CYCLR.COM
Embedded iPaaS

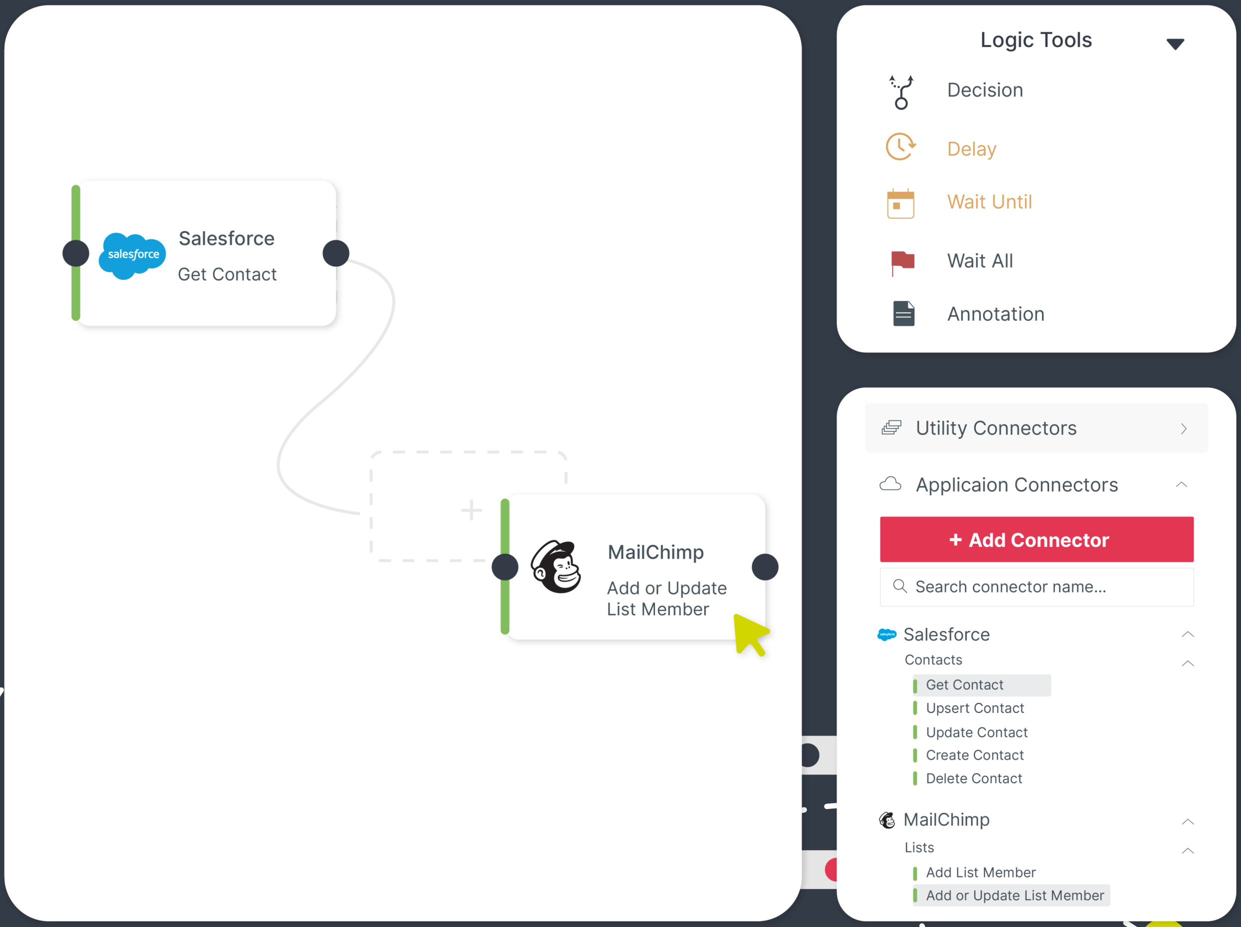
The “4C” Blueprint to Integration Utopia Without Writing a Single Line of Code

INTEGRATION SCALING CHALLENGES

Three common integration stumbling blocks that hinder an organisation’s integration growth:

1. **They are frustrating to develop in-house, hard to scale and consume development time and resources.**
2. **Outsourcing integration builds to external consultants/developers can make integrations fragile and static.**
3. **Making it the customer problem (giving them API access) is scalable but doesn't engage your customer and keep them close.**

We believe a combination of the **80:20 integration rule**, the **4C’s blueprint** and an **embedded iPaaS** can tackle these common challenges.



