ACCELERATING DIGITAL TRANSFORMATION WITH HYBRID INTEGRATION PLATFORM

MOBILEDAY

PHAN VU GIAP - BEEHEXA FOUNDER & CEO

TODAY DISCUSSION

Understanding Digital Transformation

Challenges of Digital Transformation

Agile Is Eating The World

why Hybrid Integration Platform?

Case Studies

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MULTIPLE MEANING OF DIGITAL BUSINESS

Category	Percentage
Meet customer experience expectations	52%
Enable worker productivity (mobile apps, data access, AI-assisted automation)	49%
Better manage business performance through data availability and visibility	49%
Increase understanding of customer needs through data collection and analysis	44%
Digitally modify business and/or processes	41%
Provide secure, optimized anywhere/anytime access to assets	40%
Improve employee engagement (smart workforces, collaboration tools, etc.)	35%
Develop new digital business/revenue streams	33%
Achieve top-line growth through digital product enhancements or new digitally or data-driven products and services	33%
Digital globalization (the flow of data and information which enables the movement of goods, services, finance, and people worldwide)	28%

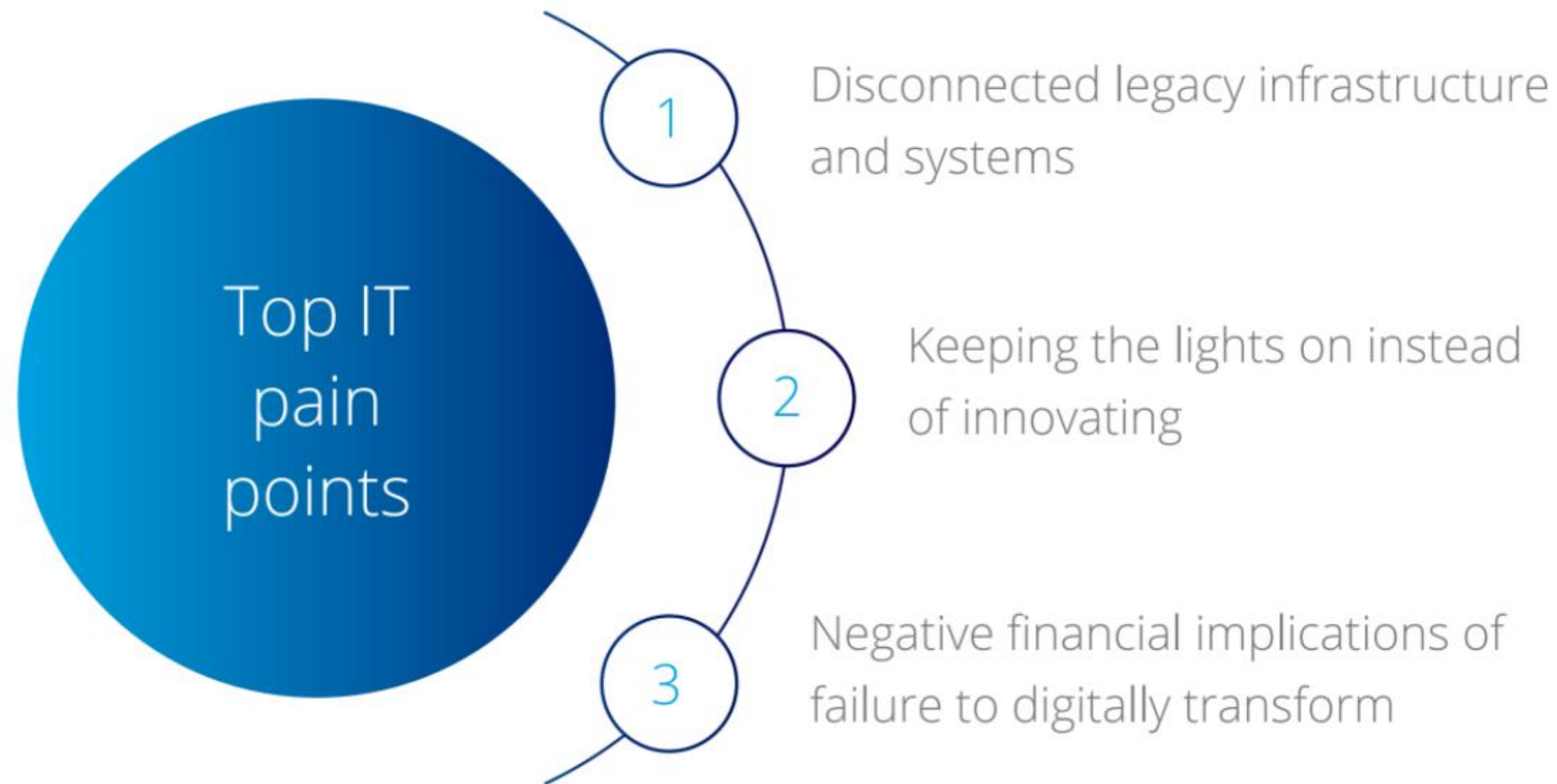2019 digital business research - https://bit.ly/2HEslJa

