

The State of Product Integrations at the SaaS 1000



pandium
integrate all the things

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Introduction

People are using **more applications** than ever.

Customers want to be able to seamlessly connect all their applications out of the box, and this has created a huge demand for product integrations.

But are SaaS companies meeting this demand? What is the actual data around how many product integrations SaaS companies are offering?

Are product integrations still a nice-to-offer or are they now a must-have? Does this differ depending on the SaaS industry or product category?

We decided to get answers to these questions by analyzing the fastest growing SaaS companies.

Our analysis of the top 1000 companies on the **2019 SaaS Mag 1000** will tell you what fast growing SaaS companies are doing when it comes to product integrations.

You will find out:

How many product integrations do the fastest growing SaaS companies have? How many have a publicly documented API or an app center? Are they trying to be a platform? Which product categories offer the most integrations, and which categories offer the fewest?

“People want apps that are working together. Customers don’t want individual products. They want ecosystems that make their workflows work.”

-Jeff Reekers, VP of Marketing at Aircall

Why Read This Report

This report will give you insight into what the SaaS market is doing when it comes to product integrations, and what is now required to be successful.

In addition to answering these questions for the entire list, we conducted a separate analysis for every product category or industry that had more than 20 companies.

The first chapter of this report presents an analysis of all the fastest growing companies, and the subsequent chapters analyze a particular product category or industry.

You might only be interested in some of the subsequent chapters. If you'd like to download individual chapters separately, [you can do so here](#).

Data on your product category or industry can not only illuminate the state of the market, but also arm you with data to marshal internal resources at your organization to get product integrations built.

In addition, it will show you what successful companies are doing when it comes to tech partnerships: are they publicly documenting their API? Offering a public app center with clickable tiles? Encouraging third-party developers to build on their product?

Many SaaS companies sense that product integrations are important, but this report demonstrates that, if you want to be a successful SaaS company, unless you belong to a few niche product categories, they are now essential.

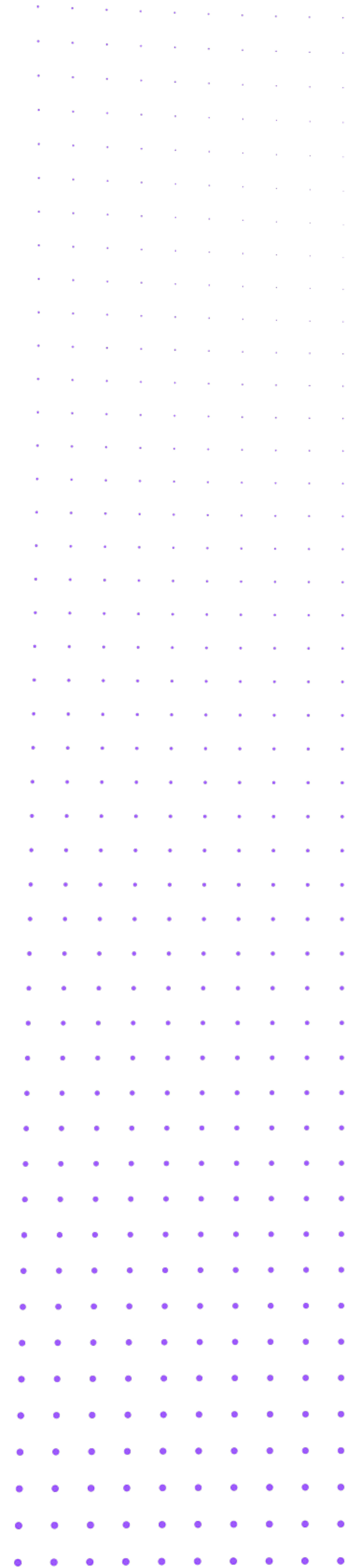
A Note on Methodology

There isn't a bright line definition of product integration. For the purposes of this report, it's defined as a pre-built means of two software passing data between the two systems that the user or customer of the software can install and utilize.

The information collected is only based on publicly available resources, from websites, support docs, press releases, and information the company provided elsewhere, like on review sites. When a company claimed to have integrations, but didn't identify most of them, they were excluded. In addition, operating systems, hosting services, and databases were also excluded due to the complexity of defining an integration in those categories.

A number of companies on the list were service companies, acquired by other companies on the list, or acquired by a larger company who ceased to offer the company's product. These companies were also excluded.

In total, 80 companies were excluded, leaving 920 for analysis. The full methodology of this report is available in the Appendix.



1. SaaS 1000 Integrations

The fastest growing SaaS companies range in size from 40 to almost 42,000 employees, though only 3 companies have more than 1000 employees.

So why look at the fastest growing companies instead of the largest?

The fastest growing companies illustrate what is working now, and what startups need to do to grow and grow quickly.

Legacy tech companies may have entrenched customer bases that are reluctant to churn off their product due to the cost of data migration. What legacy companies are doing with their tech isn't necessarily helpful to newcomers.

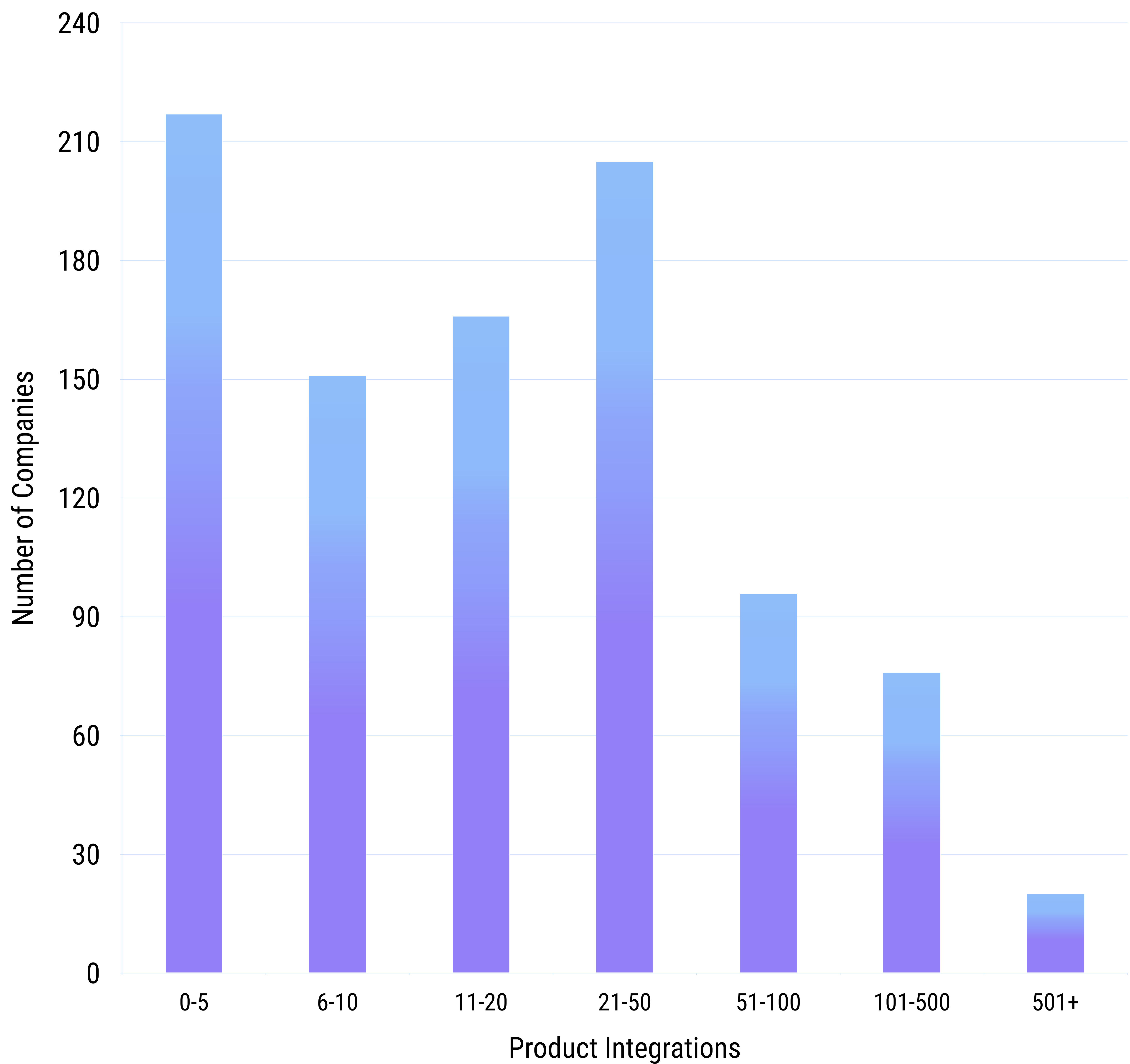
But companies that are rapidly expanding are acquiring new revenue, and tapping into current market needs. What they are doing helps illuminate what features customers need when they look to buy new applications.

Number of Product Integrations

Overall, product integrations are vital for fast growing SaaS companies. These companies have an average of [98 product integrations](#). The median number is [15 integrations](#).



Product Integrations at the 1000 Fastest Growing SaaS Companies



Offering Customers Third Party Integration Tools



Some companies offer their customers a third-party integration tool like Zapier. These tools allow customers to connect a product to other products on their own.

Many companies are hesitant to rely on these tools because when a SaaS company directs a customer to use a third party tool, they lose control of the user experience and the integration configurations that are available.

22% of fast growing companies offer a third party integration tool. 18% of companies only offer Zapier; 2% offer a different tool (Boomi and Mulesoft are the top two), and 2% offer Zapier and one or more other third party integration tools.

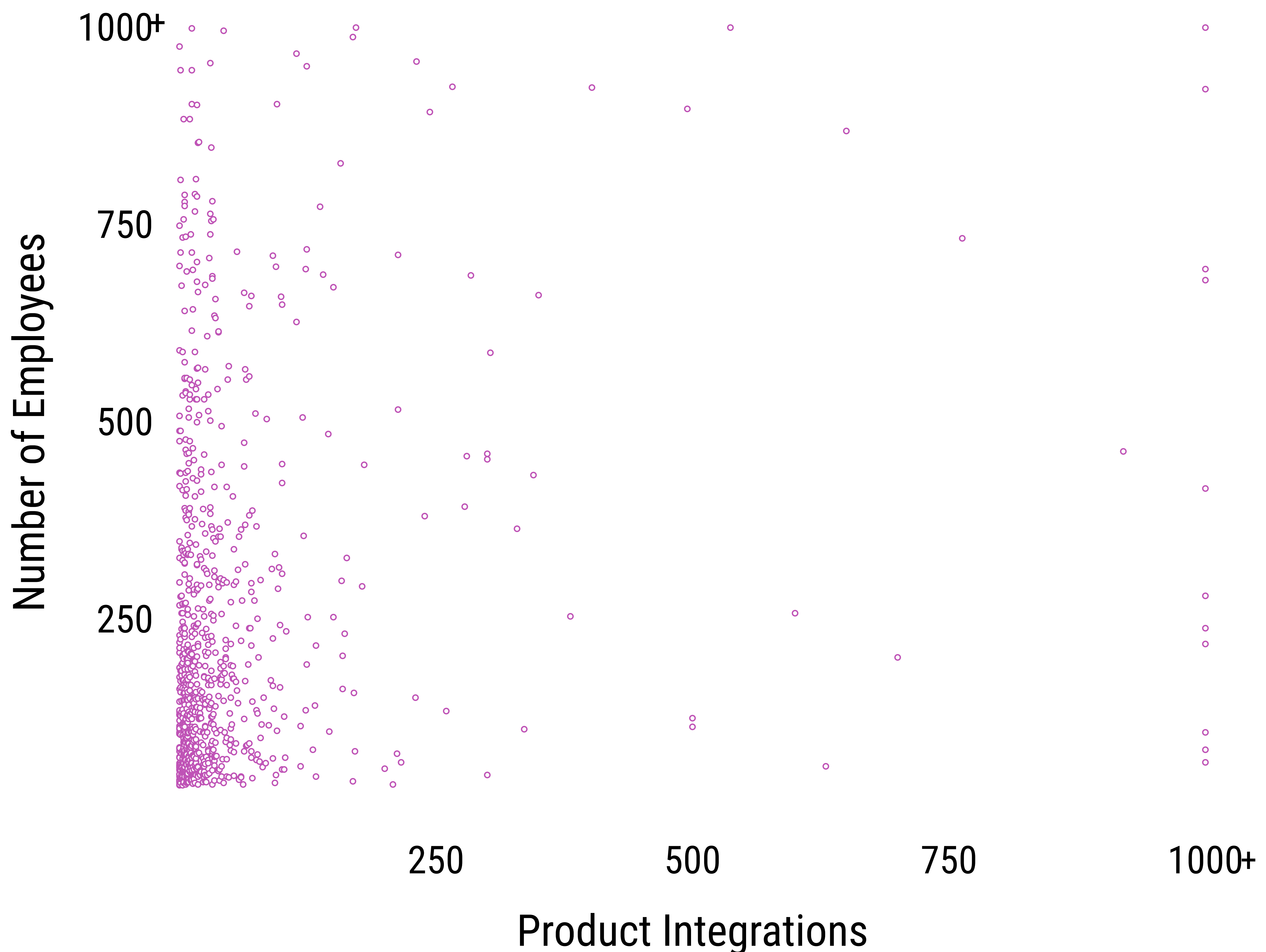
Company Size and Growth Rate



The relationship between company size and number of integrations was weak, with a correlation of only .13. While a company must have the resources to get integrations built, most companies are able to do so at a relatively small size. At that point, the product category is much more important than how big a company is in determining the number of integrations.

There was also a very weak relationship between the number of integrations and the rate of a company's growth, with a company's place on the list only correlating .03 with their number of integrations.

Number of Integrations By Company Size



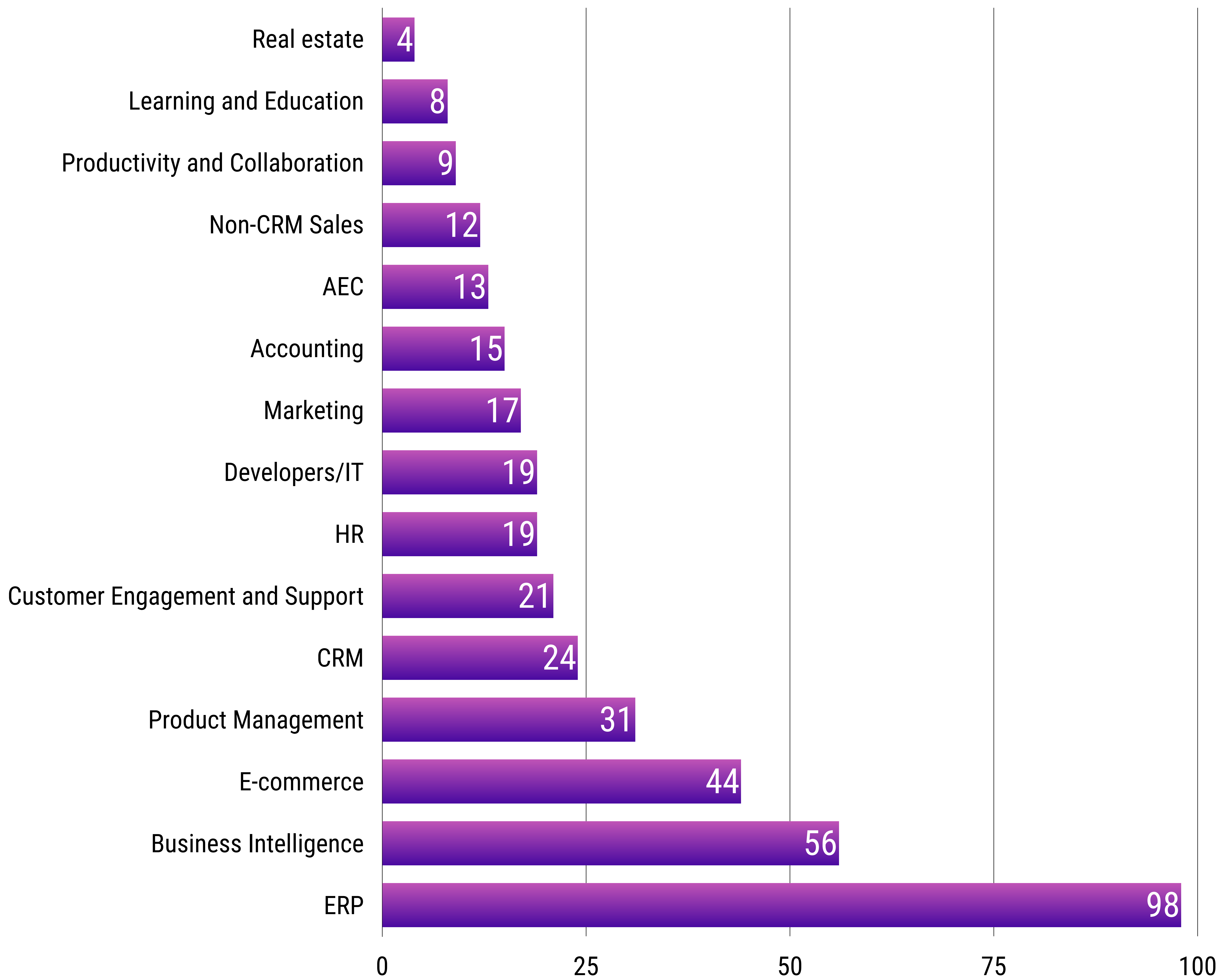
Product Category and Industry



The product category and industry have a strong relationship with the number of integrations. ERPs, business intelligence, e-commerce, product management, and CRMs have the most integrations. This is unsurprising as these pieces of software play a central role in their users' tech ecosystems. Software that belongs to a product category that serves as the primary platform for any user group must have a large number of integrations to be successful.

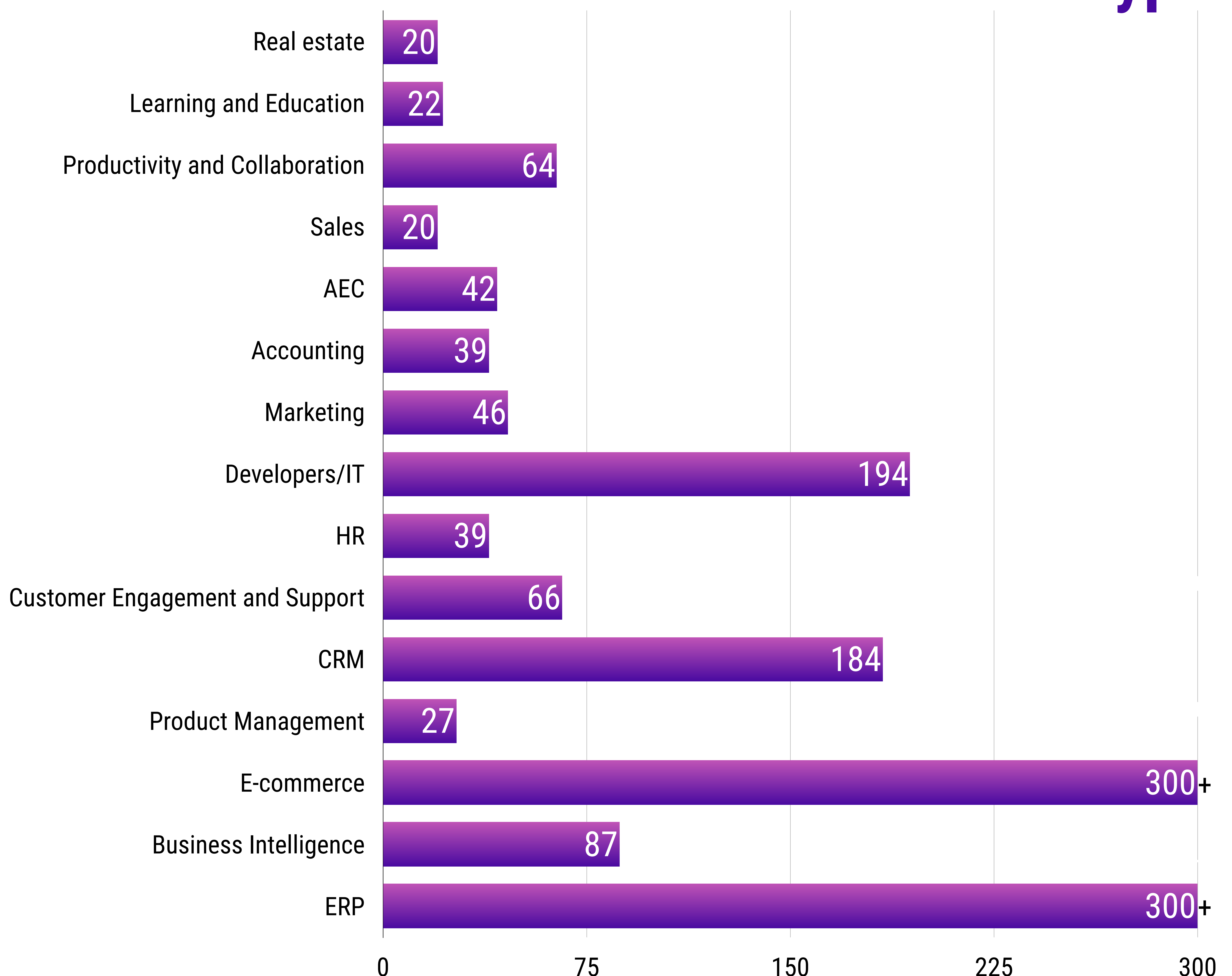
As products get more niche either in their purpose or their focus on one industry, they tend to have fewer integrations. Software focused on the real estate, education, and AEC industry have fewer integrations. Non-CRM sales tools, like enrichment data or scheduling tools, were narrower in focus than CRMs and also have fewer integrations.

Median Number of Integrations by Product Type



Categories with exceptionally high averages reflected the existence of companies on the list with a very high number of integrations. E-commerce platforms like Magento, CRMs like Salesforce, and ERPs, for example, have hundreds or thousands of integrations. In the developer and IT category, the companies with a large number of integrations were security platforms or, in one case, a network performance monitoring tool.

Average Number of Integrations by Product Type



Certain sub-categories have few to no integrations. Online printers, marketplaces, and online courses, for example, tend to have zero integrations. Video conferencing, presentation, and scheduling software also tend to have few or no integrations.

In some of these cases, like offering online courses or consumer-facing marketplaces, there might not be a real need for integrations any time soon. However, as Zoom's **relatively new marketplace** attests to, customers in other categories, like video conferencing, might want integrations and are waiting for companies to start offering them.

Software that is marketed toward specific industries, like real estate or education, have fewer integrations overall, and so does software that are marketed toward very small or small businesses. This reflects the fact that very small and small business use fewer applications so while they still need integrations, they do not need as many.

APIs

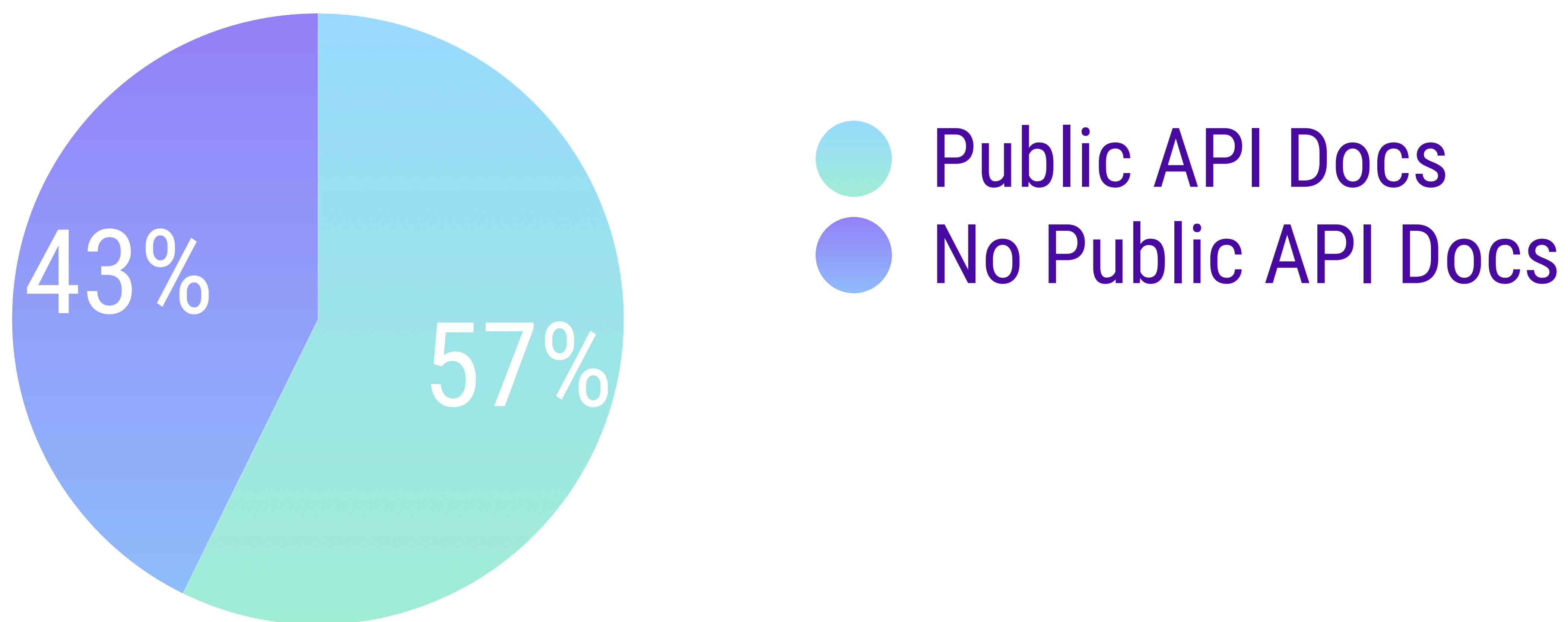


External APIs are important to enabling integration, and they are often the first step when a company decides they want to build product integrations. 57% of fastest growing companies offer public documentation of an API.

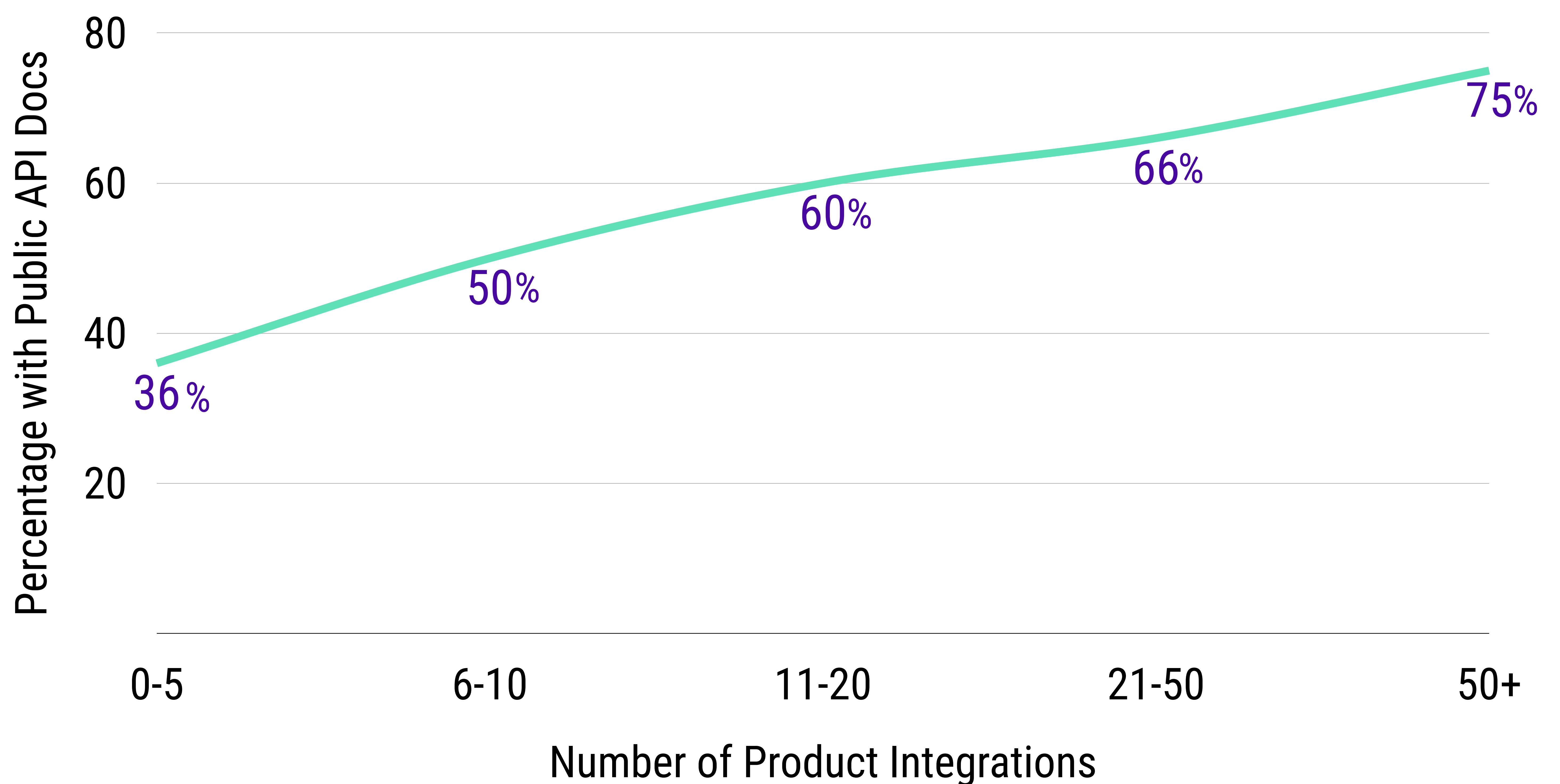
88% provide an API to their customers, reflecting the importance and the need for the more efficient transfer of data in almost all areas of SaaS.