4C’s Integration Blueprint

80:20 INTEGRATION RULE

What **types of integration solutions** are available?

OUTSOURCE

This solution involves deploying a ring-fenced solution that achieves the customer's integration off-platform such as Zapier.

The **benefit** of deploying to a third party, off- platform, outsourced / iSaaS solution is that it is massively scalable, and agile, without disrupting your UI.

The **downside** is that you are not necessarily addressing your customer's integration requirements at 'point of need'. The burden is on the customer to leave your application and resolve their requirements (and any complexity) with the outsourced/iSaaS provider.

BUILD

This solution involves where you start from scratch and write code to achieve each integration.

The **benefit** of building your own bespoke solution is that you own 100% of the code and you directly address a precise solution for your end customers. You are meeting their needs in a handcrafted manner.

The **downside** is that these integrations can be fragile and the cost of human resource to maintain the integrations is high. It is a challenge to scale and is not particularly agile.

80:20 INTEGRATION RULE

What **types of integration solutions** are available?

DESIGN

This approach involves designing integrations using an iPaaS platform, such as Cyclr, that is embedded within your platform.

The **benefit** of an iPaaS solution is you'll be able to design integrations using low-code tools that have components for connectivity built in. This puts your focus into designing the value-add customer solution whilst the code grunt work has been managed on your behalf.

Embedded iPaaS solutions make your integrations **agile** and **scalable** whilst also resolving the customer's need at point of requirement.

A Combined Approach

The 80:20 rule is a **mindset** to tackling integrations. This approach can help with **efficiency** and **managing** integration **complexity**.

We believe that you should **natively deliver 20%** of integrations (by volume) that **solve 80%** of your **clients' integration needs**.

Then **outsource 80% of integrations** (by volume) that **resolve 20%** of your **clients' needs**.

The approach can be tackled in a variety of ways:

Design + Outsource or...

Build + Outsource or...

Design + Build or even...

Build + Design + Outsource

80:20 INTEGRATION RULE

We created **5 key questions** to help assess which combination is best for you:

1. **Is it important that I resolve my customer's integration 'pain point'?**
2. **Is my application lightly or deeply enhanced by third-party applications?**
3. **Are integration requirements consistent across 80% of my customers?**
4. **What is most important, the source code or the end-customer solution?**
5. **Are my customer's integration needs relatively fixed or do I need agility?**

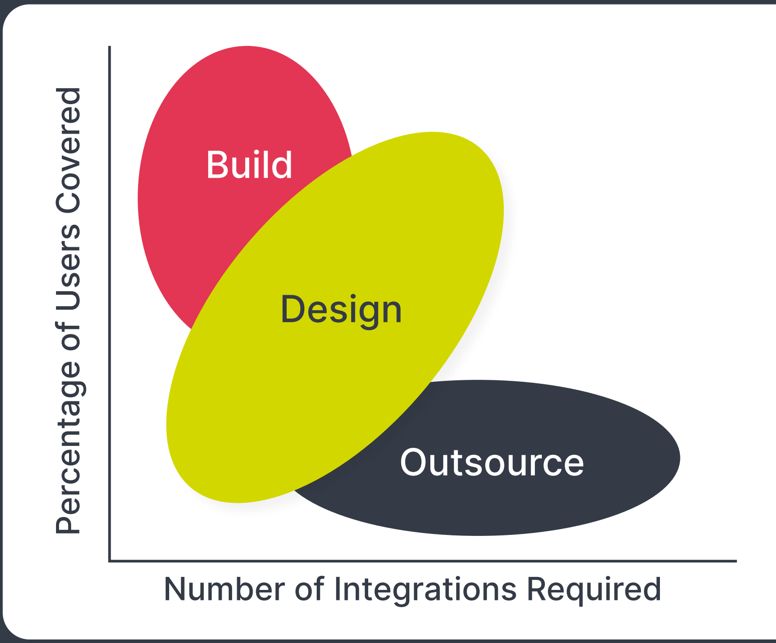
With these questions in mind, you can look at your platform, and your platform's users' needs to work out what combination would be best for you.

