Technology teams often struggle to rally internally in their organisation behind a new integration approach. A key reason for this is that they are not communicating the value story clearly and compellingly. Why? Because some find the story is a hard one to tell. But it doesn’t have to be:

* **Business leadership isn’t aligned on the impact of** **integration** – in a recent survey of 650 IT leaders, 40% reported that integration improved innovation and 53% said they improved productivity, both of which reduce mass inefficiencies across technology teams. Though the report found alignment between business and IT leadership is growing year over year, only 15% of organisations report having a leadership-mandated integration strategy. This suggests that OST organisations’ leaders have not yet bought into the value integration initiatives could bring to the organisation.
* **Technology teams aren’t getting behind the change** – even when there is executive buy-in to adopt a new or different approach to integration, technology teams often lack a view of the business value their projects are driving. Instead, they see it as another chore on their growing list of projects. This often results in low adoption. For technology leaders, this makes the job twice as hard. Not only do they face a difficult time persuading their business counterparts in the boardroom, but they struggle to motivate their technology teams to act even if the broader business buy-in is secured.
* **IT leaders struggle to communicate integration value** – despite the importance of articulating the business value of integration, and organisations typically do not do it very well. Many organisations are getting better at talking about the value of their business applications, but given the complexity of integration itself, there is no widely accepted framework to articulate value.