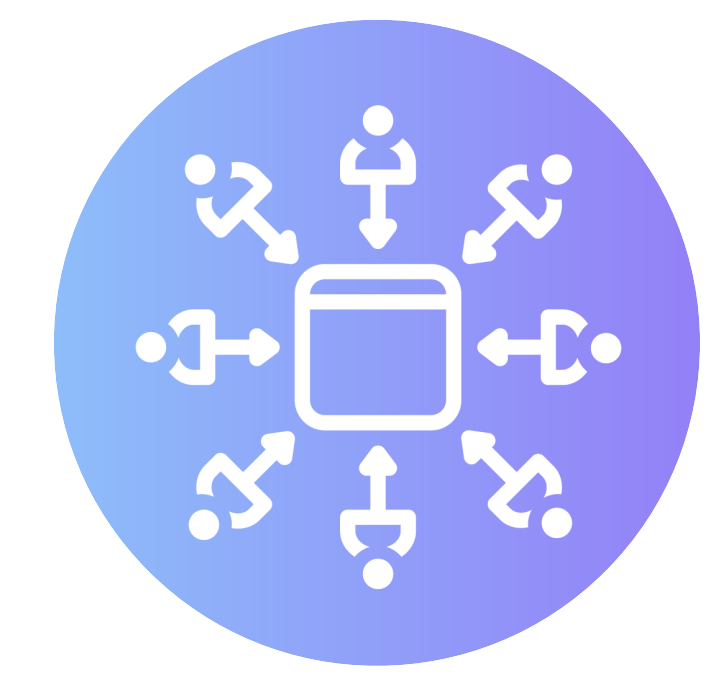
14% of companies actively encourage third party developers to build on their product.

All Companies



Number of Integrations and Public API Docs



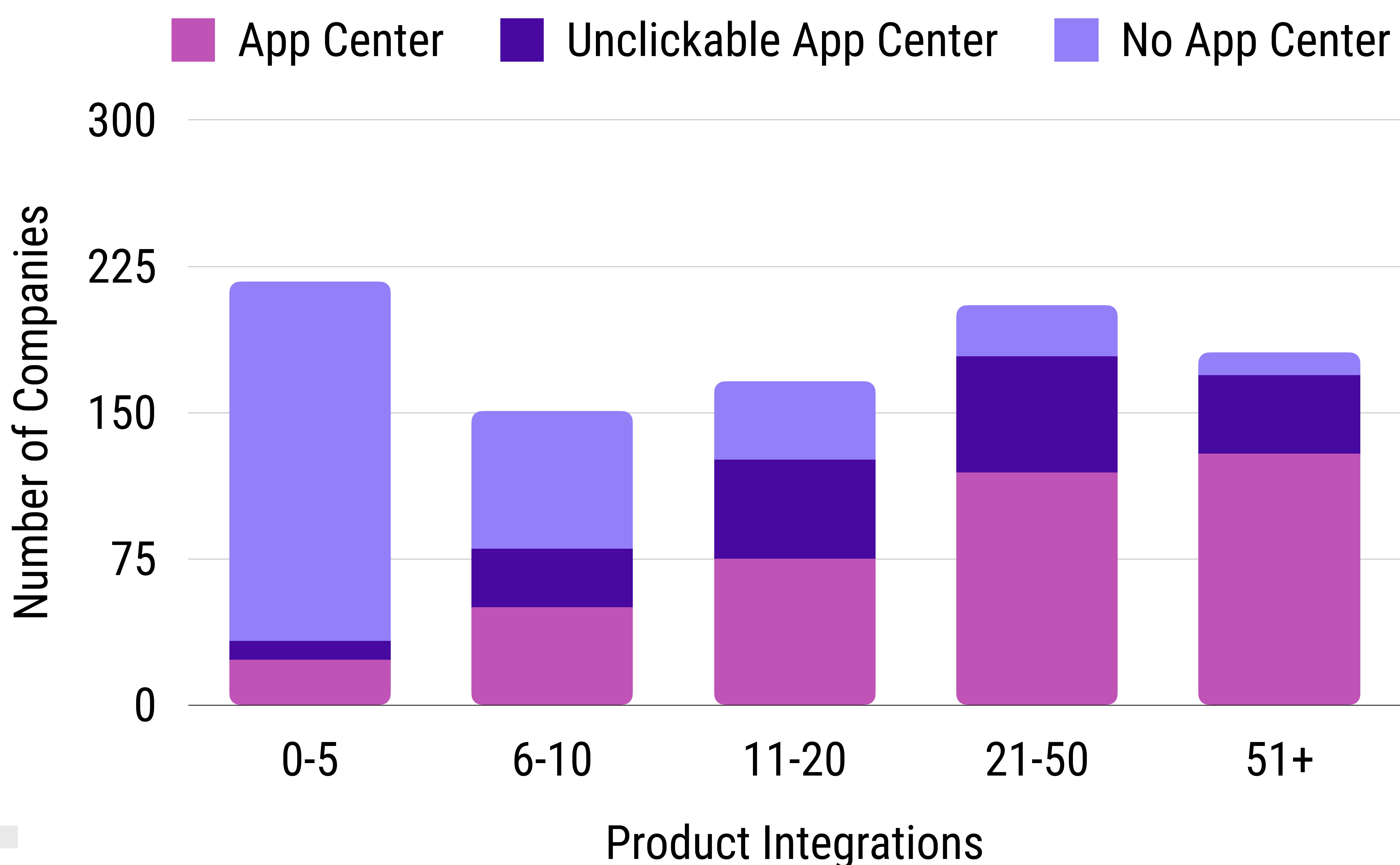
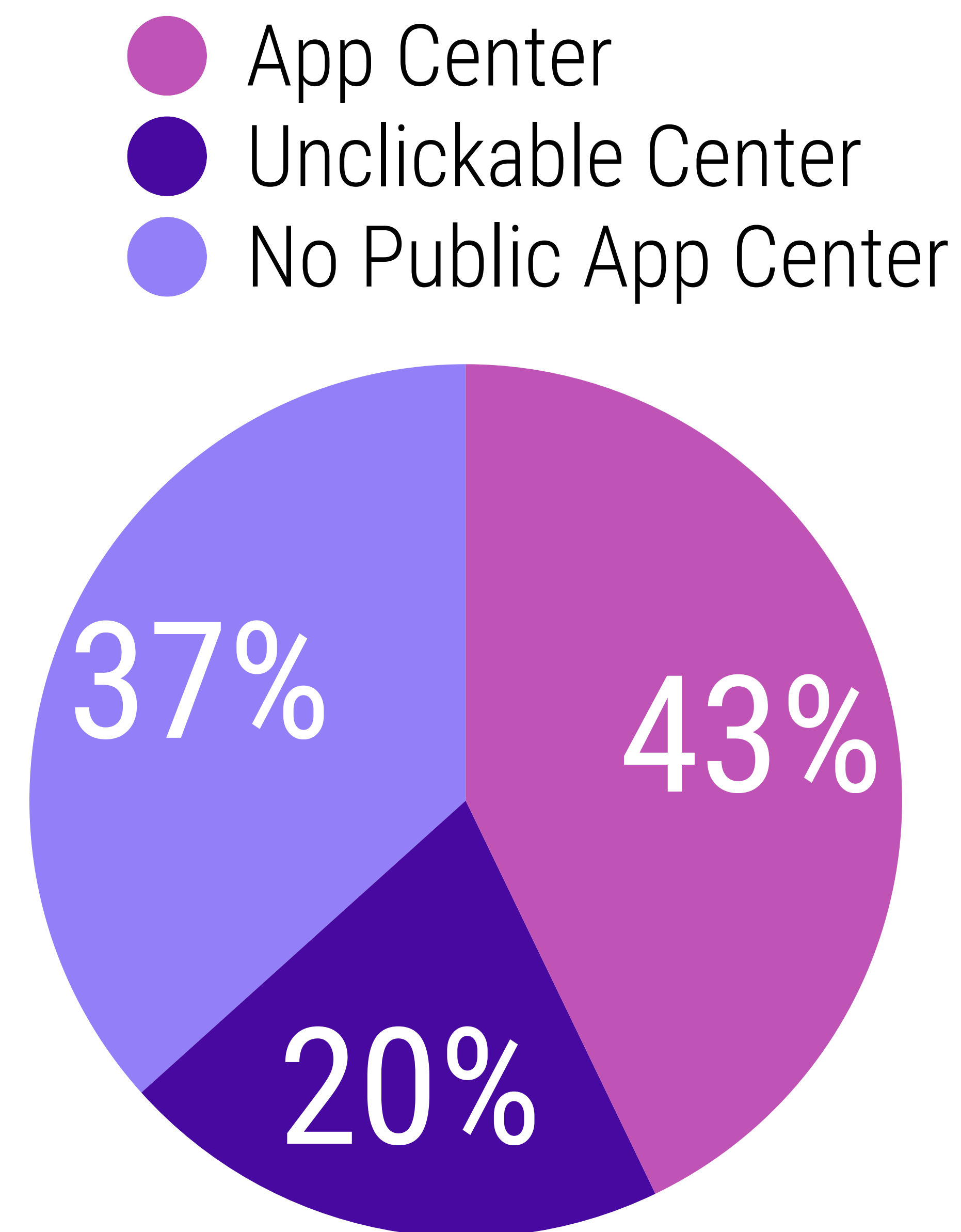


Public App Centers

Publicly available app centers are one gauge as to how important integrations are to prospects and customers. Of the fastest growing companies, 63% have a publicly available app center where prospects and customers can browse the integrations.

And 43% have a clickable app center, where a prospect or customer can click to learn more about each integration and its configurations.

The more product integrations a company has the more likely they were to have a clickable app center.





The Best Public App Centers

All app centers have a similar style of rectangular tiles for each integration. Sometimes service partners or widgets that the company built to extend their product also have tiles.

The most basic app center will just display the name of the software the integration connects to, and perhaps link to their website or explain what the company does.

As an app center becomes more sophisticated, there will be an integration page describing the integration itself, as well as offering pricing and other relevant information, like how to install it.

Most clickable app centers allow users to filter by product category and search by name for a particular integration. Filtering by integration type (such as native or third party built, or certified), industry, pricing, reviews, language, featured, and popularity are features of more advanced app centers.

In addition to increased filtering functionality, the most advanced app centers offer customers the ability to write reviews of the integration.

The best app centers also have a clean, user friendly design.

The best app centers on this list were in categories with a high number of integrations. Odoo Apps and Salesforce both have very high level of functionality, but busy designs that look cluttered. Sisense, Grow, Magento, and LiveChat all have a high level of functionality and modern, user friendly designs.

Fastest Growing SaaS Companies Conclusion



Generally, some product integrations are required to succeed as a SaaS company. With the exception of a few product categories, like online courses and marketplaces, SaaS companies who are growing have at least some product integrations.

Companies have an average of **98 product integrations**. The median number is **15 integrations**.

Most companies on the list have a publicly documented API, and the vast majority offer an external API to their customers, signaling the pervasiveness of the need to move data more efficiently across systems in almost every area of SaaS.

The company size and list-relative growth rate only have a weak correlation to the number of product integrations.

The most important factor in determining the number of integrations is the product category. In product categories where the product plays a central role in a user's tech ecosystem, like ERP, CRM, e-commerce platforms, and marketing automation software, there is a much higher number of integrations required to be successful. Products that have a more niche purpose or industry focus, or catered to small businesses, tend to require fewer integrations.

Business intelligence software is designed to analyze and illuminate data from across an organization. Users need to be able to easily bring data into BI software, and they also want to seamlessly move the results into other systems.

As a result, integrations are a must-have for business intelligence applications.

Business Intelligence Overview

The fastest growing business intelligence companies have an average of [87 product integrations](#). The median number is [56 integrations](#).

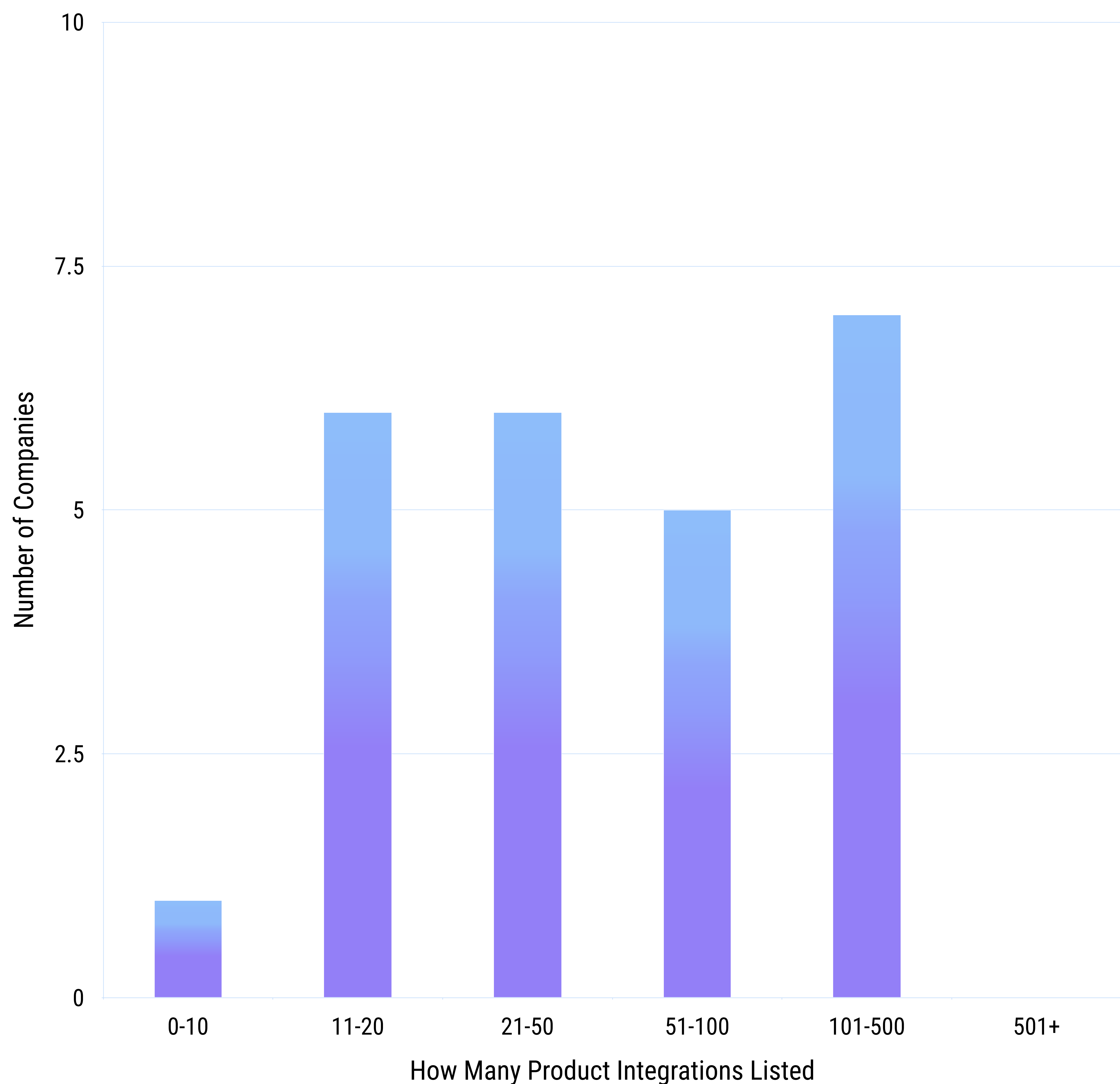
Perhaps because integration is central to this product category, companies generally did not ask their customers to use a third party integration tool like Zapier, as only 12% of companies offer that as an option.

100% of companies in this category offer product integrations. The smallest number a company offered is 8, signaling customers expect some integrations in this category even for companies selling to a niche market, or to smaller or less tech savvy businesses.



In addition, 69% of the companies have publicly available documentation of their API. 100% have APIs their customers could use.

Fastest Growing Business Intelligence Companies

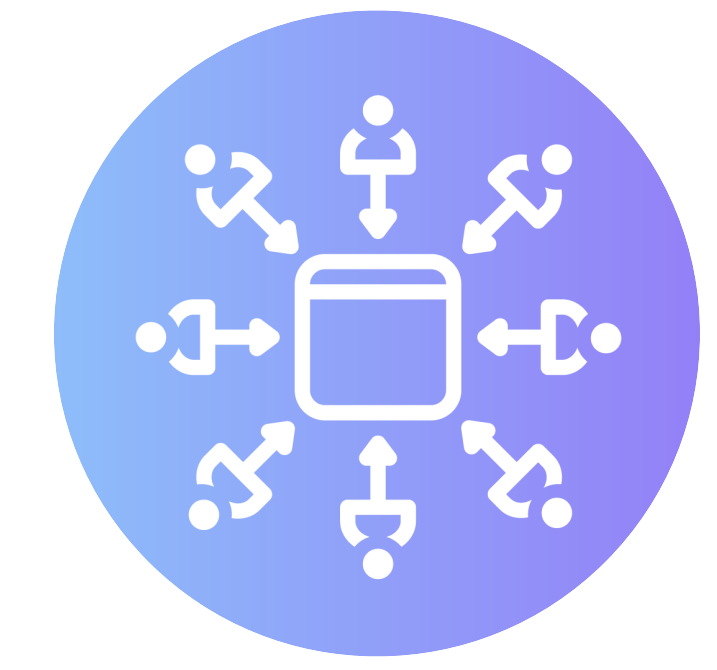


There is a very weak correlation between the size of the company and the number of product integrations in the BI category, with the correlation coefficient being .02.

Fastest Growing Business Intelligence Companies: Integrations by Company Size

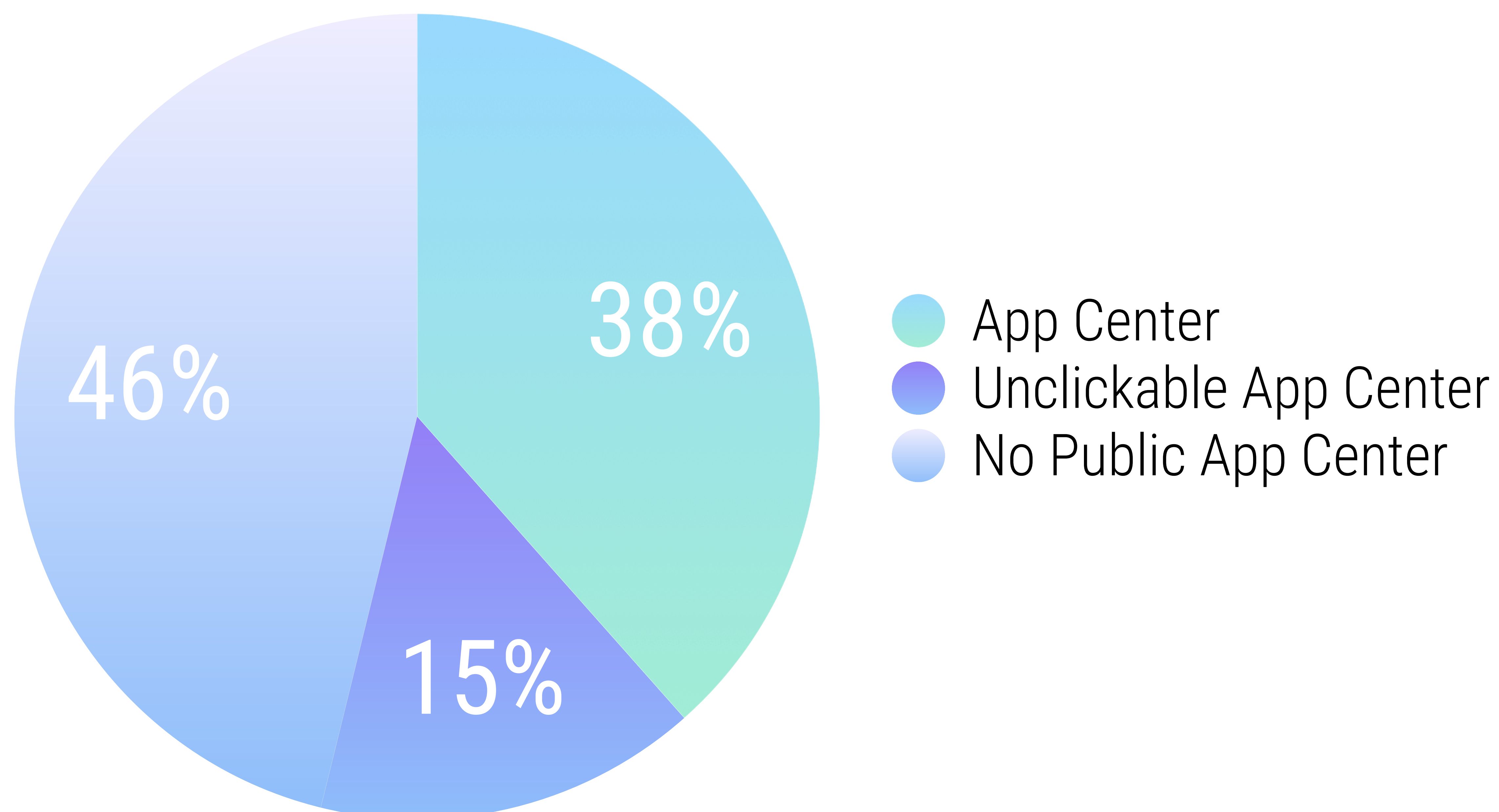


Business Intelligence App Centers



Publicly available app centers is one signal as to how important integrations are to prospects and customers. But business intelligence applications generally have fewer publicly available app centers than categories with a similarly high number of integrations, perhaps a reflection of their audience skewing toward larger businesses who span a wide variety of industries and might have more users accustomed to software with less public product marketing.

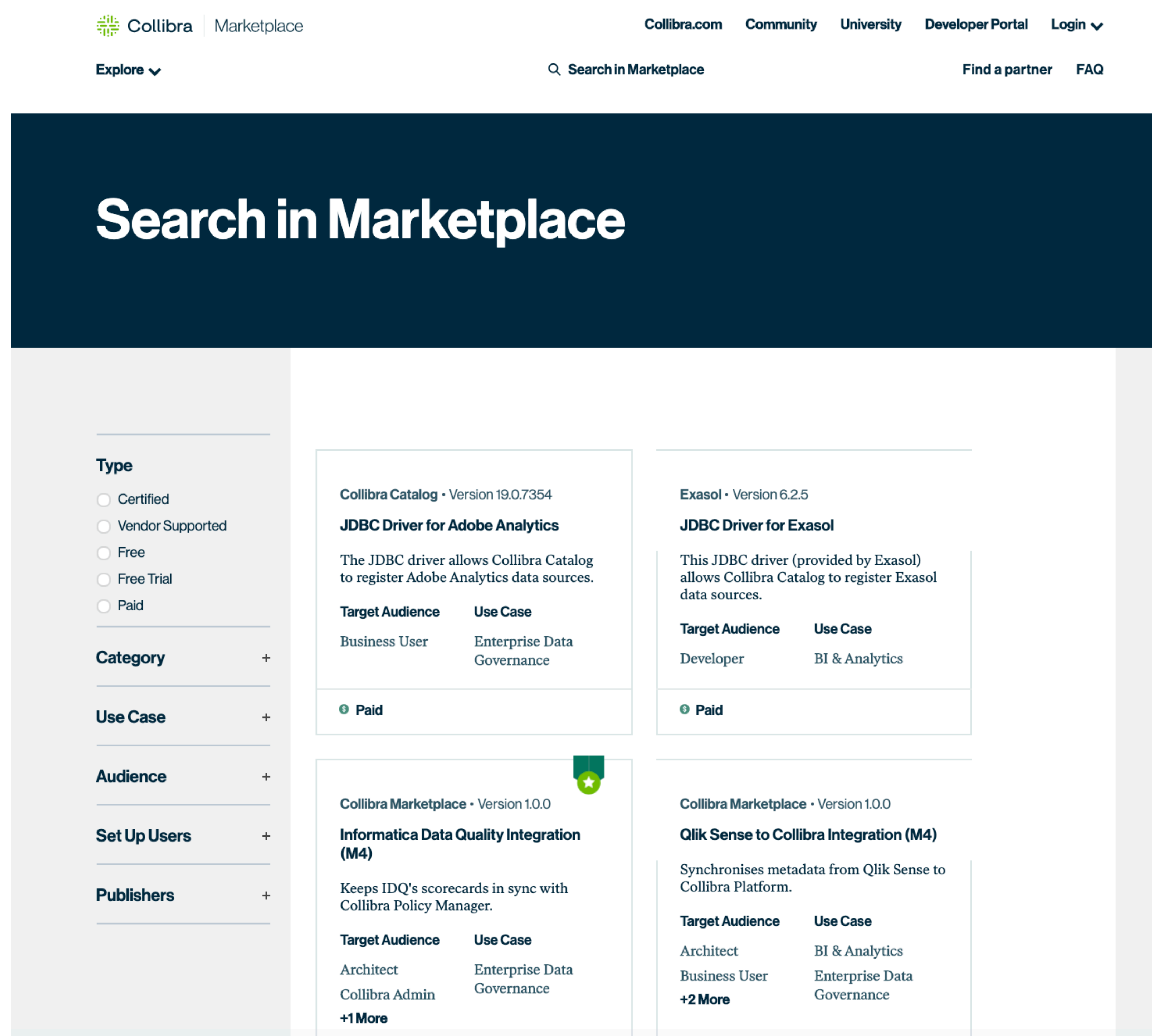
Of the fastest growing business intelligence companies, 53% have a publicly available app center where prospects and customers can browse the integrations. And 38% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.



The Best Business Intelligence App Centers



Although there weren't as many app centers in this category, some companies in this category have well-developed app centers. The app center that has the most functionality and sorting ability is Collibra. A user can sort by app type, category, use case, audience, set up user, and published. In addition, apps are labeled as free or paid, and whether they are certified. And when you click, the integration is well-documented.