	Outsource	Design	Build
It is important to resolve the customer integration at 'pain point'	✗	✓	✓
My application is deeply enhanced by third party applications	✗	✓	✓
My application is lightly enhanced by third party applications	✓	✗	✗
Integration requirements are consistent across 80%+ of my customers (focused)	✗	✓	✓
Integration requirements are inconsistent across 80%+ of my customers (long-tail)	✓	✓	✗
The source code is most important to me	✗	✗	✓
The end customer solution is most important to me	✓	✓	✗
My integrations need to be agile	✓	✓	✗

80:20 INTEGRATION RULE

Considering the Volumes of Required Integrations

Depending on the number of integrations you need, you **cannot** always **resolve every** single **client integration** requirement at the **point of need.**



Why? The **complexity** of presenting an option for every single possible integration within your native UI.

Here is a simple **rule of thumb** on which choices we would make:

Total number of customer integrations	How many to build	How many to design	How many to outsource	Recommendation
1-2	1-2	0	0	Build
3-10	1-5	1-5	0	Build + Design
11-20	1-5	6-20	5+	Build + Design + Outsource
21-50	0	1-25	5+	Design + Outsource
51+	0	1-50	5+	Design + Outsource

THE 4C BLUEPRINT FOR INTEGRATION SUCCESS

The **4C blueprint** has been designed to help you **understand** the **key capabilities** you should be looking for when **assessing** an **embedded iPaaS** platform/vendor where you have opted for the **'Design'** route per the previous narrative.

1. CONNECT

- An embedded iPaaS provider **pre-builds connectors** so they are **easy** to **integrate** with and don't require any custom code.
- The same **iPaaS** vendor is **responsible** for their **maintenance -** it will **build**, **manage** and **maintain** a full Connector library.
- You should have access to a **comprehensive** range of **pre-built connectors** as well as having **tools** to **quickly create connectivity** on an more **universal basis.**
- You should be provided with a **Custom Connector Toolkit** to enable you to **build your own connectors** should you choose.
- The embedded iPaaS vendor should also be able to **build connectors for you** - expect a **2-4 week** turnaround maximum.

