

# 2022 State of Salesforce Integration Survey



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# About this Report

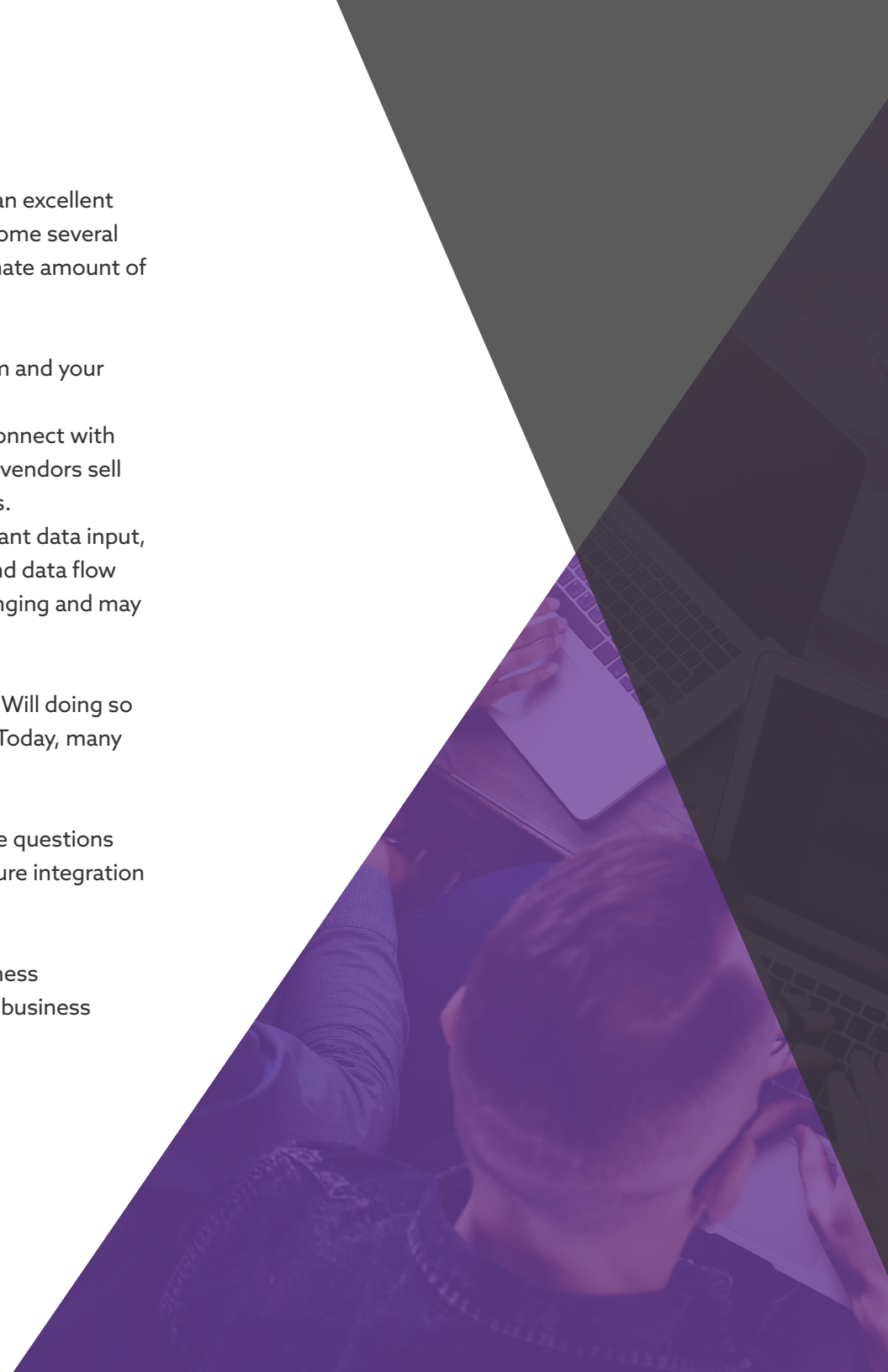
An incomplete view of your customer data could make the difference between an excellent customer experience and a poor one. But to get to that view, you need to overcome several obstacles, and without a defined integration roadmap, you can spend an inordinate amount of time and resources to solve this problem.

- Order data that doesn't flow seamlessly between your e-commerce platform and your order processing system may result in lost revenue.
- You may also have other systems installed on-premises. Yet, how do they connect with cloud-based systems that dominate today's business technology? Multiple vendors sell mission-critical applications, and often they live on different cloud platforms.
- Leaving these mission-critical applications disconnected can lead to redundant data input, time lags in data synchronization, and errors. But connecting the process and data flow among systems through manual data integration can feel even more challenging and may even exacerbate problems.

Do you find yourself asking how you get these systems to talk with each other? Will doing so require expensive and hard-to-support custom development? You're not alone. Today, many companies, both large and small, find themselves in this exact position.

The 2022 State of Salesforce Integration survey set out to answer some of those questions and determine where companies find themselves in the journey to achieve mature integration strategies, their business goals, technology challenges, and plans for success.

The insights collected from this survey are intended to help you anticipate business technology trends, compare strategies with your peers and better prepare your business for digital transformation.



