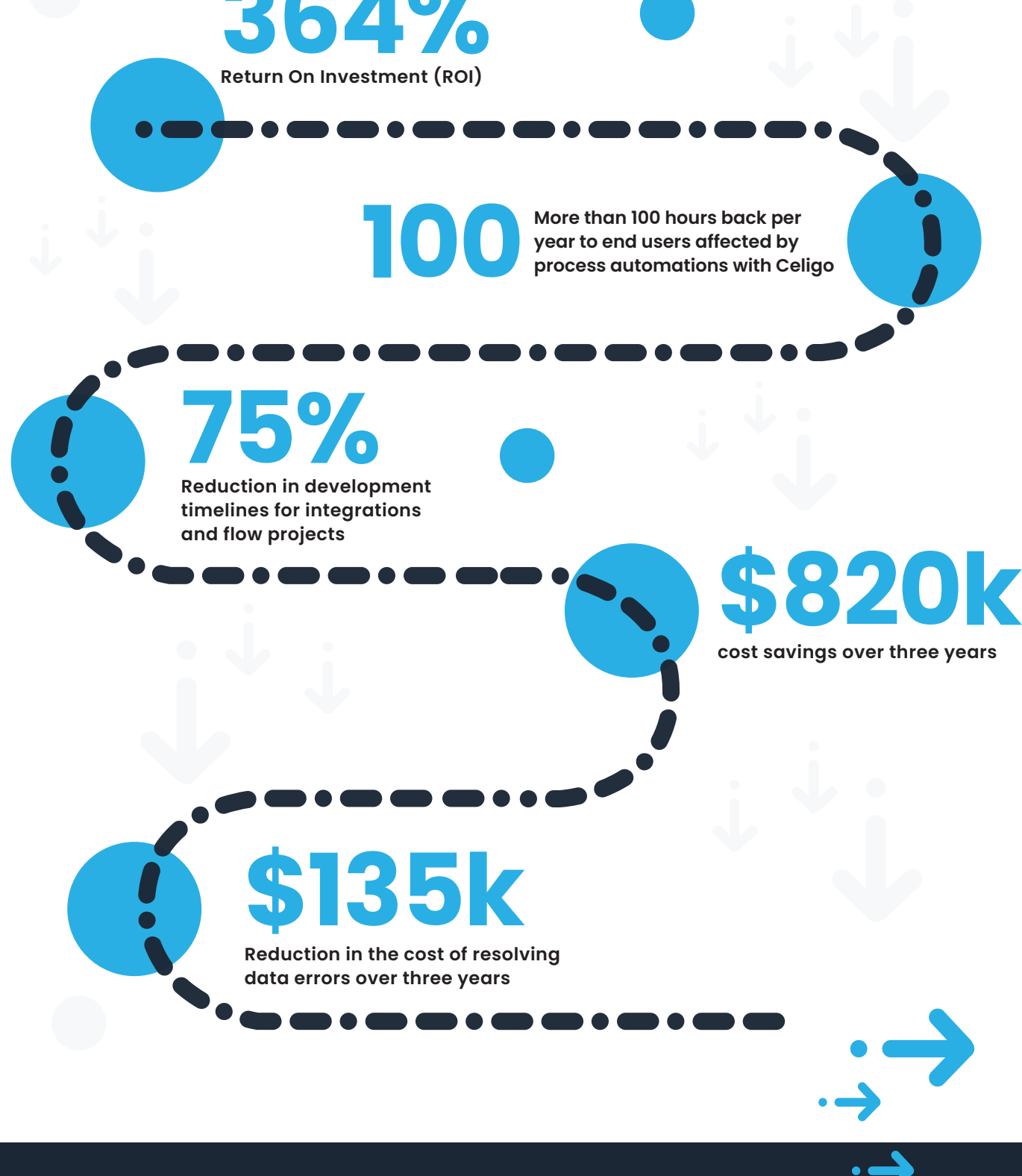


Experience Cost Savings and Business Benefits with Celigo

For the composite organization, the three-year, risk-adjusted present value (PV) of the Celigo platform includes these benefits:



Before Celigo

Interviewees faced four key challenges at their organizations, including:



IT teams struggled to respond to business needs.

"We needed IT resources to spin up any sort of integration and/or automation environment, but time to market was slow. Also, the result would never be as robust in terms of the level of capabilities and the different types of connections as we needed it to be."

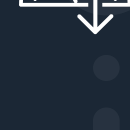
– Director of enterprise applications, employment services



Organizations were unable to involve business users in the coding process.

"Minor integrations and automations were definitely at the end of IT's list of things to work on, but these really do help improve business user efficiency. Business users know what they need best, so we really saw value in enabling business and nontechnical users to do these small projects themselves."

– Director of global supply chain, ecommerce



Manual processes resulted in inefficiencies as data scaled.

"There was a lot of reliance on manual intervention. We had a process made up of multiple screens with multiple places to make mistakes, and we would end up having to deal with nearly 50 errors a month."

– VP of corporate solutions delivery, marketing services



Disconnected and error-prone processes hurt end user, customer, and partner experiences.

"If content is misrepresented, it adds time to diffuse issues with an upset customer, which may mean they would not return going forward."

– IT information analyst, manufacturing

In response, they searched for a solution that met these requirements:

- ✓ Empower both IT and business units to respond to the organization's business opportunities and challenges.
- ✓ Break down silos and gain data consistency and accuracy across a variety of systems.
- ✓ Reduce the cost of scaling as data increases and when business units need to more rapidly automate processes or integrate applications.
- ✓ Streamline operations for IT teams.
- ✓ Improve the experiences of employees, customers, and partners.

After Celigo

Technical and business users were empowered to automate processes, improve productivity, and reduce errors.



Improved security

"I definitely know that the teams that are benefiting from it have been pleased with the fact that they no longer have to worry about this being a manual process, tracking highly sensitive data, and potentially having to put that on your own machine and then manipulate it and then upload it."

– Director of enterprise applications, employment services



Enhanced customer satisfaction

"I would say it definitely has helped us keep our inventory levels in sync better to either not have listings down or not oversell product that we didn't have. And we integrate this with our email messaging, so all the data is running through the same system. This definitely leads to higher customer satisfaction and customer loyalty."

– Director of global supply chain, ecommerce



Business growth

"Celigo has helped our company excel at system communications efficiently and quickly, leading to agile growth within our market and further expansion. It helps us focus on more strategic projects as opposed to trying to keep our neck above water wrangling data."

– IT information analyst, manufacturing



Data consistency

"The biggest thing we get with the Celigo platform is data consistency. My team and all our business partners know that when we submit something, it will just work. There are no doubts."

– VP of corporate solutions delivery, marketing services



Download the full study

As a unified, low-code integration and automation solution, the Celigo platform enables both IT teams and line-of-business users to increase productivity, data accuracy, and connectivity while reducing operational costs.

[Access Full Study](#)

About the Study

Base: From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in the Celigo integration platform; Source: A commissioned study conducted by Forrester Consulting on behalf of Celigo, October 2022