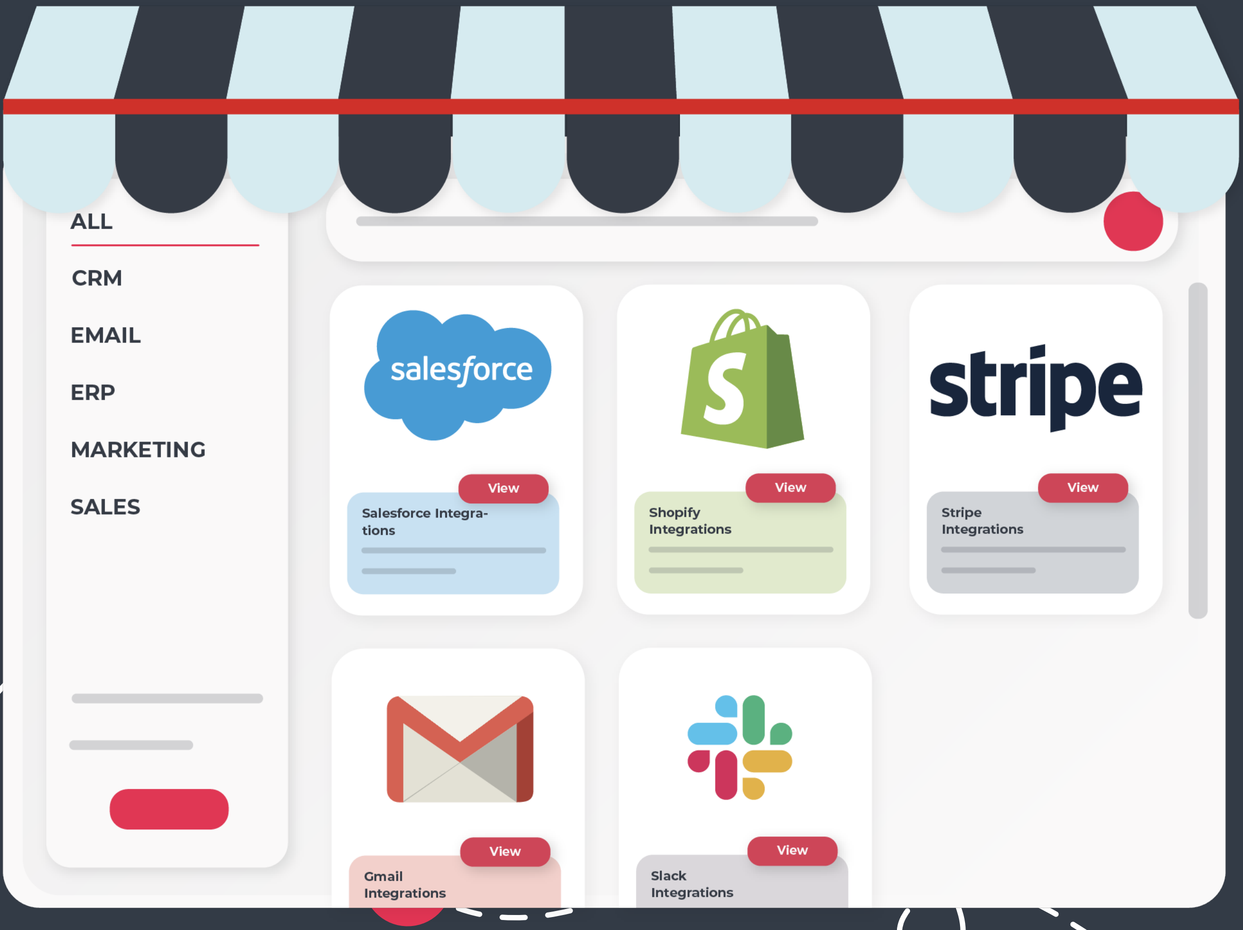
2. CREATE

- Embedded integration platforms should offer a **low-code/no-code** approach for **faster development** and **deployment** of integrations with **drag and drop tools.**
- Users should be able to **quickly** create a **reusable library** of **integration templates** that can be used across multiple customers, allowing for **'self-serve' deployments** or **faster** implementations.
- Look carefully for **Utility Connectors** and **Logic Tools** as well as **auto-looping** and **intuitive** behaviour functions.

THE 4C BLUEPRINT FOR INTEGRATION SUCCESS

3. CONVEY

- A good embedded iPaaS will offer out of the box **‘white-label’** UI options to **quickly** deliver integrations at **scale**.
- **Advanced users** should be able to **connect** the embedded iPaaS to their own **Custom UI**.
- The embedded iPaaS should be **invisible** to your end users, **do not** accept **'co-branding'** or the requirement for your end users to have their own individual accounts (or any relationship) with the embedded iPaaS vendor.
- Integrations should be **highly configurable** with user **configurable** fields as well as the ability to **automatically** surface customers **custom fields.**



4. CONTROL

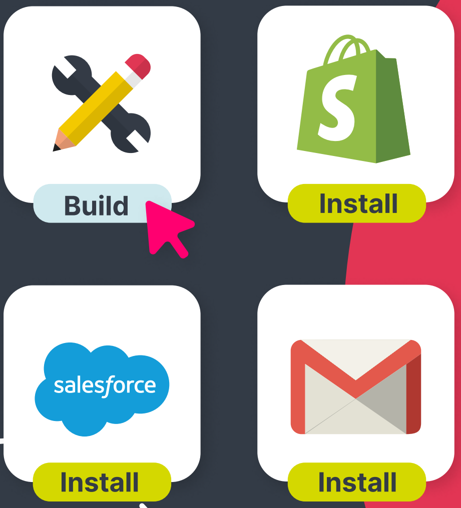
- An embedded iPaaS should provide a **centralised platform** for **managing** all customer-facing integrations, providing **easy oversight** and **control**.
- You should expect tools to **monitor** and provide **status updates** on the **visibility** of **customer-facing integrations.** Therefore, making it easier to **control** access, **monitor** usage or **identify** and **resolve** any issues.
- **Version control** capabilities should allow you to **track changes** and roll back to previous versions.
- Look for high levels of **built-in security features** to **protect** sensitive data during integration.
- When researching an embedded iPaaS vendor be sure to find one that is **SOC2 Type II** compliant. This means they are following a **trust service criteria** and providing the **highest levels** of **data security** and **process transparency**.
- Look for **geographic deployment** and **private hosting** capabilities so you can **fully control** where your data is held and processed to meet your specific needs.

HISTORY OF CYCLR

Cyclr is an **independent**, **high-growth** SaaS business established in 2013 and headquartered in the UK.

Our founding partners come from backgrounds in **SaaS**, **integration** and **automation** and we were the **first to market** with an embedded iPaaS solution.

Since we launched we have enabled the **creation** of **thousands of integrations**, saving our customers innumerable hours of wasted human capital by **solving** the common **integration creation**, **management** and **deployment pain points** software companies were experiencing.