# Key Findings

## SECTION 1: ENTERPRISE-WIDE INTEGRATION IS STILL A PIPE DREAM

More than 90% of those surveyed say the candidate systems for integration within their IT ecosystems have at least one cloud endpoint. The problem? Less than 20% of companies have achieved an advanced stage of integration maturity. What's more, these companies' IT departments are shouldering the burden for creating and maintaining integrations. Participants cite integrations as imperative to making their systems easier to use, scalable, and cost-effective while delivering a better customer experience. The current state of enterprise-wide integration shows these goals are not yet within reach.

## SECTION 2: THE QUEST FOR SEAMLESS CUSTOMER EXPERIENCE CONTINUES

Companies now realize that a seamless customer experience is essential to meet customer expectations. As a result, a more streamlined customer experience is top of mind for survey respondents. It is no surprise to see that customer satisfaction and customer retention are driving their CRM integration plans. Likewise, their leading CRM integration goals are integrating both customer support and marketing automation. But still, almost half of all respondents rely on manual integration and help from central IT teams which in some cases might be slowing down their progress.

## SECTION 3: LACK OF RIGHT TOOLS AND RESOURCES HAMPERING BUSINESS INSIGHTS

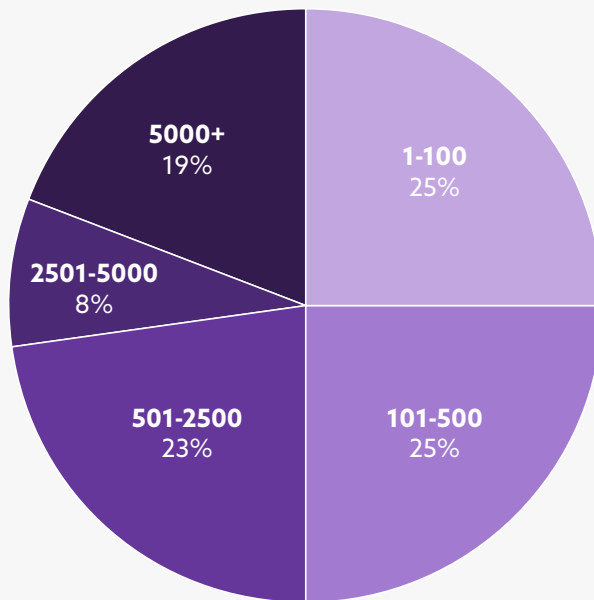
When looking at the state of Salesforce integration among survey respondents, the larger companies are looking towards analytics as their next frontier. Majority of larger companies have deployed some of the well known BI software, whereas, almost half of the smaller companies currently don't use any BI tool. Survey respondents understand the importance of BI and Analytics for their future roadmap but they contemplated poor or inconsistent data quality and accessing, consolidating and reconciling data from different systems along with lack of right tools, skills, and resources as the key reasons stopping them from gaining the level of business insights they desire.



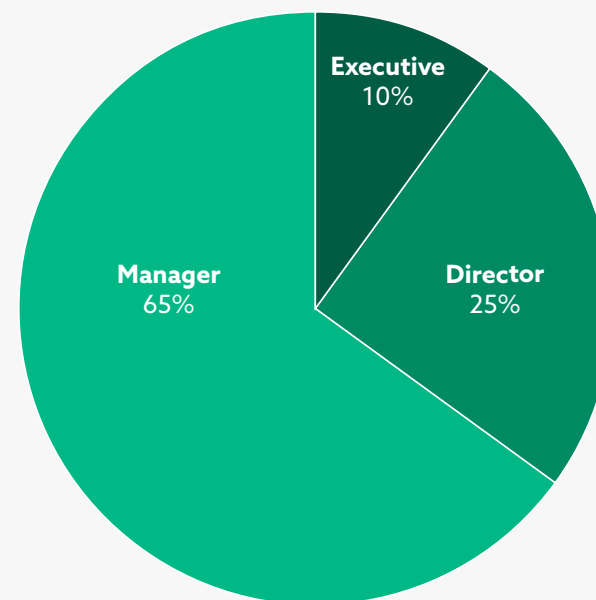
# Methodology

We surveyed over 100 companies of varying sizes with respondents working across various departments and functions. The 2022 State of Salesforce Integration survey queried 342 participants. These respondents covered several segments from IT and Software Development to Sales and Marketing to HR to Customer Service and Support, across a range of small businesses to large enterprises. All respondents were at the managerial level or above, with more than a third of respondents holding director or executive-level roles.

## Number of Employees



## Experience Level





## Section 1

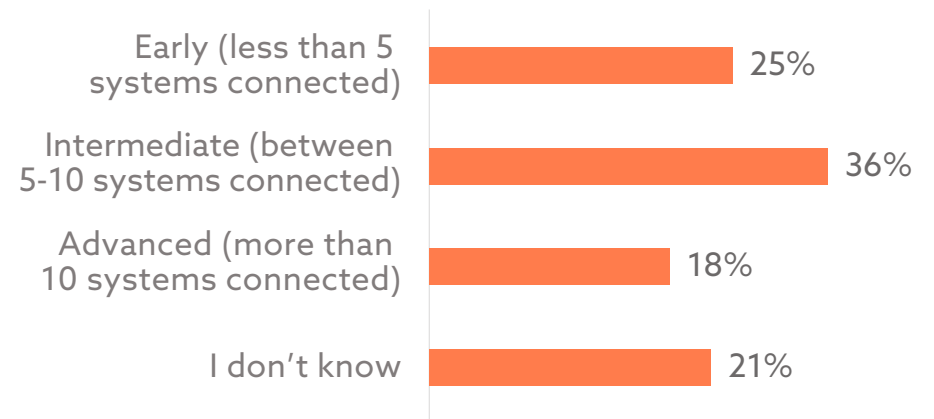
# **ENTERPRISE-WIDE INTEGRATION IS STILL A PIPE DREAM**

# Advanced Integration Maturity Is Still a Rarity Across Departments

## KEY INSIGHT

The survey found that **less than 20% of companies have achieved an advanced stage of integration maturity**. That percentage was even lower for smaller companies (less than 500 employees), with less than 7% considering themselves far along the integration journey.

