weeks or months of calendar time and requires many complicated steps, many of which consume numerous IT data integration experts."





Business team signs up new client

Business users ask IT team developers to setup integration

IT team schedules the task in their priority list

IT team sets up calls with the client IT team to discuss integration process

They exchange documents and negotiate who will send what

More time passes as each side waits for stuff from the other side

IT teams on both sides discuss data formats, APIs, protocols, security credentials

IT creates integration flows and data mappings

IT conducts internal testing

Coordinate with client IT team to test with client data

Report errors, Identify issues, Fix bugs

Rework and retest

Go live

Business team signs up new client

Business users collaborate with client users

Client users view integration templates, provide format info, test files

Create data mappings with AI

Use templates to provision connections, test and receive data

Test

Go live

With a self-service B2B data integration solution in place, new customer data integration connectors get completed 80 percent faster through the use of reusable pre-configured models, automation, AI, and machine learning. Much of the tedious integration work is automated, with the rest put into reusable templates, freeing IT integration experts from day-to-day CDI-related duties. This enables companies to more quickly clear any backlog of pending CDI and, with those IT experts freed up, more efficiently address IT's project backlog.

What's more, IT experts who are freed up to pursue more strategic priority projects rather than tedious and unending customer data onboarding see an improvement in morale and productivity because they're not stuck repeating CDI-related mini-projects for new clients day after day. Instead, they now have an opportunity to do more interesting, compelling work and expand their skills.

Business Operations Teams

Business teams can do more with less by onboarding business customers 80 percent faster and monitoring, maintaining, managing, and extending business data exchanges thanks to automation and AI, resulting in a significant and sustained productivity increase.



When using traditional data integration methods and tools, business operations and customer success teams perform liaison work, managing handoffs between your business customers (and sometimes their IT team) and your company's IT integration experts who implement secure data exchanges. They report on project status and attempt to keep things moving forward.

But your company could get more done with less work by automating and simplifying the otherwise labor-intensive onboarding process, taking it out of the hands of your IT integration experts. The remaining work to onboard customers is simplified and placed into the hands of your business teams. With self-service data integration, those teams can do the work 80 percent faster, thanks to automation and AI, without the need for handoffs and IT experts.

Companies that rely on traditional data integration methods need IT experts to perform complicated coding and mapping procedures to complete the digital onboarding process. This causes business teams to wait for IT teams to complete the tasks along the process, tracking and reporting progress to their clients. These delays can stretch for weeks or months of calendar time, during which time business workers

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are kept busy fulfilling duties required to support onboarding, acting as liaisons between the company and its new customers:

1. Gathering data field mapping, rules, and semantics information and test data.
2. Tracking the status of customer data integration and coordinating between customers and internal IT experts.
3. Delivering periodic status reports to new customers and other project stakeholders.

Clearly, traditional solutions fail to leverage the maximum potential of both IT and business users, rendering them less productive.

A data integration solution that automates as many of these tedious steps as possible using AI and machine learning and that repackages the remaining work into a self-service business application for business users eliminates most of the need for IT data integration experts in the day-to-day process. It also enables non-technical business users to onboard customers 80 percent faster, meaning the data integration process can be completed in hours or days instead of weeks or months.

Through the use of self-service data integration, business users can establish systemic data exchanges with new business customers without assistance from IT in less time than was required to track the mini-projects previously performed by certified IT experts.

And with self-service data integration, your company eliminates the lengthy calendar time of onboarding and other time-consuming tasks. You get higher quality results much faster with less expensive resources, enabling business users to become much more productive with fewer organizational handoffs. Also, when monitoring, maintenance, management, and extension of business data exchange between you and your business customers can be performed by business users, the result is a dramatic increase in productivity.



"Non-techie business users can perform customer data integration without the need for IT experts, thanks to automation that uses AI and machine learning, making the onboarding process 80 percent faster."



Sales Teams

Faster digital onboarding leads to fewer sales objections and requests for POCs, resulting in shorter sales cycles – and more productive sales teams.

3 THE FOUR TEAMS

Faster and simpler digital onboarding of new business customers improves sales team member productivity before and after the sale. Even better, it shortens sales cycles. And since time kills deals, shortening sales cycles increases revenue. (Check out our ebook, "Five Sources of Revenue Growth That Result from Self-service Data Integration," for more on that topic.)

Most businesses have, at one time, experienced a slow and painful labor-intensive data-integration process. So, during your sales process with them, they'll want to know what they're getting into. Simplified and easy digital onboarding enables your sales representatives to more easily address customer questions/objections about your onboarding process.