Collibra Marketplace | Collibra.com | Community | University | Developer Portal | Login

Explore | Search in Marketplace | Find a partner | FAQ

Search in Marketplace

Type

- Certified
- Vendor Supported
- Free
- Free Trial
- Paid

Category +

Use Case +

Audience +













Set Up Users +

Publishers +

<p>Collibra Catalog • Version 19.0.7354</p> <p>JDBC Driver for Adobe Analytics</p> <p>The JDBC driver allows Collibra Catalog to register Adobe Analytics data sources.</p> <table border="1"> <thead> <tr> <th>Target Audience</th> <th>Use Case</th> </tr> </thead> <tbody> <tr> <td>Business User</td> <td>Enterprise Data Governance</td> </tr> </tbody> </table> <p>Paid</p>	Target Audience	Use Case	Business User	Enterprise Data Governance	<p>Exasol • Version 6.2.5</p> <p>JDBC Driver for Exasol</p> <p>This JDBC driver (provided by Exasol) allows Collibra Catalog to register Exasol data sources.</p> <table border="1"> <thead> <tr> <th>Target Audience</th> <th>Use Case</th> </tr> </thead> <tbody> <tr> <td>Developer</td> <td>BI & Analytics</td> </tr> </tbody> </table> <p>Paid</p>	Target Audience	Use Case	Developer	BI & Analytics
Target Audience	Use Case								
Business User	Enterprise Data Governance								
Target Audience	Use Case								
Developer	BI & Analytics								
<p>Collibra Marketplace • Version 1.0.0</p> <p>Informatica Data Quality Integration (M4)</p> <p>Keeps IDQ's scorecards in sync with Collibra Policy Manager.</p> <table border="1"> <thead> <tr> <th>Target Audience</th> <th>Use Case</th> </tr> </thead> <tbody> <tr> <td>Architect Collibra Admin</td> <td>Enterprise Data Governance</td> </tr> </tbody> </table> <p>+1 More</p>	Target Audience	Use Case	Architect Collibra Admin	Enterprise Data Governance	<p>Collibra Marketplace • Version 1.0.0</p> <p>Qlik Sense to Collibra Integration (M4)</p> <p>Synchronises metadata from Qlik Sense to Collibra Platform.</p> <table border="1"> <thead> <tr> <th>Target Audience</th> <th>Use Case</th> </tr> </thead> <tbody> <tr> <td>Architect Business User</td> <td>BI & Analytics Enterprise Data Governance</td> </tr> </tbody> </table> <p>+2 More</p>	Target Audience	Use Case	Architect Business User	BI & Analytics Enterprise Data Governance
Target Audience	Use Case								
Architect Collibra Admin	Enterprise Data Governance								
Target Audience	Use Case								
Architect Business User	BI & Analytics Enterprise Data Governance								





The Sisense and Grow app marketplaces are both well-designed, though they lack sorting options beyond type. When you click on the integrations, they are well-documented. The Sisense app center also labels apps that are built natively.

Type



 Amazon Redshift	 Connecting Live to Snowflake	 Google BigQuery	 SQL Server
 MongoDB	 NATIVE Learn more	 Google Analytics	 Hubspot
 Access			

CENTRALIZE YOUR DATA—NO SWEAT.
Easily connect your essential business tools to Grow to get the answers you need quickly.

Some of our most popular connections.

			
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Product Category and Integrations



Product category is not a factor within business intelligence software as there were no notable sub-categories in this grouping, and any product differences were not connected to the number of integrations.

Business Intelligence Company Conclusions



Product integrations are a must for successful business intelligence companies. The size of a company is not that important when it comes to how many integrations a company will have. Customers expect pre-built integrations even from smaller business intelligence companies.

Companies in the business intelligence space also seek to make it easy for customers to build integrations for themselves, as all offer their customers an API. However, public app centers are less of a priority and less sophisticated than other product categories that have a high number of integrations.

3. E-commerce

E-commerce is an area where product integrations have become essential to merchant customers. As Casey Armstrong, the CMO of ShipBob **explained**, “In order to compete, merchants and retail stores need the most accurate and clean data in real-time in order to make the right decisions for their business.

“It is paramount that all the technologies they are using talk to each other seamlessly.”

In response to this demand, product integrations have become a must-have in this category.

E-commerce Overview

The fastest growing e-commerce companies have an average of **373 product integrations**. The median number is **43.5 integrations**.

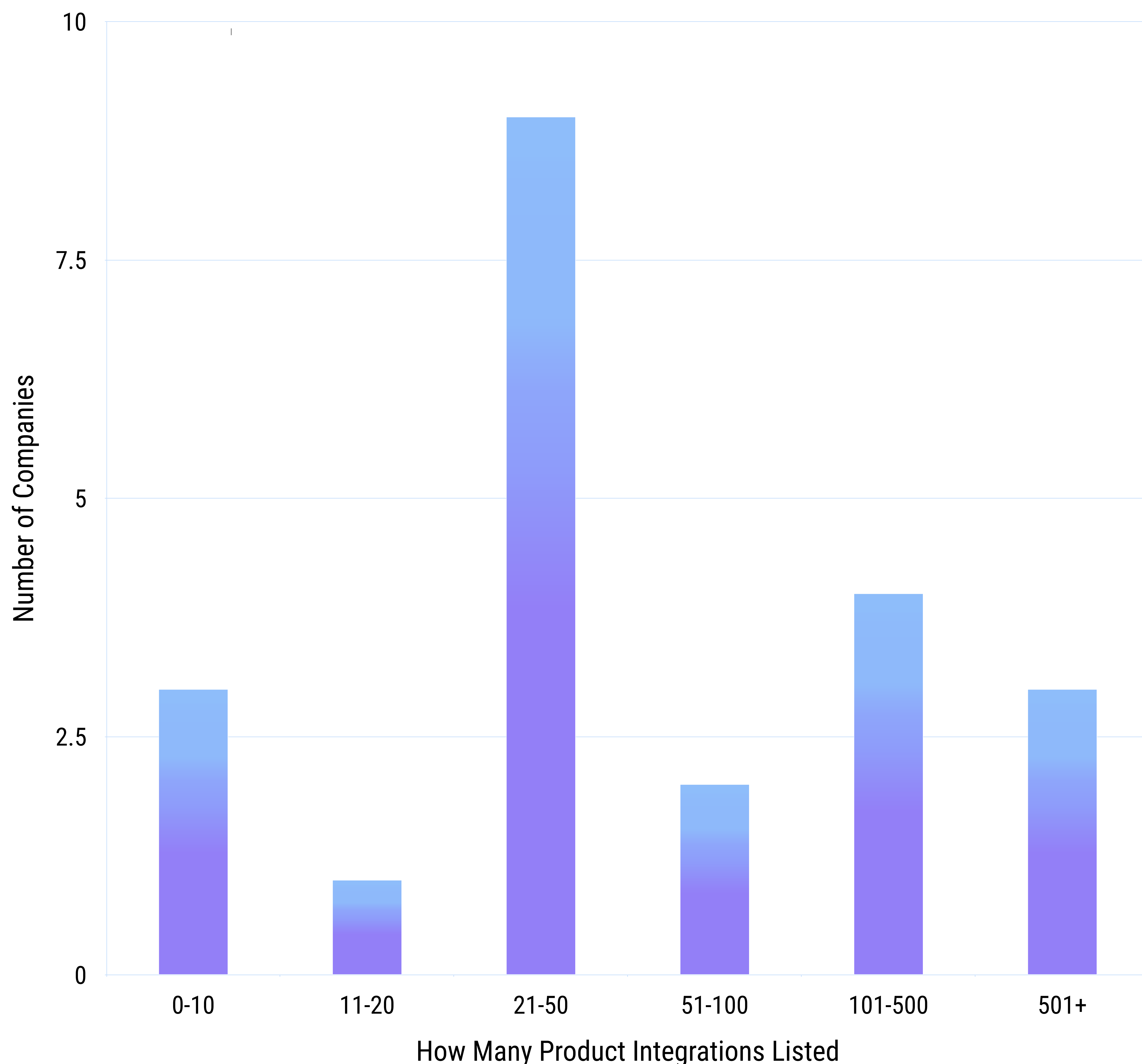
Companies in this category generally do not ask their customers to use a third-party integration tool like Zapier, as only 18% of companies offer that as an option.



100% of companies in this category offer product integrations. The smallest number a company offers is 3, signaling customers expect some integrations in this category even for newer companies or for companies selling SaaS products that aren't platforms.

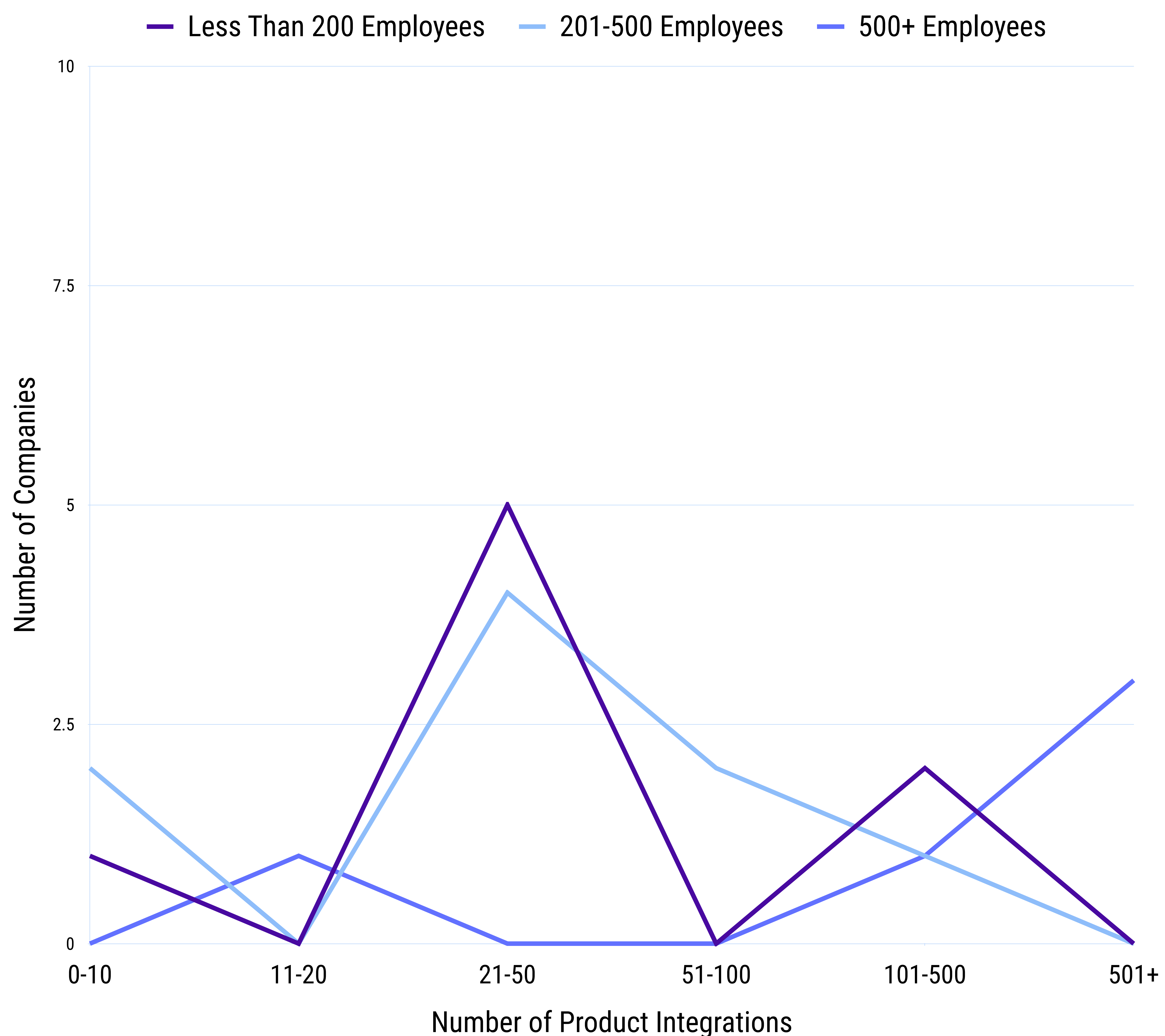
In addition, 86% of the companies have publicly available documentation of their API. And 45% of companies in this category actively encourage third-party developers to build with their API, showing that companies in this category are eager to foster an ecosystem around their products.

Fastest Growing E-commerce Companies

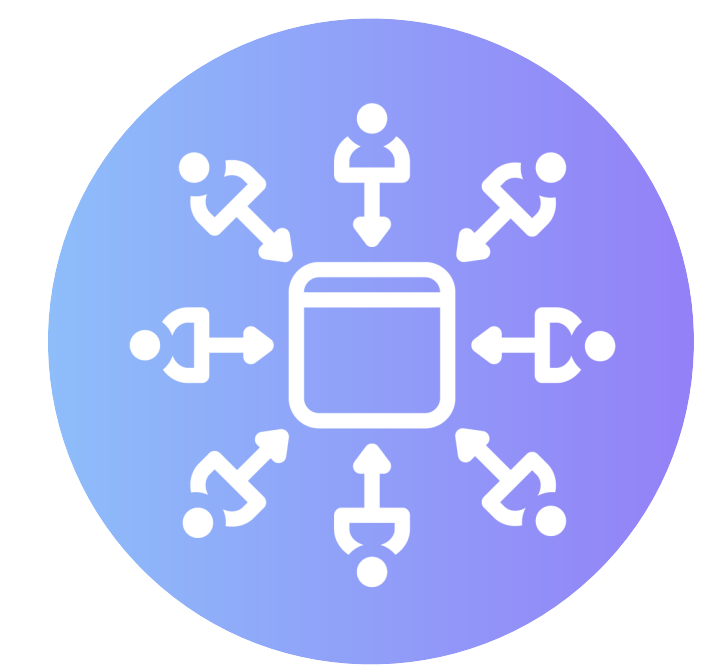


There is a weak correlation between the size of the company and the number of product integrations in the e-commerce category, with the correlation coefficient being .06.

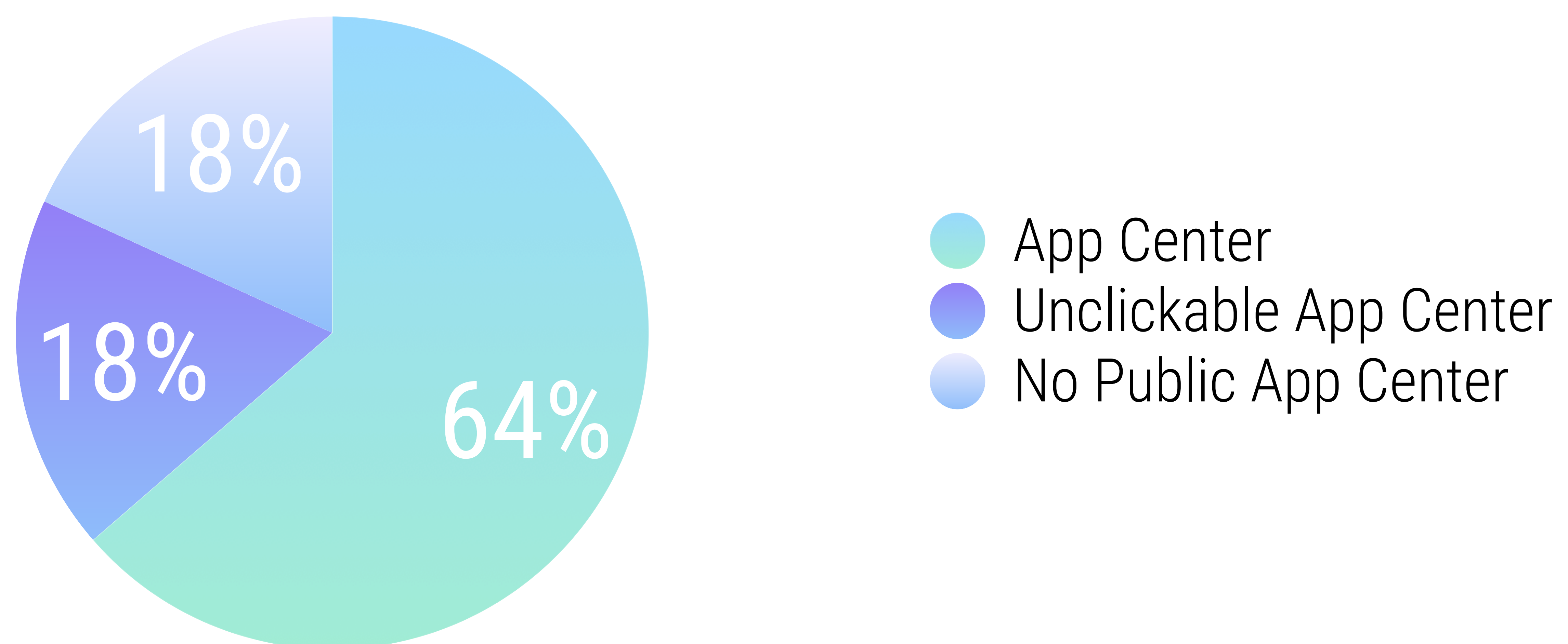
Fastest Growing E-commerce Companies: Integrations by Company Size



E-commerce App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing e-commerce companies, 82% have a publicly available app center where prospects and customers can browse the integrations. And 64% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.



The Best E-commerce App Centers



Unsurprisingly, some companies in this category have well-developed app centers. The app center that has the most functionality and sorting ability is Magento. A user can sort by app category, price, user reviews, platform, version, and partner tier. As Magento has thousands of integrations, this functionality is key for users of the marketplace.

The Magento app marketplace not only has great filtering features, when you click on an individual integration, it is well-documented.

Extensions for Magento

Categories

Extensions 5,902
Themes 17

Platform

Magento 2 3,925
 Magento 1 1,994

Edition

Open Source (CE) 5,900
 Commerce on prem (EE) 1,445
 Commerce on Cloud (ECE) 415

Versions

2.3 2591
 2.2 2543
 2.1 1782
 2.0 841
 1.9.4 373
 1.9.3 1788
 1.9.2.0 191
 1.9.2 1909
 1.9.1.0 188
 1.9.1 1903

[Show more](#)

Price








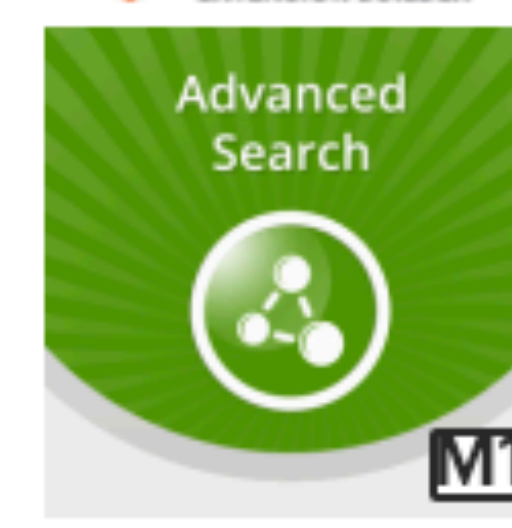






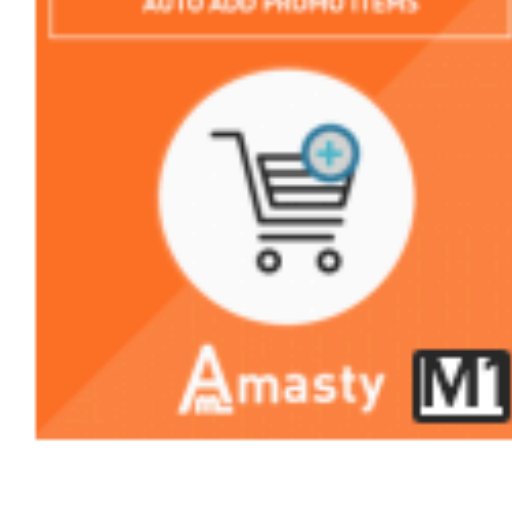

Under \$33
 \$33 - \$66
 \$66 - \$99
 \$99 - \$132
 \$132 - \$9665
 \$9665 - \$19198
 \$19198 & Above

Partner Type

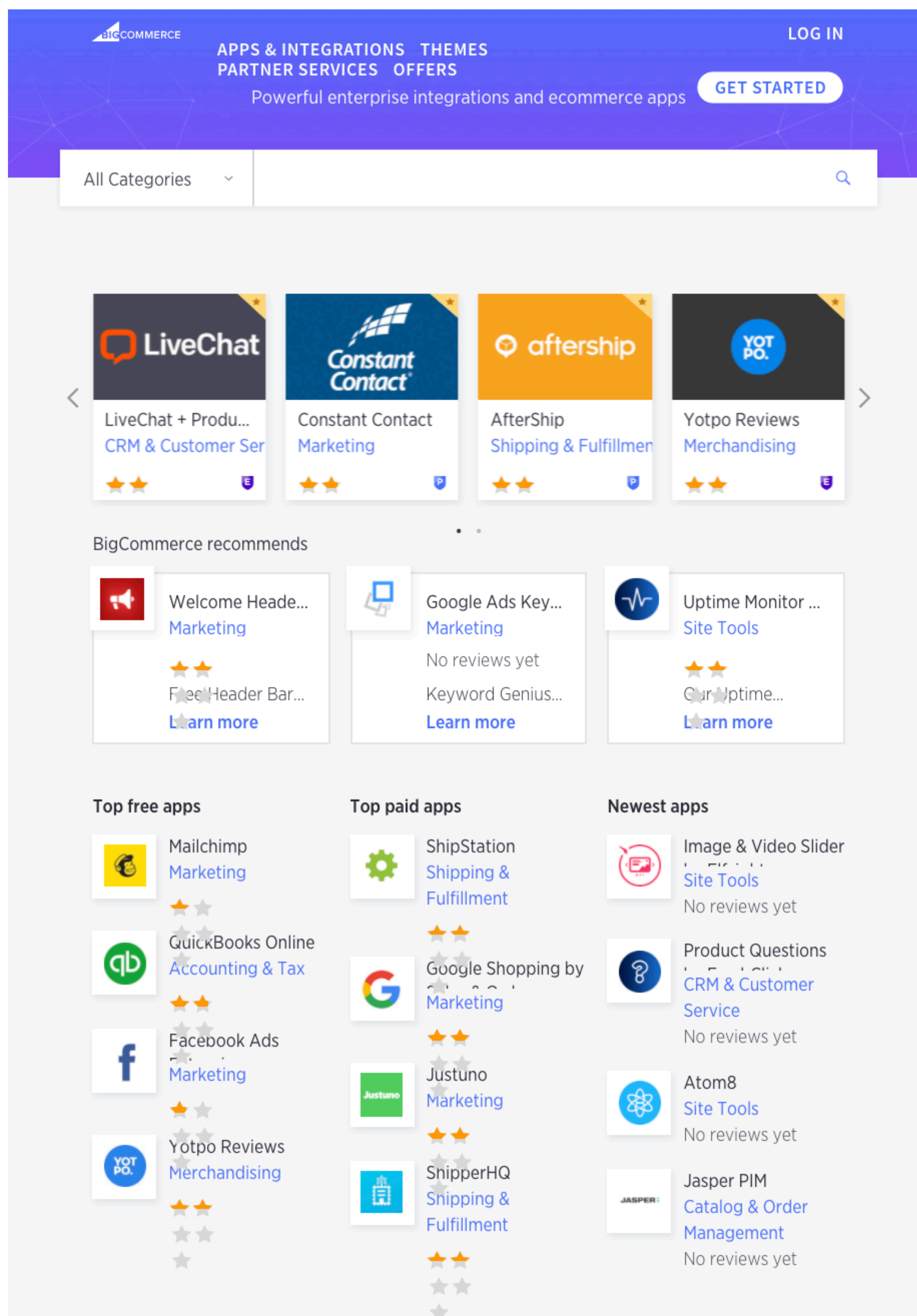
Premier Technology Partner 24

Filter within Search Results

5,919 Results Sort By Relevance ▾

 Yotpo Yotpo Reviews ★★★★★ (180) \$0.00	 dotdigital (form...) dotdigital Enga... ★★★★★ (1) \$0.00	 Nosto Solution... Nosto ★★★★★ (6) \$0.00	 Nosto Solution... Nosto ★★★★★ (29) \$0.00
 Aheadworks Add Free Produ... ★★★★★ (1) \$249.00	 Amasty Custom Stock ... ★★★★★ (1) \$199.00	 Aheadworks AJAX Catalog ★★★★★ (2) \$99.00	 Aheadworks Advanced Sear... ★★★★★ (10) \$199.00
 Aheadworks Follow Up Email ★★★★★ (1) \$399.00	 Aheadworks Product Labels ★★★★★ (2) \$199.00	 Aheadworks Advanced Revi... ★★★★★ (2) \$199.00	 Aheadworks GDPR ★★★★★ (1) \$199.00
 Aheadworks Refer A Friend	 Amasty Improved Sorti...	 Amasty Auto Add Prom...	 Amasty Admin Actions ...

The other app marketplace that stands out is BigCommerce. It lacks some of the functionality of the Magento app marketplace as it doesn't have sorting by price, or partner tier. However, it has a better design than the Magento marketplace, while still offering good search options and filters.



Product Category and Integrations



Even within the e-commerce industry, the product category affects how many integrations a company had. Platforms like Magento, BigCommerce, and Netsuite offer hundreds or thousands of integrations to their customers.

Of the companies with less than 15 integrations, one was a subscription and billing platform, and that company leans heavily into their APIs and integration services to ensure their prospects that their product can still seamlessly integrate into customers' technology stacks.

The other products with less than 15 integrations are narrower in their function (one focuses on referral marketing, and another on marketing personalization), and one is a website builder that also sells domains and offers professional services.

E-commerce Company Conclusions



Product integrations are a must for successful e-commerce companies. The size of a company is less important than the particular product category when it comes to how many integrations a company will have.

Companies in the e-commerce space also seek to make it easy for partners and other third parties to build integrations into their product, as almost half actively encourage third party developers to use their API to build integrations. And the vast majority offer public documentation on their API, giving third parties an easy way to evaluate it.

CRMs often operate as the main piece of software for sales, as well as being important to marketing and customer success.

As a result of their central importance in companies' tech stacks, integrations are key in this product category. Salesforce, the leading CRM, built the first significant in-app marketplace, and today has one of the largest and most successful marketplaces.

CRM Overview

The fastest growing CRM companies have an average of **184 product integrations**. The median number is **24 integrations**.

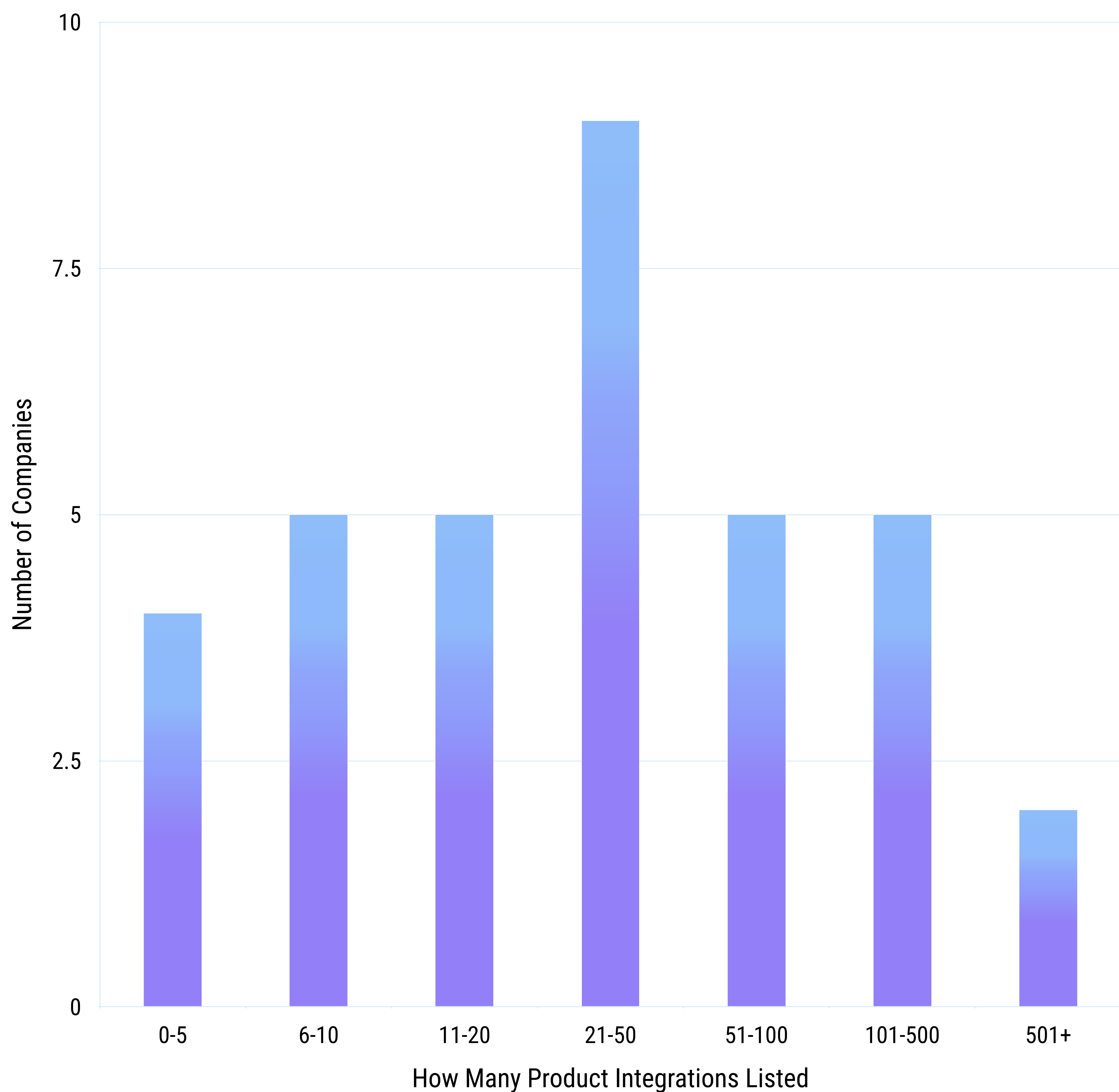
Half of the companies in this category also offer their customers a third party integration tool. 51% provide Zapier to their customers, and 11% of companies provide Zapier as well at least one other integration tool.