## Stage of Department's Application Integration Strategy

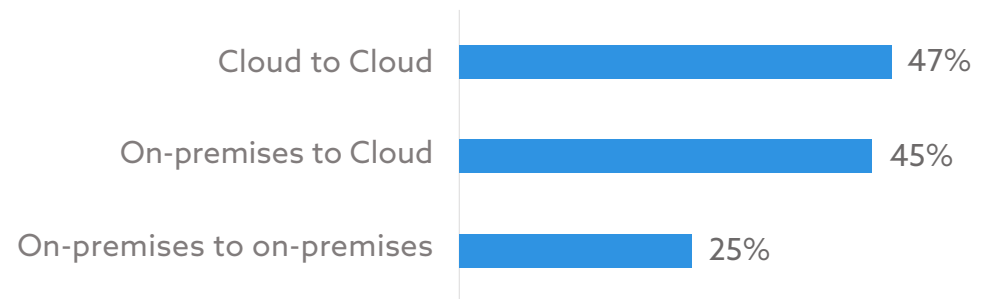


# Cloud Integration Is the Foremost Need for Everyone

## KEY INSIGHT

The survey looked at the types of applications that need integration. **More than 90% of integration candidates have at least one cloud endpoint.** Most companies have accomplished integration from on-premises to on-premises systems. However, multiple cloud solutions are increasing in dominance. The survey found **integration requirements were primarily in the area of cloud-to-cloud integrations or on-premises-to-cloud integrations.**

## Applications Needing Integrations



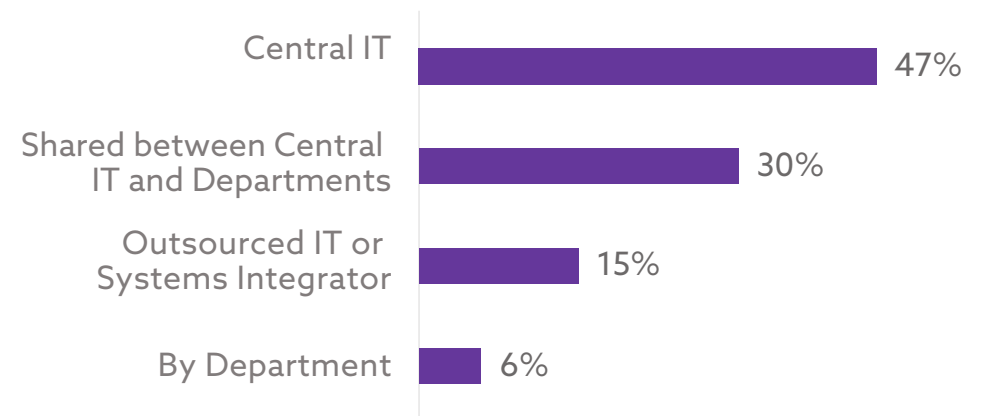


# Central IT Teams Have Their Hands Full

## KEY INSIGHT

When asked how their organizations manage existing integrations, the respondents indicated that **central IT controls almost 50% of integrations**. Broken down by company size, in large organizations, central IT manages 51% of integrations. In small companies, central IT controls only 33%.

## Who Manages Most Integrations

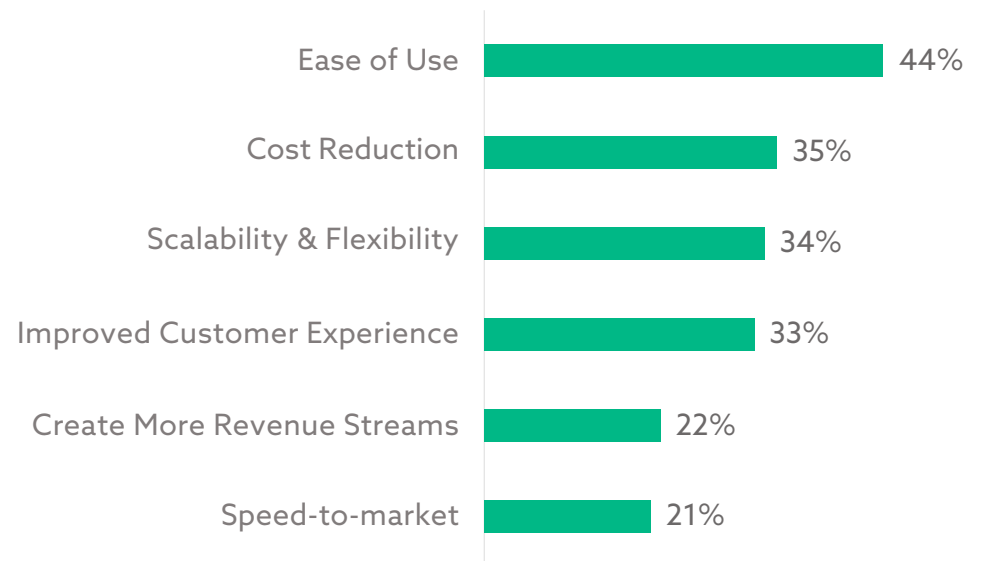


# APIs Need to Fulfill Multiple Goals

## KEY INSIGHT

Respondents were asked about their goals when creating system APIs. **Nearly half (44%) cited ease of use as their primary goal.** About one-third of respondents also scored improved customer experience, scalability and flexibility, and cost reduction as top goals.

