CYCLR

CUSTOMER CASE STUDY

YOUNIUM

Customer Since: 2023

Plan Level: Growth

Headquarters: Sweden

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Get contacts from Mailchimp. Allows you to retrieve contact from your Mailchimp... More

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Cyclr is a leading embedded integration platform designed to help B2B software companies tackle complex integrations, serve them natively in-app, and save development time.

"Cyclr has given us time to spend on our own native integrations because we can quickly and easily create additional workflows in Cyclr when our customers have custom requirements. We can fulfil them without the overhead which is great."

Björn Schlingmann, Co-Founder & Head of Product

About Younium

Younium is a subscription and billing management platform for B2B companies, founded in Sweden. They concentrate on hybrid sales channels; leveraging not only rep sales and online sales but omni channel sales that have specialised requirements on sales led growth.

Currently Younium is focused on providing their services to B2B SaaS and software companies in the EU and are growing geographically into new markets. Most recently the US market.

Björn, Co-Founder and Head of Product and Erik, Head of Operations, are the main users of Cyclr and have been really happy with the ease of use of the platform. Björn is currently leading their integration team whilst Erik focuses on building and enhancing Cyclr integrations.

Björn Schlingmann, Co-Founder & Head of Product

Erik Molin, Head of Operations

Integration History & Challenges

Historically, Younium have natively built their platform integrations. These tended to be integrations that were crucial to their product and this approach was working well.

Younium was presented with a new and exciting challenge when approached by a potential enterprise customer with very niche integration requirements.

Though keen to add the customer to their ever-expanding portfolio, the team was aware that the niche integration requirements would be a significant drain on available resources and would take a considerably long time with little value-add for their existing customers.
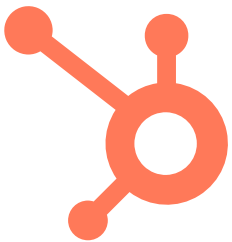
Having met Matt (Cyclr's VP of Sales) at a conference, investigations began into how Cyclr could help Younium develop native integrations without the development overhead.

The enterprise customer's request was the perfect example of how Younium could **harness the power of Cyclr** to address requirements, without the need to modify the core Younium product.

"Cyclr suits us really well because we need to be localised to all markets where we operate in."

Erik Molin, Head of Operations

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Company Usage of Cyclr

Since building their first custom integration to Farpay and securing the enterprise customer, Younium has offered similar integrations to multiple customers and **expanded their customer-base**.