97% of companies in this category have at least 1 integration. The one exception was a relatively small CRM designed for gyms.

60% of CRMs offer public documentation for their API. 94% provide their customers an API. The companies that do not provide their customers an API are more niche CRMs - one for the real estate industry built on top of Salesforce, and another is a smaller CRM for lawyers.

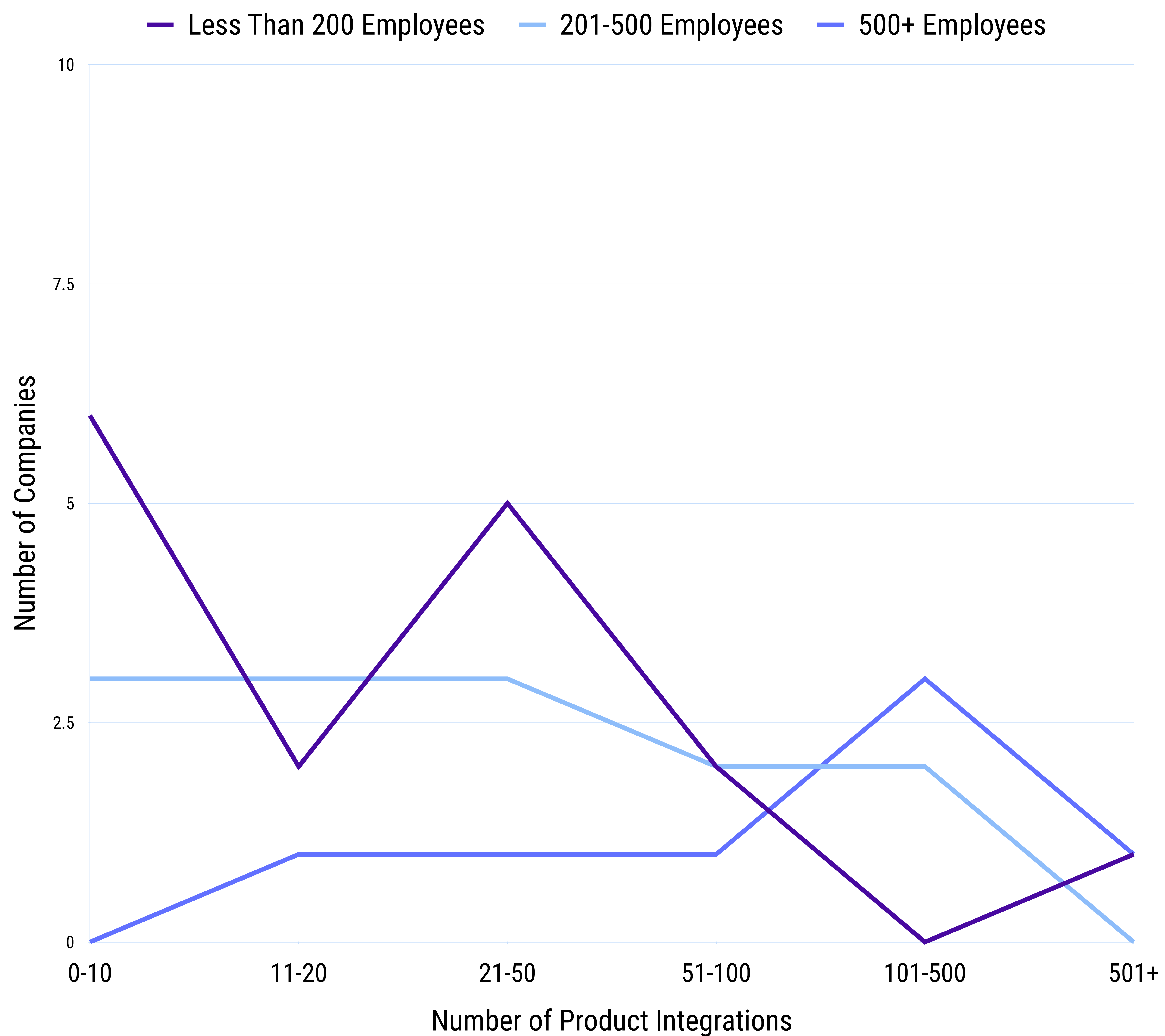
26% of CRMs explicitly encourage third-party developers to build integrations into their product, reflecting the importance of building a tech ecosystem around this product category.

Fastest Growing CRM Companies

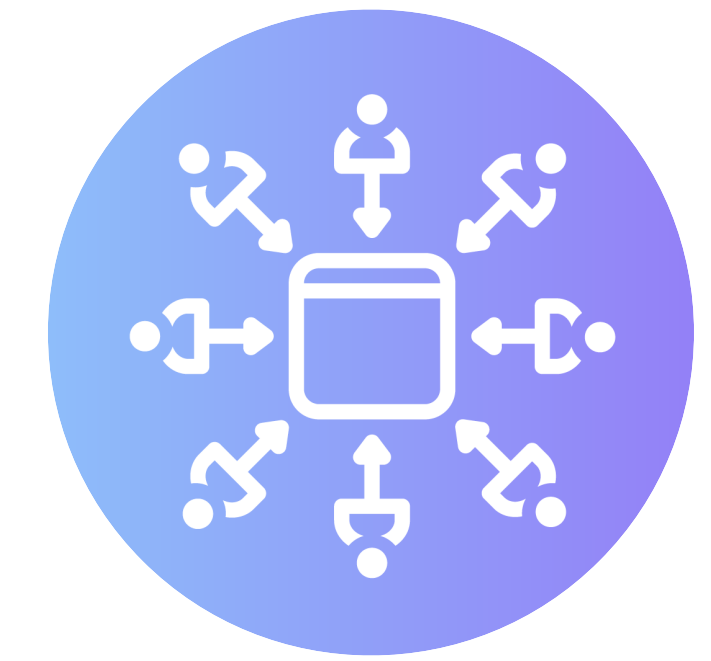


There is a strong correlation between the size of the company and the number of product integrations in the CRM category, with the correlation coefficient being .92.

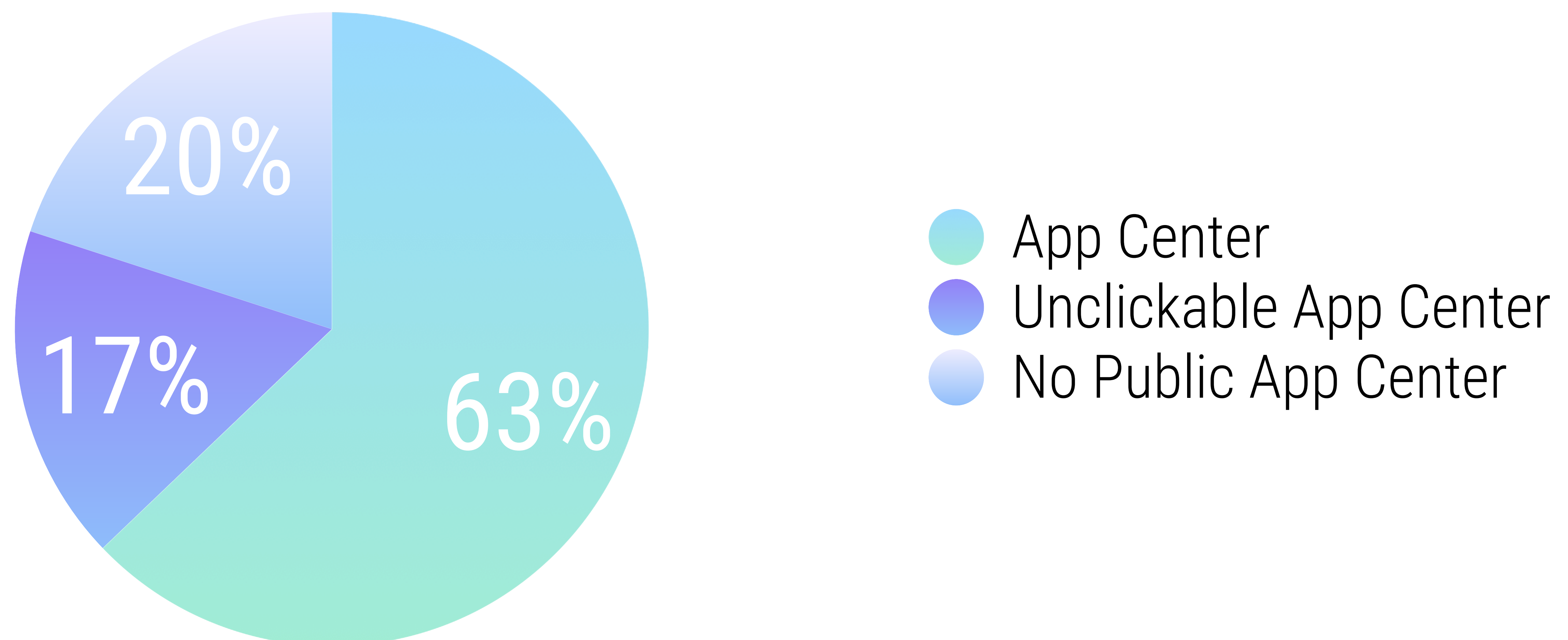
Fastest Growing CRMs: Integrations by Company Size



CRM App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing CRM companies, 80% have a publicly available app center where prospects and customers can browse the integrations. And 63% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.

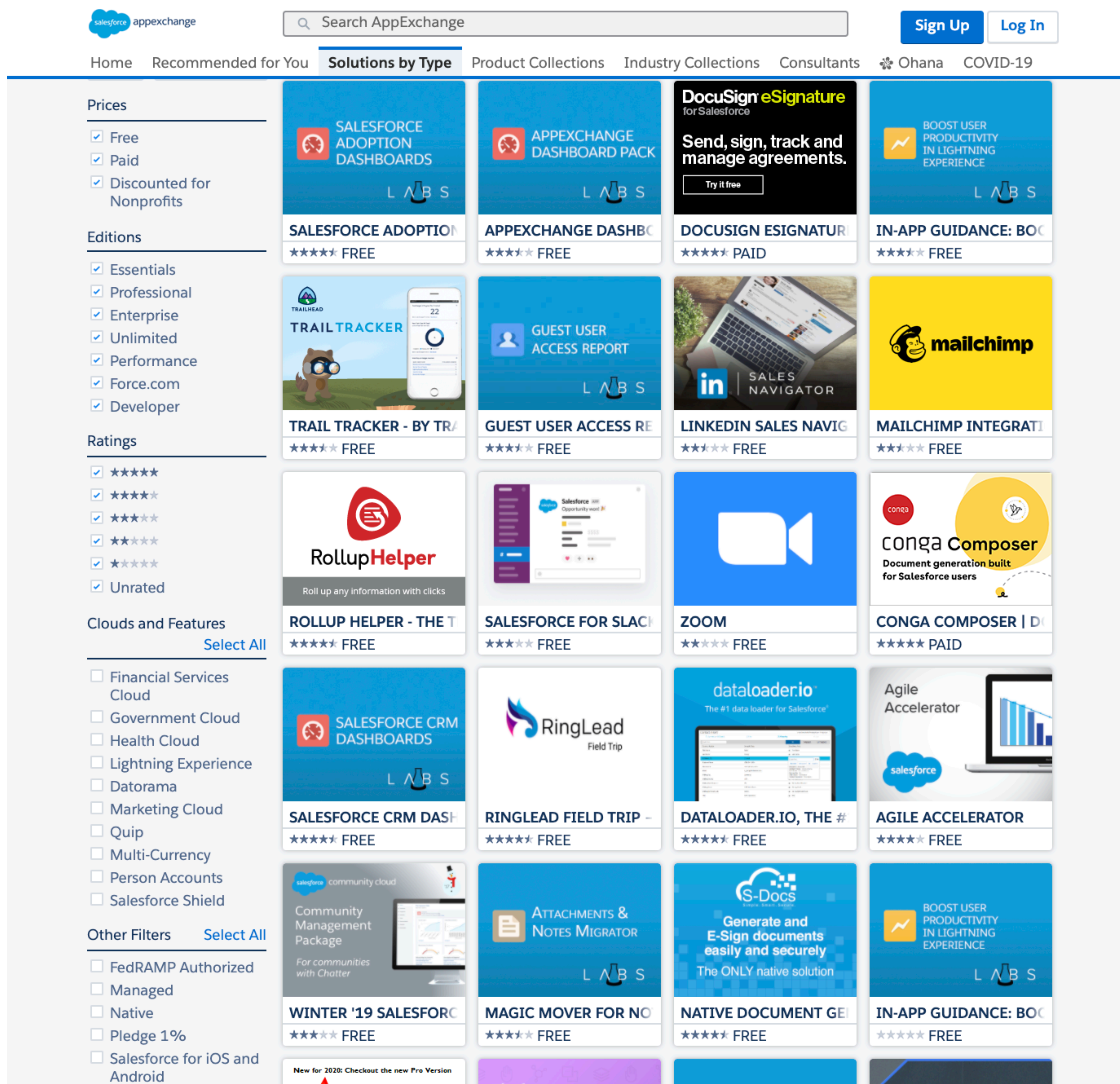


The Best CRM App Centers



Unsurprisingly, some companies in this category have well-developed app centers. The app center that has the most functionality and sorting ability is Salesforce. A user can sort by app category, price, user reviews, platform, features, and language. As Salesforce has thousands of integrations, this functionality is key for users of the marketplace.

The Salesforce app marketplace not only has great filtering features, when you click on an individual integration, it is well-documented.



The screenshot displays the Salesforce AppExchange homepage. At the top, there is a search bar labeled "Search AppExchange" and navigation links for "Sign Up" and "Log In". Below the search bar, a horizontal menu includes "Home", "Recommended for You", "Solutions by Type", "Product Collections", "Industry Collections", "Consultants", "Ohana", and "COVID-19".

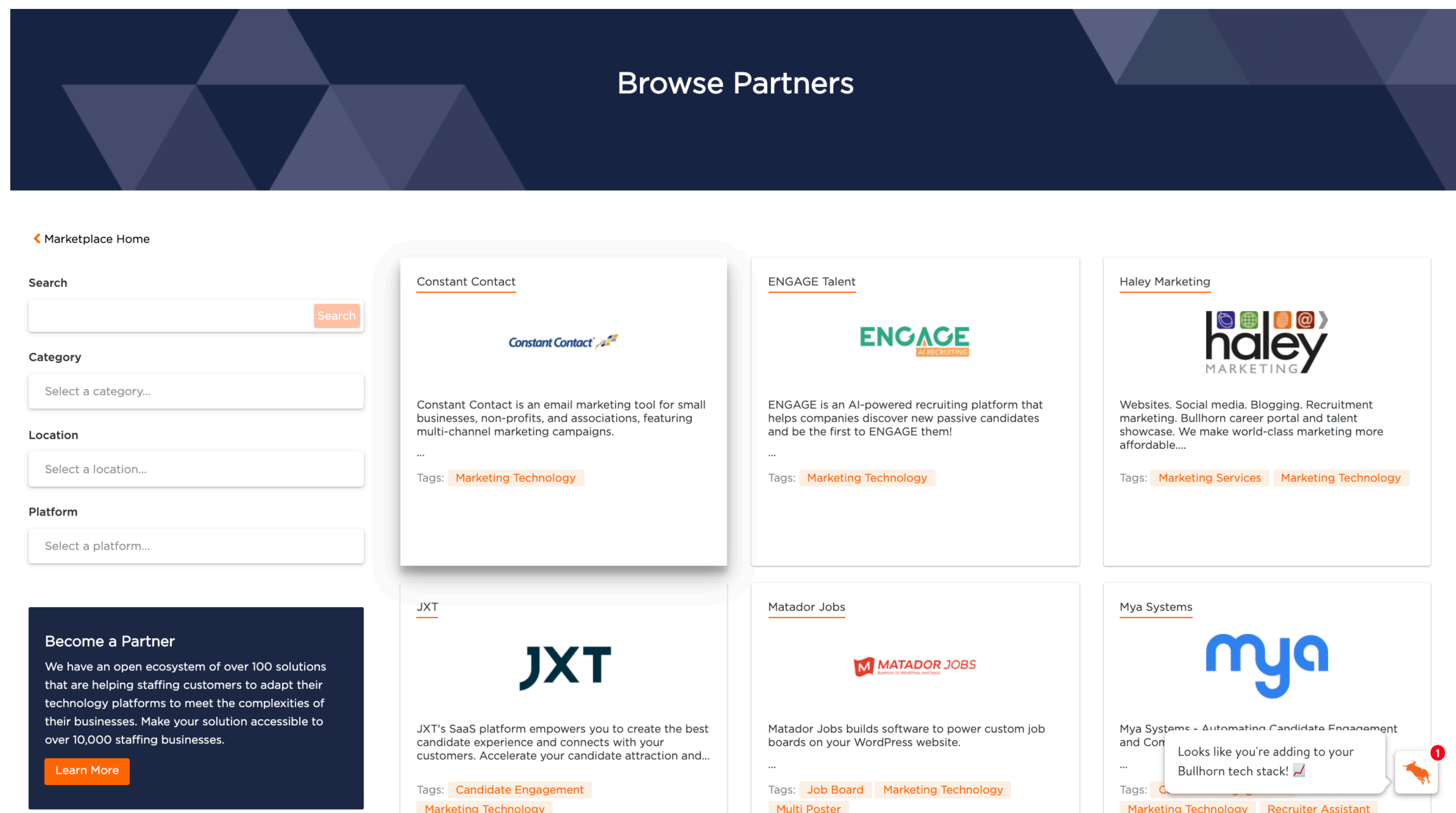
On the left side, there are several filter sections:

- Prices:** Includes checkboxes for "Free", "Paid", and "Discounted for Nonprofits".
- Editions:** Includes checkboxes for "Essentials", "Professional", "Enterprise", "Unlimited", "Performance", "Force.com", and "Developer".
- Ratings:** Includes checkboxes for "5 stars", "4 stars", "3 stars", "2 stars", "1 star", and "Unrated".
- Clouds and Features:** Includes a "Select All" button and checkboxes for "Financial Services Cloud", "Government Cloud", "Health Cloud", "Lightning Experience", "Datorama", "Marketing Cloud", "Quip", "Multi-Currency", "Person Accounts", and "Salesforce Shield".
- Other Filters:** Includes a "Select All" button and checkboxes for "FedRAMP Authorized", "Managed", "Native", "Pledge 1%", and "Salesforce for iOS and Android".

The main content area displays a grid of app listings. Each listing includes an app icon, a title, a brief description, a "Try it free" button (where applicable), and a star rating. Visible app titles include:

- SALESFORCE ADOPTION DASHBOARDS (FREE)
- APPEXCHANGE DASHBOARD PACK (FREE)
- DocuSign eSignature for Salesforce (PAID)
- IN-APP GUIDANCE: BOOST USER PRODUCTIVITY IN LIGHTNING EXPERIENCE (FREE)
- TRAIL TRACKER - BY TRAILHEAD (FREE)
- GUEST USER ACCESS REPORT (FREE)
- LINKEDIN SALES NAVIGATOR (FREE)
- MAILCHIMP INTEGRATION (FREE)
- ROLLUP HELPER - THE TRAILHEAD (FREE)
- SALESFORCE FOR SLACK (FREE)
- ZOOM (FREE)
- CONGA COMPOSER | DOCUMENT GENERATION BUILT FOR SALESFORCE USERS (PAID)
- SALESFORCE CRM DASHBOARDS (FREE)
- RINGLEAD FIELD TRIP (FREE)
- DATALOADER.IO, THE #1 DATA LOADER FOR SALESFORCE (FREE)
- AGILE ACCELERATOR (FREE)
- WINTER '19 SALESFORCE COMMUNITY MANAGEMENT PACKAGE (FREE)
- MAGIC MOVER FOR NOTES (FREE)
- NATIVE DOCUMENT GENERATION (FREE)
- IN-APP GUIDANCE: BOOST USER PRODUCTIVITY IN LIGHTNING EXPERIENCE (FREE)

The Salesforce app marketplace, however, has somewhat of a dated design. Bullhorn and Clio, though they lack the full functionality of Salesforce, both offer a more modern design.



Browse Partners

Marketplace Home

Search

Category: Select a category...

Location: Select a location...

Platform: Select a platform...

Become a Partner
We have an open ecosystem of over 100 solutions that are helping staffing customers to adapt their technology platforms to meet the complexities of their businesses. Make your solution accessible to over 10,000 staffing businesses.
[Learn More](#)

Constant Contact
Constant Contact is an email marketing tool for small businesses, non-profits, and associations, featuring multi-channel marketing campaigns.
Tags: Marketing Technology

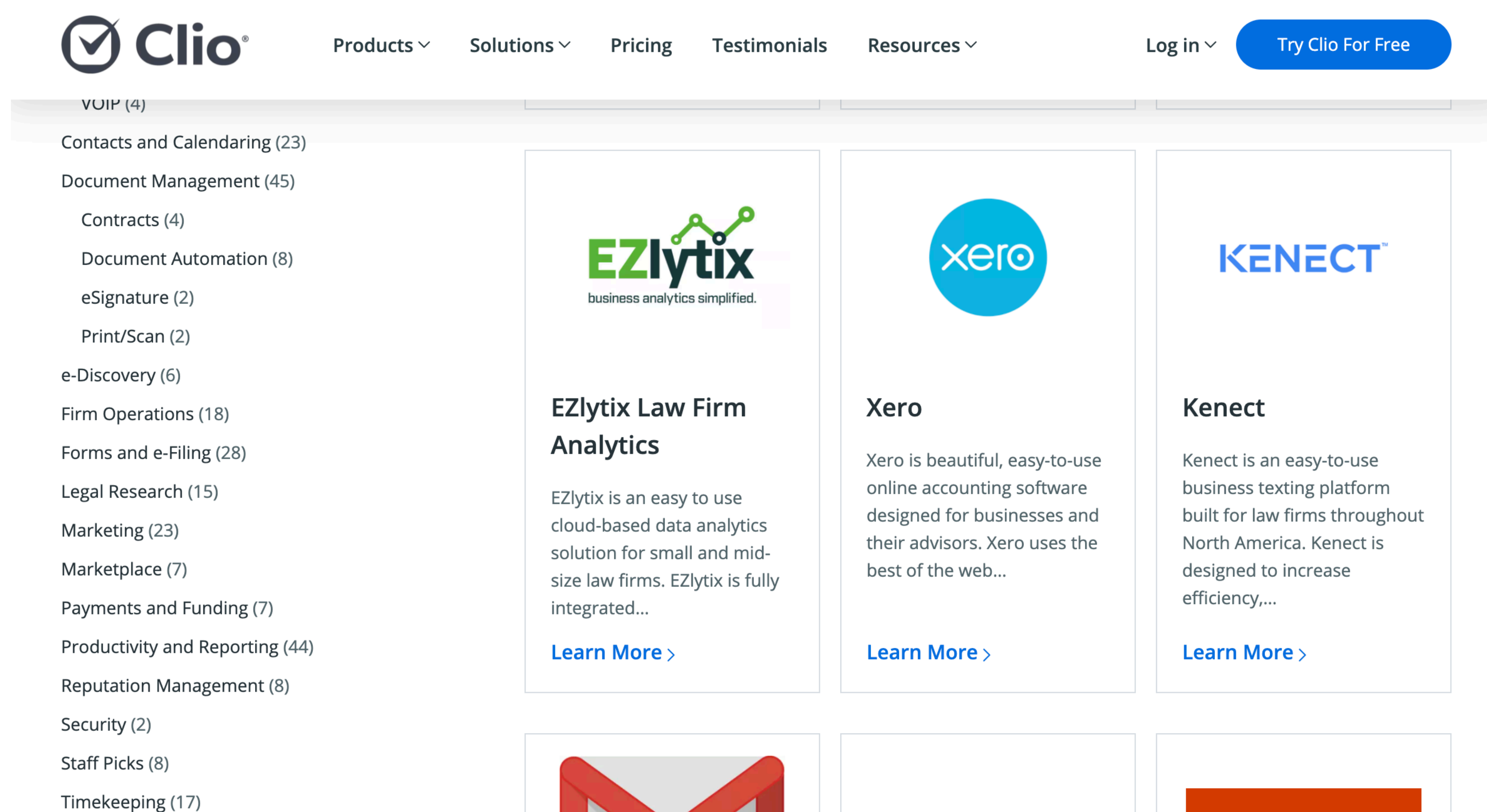
ENGAGE Talent
ENGAGE is an AI-powered recruiting platform that helps companies discover new passive candidates and be the first to ENGAGE them!
Tags: Marketing Technology

Haley Marketing
Websites. Social media. Blogging. Recruitment marketing. Bullhorn career portal and talent showcase. We make world-class marketing more affordable...
Tags: Marketing Services, Marketing Technology

JXT
JXT's SaaS platform empowers you to create the best candidate experience and connects with your customers. Accelerate your candidate attraction and...
Tags: Candidate Engagement, Marketing Technology

Matador Jobs
Matador Jobs builds software to power custom job boards on your WordPress website.
Tags: Job Board, Marketing Technology, Multi Poster

Mya Systems
Mya Systems - Automation Candidate Engagement and Con...
Looks like you're adding to your Bullhorn tech stack!
Tags: Marketing Technology, Recruiter Assistant



Clio Products Solutions Pricing Testimonials Resources Log in Try Clio For Free

VUIP (4)

Contacts and Calendaring (23)

Document Management (45)

Contracts (4)

Document Automation (8)

eSignature (2)

Print/Scan (2)

e-Discovery (6)

Firm Operations (18)

Forms and e-Filing (28)

Legal Research (15)

Marketing (23)

Marketplace (7)

Payments and Funding (7)

Productivity and Reporting (44)

Reputation Management (8)

Security (2)

Staff Picks (8)

Timekeeping (17)

EZlytix Law Firm Analytics
EZlytix is an easy to use cloud-based data analytics solution for small and mid-size law firms. EZlytix is fully integrated...
[Learn More >](#)

Xero
Xero is beautiful, easy-to-use online accounting software designed for businesses and their advisors. Xero uses the best of the web...
[Learn More >](#)

Kenect
Kenect is an easy-to-use business texting platform built for law firms throughout North America. Kenect is designed to increase efficiency...
[Learn More >](#)

Product Category and Integrations



There is a minor relationship between product categories within the CRM grouping and the number of integrations. Generally, all-purpose CRMs have the most integrations, while CRMs that are targeted at niche markets, especially ones that are targeted to audiences that were not particularly technologically savvy, like gyms, tend to have fewer integrations.

However, the bigger determinant is company size. Clio, for example, is a legal CRM that has hundreds of integrations, while Mycase is another legal CRM that has 9 integrations. Even though they are both serving the legal market, Clio has 9 times as many employees as Mycase.

CRM Company Conclusions



Product integrations are a must for successful CRM companies. The size of a company is more important than the sub-product category when it comes to how many integrations a company will have. However, in the CRM market, customers expect pre-built integrations even from smaller companies.

Companies in the CRM space also seek to make it easy for partners and other third parties to build integrations into their product, as a quarter actively encourage others to use their API to build integrations. And the majority offer public documentation on their API, giving third parties an easy way to evaluate it.

5. Customer Engagement and Support

Customer engagement and support teams perform best when they can see the entire profile of customers, which comes from marketing, sales, and product data, and when they can interact with customers seamlessly across multiple channels. In addition, the data they accumulate on customers is valuable to the rest of the organization.

As a result of this need for interconnected data, product integrations have proliferated in the customer engagement and support category.