DIGITAL TRANSFORMATION CHALLENGES
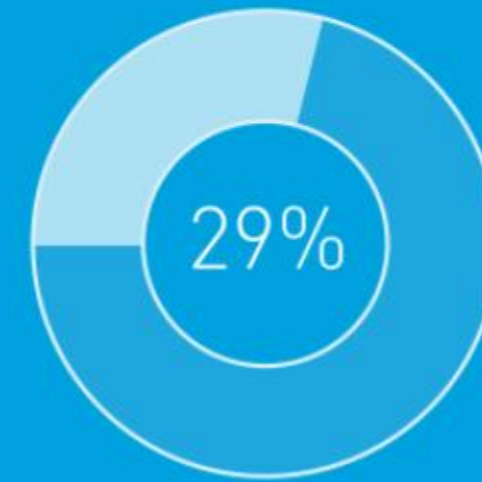
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1. Organizational resistance to change

2. Lack of a clear vision for a digital customer journey

3. Ineffective gathering and leveraging of data

4. Inflexible technology stack and development processes

5. Married to legacy business model

900

The average number of applications used in each organization

29%

The average percentage of apps that connect/integrate

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AGILE IS EATING THE WORLD

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AGILE ADOPTERS

Surprise: Microsoft Is Agile
https://bit.ly/2Uersyk

Working Backward
https://bit.ly/2Bp6VJO

Understand Why Salesforce Adopted Agile
https://sforce.co/2QxFarG

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WHY HYBRID INTEGRATION PLATFORM (HIP)?

