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 before they commit to building more integrations.

Business case

✓ How do we plan to measure the business impact of new integrations?

✓ How do we determine the ROI of our existing integrations?

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?

Staffing

✓ How many resources (engineers / teams) do we have on our current integration offering?

✓ Do we plan to have these same teams build new integrations?

Build

✓ 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?

Maintenance

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

"50% of SaaS companies plan to build 15 or more integrations in 2024"
— 2024 State of Product Integrations

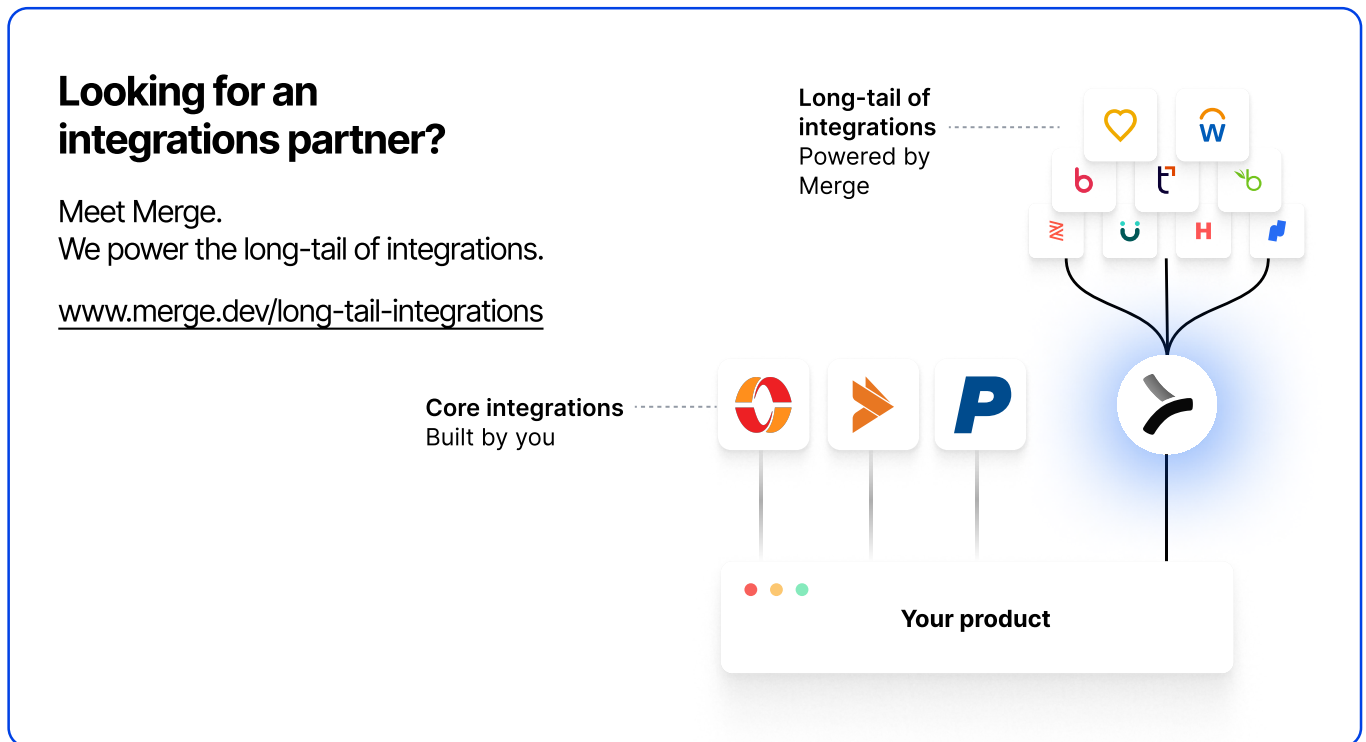**Learn more at** merge.dev/long-tail-integrations ↗

Launch

- ✓ 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?

Alternative solutions

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

Product leaders are increasingly looking to unified APIs to support integration needs for their product roadmap.

Unified APIs provide a single point of integration that allow companies to access customer data from 100s of platforms.

Looking for an integrations partner?

Meet Merge.
We power the long-tail of integrations.

www.merge.dev/long-tail-integrations

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