**Definition of SaaS integration**

SaaS integration, or SaaS application integration, involves connecting a SaaS application with another cloud-based app or an on-premise software via [application programming interfaces](https://www.workato.com/the-connector/what-is-api-integration/) (APIs). Once connected, the app can request and share data freely with the other app or on-premise system.

**Benefits of SaaS integration**

With this SaaS integration definition in mind, here are the top reasons for implementing it:

**It provides transparency**

How has a certain prospect engaged with your team in the past? What’s the status of a support case? Has the customer renewed their subscription?

By using SaaS integration, your team can answer their burning questions by simply visiting an application they’re already familiar with—versus checking various systems or asking colleagues for an update. This enables anyone on your team to find data quickly, and it also helps prevent employees from distracting and bothering their peers.

**It saves your team a significant amount of time**

Now that your team no longer has to manually reenter data across applications or hop between them to find specific data points, they can save an immeasurable amount of time. Using their newfound time savings, they can perform more business-critical tasks.

For example, after you connect a [ticket management system](https://clickup.com/blog/best-issue-tracking-software/) like [Zendesk](https://www.workato.com/integrations/zendesk?ref=connector-saas-int) with a CRM like [Salesforce](https://www.workato.com/integrations/salesforce?ref=connector-saas-int), your customer success managers (CSMs) don’t have to update customer cases across both systems. Once a CSM marks a case as closed in Zendesk, it’s automatically marked as closed in SFDC. As a result, your CSMs can spend less time on this manual task and focus instead on providing thoughtful responses to customers, engaging with important clients proactively, etc.

**It improves the employee and customer experience**

Now that your employees can perform more thoughtful and strategic work, they’re more likely to enjoy their job. And once they do, [there’s a higher likelihood](https://hbr.org/2019/08/the-key-to-happy-customers-happy-employees) they’ll take actions that leave your customers happier.

**Drawbacks of SaaS integration**

As valuable as these benefits are, there are certain challenges that come with integrating your apps, whether it’s done in-house, via native integrations, or using an iPaaS.

**It doesn’t give rise to digital transformation**

To truly transform the way your organization operates, you’ll need to go beyond connecting SaaS apps. Real digital transformation involves connecting your data and workflows across your applications, data, and teams.

**It requires technical expertise**

This inherently prohibits many of your employees from building the integrations themselves, which, in turn, can cause integration backlogs that frustrate teams and allow data silos to persist. Also, since the employees at large can’t be directly involved, many integrations might skip the attention of builders and fall through the cracks.

**It can take a while to implement**

Given the technical work involved in connecting your apps, the timeline for building any integration can easily get dragged out. Like the previous challenge, this leads to a long-lasting gap of information across apps, forcing employees to hop between them to find information and to re-enter data.