HIP LANDSCAPE

axway

DELL Boomi

MuleSoft

software AG Freedom as a Service

talend
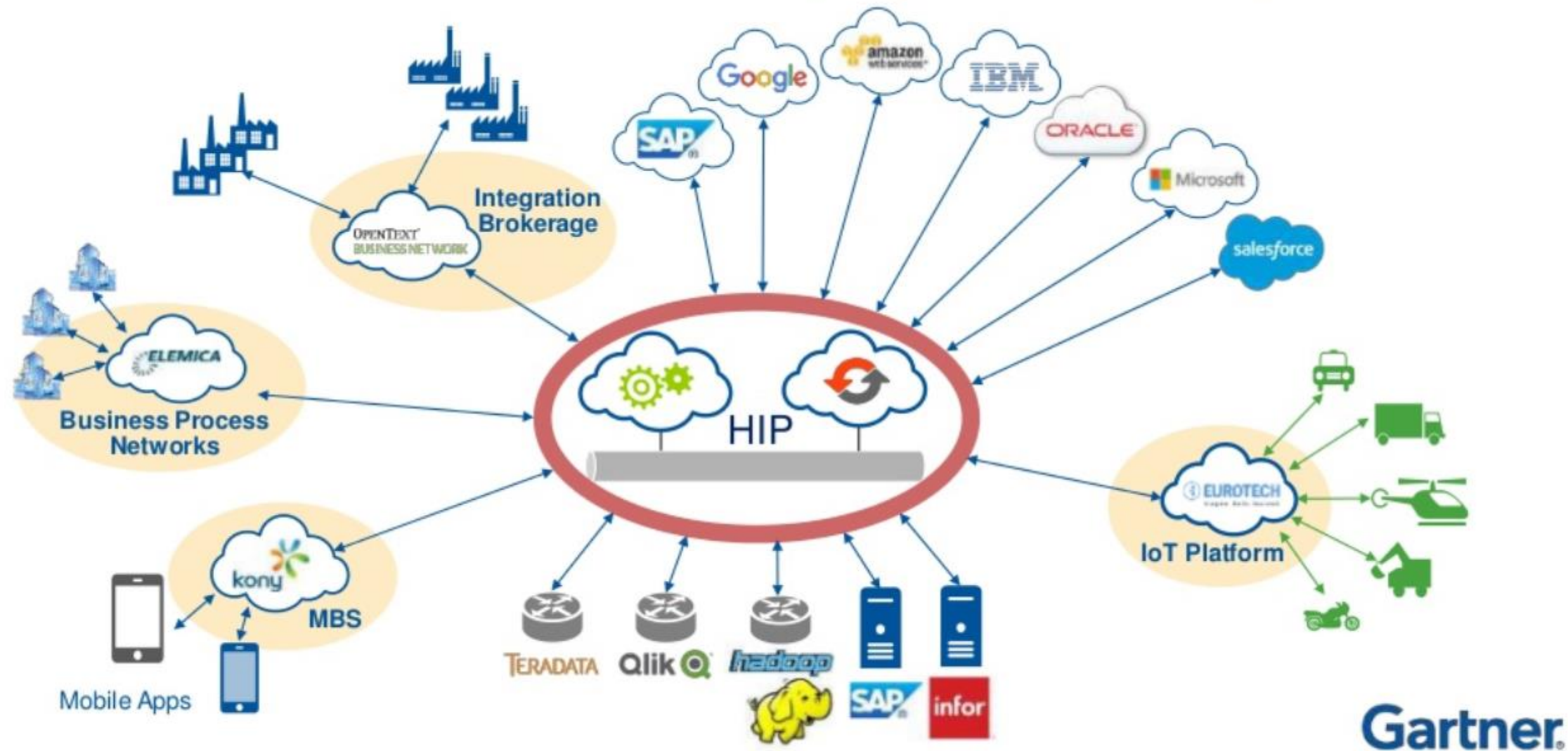
$283.8M Revenue

7500 customers

$6.5B acquired

$879M revenue

$1.42B mkt cap

On-Premises Application/Data Integration Providers:
- Actian
- Adeptia
- Attunity
- Axway
- Cisco
- Denodo
- Fiorano
- Fujitsu
- IBM
- Informatica
- Information Builders
- Infor
- InterSystems
- Lobster
- Magic Software Enterprises
- MuleSoft
- OpenLegacy
- Oracle
- Proplus
- Red Hat
- SAP
- SAS
- Scribe Software
- Syncsort
- Talend
- TIBCO Software
- Seeburger
- Software AG
- WSO2

API Management Providers:
- Akana
- Axway
- CA Technologies
- Google-Apigee
- IBM
- Kong
- Mashape
- MuleSoft
- Oracle
- Red Hat-3scale
- SAP
- Software AG
- TIBCO Software
- Tyk
- WSO2

HIP Market

iPaaS Providers:
- Actian
- Adaptris
- Attunity
- Celigo
- Cloud Elements
- Cloudreach
- Dell Boomi
- DBSync
- elastic.io
- Flowgear
- Fujitsu
- HiQ
- IBM
- IConduct
- Informatica
- Infor
- Jitterbit
- Microsoft
- Moskitos
- MuleSoft
- Oracle
- SAP
- Scribe Software
- SnapLogic
- Software AG
- Talend
- TerraSky
- TIBCO Software
- Youredi

iSaaS Providers:
- Actian
- Adeptia
- Apiant
- Azuqua
- DBSync
- cloudHQ
- Cloudpipes
- IBM
- IFTTT
- MuleSoft
- OneSaas
- TIBCO Software
- tray.io
- Wappwolf
- Workato
- Zapier

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GARTNER'S PREDICTION - 2022

65%

LARGE ORGANIZATIONS WILL HAVE IMPLEMENTED AN HYBRID INTEGRATION PLATFORM TO POWER THEIR DIGITAL TRANSFORMATION

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https://gtnr.it/2JZubC
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STORIES

MARLA GARRETT

Fabric & Fringe Warehouse CEO

Online Offline Integration

NGUYEN CHI THANH

VMAX CEO

ERP & eCommerce Integration

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OUR TASKS

HELPING FABRIC & FRINGE WAREHOUSE ENABLE ONLINE BUSINESS AND SYNCHRONIZE DATA BETWEEN ONLINE WEBSITE AND OFFLINE POS

WE COMPLETED

Migrating the Joomla eCommerce Site to Magento eCommerce Website fabricsandfringe.com

Using HexaSync Data Integration Platform to synchronize data between Magento & Microsoft Dynamics RMS

50 hours updating catalog & stock data to ecommerce website monthly

300K

ONLINE TO OFFLINE CONVERSION

55K

DATA CHANGES SYNCED

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