To add to their connectivity flexibility they have **utilised Cyclr's Custom Connectors**, enabling them to implement new connectors and **create additional endpoints** as and when they're needed by their customers.
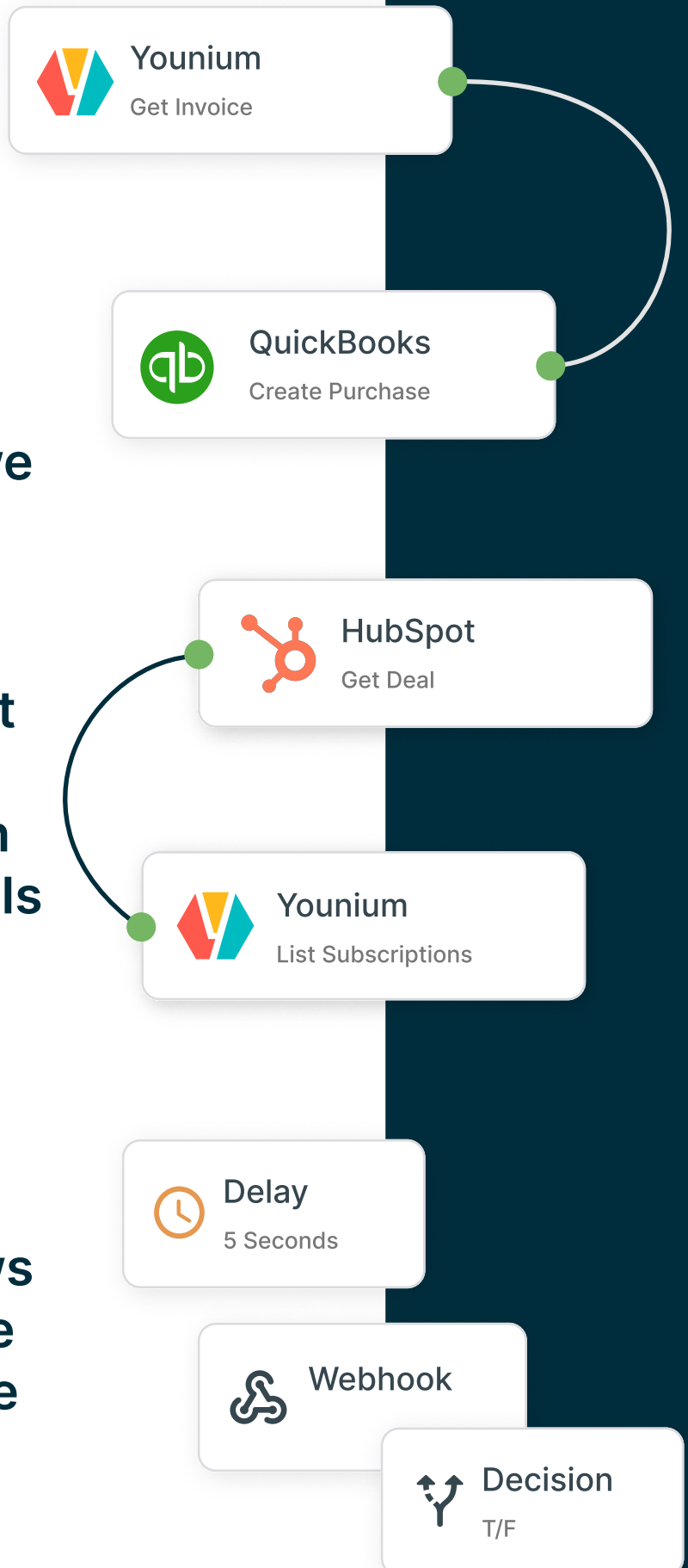
Right now Younium has **20 plus native integrations** built into their core product. These are typically focused on payment systems and are crucial to their product.

Younium's Product Managers **utilise Cyclr to build integrations that focus on ERP and CRM** requirements. Cyclr's vast library of **over 600 API connectors** has enabled them to build a range of integrations that have already been deployed to over 20 of their customers.

At Younium, not only is Cyclr used by those with a technical background but, equally, **by those who are less technical**. The entire team feels **empowered by Cyclr** to build and deploy integrations.

"A lot of the systems we need to integrate with are niche and so specific, local ERP systems for instance. It would mean I'd need a larger team to maintain these, change their APIs etc. which is a bit of a headache financially. That's why it makes sense to implement Cyclr, it takes the burden away and allows us to only create native integrations to our core code that add value to our product."

Björn Schlingmann, Co-Founder & Head of Product

Younium
Get Invoice

QuickBooks
Create Purchase

HubSpot
Get Deal

Younium
List Subscriptions

Delay
5 Seconds

Webhook

Decision
T/F

Younium has a range of native integrations which have been designed and built around their core product offering. When a customer requires a niche integration, to a local financial system for example, those native integrations may not be the ideal solution for their use-case.

Instead, **Younium will quicky build a workflow in Cyclr to address the customer's specific integration needs** without detracting from their core product offering.

