



How to articulate the value of integration



Seventy-two percent of customer interactions are now digital. Integration makes these digital experiences possible — yet only 26% of leaders are committed to a company-wide integration strategy.

To deliver success now, organizations must fully recognize the value of integration and invest in solutions that provide more observability.

Download this whitepaper to get specific tools and approaches crafted to help articulate the value of integration, including:

- A proven approach that links integration efforts to larger business objectives
- Ready-to-use formulas you can implement to calculate integration value
- Case studies that demonstrate how IT leaders have used this framework to secure executive buy-in
- How organizations can save on maintenance costs and increase productivity with one, unified platform for integration