> **"When envisioning Cyclr I wanted to design the easy to use, reusable, toolkit that I wished I always could have had. I have lived the pain of managing a self-built, disparate and fragile integration eco-system with the friction that generates - I wouldn't wish that on anyone. Cyclr is our solution to this problem."**

Philip Bryan, CPO and Co-Founder

KEY BENEFITS OF CYCLR

Engineered for growth SaaS and software companies.

Immediate access to 400+ Connectors.

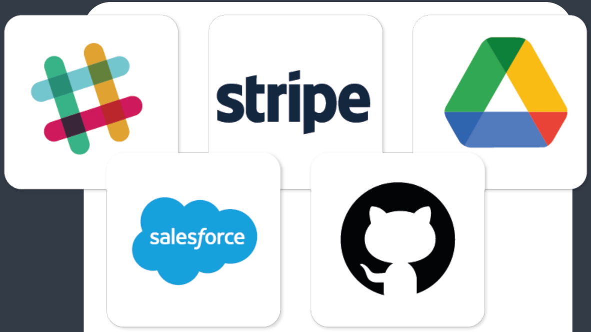
Scalable self-hosted deployment options.

SOC 2 Type II accredited - Cyclr is compliant, safe and secure.

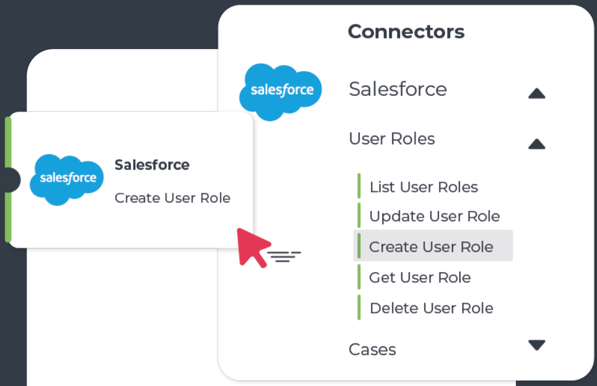
Cyclr increases agility and reduces time to market.

White-labelled, low-code interface enabling teams to deliver integrations.

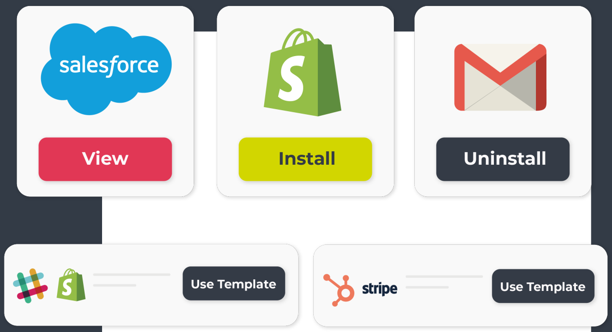
KEY FEATURES OF CYCLR



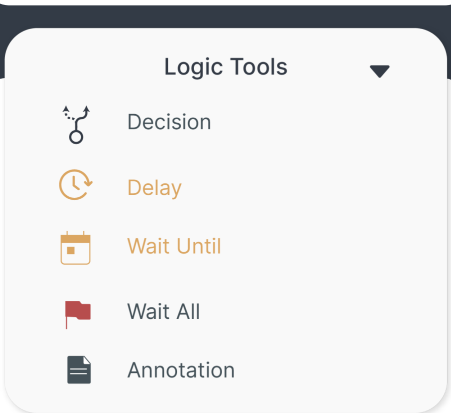
400+ API Connectors



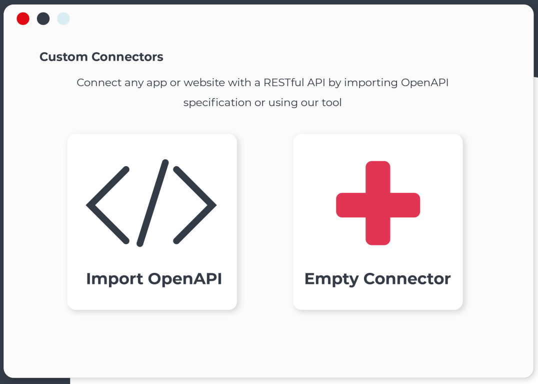
Low Code Tools



Embedded Marketplace



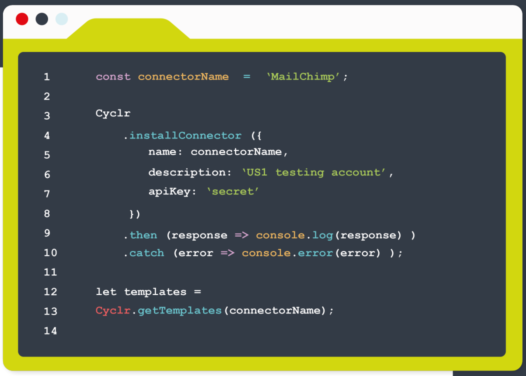
Logic Tools



Custom Connectors

Connect any app or website with a RESTful API by importing OpenAPI specification or using our tool

