The CPO's integration strategy assessment

Software companies already maintain a set of core integrations. In today's competitive market, many seek to add the 'long-tail' of integrations they have not yet built.

Below are questions for product leaders to ask their team <u>before</u> they commit to building more integrations.

Questions to ask

Is there a business case?

How do we plan to measure the business impact of new integrations?
How do we determine the ROI of our existing integrations?

How are we scoping?

What is our prioritization criteria for new integrations?
Where are we sourcing new integration requests from?
Do we have a short and long-list of the next integrations we plan to build?

What's our staffing plan?

How many resources (engineers / teams) do we have on our current integration offering?
Do we plan to have these same teams build new integrations?

What does the build look like?

How do we plan to adapt our code base to these new integrations?
Is our existing architecture sufficient to handle the increase in data?
Do we have an existing observability infrastructure we can leverage?

Do we have maintenance resources?

How quick are we to respond to breaking issues in our integrations?

The CPO's integration strategy assessment (cont.)

Additional questions

What's our launch plan?

What does our customer onboarding experience look like?
How will we market and advertise these integrations to new prospects? Existing customers?
How will our sales team need to be enabled?
What technical training will our post-sales team require?

Have we explored alternatives?

Have we investigated third-party vendors, such as a unified API, for building these integrations?

Looking for an integrations partner?

Meet Merge.
Merge is a single platform to add entire categories of integrations into your product, powering the deepest use cases possible.

Trusted to power integrations at companies like

remote

ramp

Handshake

bambooHR

taxbit

DRATA

"Building each integration internally would take us 2 to 3 sprints. We built to Merge's Unified API in the same amount of time and we can now access dozens of HRIS integrations. As a result, Merge has allowed our engineers to save hundreds of hours."

Greg Pellegrino
VP of Engineering, Electric

Security and compliance are at our core

Merge is designed from the ground up to safeguard your customer data in accordance with the industry's highest standards of security and privacy

Get a demo to learn how Merge unlocks hundreds of integrations in weeks —not quarters.

MERGE

merge.dev