Younium's many Cyclr workflow successes mean they **now have a larger customer base** and a **great suite of integrations** that tick all the boxes and run flawlessly.
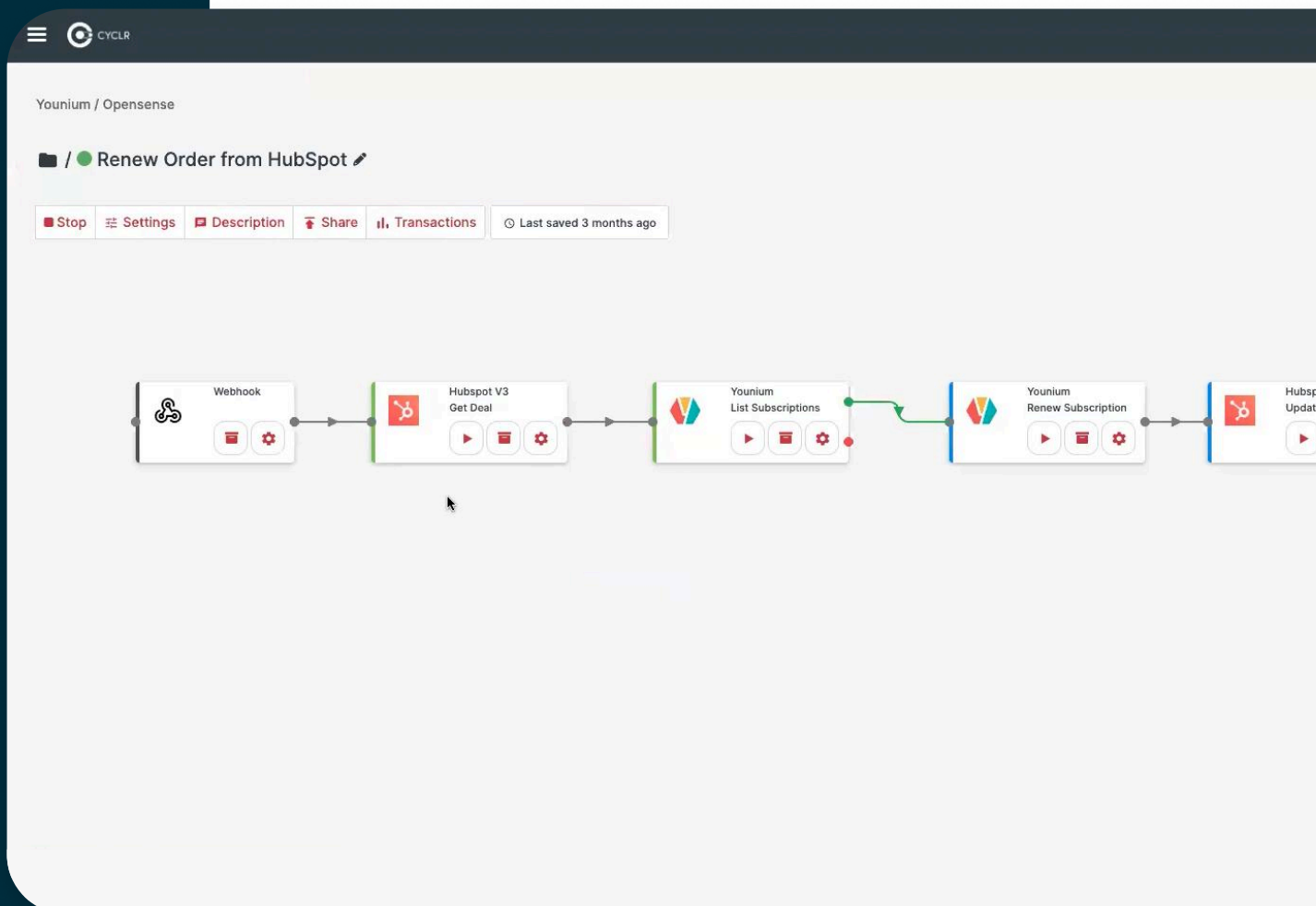
Integration Growth and Effects of Embedded iPaaS on Growth

Younium's use of Cyclr ranges from building small add-on workflows to **complement their existing native integrations**, building new workflows for internal purposes right through to **building entirely new complex integrations**.