Connector Creation Tool

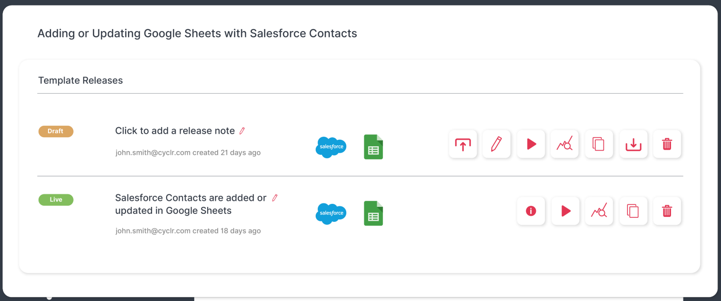


```
const connectorName  =  'MailChimp';

Cyclr
    .installConnector ({
        name: connectorName,
        description: 'US1 testing account',
        apiKey: 'secret'
     })
    .then (response => console.log(response) )
    .catch (error => console.error(error) );

let templates =
Cyclr.getTemplates(connectorName);
```

API Driven



Adding or Updating Google Sheets with Salesforce Contacts

Template Releases

Draft — Click to add a release note

john.smith@cyclr.com created 21 days ago

Live — Salesforce Contacts are added or updated in Google Sheets

john.smith@cyclr.com created 18 days ago

Service Led Deployment

Flexible Infrastructure

FEATURED PARTNER STORY:

Force24™

> "Cyclr has been able to support and scale up with us."
>
> Luke Brewin,
> Head of Transformation

Company Info:

- A SaaS provider for email marketing and automation.
- Bring together their users' business data.
- Help to provide timely and relevant messaging to their customers.

Challenges:

- Developed integrations in-house or via Zapier.
- They struggled with these as they required customers to play an overly active role in the integration management process.
- Viewed as suboptimal and they wanted to find a way to take the integration load away from customers.

Solution:

- Expanded their 25 internally created integrations with an additional 35 CRM integrations.
- Helped present and enhance their customer's CRM data through dynamic two-way integrations.
- Up to date information means a salesperson, recruiter, etc. will have access to the latest information in the relevant CRM.

Benefits:

- Integrate with considerably higher number of systems with a lower overhead.
- Up to date information helps with GDPR, and adhering to customer choices.
- Time is saved by reducing the integration build time from 2 - 3 days to only 4 hours (overall time saving 83%).
- Able to onboard new customers rapidly.
- Maintenance burden of updates is removed.

COMMON FAQs

“How can you leverage integration as a mechanism to grow your SaaS?”

- There are three ways to do this, firstly with **amplification** (400+ out of the box integrations), secondly **standardisation** (all integrations treated equally) and finally, **reducing engineering overhead** (sophisticated toolkit with pre-built components).

“How can you enhance your enterprise company's current processes?”

- An enterprise greatly relies on a range of apps and data sources which can result in fragmented and inaccessible information. Cyclr can **enable** an enterprise to **easily manage** the flow of their data to ensure it is **available** in the right systems in a **timely manner**. Other benefits include **data control**, **standardisation** and **private deployment**.

“Can I use Cyclr alongside my existing integrations?”

- **Yes**, we encourage it!
  Our approach to native integration **complements** your existing approach. Cyclr can sit behind your existing UI, so your latest Cyclr integrations can be **automatically added** to your platform **alongside** any you **already have**.

Leader
United Kingdom
SPRING
2023

High
Performer
SPRING
2023

Best
Support
Mid-Market
SPRING
2023

Leader
SPRING
2023

Users
Love Us

4.6/5 rating on G2.com

★★★★★

GET IN TOUCH

If you would like to talk about your integrations give us a call **+44 (0) 330 010 2525** or email **info@cyclr.com**

CYCLR

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