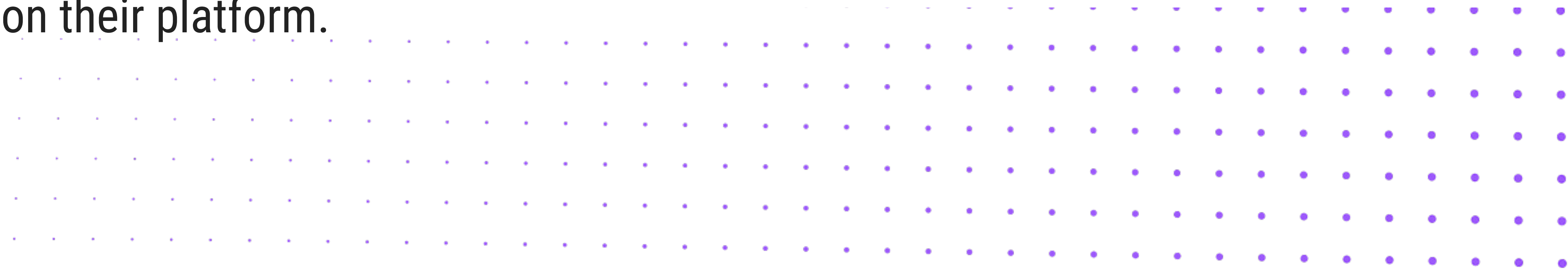
Customer Engagement and Support Overview

The fastest growing customer engagement and support companies have an average of **66 product integrations**. The median number is **21 integrations**.

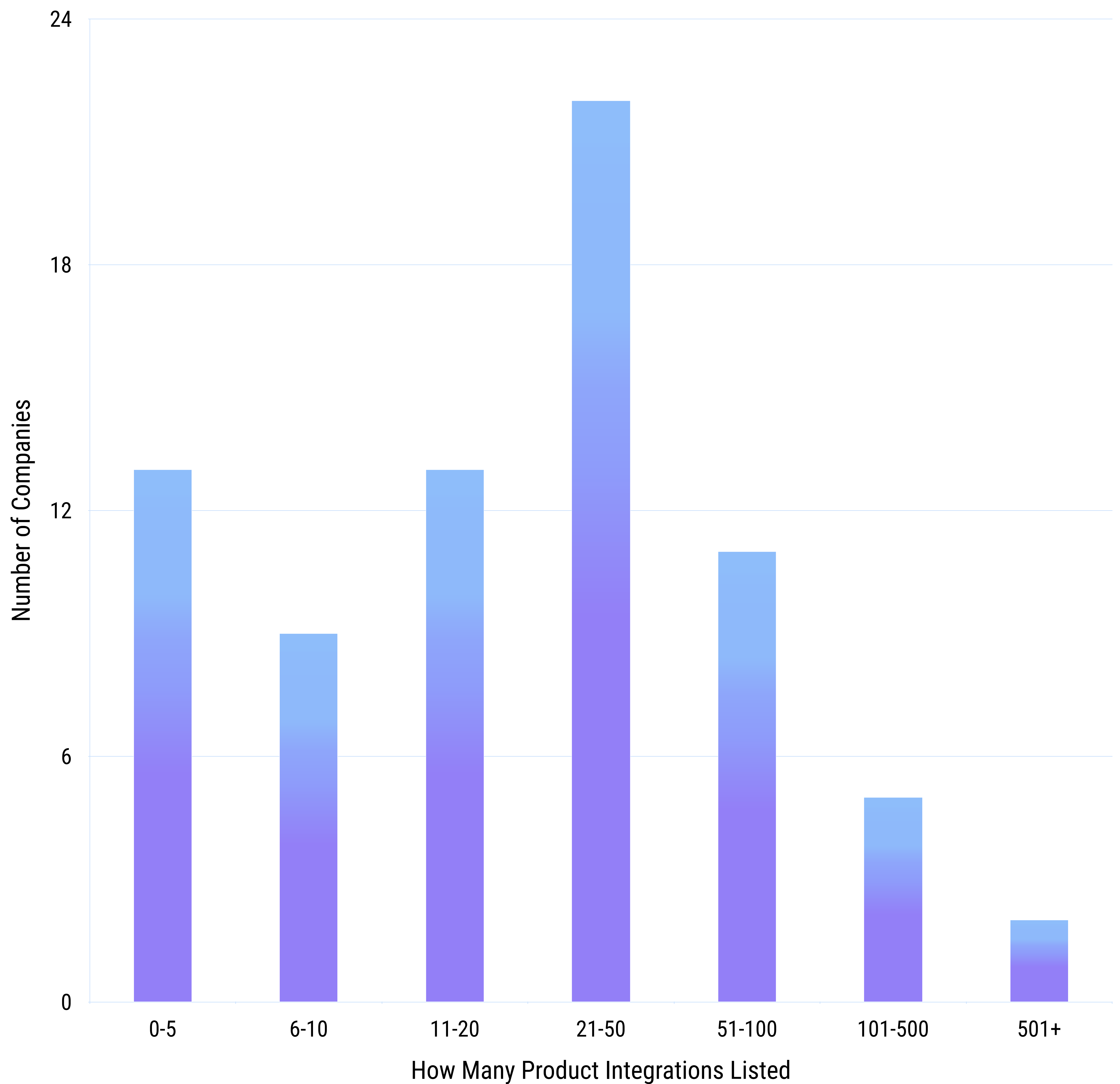
A third of the companies in this category offer their customers a third party integration tool. 33% offer Zapier or another integration tool to their customers.

100% of companies in this category have at least 2 integrations.

58% of companies provide public documentation for their API. 99% provide their customers with an API to use. And 12% actively encourage third-party developers to build integrations on their platform.

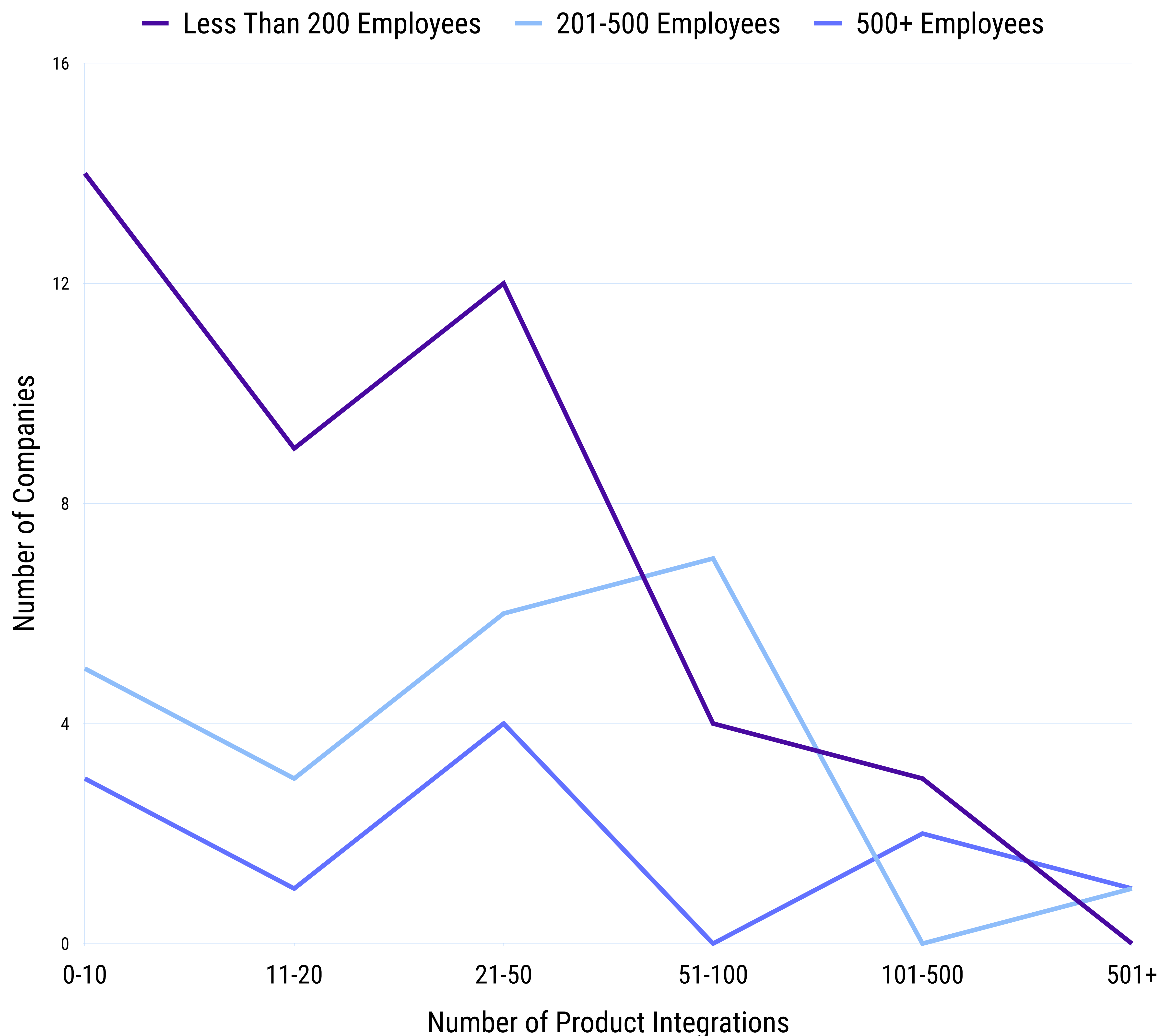


Fastest Growing Customer Engagement and Support Companies

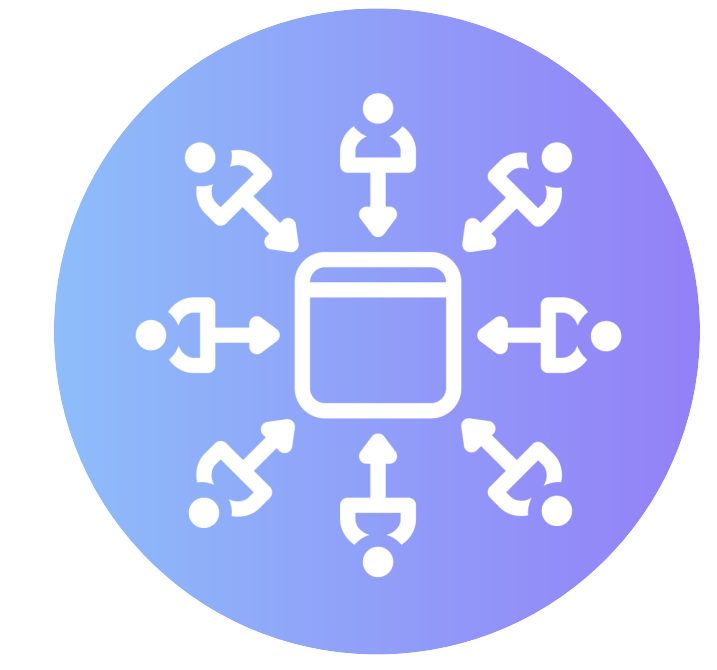


There is a moderate correlation between the size of the company and the number of product integrations in the customer engagement and support category, with the correlation coefficient being .32.

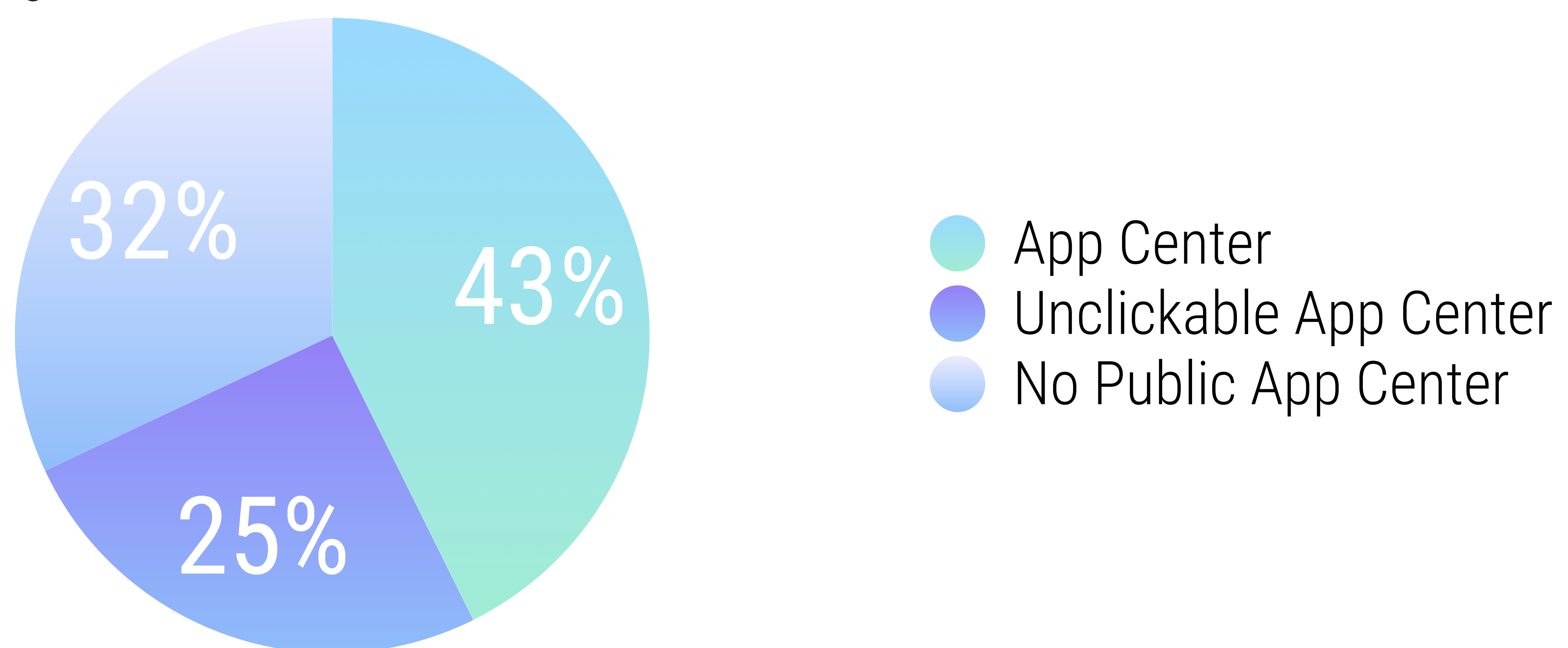
Customer Engagement and Support: Integrations by Company Size



Customer Engagement and Support App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing customer engagement and support companies, 67% have a publicly available app center where prospects and customers can browse the integrations. And 43% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.

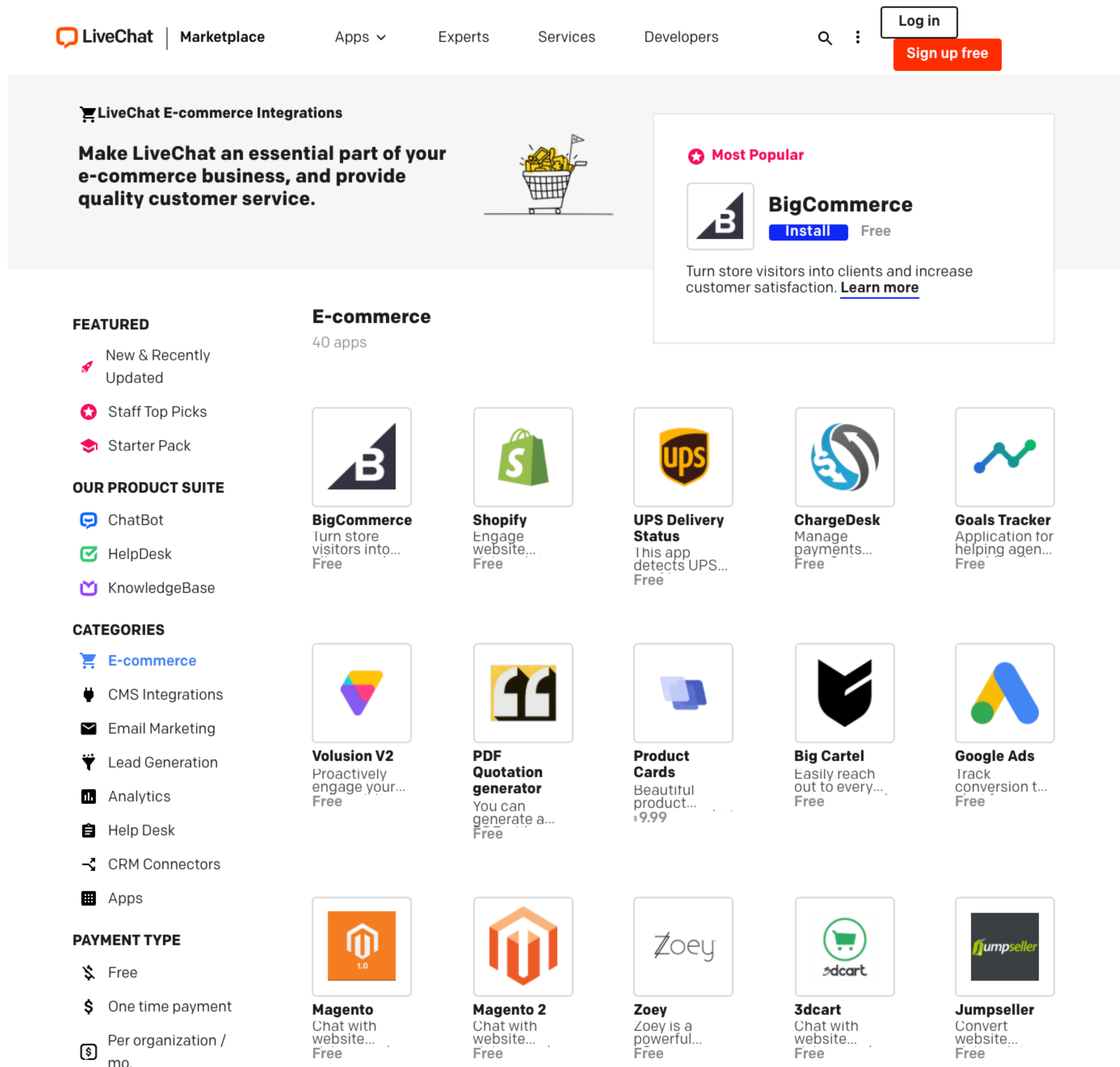


The Best Customer Support and Engagement App Centers



Most companies in this category have app centers with limited filtering and sorting, and all lack user reviews. The app center that has the most functionality and sorting ability is LiveChat. A user can sort by staff picks, new and featured, category, price, and product. When you click on a tile, the integration is well-documented.

In addition to having good functionality, the LiveChat marketplace has a modern and user friendly design.



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LiveChat E-commerce Integrations

Make LiveChat an essential part of your e-commerce business, and provide quality customer service.

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FEATURED

- New & Recently Updated
- Staff Top Picks
- Starter Pack

OUR PRODUCT SUITE

- ChatBot
- HelpDesk
- KnowledgeBase





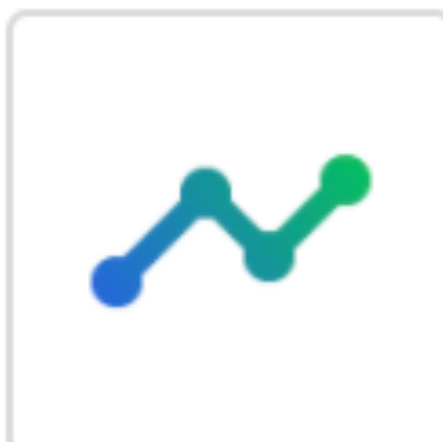
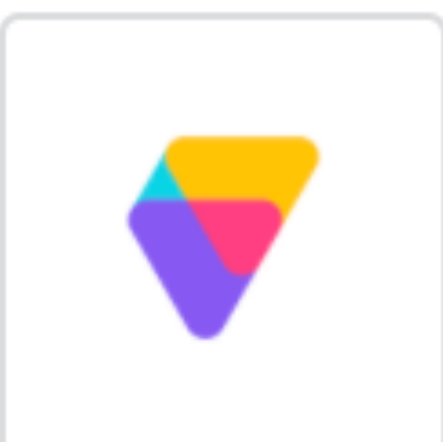






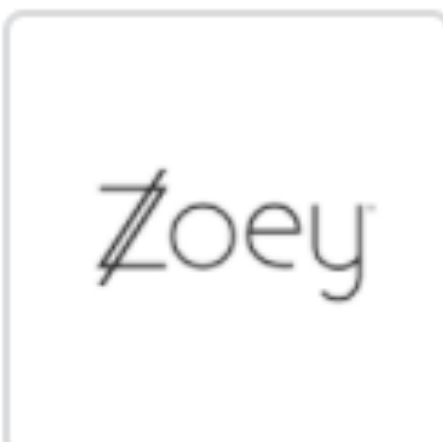
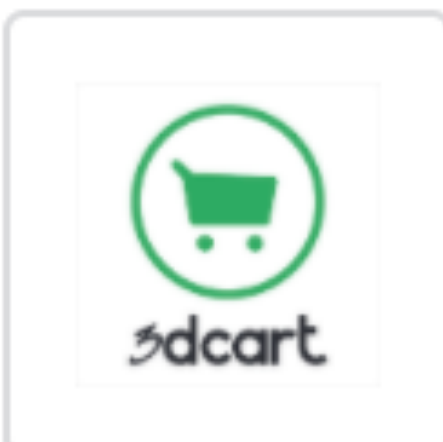
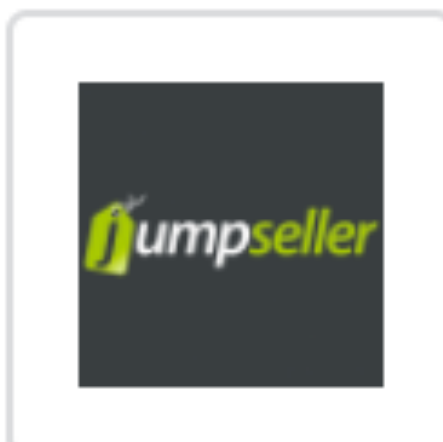
CATEGORIES

- E-commerce**
- CMS Integrations
- Email Marketing
- Lead Generation
- Analytics
- Help Desk
- CRM Connectors
- Apps

PAYMENT TYPE

- Free
- One time payment
- Per organization / mo.

E-commerce
40 apps

 BigCommerce Turn store visitors into... Free	 Shopify Engage website... Free	 UPS Delivery Status This app detects UPS... Free	 ChargeDesk Manage payments... Free	 Goals Tracker Application for helping agen... Free
 Volusion V2 Proactively engage your... Free	 PDF Quotation generator You can generate a... Free	 Product Cards Beautiful product... \$9.99	 Big Cartel Easily reach out to every... Free	 Google Ads Track conversion t... Free
 Magento Chat with website... Free	 Magento 2 Chat with website... Free	 Zoey Zoey is a powerful... Free	 3dcart Chat with website... Free	 JumpSeller Convert website... Free

Product Category and Integrations



There is a minor relationship between product categories within the customer engagement and support grouping and the number of integrations. Generally, software that is also used by marketing and sales have the most integrations, and software that is for call centers have fewer integrations. Software with more niche functionality, like customer review software, also tends to have fewer integrations.

Customer Engagement and Support Company Conclusions



Product integrations are key for successful customer engagement and support companies, especially if the application is also used by marketing and sales to engage a company's audience. All companies in this category have at least 2 integrations, signaling customers need interoperability. The public app centers in this category, however, are less developed than other product categories where integrations are also key to success.

HR tech is a rapidly evolving market, with **over 4 billion dollars** being invested in the market in the first three quarters of 2019. In addition, companies continue to use **a wide variety of ATSs**, one of the key pieces of HR software. This diversity makes integrations important, but also more challenging.

HR Tech Overview

The fastest growing HR tech companies have an average of **39 product integrations**. The median number is **19 integrations**.

Most companies in this category do not offer their customers a third-party integration tool like Zapier. 22% of companies offer their customers an integration tool; 3% offer a tool other than Zapier, like Boomi or Mulesoft.

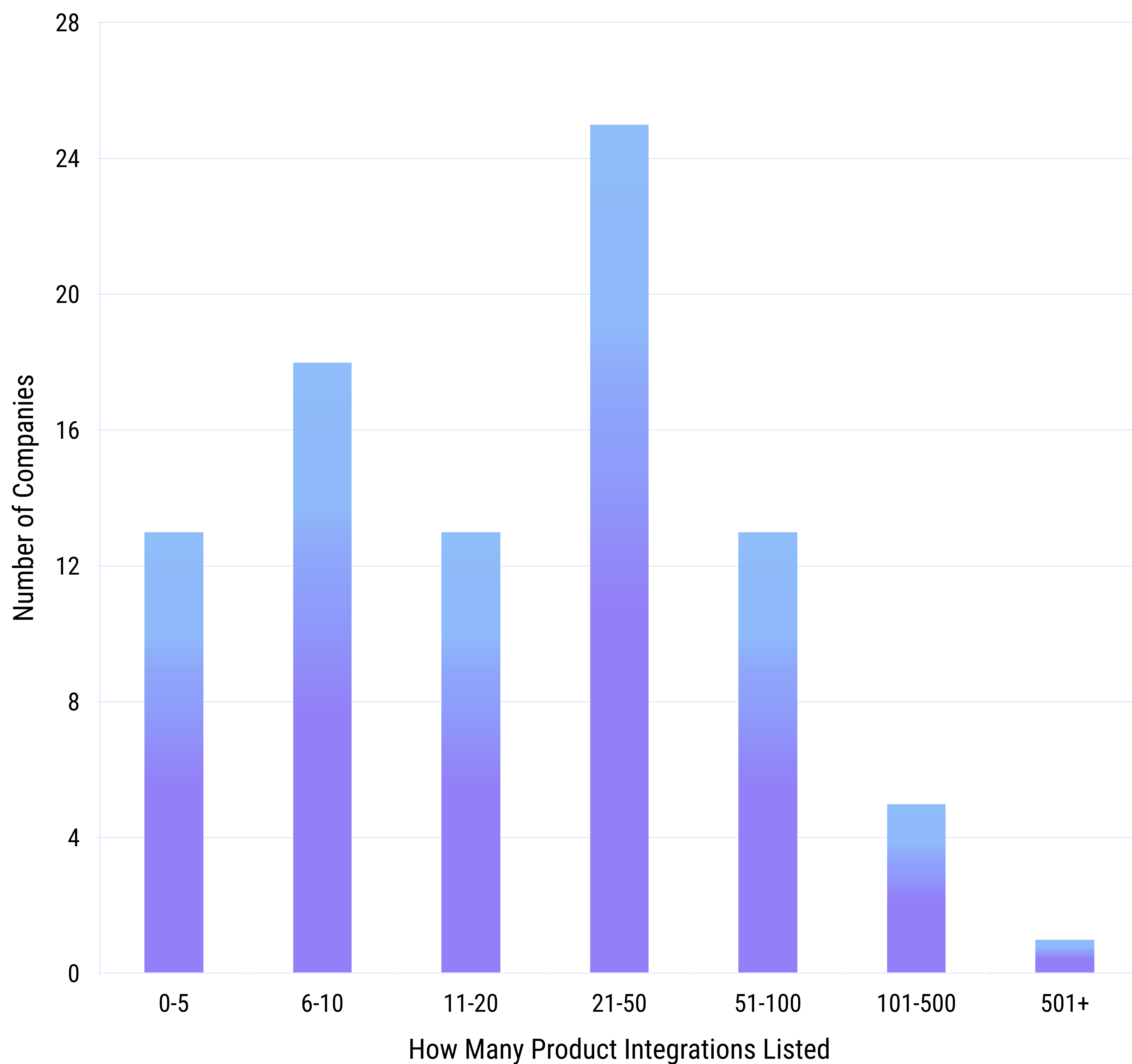
97% of companies in this category have at least 1 integration.

47% provide public documentation for their API. 94% of companies provide their customers an API to use, signaling HR users need to more seamlessly move data amongst their systems.