## Top Goals When Creating APIs

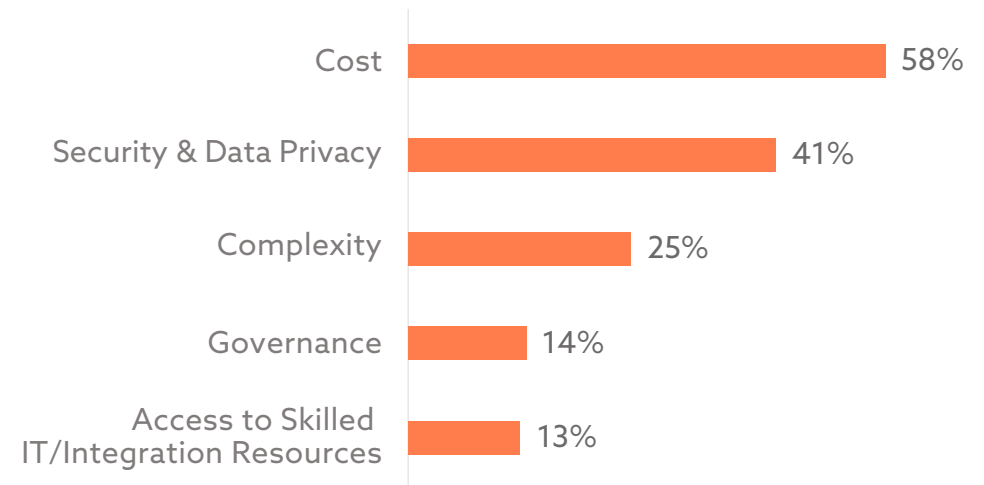


# Cost and Security are Most Critical When Choosing an API Platform

## KEY INSIGHT

The survey also looked at the top barriers organizations face when considering an API platform. **Respondents cited complexity as one key factor. But cost, security, and data privacy topped the list as the most critical decision points when selecting an API platform.**

## Top Barriers When Considering API Platform



A blue-tinted photograph of three business professionals in a meeting. A man on the left, a woman in the center with glasses, and a man on the right are gathered around a table. The woman is holding a tablet. In the background, a whiteboard is visible with the heading 'Elements of Complete Plan' and some diagrams. The entire image has a semi-transparent blue overlay.

## Section 2

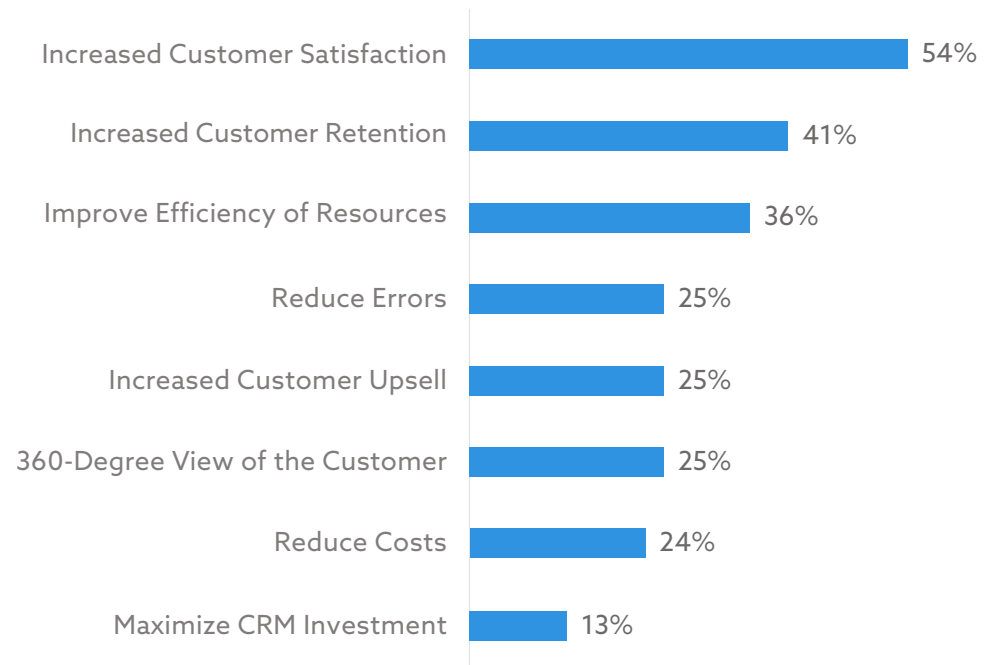
# THE QUEST FOR SEAMLESS CUSTOMER EXPERIENCES CONTINUES

# Customer Satisfaction and Retention are the Biggest Drivers for CRM Integration

## KEY INSIGHT

When looking at the top three drivers for CRM integration, **customer satisfaction, customer retention, and improved resource efficiency topped the list.** At least a quarter of the respondents also marked cost reduction, upsell potential, error reduction, and a 360-degree customer view as drivers.