Slow onboarding raises doubts and confusion in customers. Because they've been burned before with complicated, time-consuming data integration nightmares, they may request a proof of concept (POC) to fully understand what is involved in completing their onboarding process. And they might take special care–and extend the length of the sales process–so they can fully grasp the timeline of the onboarding process and what is required on their end. They've made costly mistakes in the past and don't want to repeat them with your solution. And their IT data integration experts are in short supply, just like yours.

"And since time kills deals, shortening sales cycles increases revenue."



For clarity, customers engage with sales reps and ask a lot of questions about the onboarding process. This makes the job of the sales reps much harder. Worse yet, if the representatives fail to address the questions of prospective customers with a favorable outcome, you'll wind up losing deals.

The demonstrable ease of a self-service solution can mitigate customer anxiety and ease the work of sales reps by streamlining the data integration process. By making onboarding 80 percent faster and freeing up scarce and expensive IT data integration experts, you can ensure your customers quickly receive the value you've promised them. This delights customers and enables brand loyalty. At the same time, the job of sales/consulting engineers becomes easier because they can win new deals more quickly with less effort and time spent on compiling POCs and answering detailed data management questions.

This eases the path of future sales as well. Prospective customers discover how easy the self-service customer data integration solution is to set up and how little effort, expertise, and time is required on their part. The result? Fewer sales objections and requests for POCs, which means shorter sales cycles – and more productive sales teams.

Customers' Teams

Reimagined integration solutions enable customers' business teams to use an online portal to pursue data integration and data monitoring as well as management projects while freeing their IT teams to work on other priority projects. That increases both teams' productivity and transforms customers into brand ambassadors.



A self-service data integration approach with elements explained in the next section enables your customers' business team to access an online portal within which they can collaborate on the rapid implementation of data integration and ongoing data monitoring and management without the need for their own IT integration experts to be involved.

With your customer's business users (instead of their scarce, overworked IT integration experts) handling data integration and onboarding, those IT experts can work on other priority projects, and business users can complete the process 80 percent faster. Both teams see a dramatic increase in productivity during the initial onboarding process, and that online portal continues to serve the customer during their ongoing relationship with your company, acting as a single location to visualize, manage, monitor, and maintain all data exchanges between your business and theirs.

And, because your customers are impressed by the way that your streamlined and easy-to-navigate CX increases the productivity of their business teams (and frees up their IT experts), they'll do more than just purchase your service. Not only will they be more likely to expand their spending and buy additional products and services from you, but they'll also serve as brand ambassadors for your company, spreading the word about how you've increased their own teams' productivity and recommending you to others looking to do the same.

Reimagined B2B Data Integration: Transformative Productivity

Traditional data integration methods require IT experts to manually code and create data mappings to onboard and integrate customers, which takes weeks or months of calendar time to implement and test. Lengthy and complex digital onboarding impacts the company's overall productivity by burdening IT, business operations, and sales.

However, companies can reimagine and accelerate customer data integration to improve productivity among your company's IT experts, business users, sales teams, and even your customers' teams.

As you reimagine your data integration approach, be sure to include these key elements:

- Self-Service: Enable business users to implement data integration with customers and other business partners without the need for IT experts.
- Automation: Automate every step that can be while simplifying and templatizing the rest to enable ease of use and 80 percent faster data integration implementations.
- Hyper-scale: Future-proof your company with integration software that can scale up as your company grows.
- AI-powered Data Mapping: Apply AI and machine learning to some of the most tedious and error-prone aspects to B2B data integration. Free your IT experts to work on more exciting high-priority projects.
- No-code: Simplify data integration such that additional coding and scripting are unnecessary as you add new connections.
- Secure Data Exchange: Ensure data remains safe with access provided only as necessary.
- One-to-many App Connectors: Connect with applications easily and efficiently from the standpoint of enabling your many business partners to exchange data from their apps.
- One-to-many Use Case Templates: Streamline complex data integration and workflows with easy-to-use reusable templates.

By reimagining data integration, companies can enable their IT experts, business users, sales teams, and even customers' teams to be dramatically more productive. To achieve this goal, it's important to select the best data integration solution available—one that combines ease of use and automation with the ability to accelerate the process and put the majority of onboarding in the hands of non-techie business users. With such a solution in place, companies can make significant and sustained productivity gains.

Adeptia's Focus

Adeptia software simplifies and speeds data integration with up to 80 percent faster set up of secure data exchanges between businesses and applications. Adeptia serves hundreds of mid- and large-sized companies with AI-driven and business-user self-service data management that scales up to meet the needs of Fortune 500 mission-critical data exchanges.

Reimagine your B2B data integration with Adeptia.



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