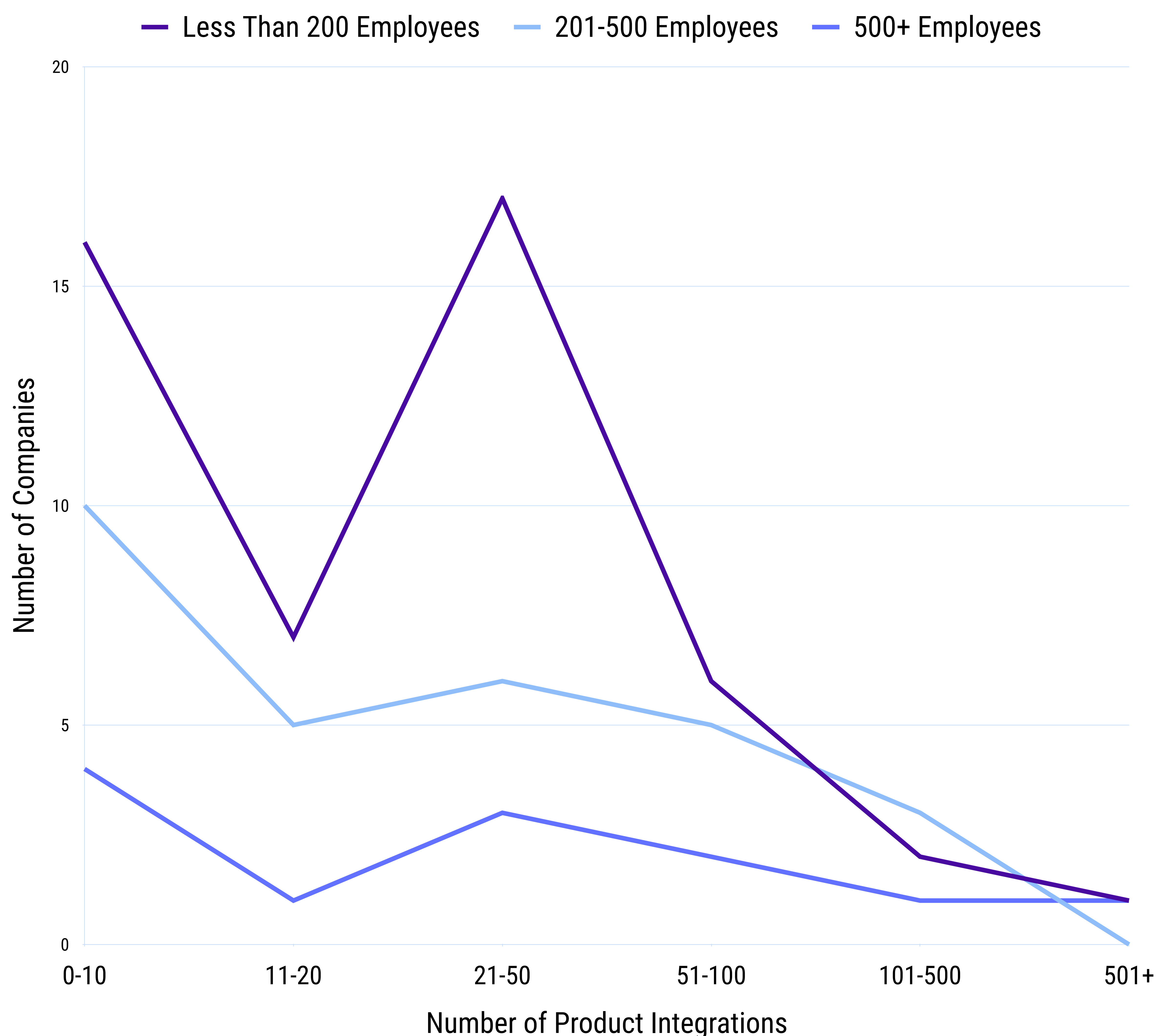
9% of HR tech companies explicitly encourage third-party developers to build integrations into their product. This category lags behind others in building large tech ecosystems around their products.

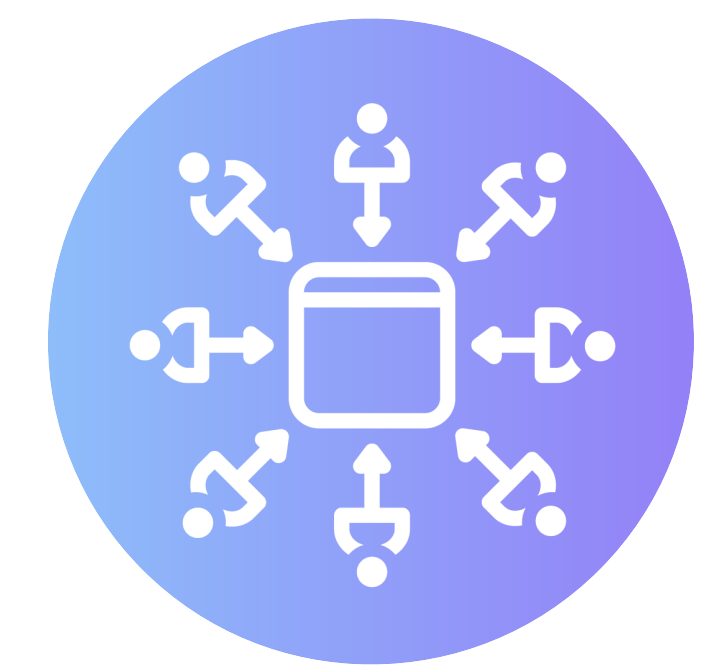
Fastest Growing HR Tech Companies



There is a relatively weak correlation between the size of the company and the number of product integrations in the HR tech category, with the correlation coefficient being .09.

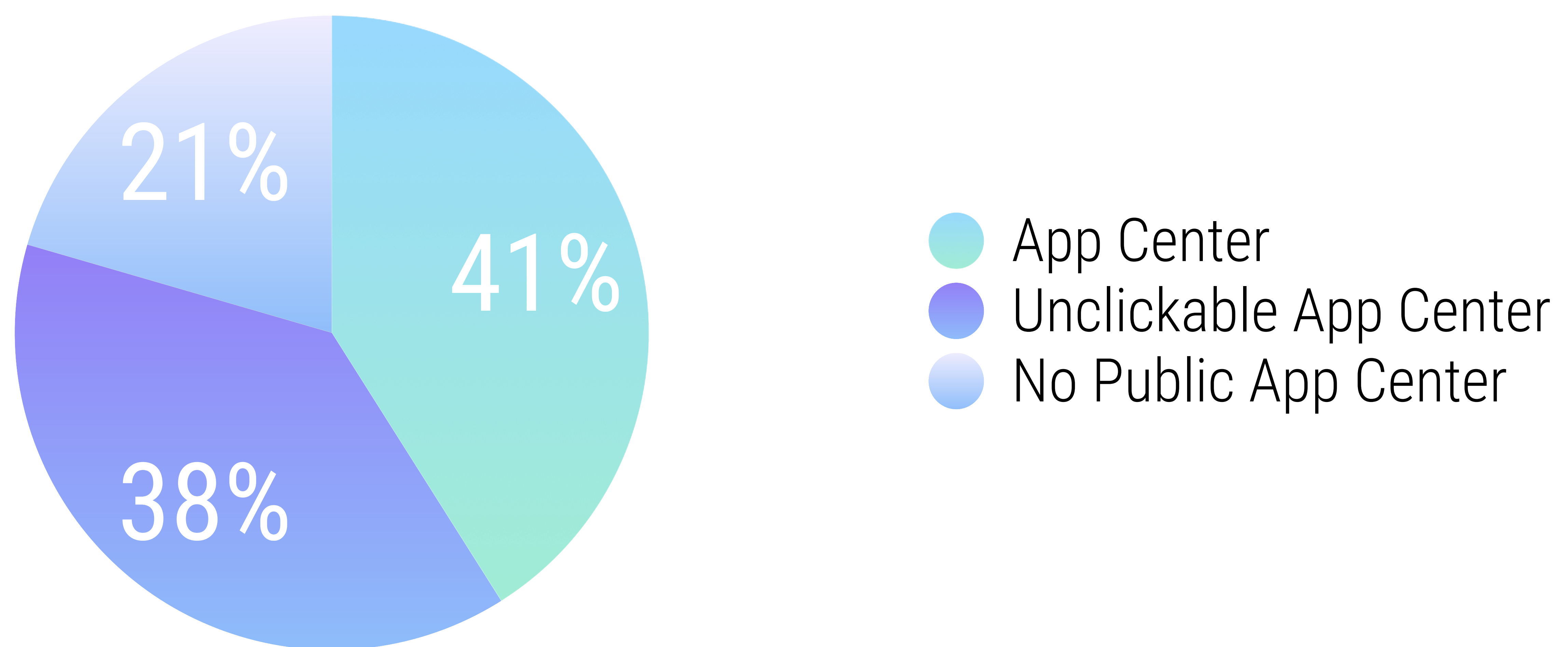
HR Tech Companies: Integrations by Company Size





HR Tech App Centers

Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing HR tech companies, 79% have a publicly available app center where prospects and customers can browse the integrations. And 41% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.



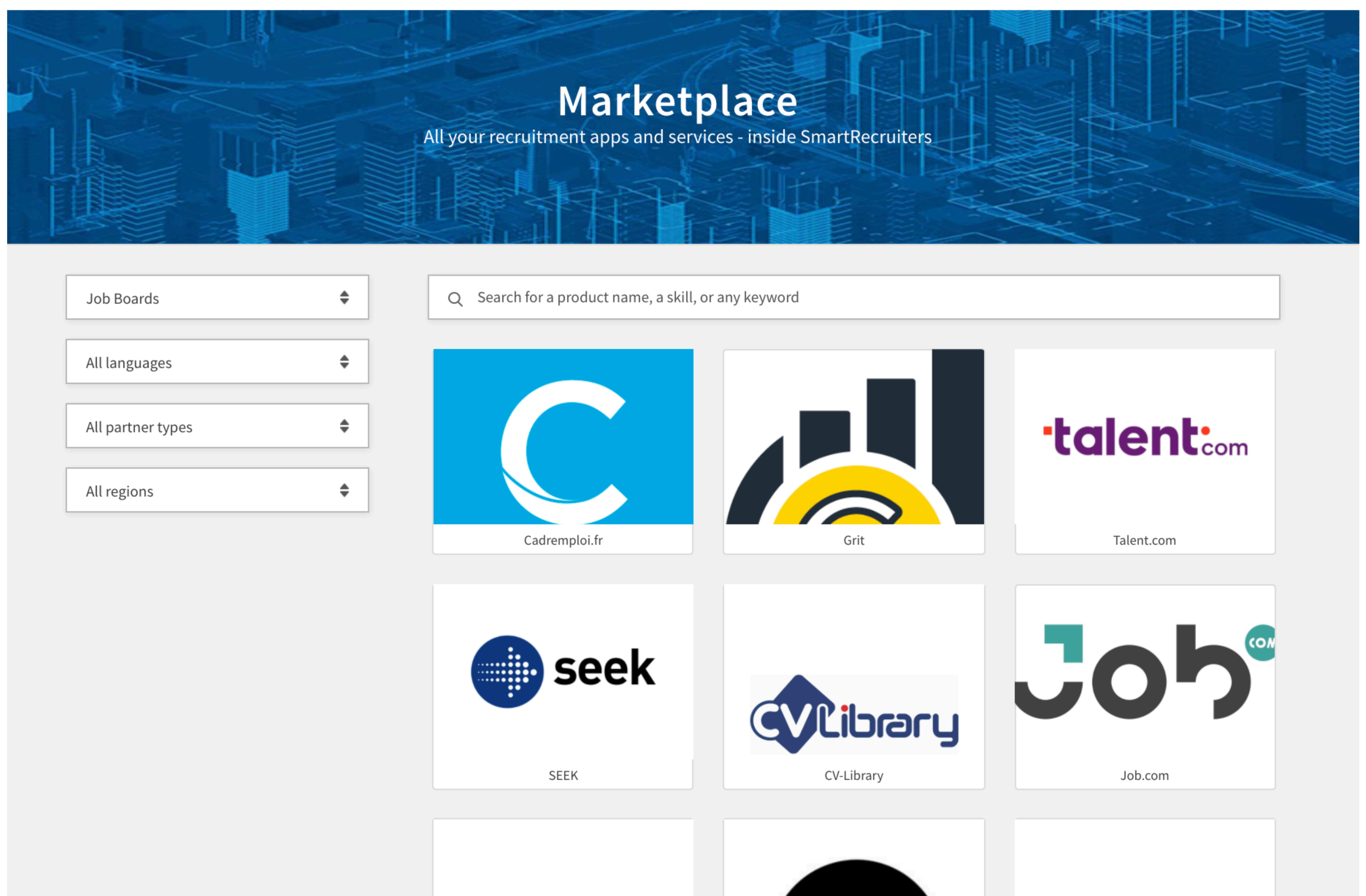
Best HR Tech App Centers



The app centers in this category lack the functionality of other product categories. Even the companies with more than a hundred integrations only provide search by product category. There is no ability to sort by user reviews or pricing information. A few offer the ability to search by language and region as well, but overall, the app centers in this category only give the user the ability to search by product, if they provide any filtering at all.

SmartRecruiters has the best public app center in this category, offering slightly more functionality than the other HR tech companies, and a clean design. In addition, when you click on a tile, you get more information on the integration and company.

SmartRecruiters



Product Category and Integrations



There is a minor relationship between product categories within the HR tech grouping and the number of integrations. Generally, ATSs and other recruiting software have the most integrations. Benefits software and employee engagement tools, especially when they perform a more limited function, such as salary guidance, tend to have fewer integrations.

HR Tech Company Conclusions



HR tech is an area where integrations are important, reflected in the fact that 97% of companies have at least one. However, less than half have publicly documented APIs and while most have public app centers, their lack of sophistication reflects HR tech is only starting to shift toward creating robust integration ecosystems with hundreds or thousands of integrations.

A proliferation of software has been created to make developers and IT professionals' jobs easier and faster. Engineering **spends the most of any department on SaaS products.**

Developers often have the ability to build their own integrations, which might reduce the need for pre-built integrations. However, pre-built integrations allow developers to focus on their core tasks rather than building into a vendor's tool. As a result, software in this category generally comes with a number of integrations.

Developer and IT Tech Overview

The fastest growing developer and IT tech companies have an average of **194 product integrations**. The median number is **19 integrations**.

Only 4% of companies in this category offer their customers a third-party integration tool like Zapier. This might reflect the fact that these tools are best suited for simple use cases that developers could easily build their own solutions for.

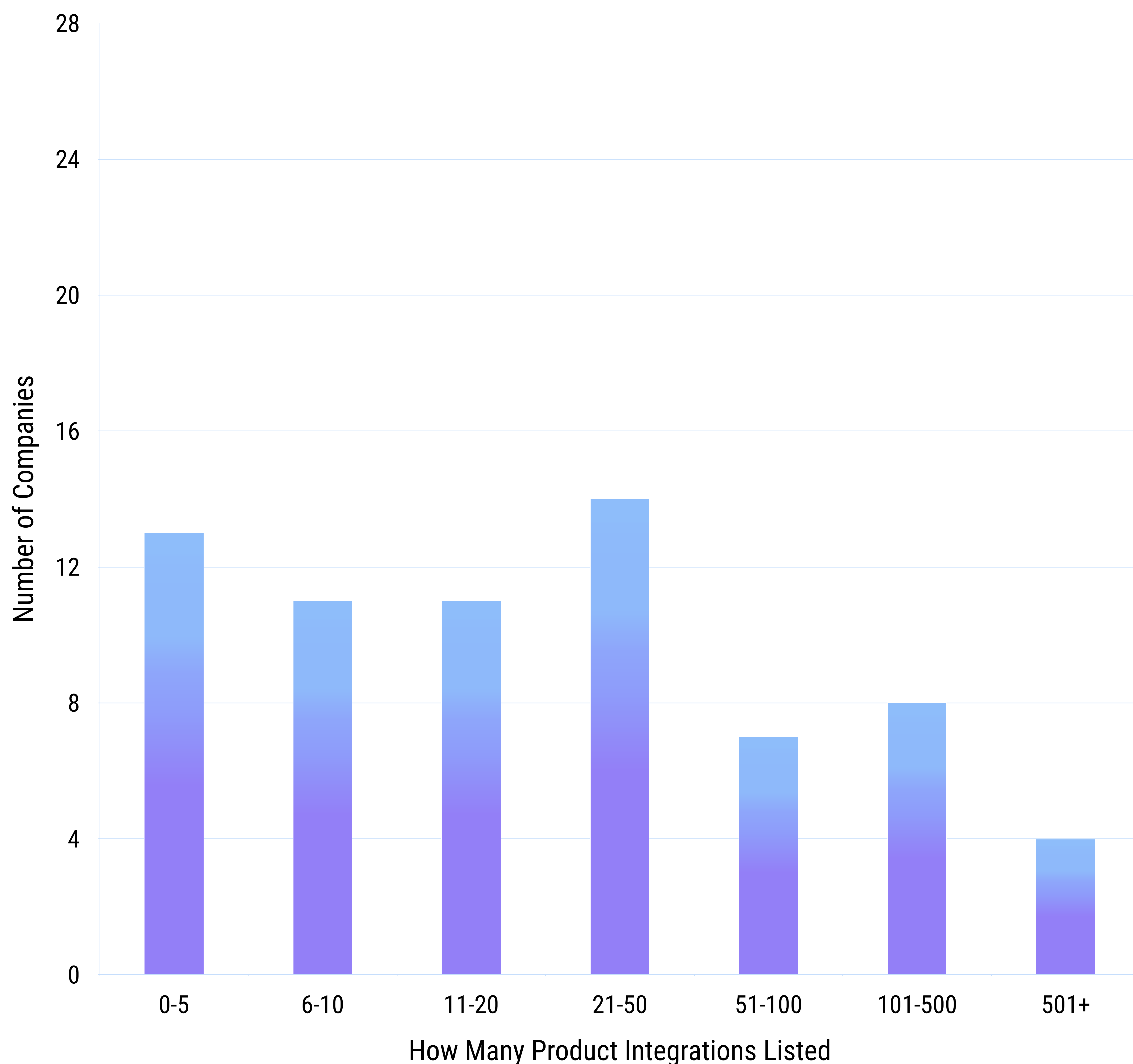
93% of companies in this category have at least 1 integration.

76% of companies provide public documentation for their API.

97% of companies provide their customers with an API to use.

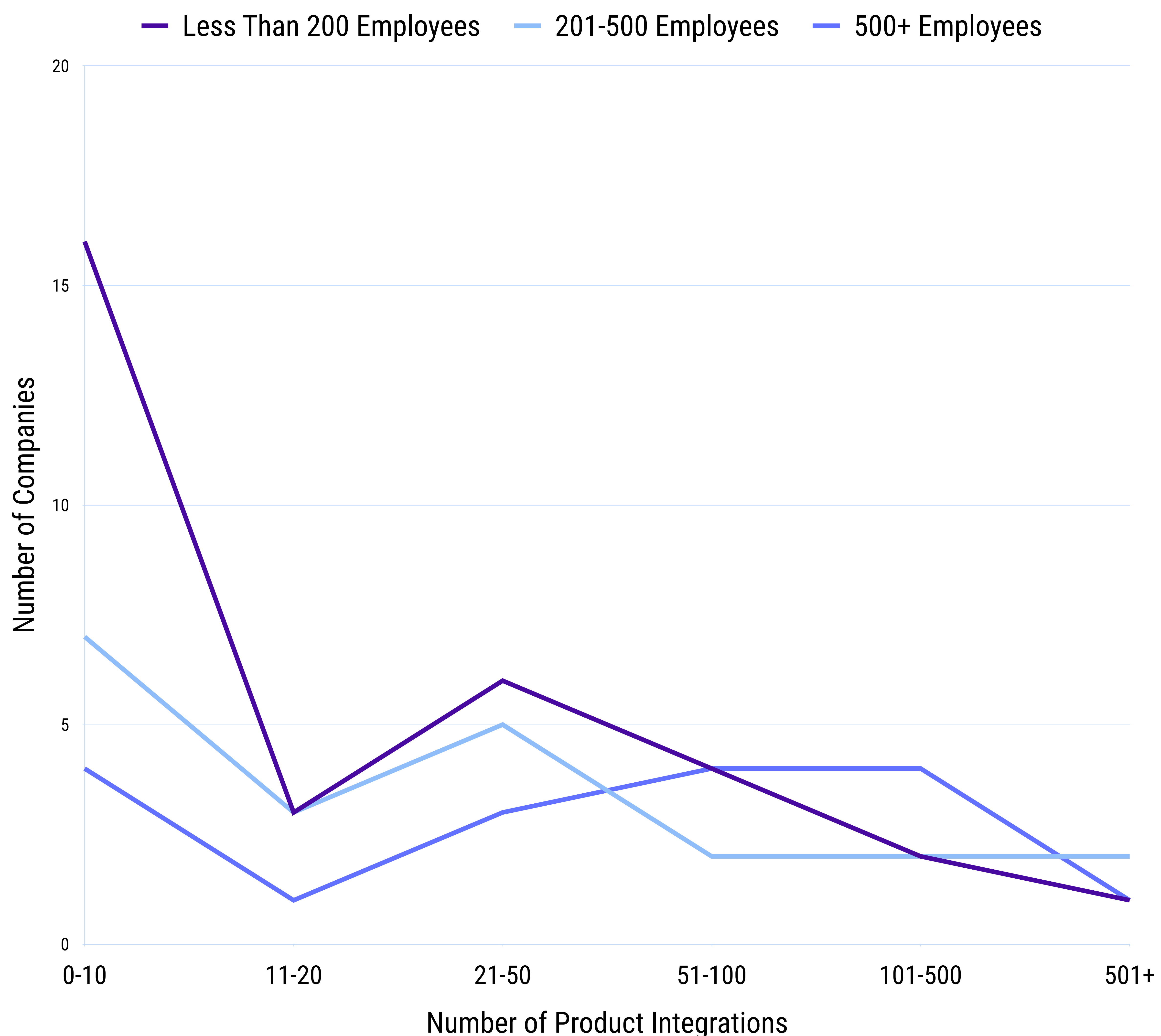
9% of developer and IT companies explicitly encourage third-party developers to build integrations into their product, reflecting the fact that fewer of the applications in this category consider themselves the central platform in a large tech ecosystem.

Developer and IT Companies

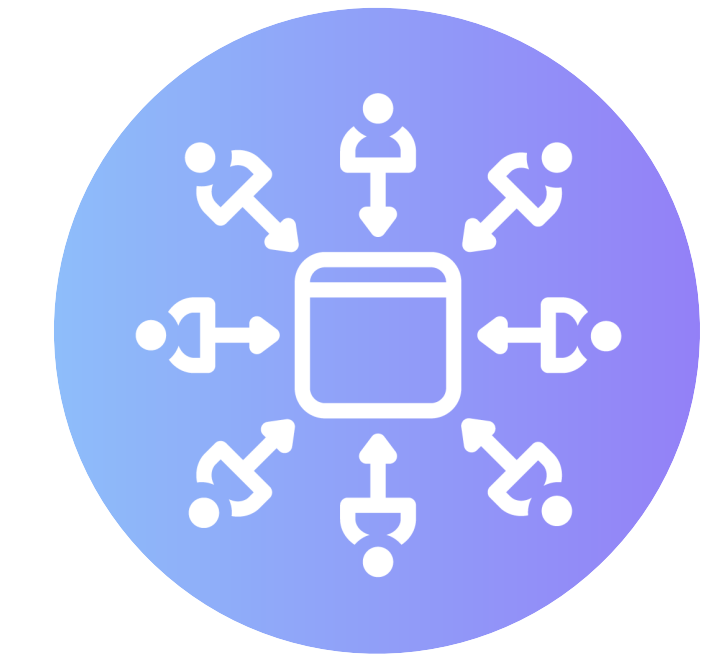


There is a relatively weak correlation between the size of the company and the number of product integrations in the developer and IT category, with the correlation coefficient being .08.

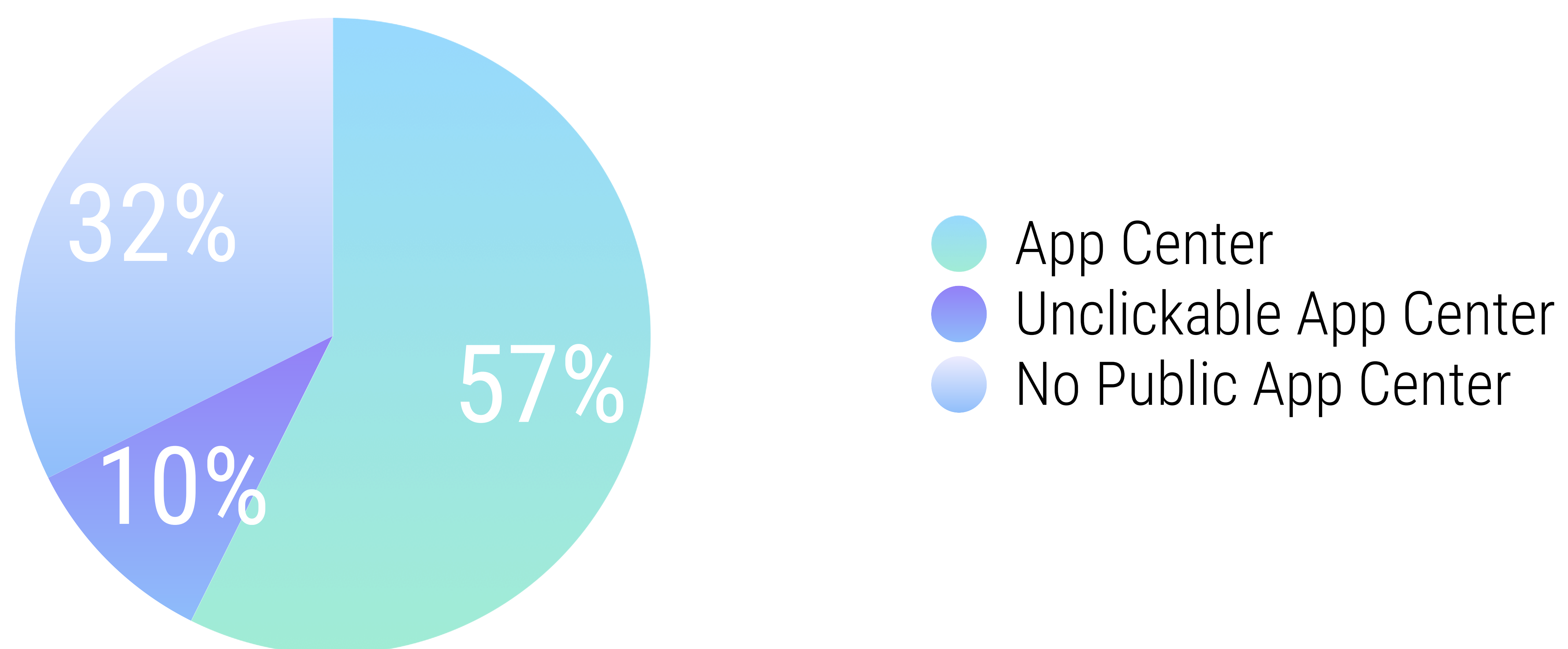
Developer and IT Companies: Integrations by Company Size



Developer and IT App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing developer and IT companies, 67% have a publicly available app center where prospects and customers can browse the integrations. And 57% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.