## Top Drivers for CRM Integration



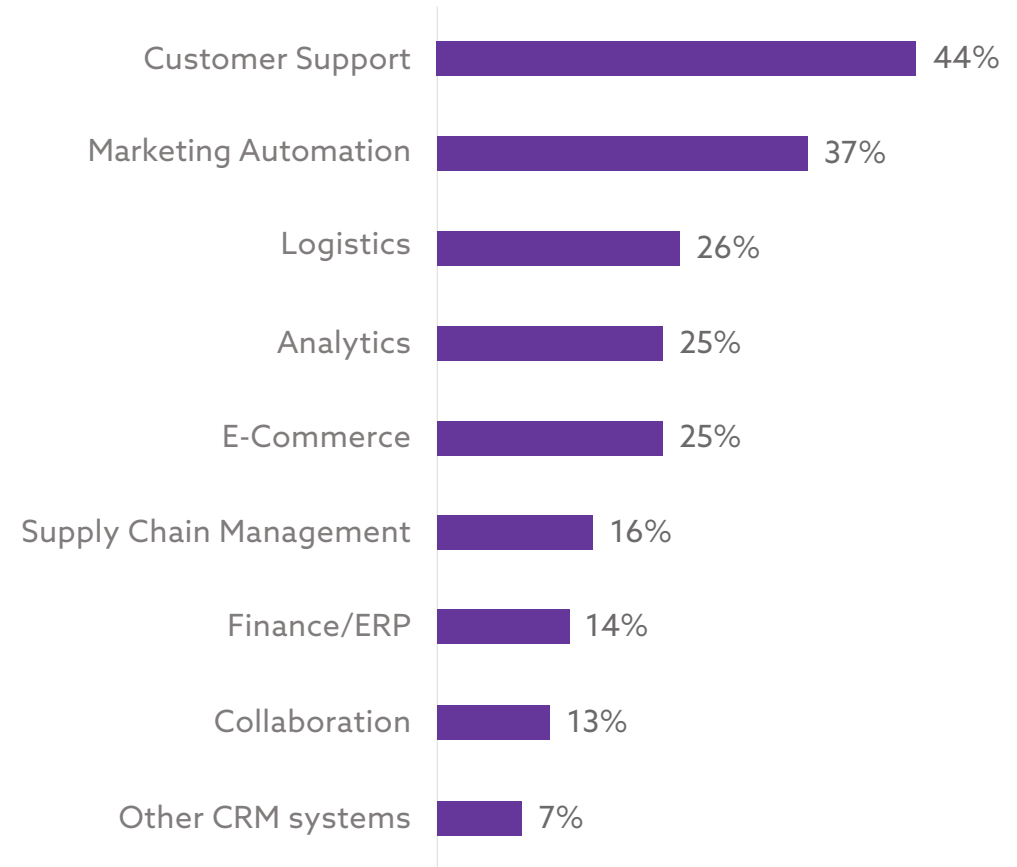


# Customer Support and Marketing Automation Integration are Key Priorities

## KEY INSIGHT

A few factors stood out when looking at the systems respondents sought to integrate within 12 months. Integrating both **customer support** and **marketing automation** systems were the primary goals for these respondents. Following close behind were logistics and e-commerce integration.

## Systems to Integrate in the Next 12 Months

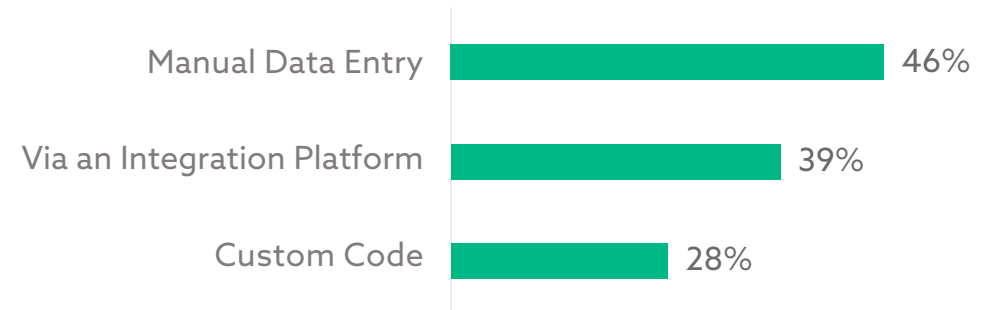


# Alarmingly High Manual Integration Methods

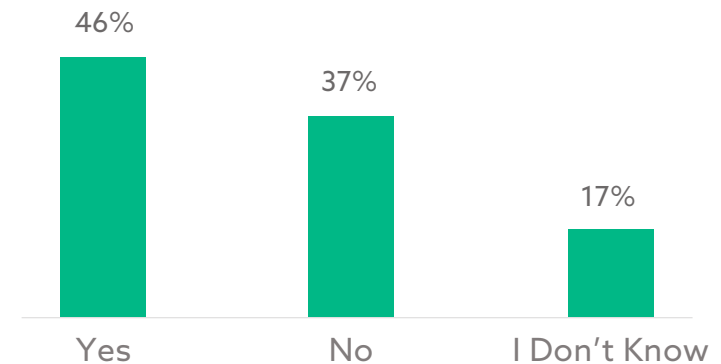
## KEY INSIGHT

When asked how their CRM systems are currently connected, it became clear that **almost half of all respondents rely on manual integration**. More than half of the respondents either have no defined integration strategy or are not aware of one if it exists for their company.