So, for example, the first two Cycles that they built for the US market were very different. The first was a full advanced integration from Younium to QuickBooks while the second was a smaller, simpler add-on workflow for HubSpot.

Younium's partnership with Cyclr has not only been a major contributing factor in expanding their integration offering, but has **opened the door to new markets and opportunities.** Younium's sights are now firmly set on the US market with potential leads already in the pipeline.

With minimal effort, **existing workflows can be tweaked to accommodate future requirements** thus eliminating the need to build new integrations from scratch.

Younium uses Cyclr to create additional workflows to bridge gaps for integrations for regional ERP systems, such as PowerOffice Go for Norwegian customers. With ever-evolving APIs, maintaining those integrations natively would have required a dedicated team and as a result would have led to significant operational complexity and financial strain.

Cyclr enabled them to **quickly and easily build the entire integration** between Younium and the customer's financial backend.

"As a growth company entering new markets, some of which are super important for us, and leads are important, having the ability to fulfil a specific integration requirement quickly is a huge opportunity for us."

Björn Schlingmann, Co-Founder & Head of Product

Results and Benefits

Having previously experienced the limitations of other solutions such as Zapier, Erik initially had some reservations as to whether Cyclr would be able to handle the complexity of Younium's integrations.

As soon as he built his first Cyclr workflow, **all doubts evaporated** and Erik has since proceeded to build a **huge number of integrations** which have been **extremely well received by Younium's customers.**

"We and our customers no longer need to do workrounds, this has been super valuable for us and it's great that we can take care of any tickets or incidents directly without going through our more regular support developer channels. That's been key for us, and also why I believe we'll continue with other integrations in Cyclr."

Erik Molin, Head of Operations

On first using Cyclr's QuickBooks library connector, Erik was **pleasantly surprised to see that the connector build had been well-considered** and already included the methods/ endpoints they needed for their particular use-cases.

Transactions, too, work really well for the Younium team and there's been a **noticeable decline in support requests from their customers** in relation to integrations, stability and performance.

"The experience for me has been great because the tools that we need to integrate with, usually financial systems, but also CRMs, were already in Cyclr and built out. I also wanted to praise Cyclr's support and how they take care of questions and issues."

Erik Molin, Head of Operations

It's not just Younium's customers who have benefited from their use of Cyclr, it has also **proved invaluable for the Younium team itself**. It's enabled them to synchronise data between internal financial systems, the Younium platform and CRM systems so the Customer Success Team can easily track overdue invoices and have automatic reminders sent to customers via a workflow.

