

What's SaaS Vendors' Greatest Hurdle?

Written by Marco Attard
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The answer to the above question is "integration," according to a global survey from analyst THINKstrategies and cloud integration vendor Mulesoft.



88.8% of survey respondents (consisting of SaaS/cloud service providers) consider integration to be either important or extremely important in winning new customers, while 62.5% of vendors say integration "needs to be a critical part of their solution."

Vendors also identify integration as the most time-consuming element of the customer implementation process.

"The results clearly show that leading SaaS/Cloud vendors must incorporate integration solutions into their go-to-market strategies in order to succeed in today's marketplace," THINKstrategies says.

Customer expectations are shifting, demanding vendors to take on the integration duties formerly held by end-users-- concerns one can see as not only a threat, but also an opportunity, creating a competitive advantage.

MuleSoft insists "SaaS/Cloud vendors have to understand that the integration responsibility now rests on their shoulders, not the end-user, and will become a significant inhibitor to their business."

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