## How CRM is Currently Connected



## Defined Integration Strategy

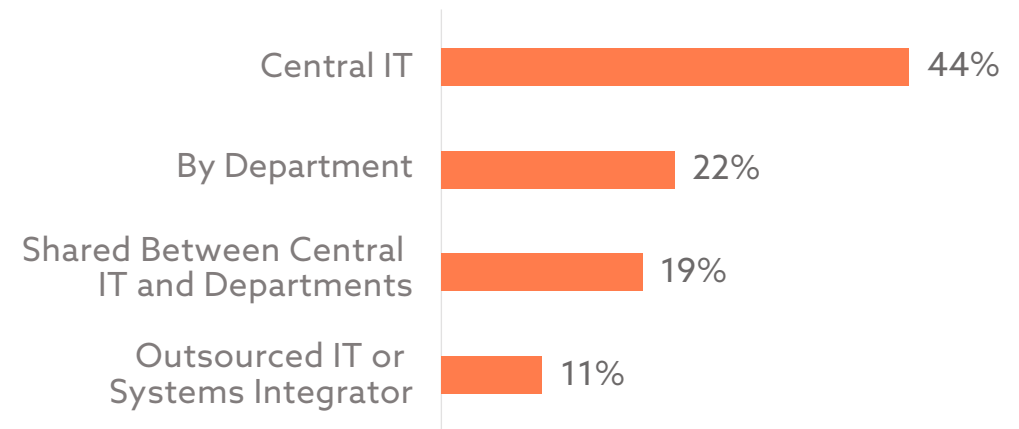


## Central IT Still Responsible for Most Integration Projects

### KEY INSIGHT

Finally, almost half of respondents believe **CRM integrations are central IT's responsibility.**

### Responsible for CRM Integration





## Section 3

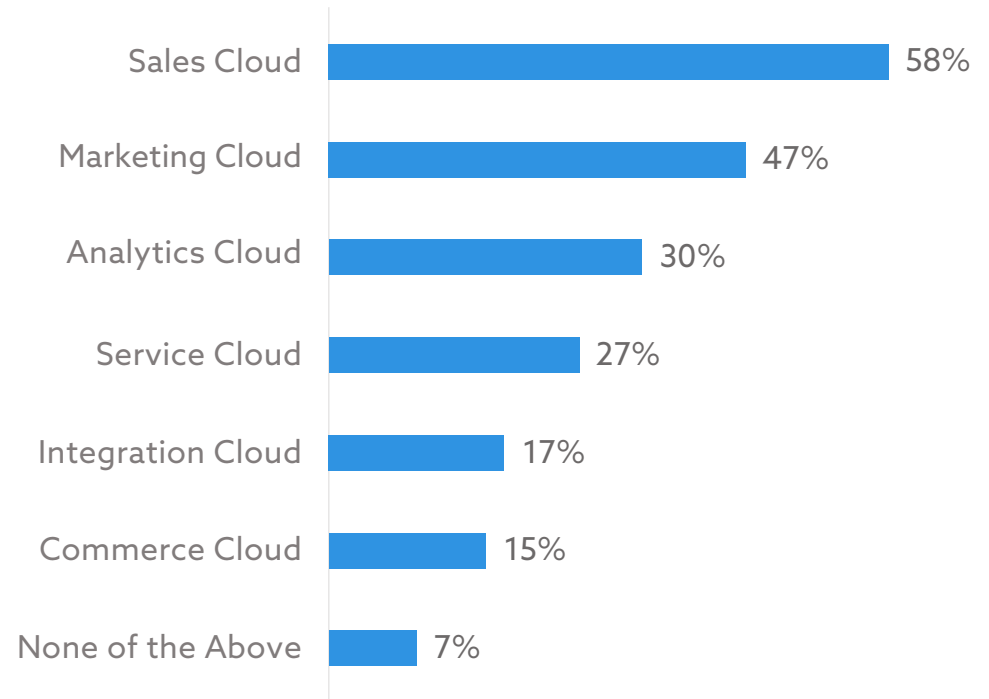
# LACK OF RIGHT TOOLS AND RESOURCES HAMPERING BUSINESS INSIGHTS

# Salesforce Sales Cloud Continues to be the Dominant Product

## KEY INSIGHT

Respondents across the board indicated that Salesforce Sales Cloud is the Salesforce application they use most widely. **58 percent of companies** surveyed are using Sales Cloud today.