Though not originally a use-case they'd envisaged, **the internal workflows have proved to be hugely successful for Younium.**
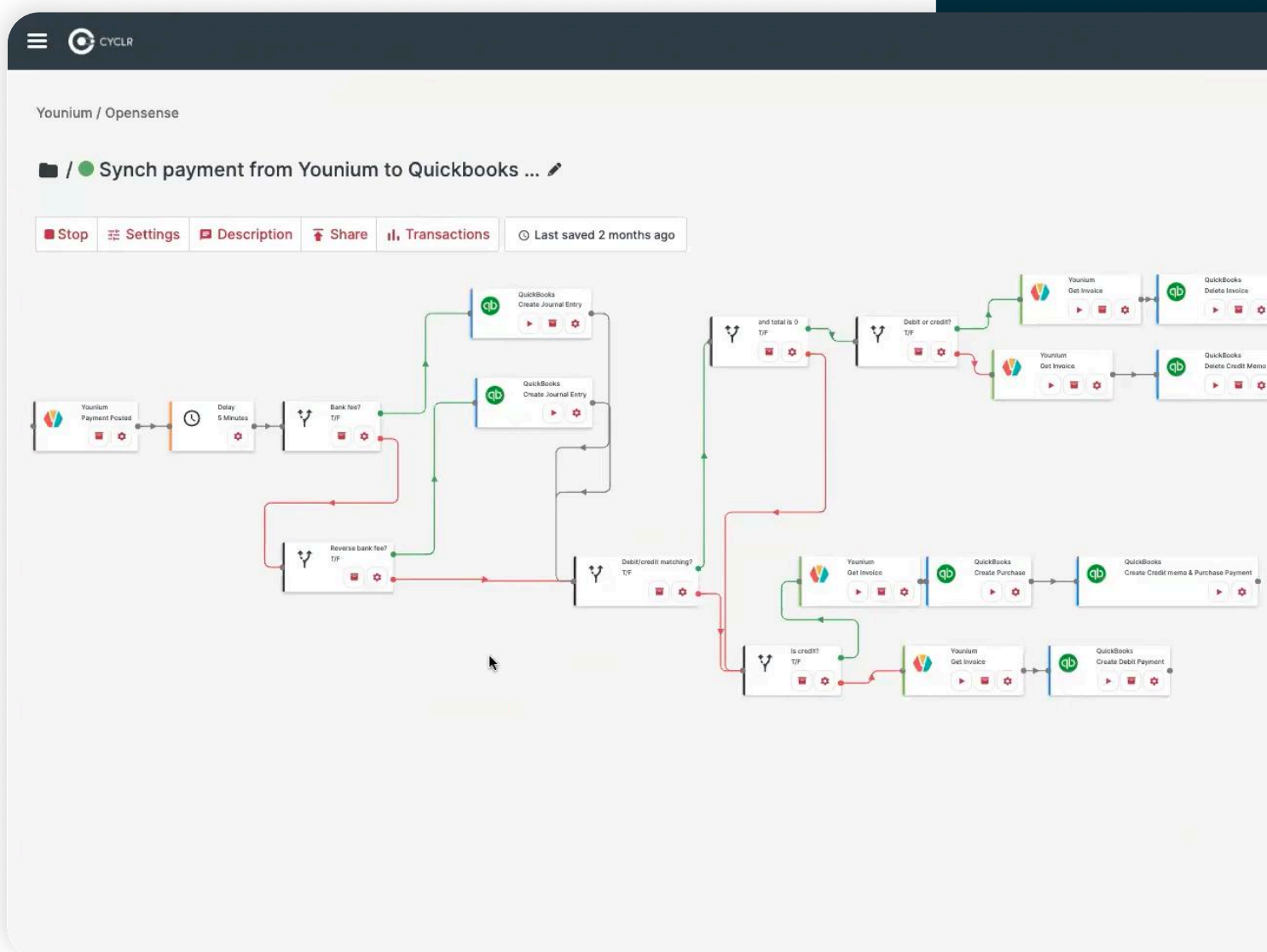
Since implementing Cyclr, Younium's Product Managers are **now delivering seamless integrations in a third of the time** than it would have taken had they built a native integration.

"Cyclr's support are very approachable and we can just message and say we're missing this end point and a day later it's done. Even when building something completely new it's done quickly."

Erik Molin, Head of Operations

Benefits of Choosing Cyclr as an Integration Partner

Three key benefits of Younium having chosen Cyclr as their integrations partner:

1. **Markets** that were previously unavailable to Younium (due to the strain they would have placed on the in-house development team) have **now opened up to them**.

1. **Churn has been dramatically reduced** as Younium can now offer niche integrations in a fraction of the time that would have been possible with native integrations.

1. The **Younium team's confidence in their ability to build scalable**, **manageable** and **robust integrations** has grown so they can be **more aggressive in targeting new markets** such as the wider US SaaS industry.

Overall **they feel empowered** and are able to **fulfil the integrations quickly and effectively with Cyclr**.

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**

★★★★★

"Great product with amazing service"

★★★★

"Easy to adopt and adapt"

★★★★★

"Zapier on Steroids!"

★★★★★

"Integrations made easy!"

★★★★★

"Fantastic team to work with"

Users Love Us

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