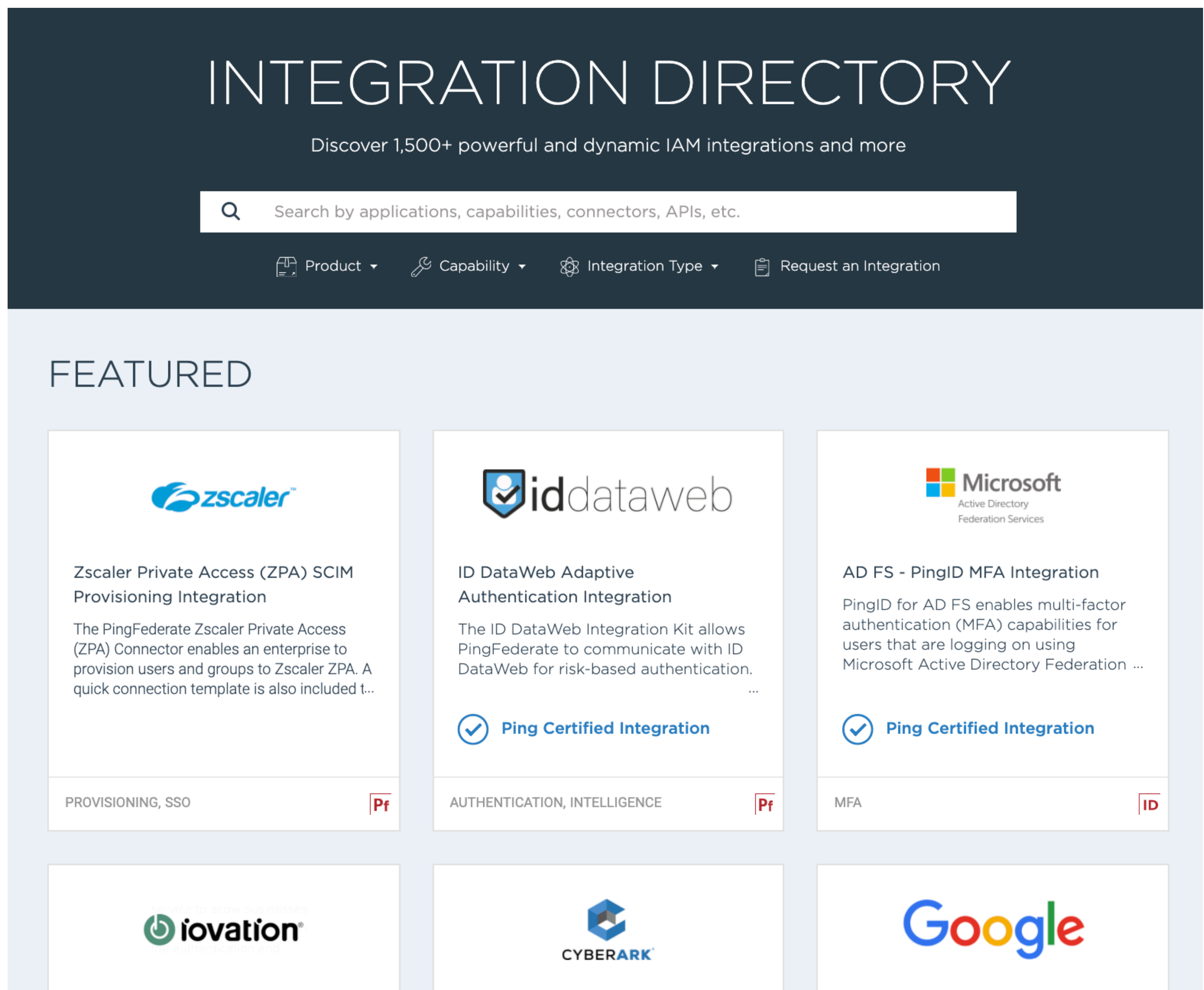


Best Developer and IT App Centers



There are fewer public app centers in this category than others with a similarly large number of integrations. However, more than half have clickable app centers. There is not as much functionality as other product categories, as none have the ability to sort by user reviews or pricing information. A few offer the ability to search by category, type, product, but most only offer a search feature and filtering by the product category.

Ping Identity has the best public app center in this category, offering more functionality than the other developer and IT tech companies, and a clean design. In addition, when you click on a tile, the integration is well-documented.




INTEGRATION DIRECTORY
Discover 1,500+ powerful and dynamic IAM integrations and more

Search by applications, capabilities, connectors, APIs, etc.

Product ▾ Capability ▾ Integration Type ▾ Request an Integration


FEATURED



Zscaler Private Access (ZPA) SCIM Provisioning Integration

The PingFederate Zscaler Private Access (ZPA) Connector enables an enterprise to provision users and groups to Zscaler ZPA. A quick connection template is also included t...

PROVISIONING, SSO Pf




ID DataWeb Adaptive Authentication Integration

The ID DataWeb Integration Kit allows PingFederate to communicate with ID DataWeb for risk-based authentication. ...

✓ Ping Certified Integration

AUTHENTICATION, INTELLIGENCE Pf





AD FS - PingID MFA Integration


PingID for AD FS enables multi-factor authentication (MFA) capabilities for users that are logging on using Microsoft Active Directory Federation ...

✓ Ping Certified Integration

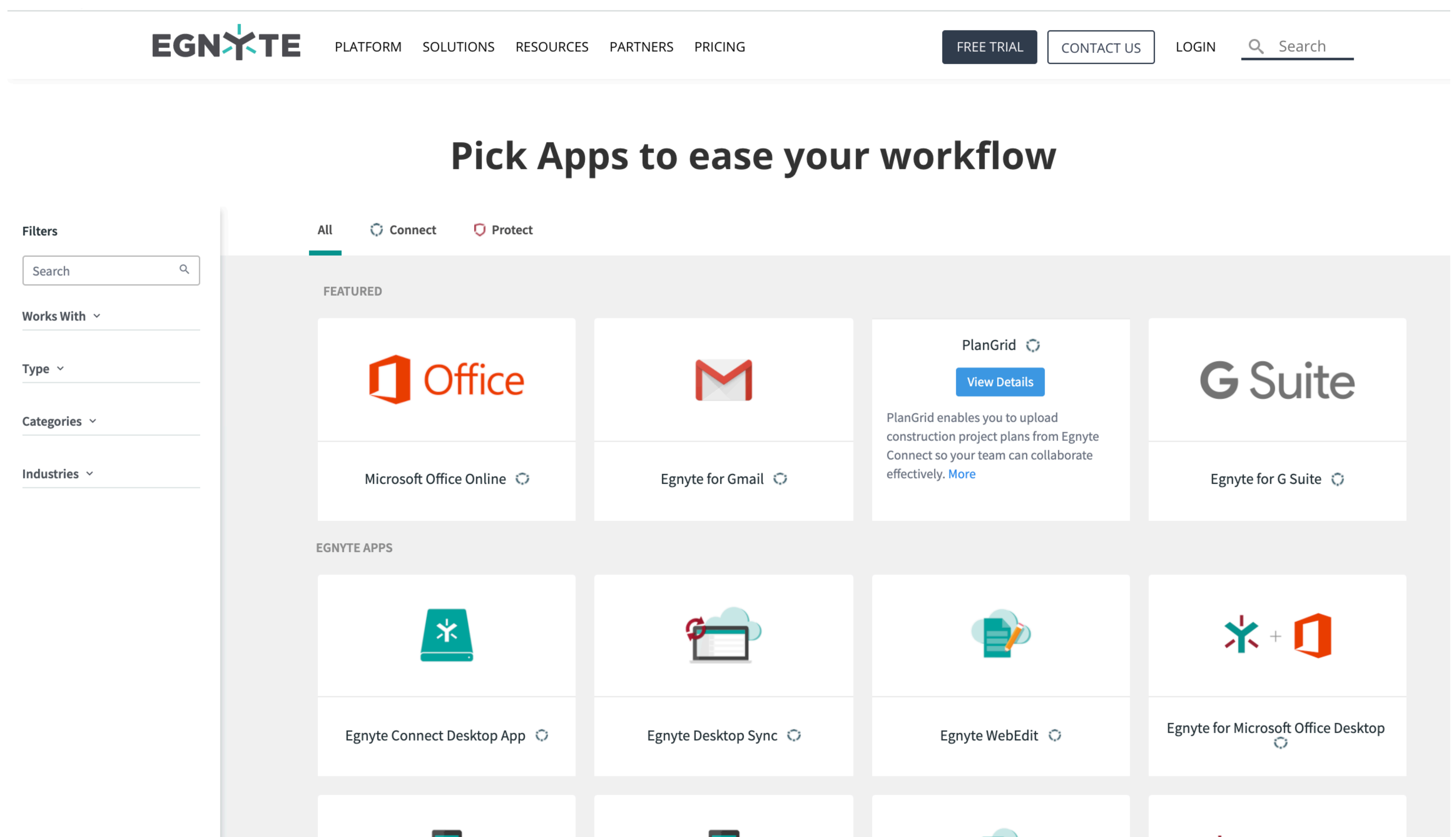
MFA ID







Egnyte also has a well-designed app center with a better than average level of functionality for this category. In addition to being able to search by product, type, and category, you can also search by industry.



The screenshot displays the Egnyte app center interface. At the top, the Egnyte logo is on the left, and navigation links for PLATFORM, SOLUTIONS, RESOURCES, PARTNERS, and PRICING are in the center. On the right, there are buttons for FREE TRIAL, CONTACT US, and LOGIN, along with a search bar. Below the navigation is a main heading: "Pick Apps to ease your workflow".

On the left side of the interface, there is a "Filters" section with a search input and dropdown menus for "Works With", "Type", "Categories", and "Industries".

The main content area is divided into two sections: "FEATURED" and "EGNYTE APPS".

FEATURED section includes:

- Office**: Microsoft Office Online
- Gmail**: Egnyte for Gmail
- PlanGrid**: PlanGrid enables you to upload construction project plans from Egnyte Connect so your team can collaborate effectively. [More](#)
- G Suite**: Egnyte for G Suite

EGNYTE APPS section includes:

- Egnyte Connect Desktop App**
- Egnyte Desktop Sync**
- Egnyte WebEdit**
- Egnyte for Microsoft Office Desktop**

Product Category and Integrations



There is a moderate relationship between product categories within the developers and IT tech grouping and the number of integrations. Generally, cybersecurity software tends to have more integrations than other tools.

Developer and IT Tech Company Conclusions



Developer and IT tech is an area where integrations are important, reflected in the fact that the median number of integrations is 19.

However, this category encompasses a fairly wide range of types of tools, not all of which prioritize integrations. Security tools and platforms tend to have more integrations, where more niche tools have fewer.

Because of the technological sophistication of the users, it is easier for many users to build their own integrations. But given the complexity of the tools, this might be a time-consuming endeavor. The average and median number of integrations in this category shows a clear demand for some pre-built integrations.

8. Marketing

There are **over 7,000 marketing software on the market**, making the lack of integration amongst applications **a huge pain point** for marketers.

As a result of marketers looking for better and easier ways to integrate their tech stacks, martech companies, especially those in product categories that need outside data to optimize their function, have dramatically increased the number and quality of integrations they offer.

Martech Overview

The fastest growing martech companies have an average of **46 product integrations**. The median number is **17 integrations**.

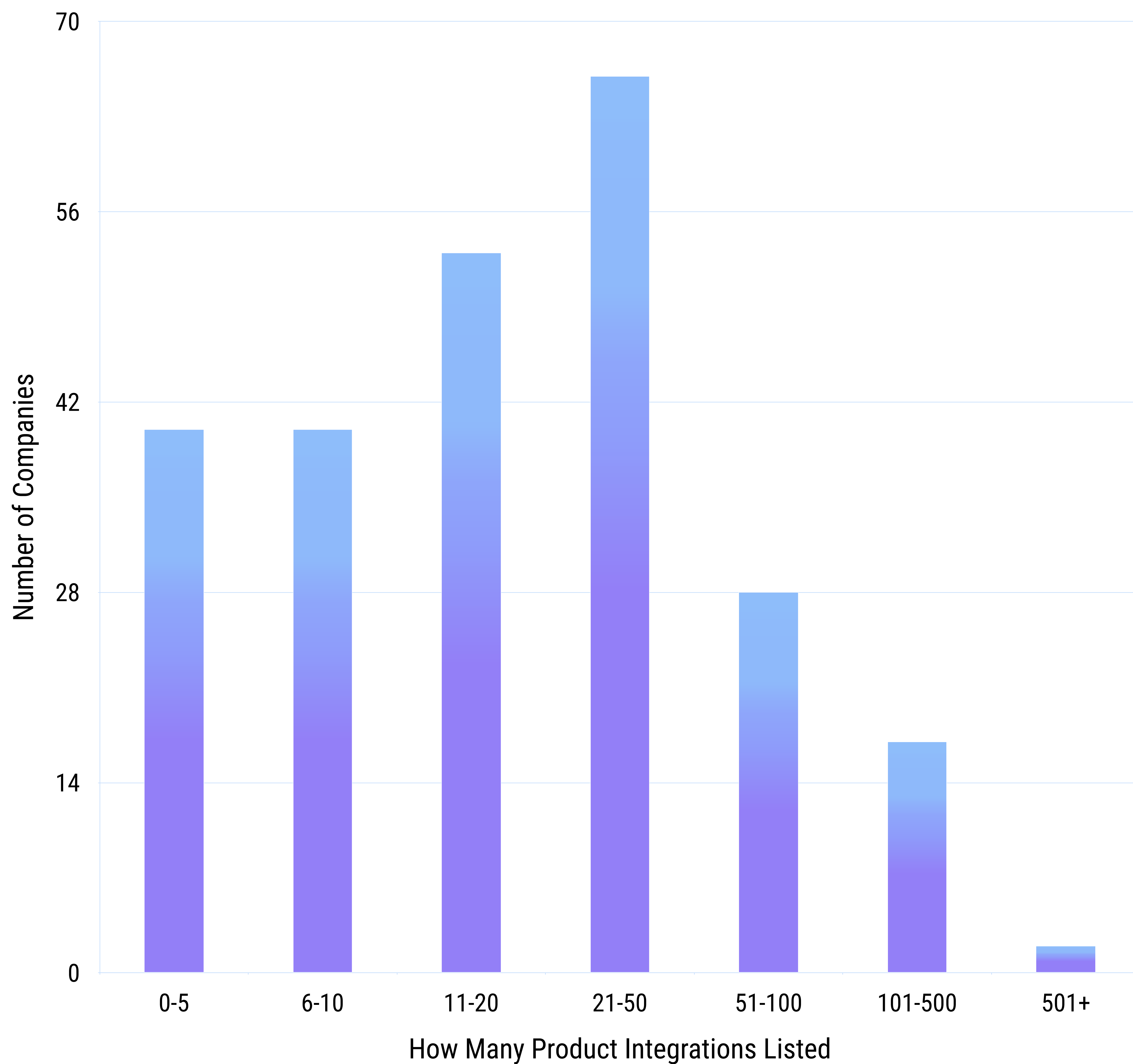
A little over a quarter of the companies in this category also offer their customers a third-party integration tool. 24% offer Zapier to their customers, and 2% of companies offer another integration tool.

96% of companies in this category have at least 1 integration. The ones that didn't tend to be narrower in their scope, like online printing or TV analysis software.

58% of companies provide public documentation for their API. 89% provide their customers with an API. The companies that do not offer their customers an API tend to be more niche products, like online printers or moderation tools, or products in the ad tech space, which are often more like marketplaces in format.

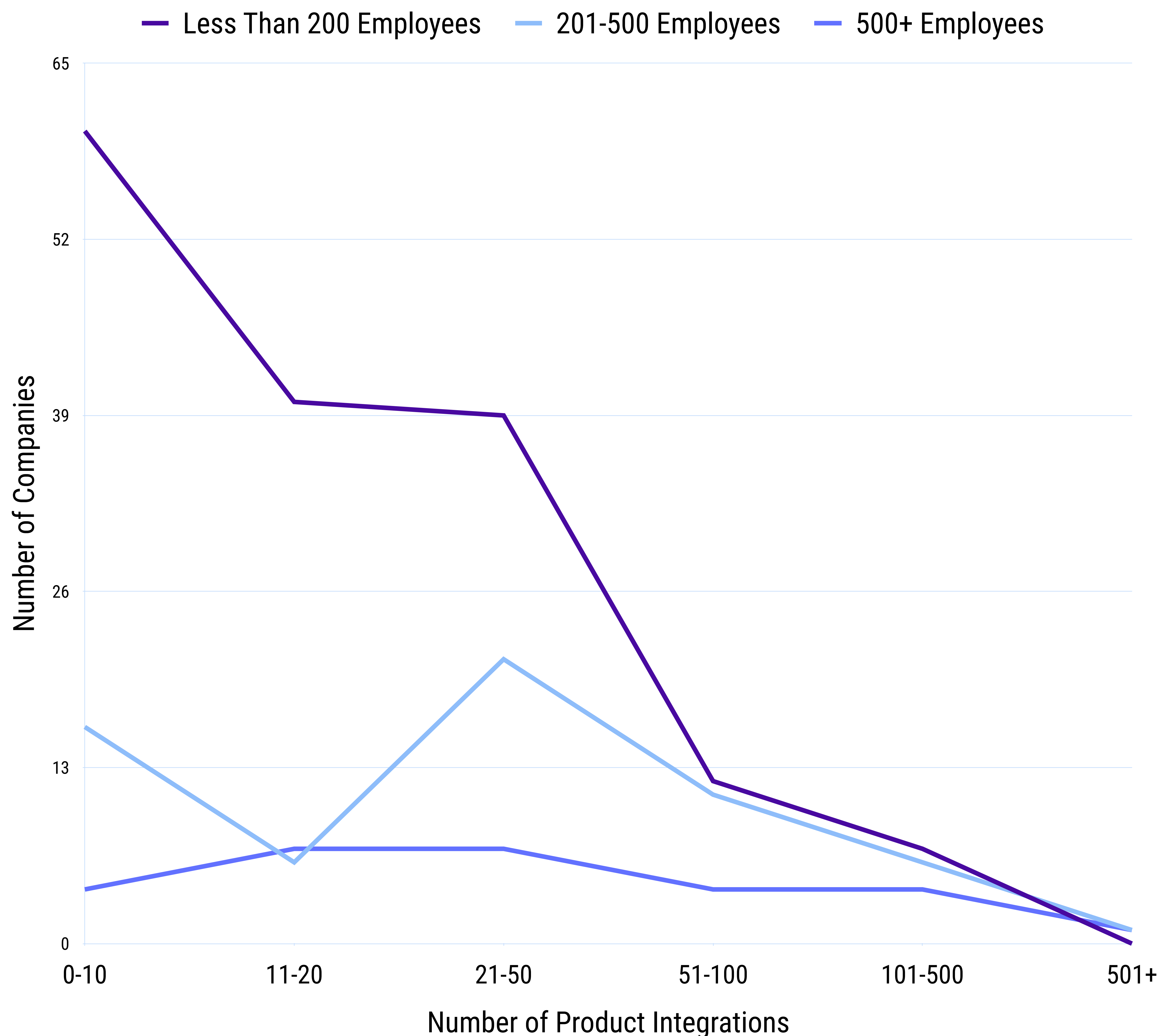
11% of the fastest growing martech companies explicitly encourage third party developers to build integrations into their product, reflecting the growing importance of building a tech ecosystem around martech companies.

Fastest Growing Martech Companies

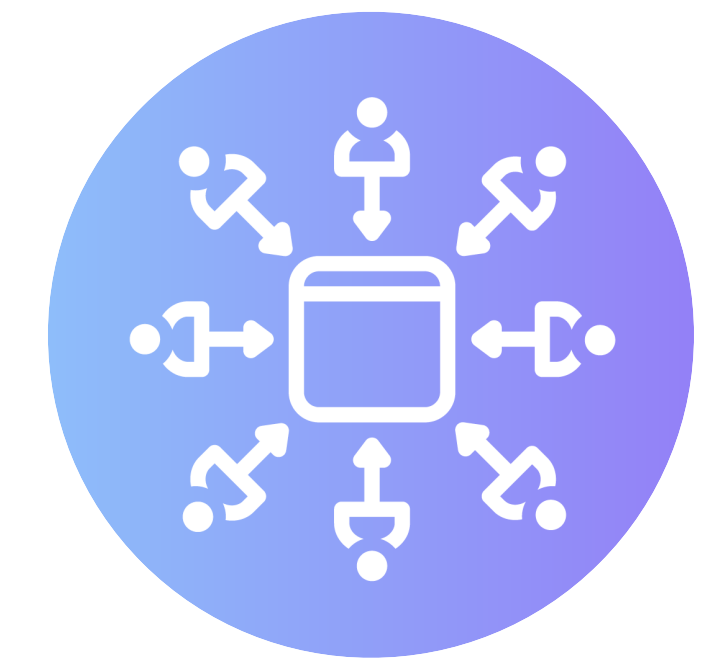


There is a minor correlation between the size of the company and the number of product integrations in the martech category, with the correlation coefficient being .35.

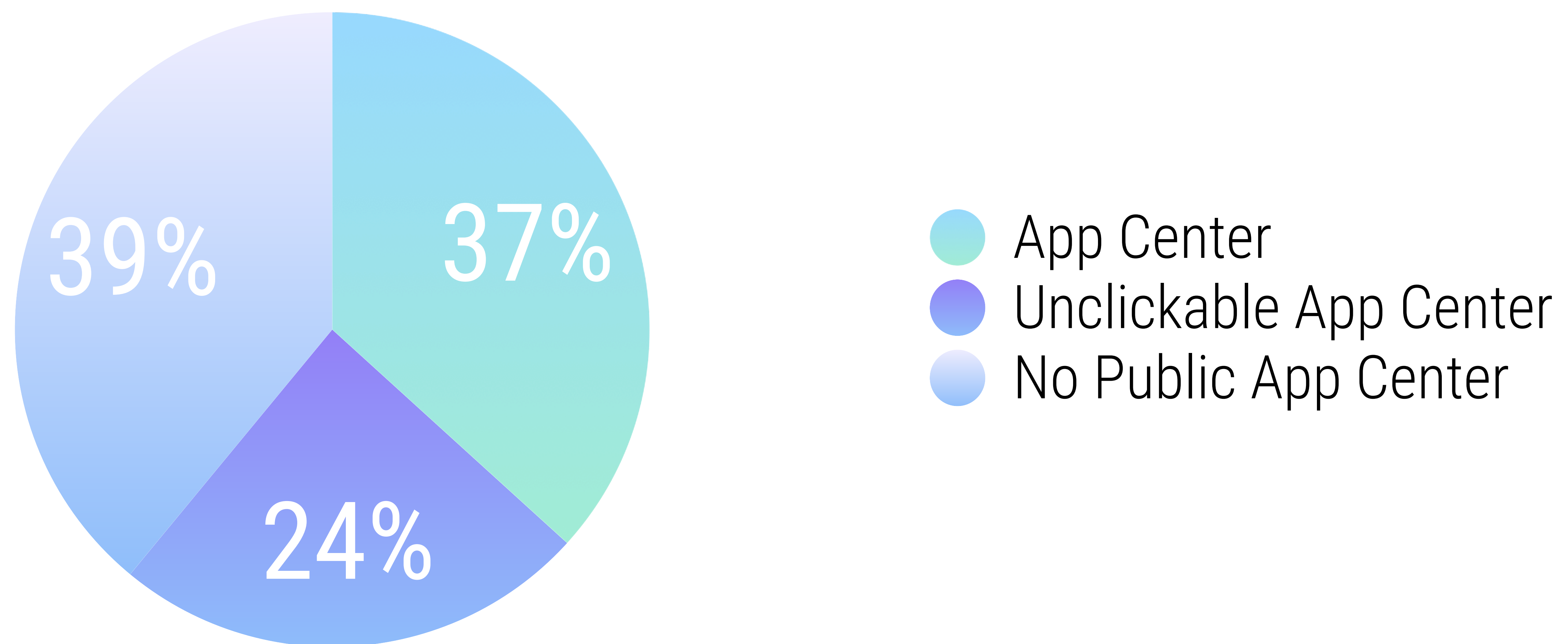
Fastest Growing Martech Companies: Integrations by Company Size



Martech App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing martech companies, 61% have a publicly available app center where prospects and customers can browse the integrations. And 37% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.

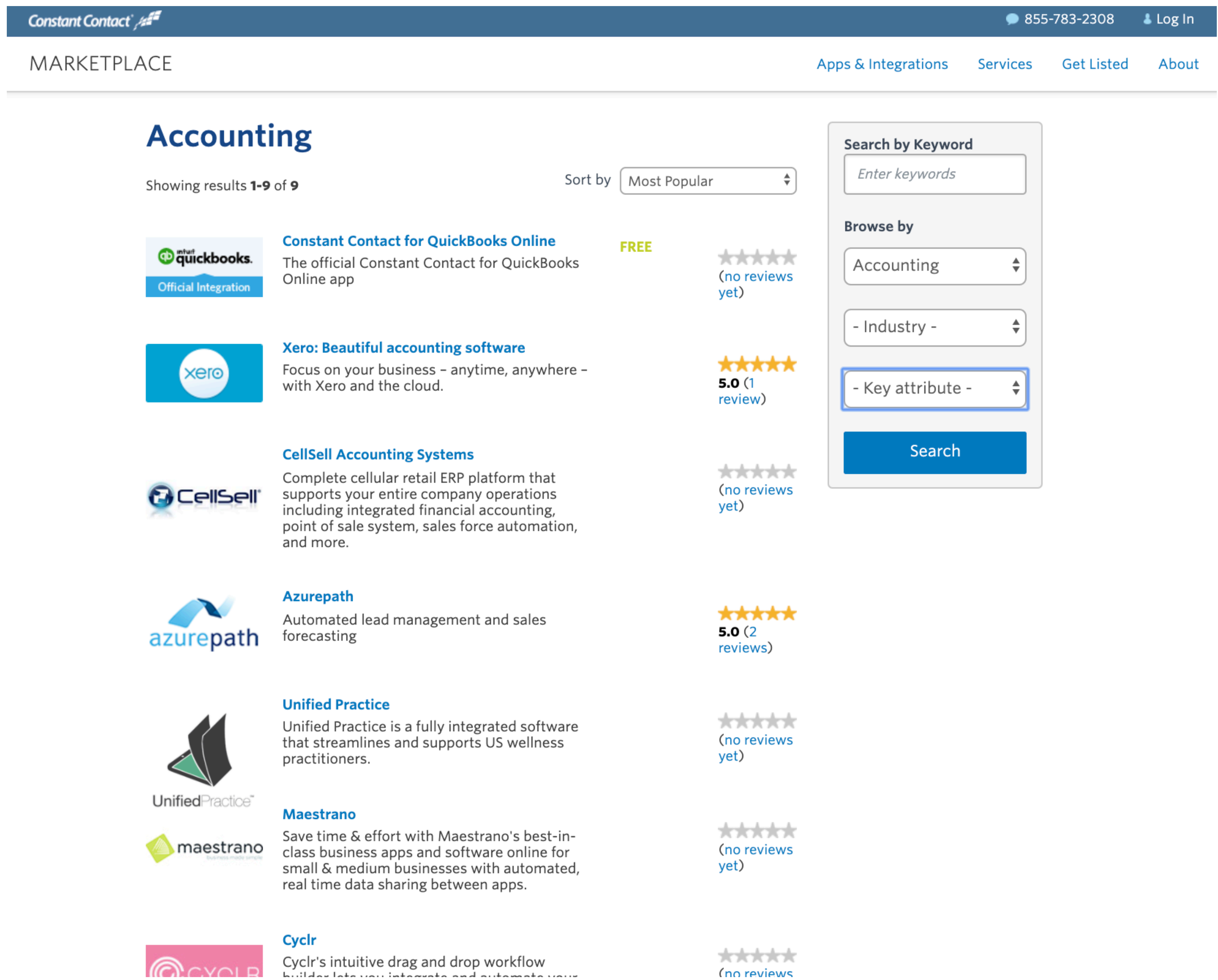


Best Martech App Centers



Unsurprisingly, many companies in this category have nicely designed app centers. One of the app centers with the most functionality, including user reviews and popularity ratings, is Constant Contact. Though its design is dated, it allows the user to sort not only category, but also by price, industry, rating, popularity, and when the app was added.