## Salesforce Products Deployed Today



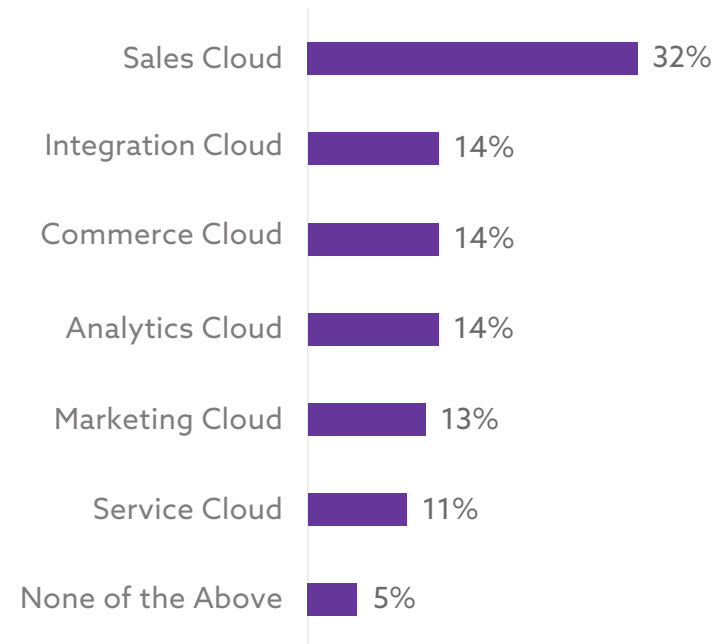


# Marketing and Analytics are Growing Areas of Interest

## KEY INSIGHT

When looking 12 months into the future, **Salesforce Sales cloud would continue to remain a critical investment area.** But companies also cited analytics, integration, marketing and commerce as a growing area of interest.

## Salesforce Products to Deploy in the Next 12 Months



## Smaller Companies are Increasing Use of Salesforce Products

### KEY INSIGHT

Currently, large enterprises use more Salesforce products such as Sales Cloud, Marketing Cloud, Analytics Cloud and Service Cloud compared to small companies. But that picture is expected to change over the next year, as more **small businesses catch up to large enterprises in their plans to deploy multiple Salesforce technologies.**

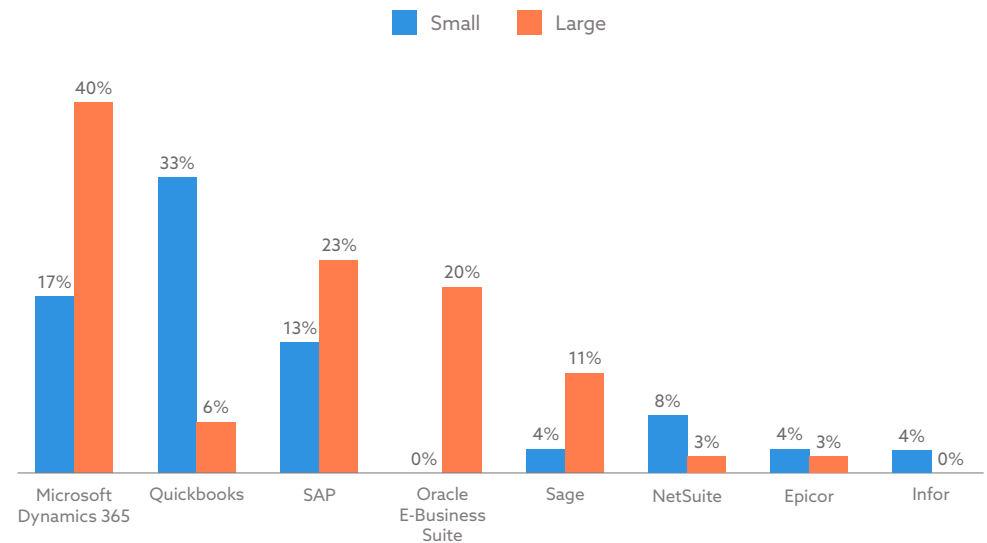
	CURRENTLY USES MORE	MORE LIKELY TO DEPLOY IN NEXT YEAR
Sales Cloud	Large	Small
Marketing Cloud	Large	Small
Analytics Cloud	Large	Large
Service Cloud	Large	Small
Integration Cloud	Small	Large
Commerce Cloud	Small	Large
None	Small	Small
Don't Know	Large	Large

# Microsoft Dynamics 365 and QuickBooks are the Most Popular Back-office Application

## KEY INSIGHT

The survey also asked what back-office applications the respondents use. For companies using Salesforce, **40% of larger companies reported they were also using Microsoft Dynamics 365**. SAP and Oracle NetSuite also ranked highly for larger companies. **The most widely used back-office application for smaller businesses was QuickBooks**. About 39% of smaller companies were using that. Another 17% were using Microsoft Dynamics 365.

## What Back-Office Applications do you Currently Use?

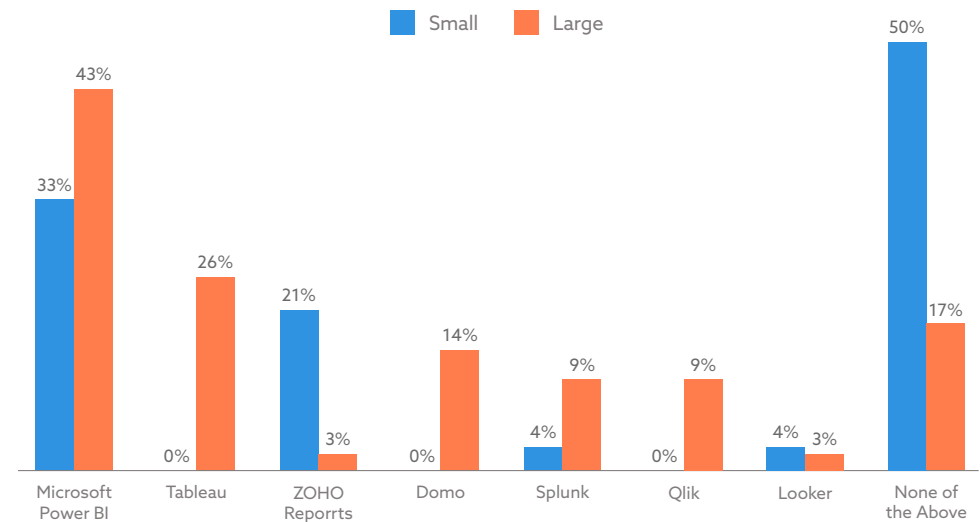


# Business Intelligence – A Priority for Some but Not for All

## KEY INSIGHT

The survey also asked respondents which Business Intelligence tools they had deployed. **Microsoft Power BI (43%) and Tableau (26%)** were the clear choices among larger companies. **For smaller companies, 50% are not currently using a BI tool.** Large companies are more likely than smaller ones to use all BI tools, except Zoho reports.

## What Business Intelligence Tools do you Currently Use?



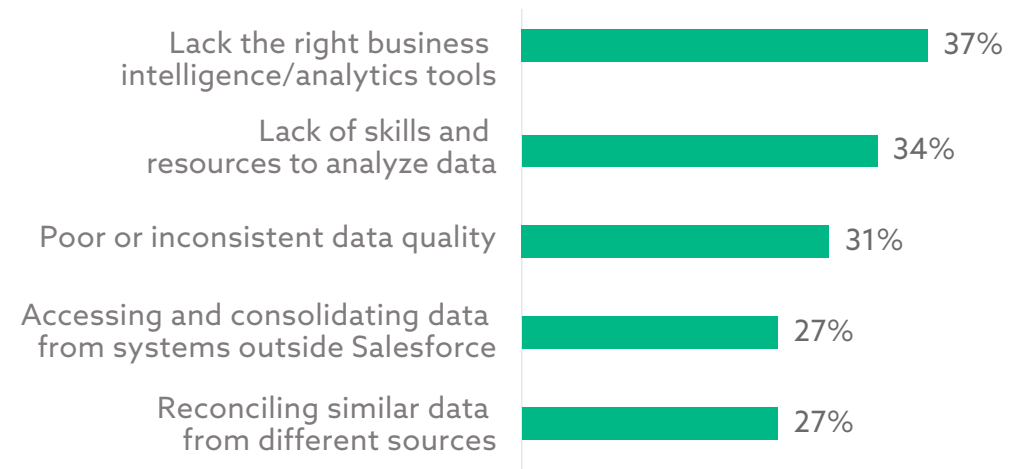
# Lack of the Right Tools, Skills, and Resources are Key Barriers to Glean Insights

## KEY INSIGHT

The survey asked respondents to reflect upon the barriers that kept them from achieving their desired level of business insights. The top two responses were **not having the right tools (37%)** and **not having the right skill sets and resources (34%)**.

But not too far behind were other reasons such as poor or inconsistent data quality (31%), accessing and consolidating data from systems outside of CRM (27%), and reconciling similar data from different sources (27%).

## Top Barriers for Gaining Your Desired Level of Business Insights





# Recommendations

## LESSEN THE BURDEN ON IT TEAMS BY MAKING INTEGRATION EASY FOR CITIZEN INTEGRATORS

Integration doesn't need to be complex to be effective. By leveraging low-code and no-code integration solutions, anyone can integrate applications and data quickly. Empowering line of business functions with these tools means that they don't always have to rely on IT teams for their integration needs. And the central IT teams can focus on more strategic integration projects. The goal of enterprise-wide integration can only be achieved when every department is able to contribute to the goal.

## A TRUE CUSTOMER 360 IS ACHIEVABLE ONLY WHEN YOU FINISH THE JOURNEY THAT YOU HAVE STARTED ON

Achieving a complete 360-degree view of customer data means you need to include every interaction, from a website inquiry to a product purchase to a customer support ticket. And it means that every group in the company should have seamless access to the same version of the truth about the customer. Most companies now understand the importance of this and have started their integration journey. So, don't stop at just integrating one system with your CRM: a 360-degree view of the customer and personalized experiences go hand in hand, and both are enabled by integrating data, applications, and APIs.

## FOCUS ON INTEGRATION BUT DON'T FORGET THE INSIGHTS

Integration is a prerequisite to business insights. Part of the real value of integrating systems is that data can flow seamlessly and one can tap into the insights that come along with that data. Companies need to focus on finishing their enterprise-wide integration across data, application and systems. But without analytics and BI, they will never be able to glean the business insights that will truly differentiate them. This will only mean that the real benefits of digital transformation projects will not be realized.

## Conclusion

The 2022 State of Salesforce Integration Report found that most companies have not reached maturity in integrating their systems. Almost half of companies that have attempted integration are using manual processes. Less than half have even defined an integration strategy.

The survey results also indicate that these companies have a desire to integrate their systems. They just aren't sure how to get there.

The good news? There are proven, standards-based integration solutions that can help companies confidently connect their systems. Companies can use these platforms to build a comprehensive strategy that links various business departments. This strategy can help companies gain a 360-degree view of their customers and tap into the potential of their Salesforce tools. To learn more about how Jitterbit can help launch your integration strategy, visit [www.jitterbit.com/solutions/customer-360/](https://www.jitterbit.com/solutions/customer-360/).



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