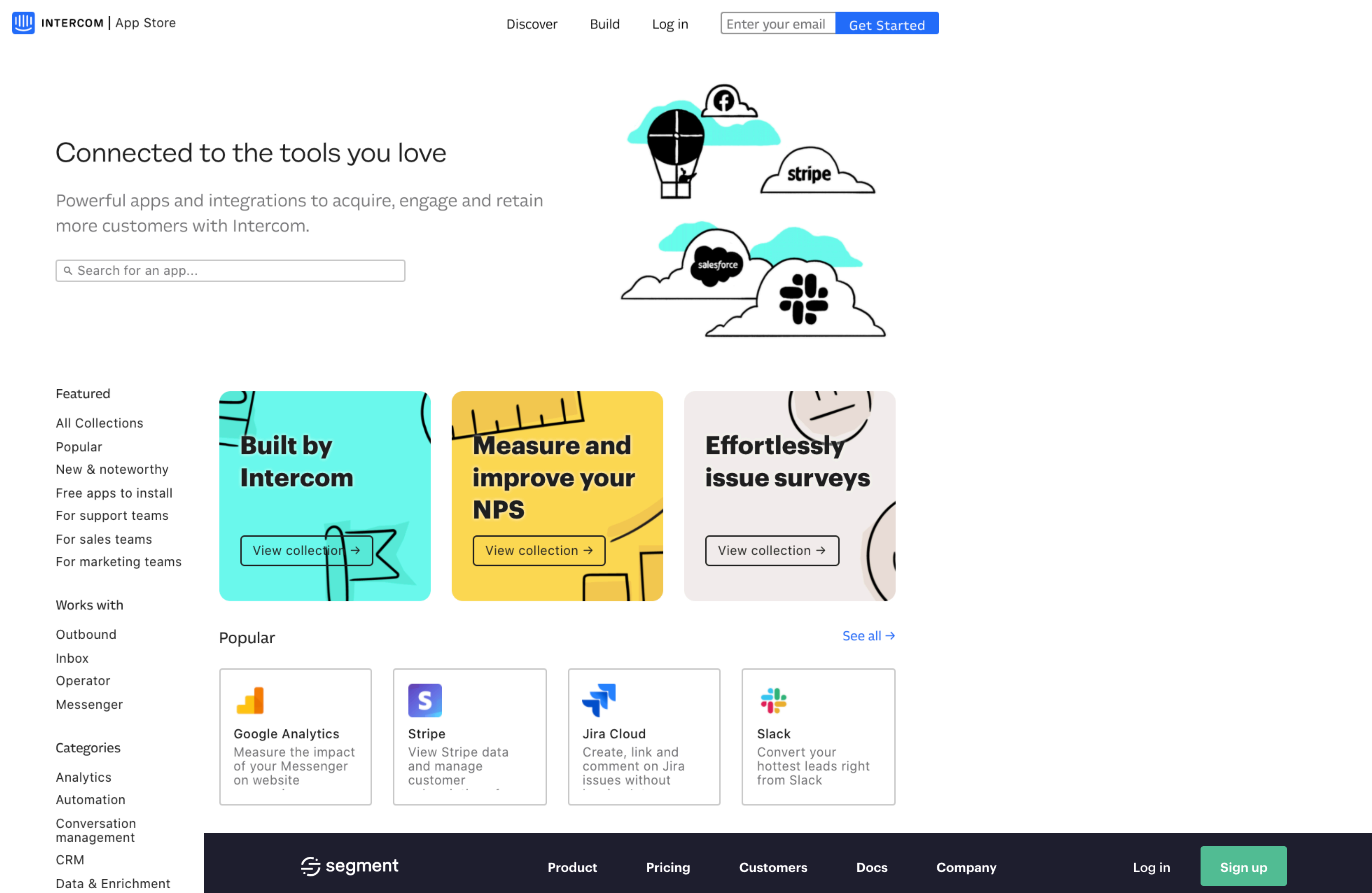
The Constant Contact app marketplace not only has great filtering features, when you click on an individual integration, it is well-documented.



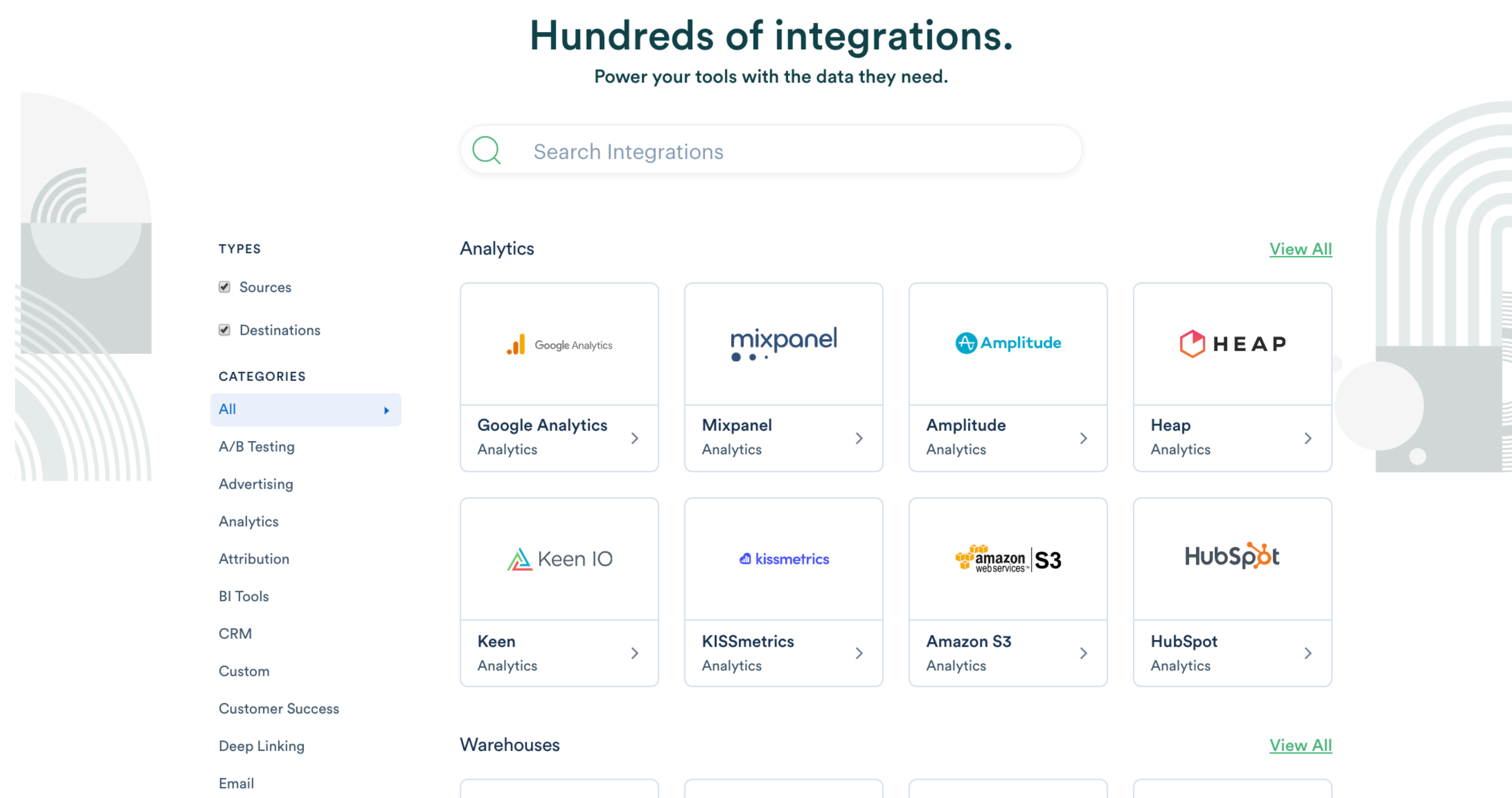
The screenshot shows the 'Accounting' category page on the Constant Contact app marketplace. The page features a header with the Constant Contact logo, contact information (855-783-2308, Log In), and navigation links (MARKETPLACE, Apps & Integrations, Services, Get Listed, About). The main content area displays a list of accounting integrations, each with a logo, title, description, price (FREE), and rating. A search sidebar on the right allows users to search by keyword and browse by category (Accounting, Industry, Key attribute).

Integration Name	Description	Price	Rating
Constant Contact for QuickBooks Online	The official Constant Contact for QuickBooks Online app	FREE	(no reviews yet)
Xero: Beautiful accounting software	Focus on your business - anytime, anywhere - with Xero and the cloud.		5.0 (1 review)
CellSell Accounting Systems	Complete cellular retail ERP platform that supports your entire company operations including integrated financial accounting, point of sale system, sales force automation, and more.		(no reviews yet)
Azurepath	Automated lead management and sales forecasting		5.0 (2 reviews)
Unified Practice	Unified Practice is a fully integrated software that streamlines and supports US wellness practitioners.		(no reviews yet)
Maestrano	Save time & effort with Maestrano's best-in-class business apps and software online for small & medium businesses with automated, real time data sharing between apps.		(no reviews yet)
Cyclr	Cyclr's intuitive drag and drop workflow builder lets you integrate and automate your...		(no reviews yet)

The Constant Contact app marketplace, however, has somewhat of a dated design. Many of the martech marketplaces have a clean and modern design. Intercom and Segment, for example, though they lack the full functionality of Constant Contact, both provide user friendly design.



The screenshot shows the Intercom App Store interface. At the top, there's a navigation bar with 'Discover', 'Build', 'Log in', and a search bar with 'Enter your email' and a 'Get Started' button. Below the navigation, a hero section titled 'Connected to the tools you love' features a search bar and an illustration of various tools like Stripe, Salesforce, and Intercom. A sidebar on the left lists 'Featured' and 'Works with' categories. The main content area displays three featured collections: 'Built by Intercom', 'Measure and improve your NPS', and 'Effortlessly issue surveys'. Below these is a 'Popular' section with four integration cards for Google Analytics, Stripe, Jira Cloud, and Slack. At the bottom, there's a dark footer with the Segment logo and navigation links for Product, Pricing, Customers, Docs, Company, Log in, and Sign up.



The screenshot shows the Segment integration marketplace interface. At the top, it says 'Hundreds of integrations. Power your tools with the data they need.' Below this is a search bar for 'Search Integrations'. On the left, there's a sidebar with filters for 'TYPES' (Sources, Destinations) and 'CATEGORIES' (All, A/B Testing, Advertising, Analytics, Attribution, BI Tools, CRM, Custom, Customer Success, Deep Linking, Email). The main content area displays a grid of integration cards under the 'Analytics' category, including Google Analytics, Mixpanel, Amplitude, Heap, Keen IO, KISSmetrics, Amazon S3, and HubSpot. There are 'View All' links for both the Analytics and Warehouses sections.

Product Category and Integrations



There is a relationship between the product categories within the martech grouping and the number of integrations. Marketing automation, omni-channel platforms, and email marketing platforms have the most integrations, while products that are more niche or distinct, like online printers, video making software, polling, social media moderation, and SEO software tend to have fewer integrations.

Martech Company Conclusions



Product integrations are very important in the martech category as the proliferation of technology for marketers has made moving data from system to system an acute pain point.

In certain categories, like general marketing automation and email software, integrations are required for success, and the leaders in those categories have hundreds if not thousands of integrations.

The well-designed public app centers of a significant number of martech companies signals how important integrations are for both prospects and customers.

9. Accounting

The accounting software market **was valued at 12 billion in 2019**. Especially as businesses grow larger, accounting software's ability to integrate with other operational, business intelligence, and vertical specific software is key to the user experience. Quickbooks, for example, though not on this list, **has over 650 integrations**, and is often one of the first applications other software integrate with.

Accounting Overview

The fastest growing accounting software companies have an average of **39 product integrations**. The median number is **15 integrations**.

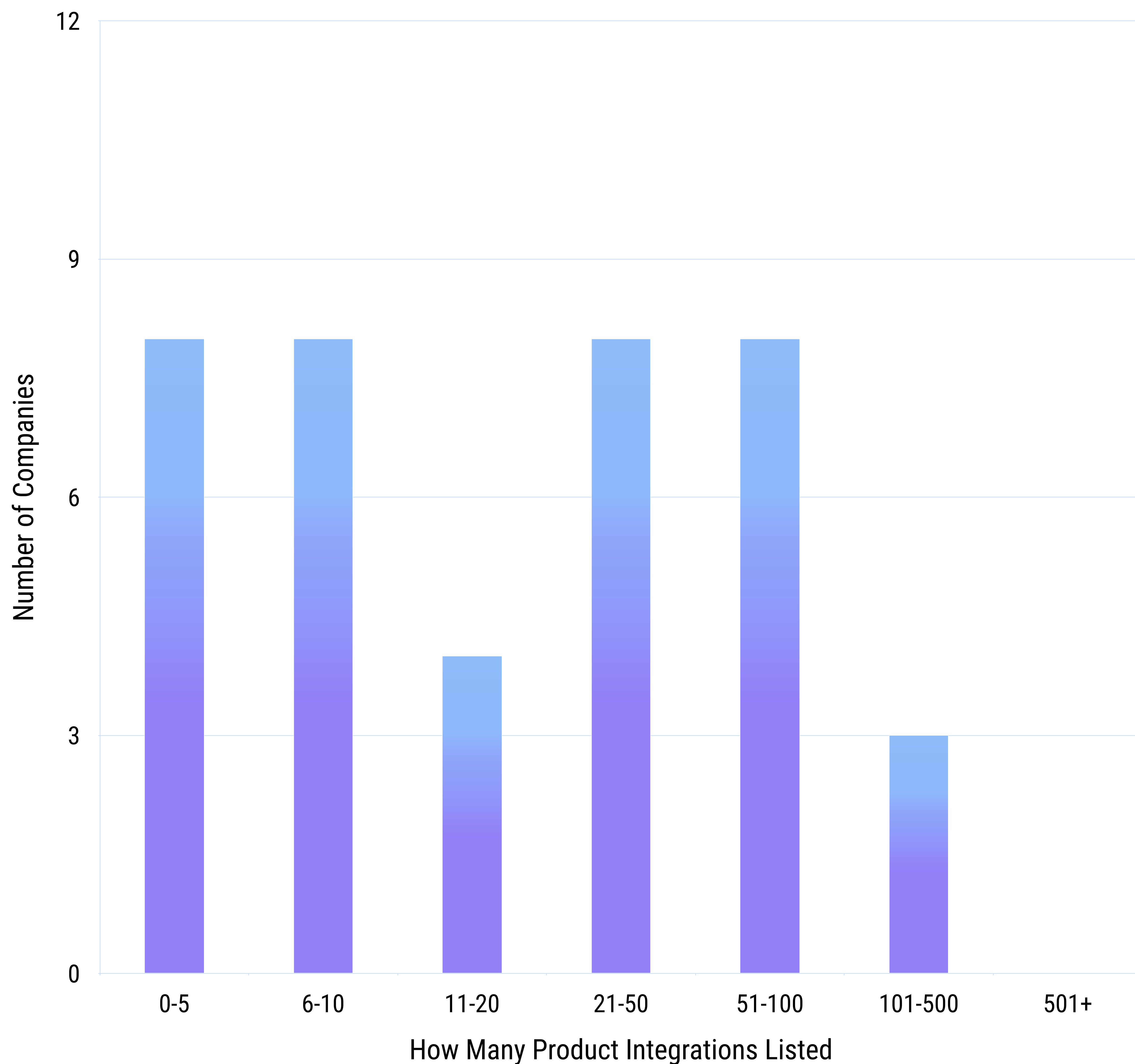
A third of the companies in this category also offer their customers a third party integration tool like Zapier. 23% offer Zapier to their customers, and 10% of companies offer another integration tool.

100% of companies in this category have at least 1 integration.

64% of accounting software companies provide public documentation for their API. 95% provide their customers with access to an API. The companies that do not are either heavily focused on services, or targeted at businesses with less than 100 employees.

26% of the fastest growing accounting software companies explicitly encourage third-party developers to build integrations into their product, reflecting the importance of building a tech ecosystem around accounting applications.

Fastest Growing Accounting Companies

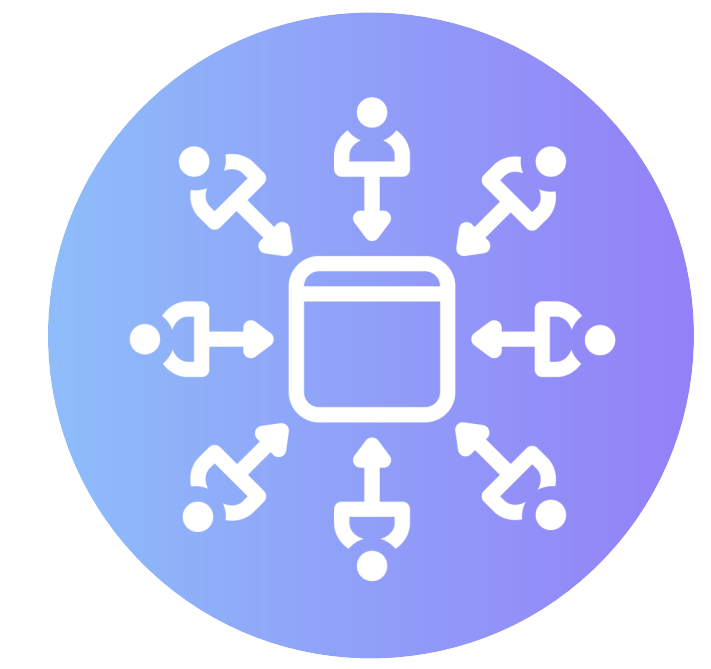


There is a weak correlation between the size of the company and the number of product integrations in the accounting category, with the correlation coefficient being .06.

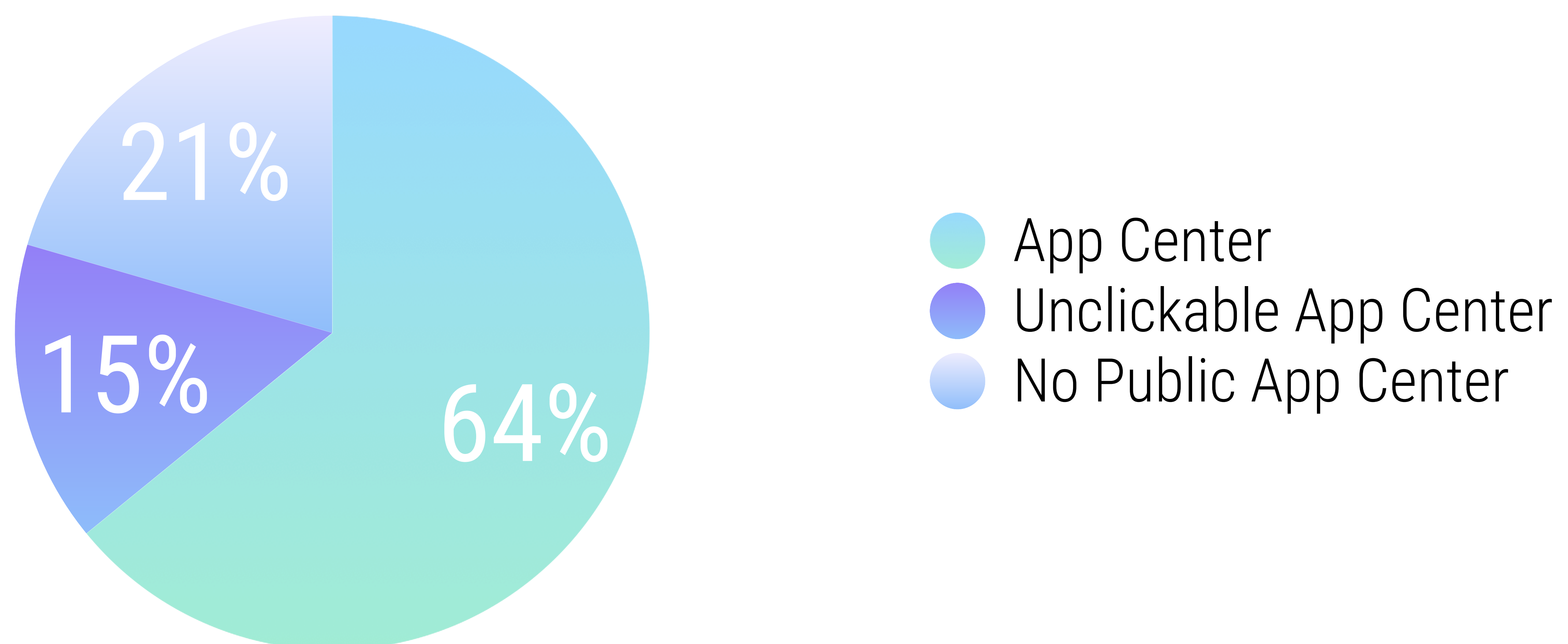
Fastest Growing Accounting Companies: Integrations by Company Size



Accounting App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing accounting companies, 79% have a publicly available app center where prospects and customers can browse the integrations. And 64% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.

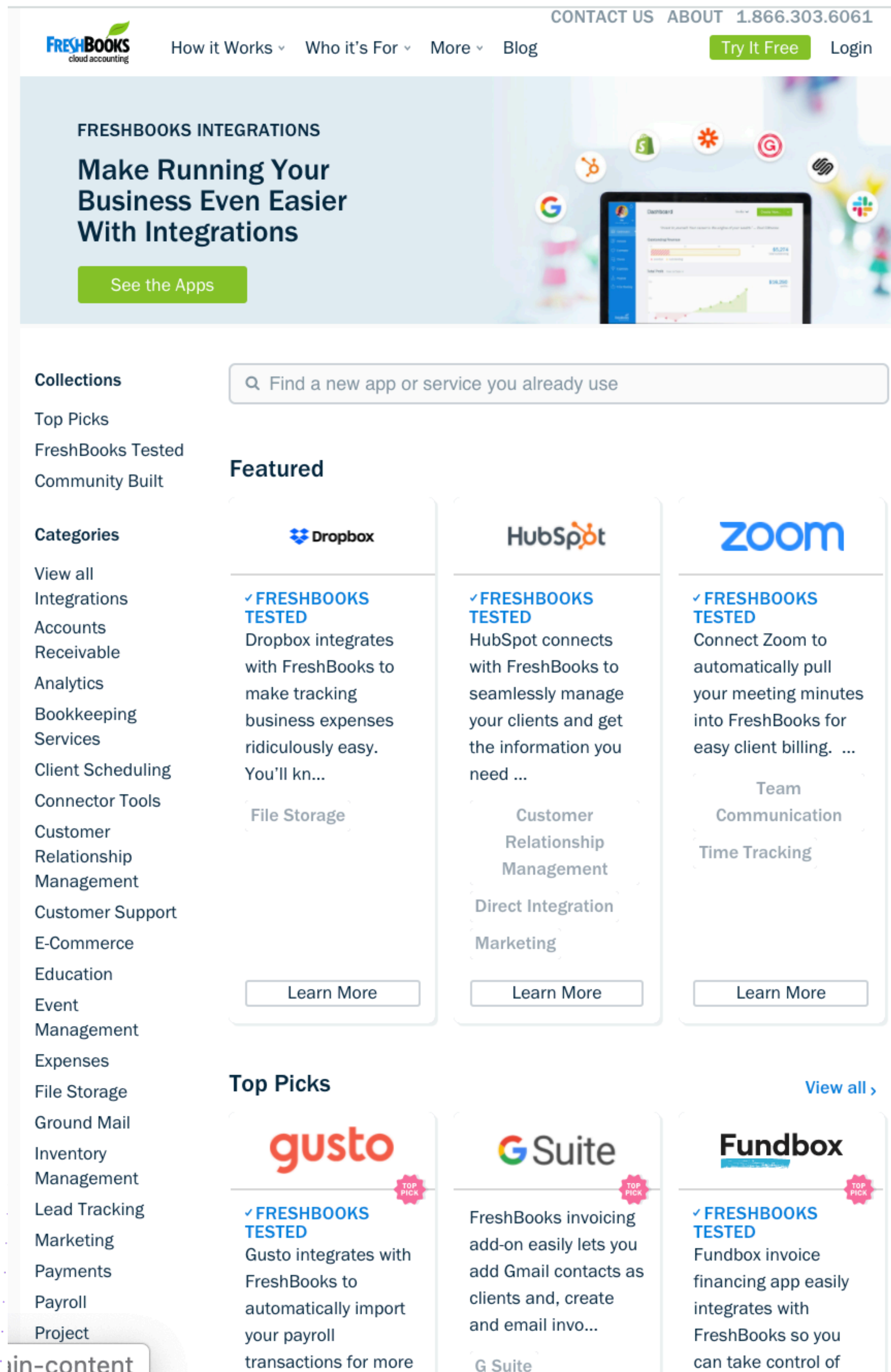


The Best Accounting App Centers



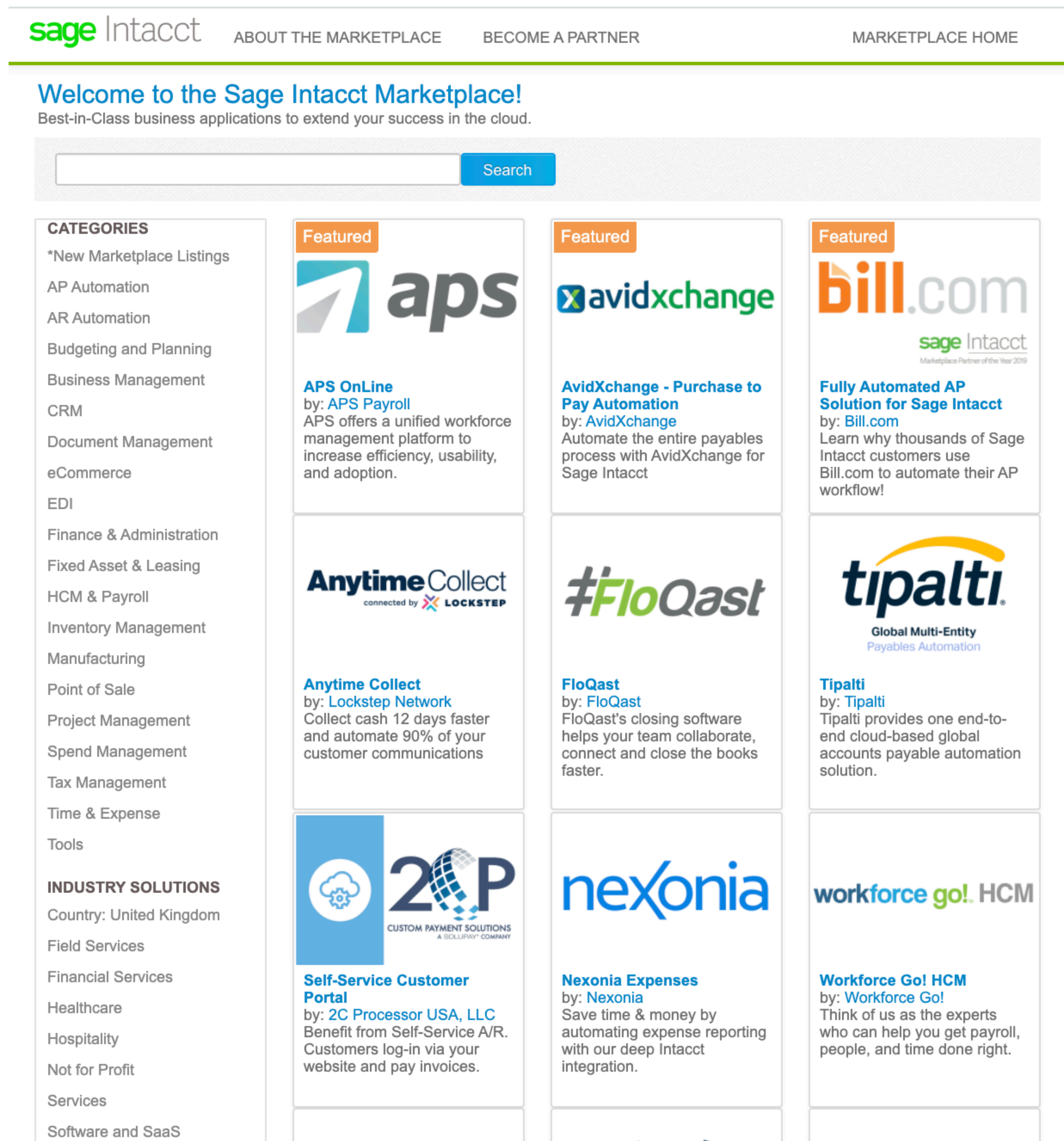
Many companies in this category have nicely designed app centers. However, functionality is more limited, as none have user reviews or the ability to filter by price. The vast majority have a search function and are filterable only by product category. The two app centers with more functionality are Freshbooks and Sage Intacct.

The Freshbooks app marketplace allows the user to search by category, top picks, Freshbooks tested, and community built. It also has a modern design, and well-documented individual integration pages.



The screenshot shows the FreshBooks Integrations marketplace website. At the top, there is a navigation bar with the FreshBooks logo, links for 'How it Works', 'Who it's For', 'More', and 'Blog', and a 'Try It Free' button. The main header features the text 'FRESHBOOKS INTEGRATIONS' and 'Make Running Your Business Even Easier With Integrations', with a 'See the Apps' button. Below this is a search bar with the placeholder text 'Find a new app or service you already use'. The 'Featured' section displays three integration cards for Dropbox, HubSpot, and Zoom, each with a 'FRESHBOOKS TESTED' badge and a 'Learn More' button. The 'Top Picks' section displays three integration cards for Gusto, G Suite, and Fundbox, each with a 'TOP PICK' badge and a 'Learn More' button. A sidebar on the left lists various categories such as 'Accounts Receivable', 'Analytics', 'Bookkeeping Services', and 'Client Scheduling'. The page is framed by a purple dotted border.

The Sage Intacct app marketplace has filtering by category, industry, and who built the integration, Sage Intacct or a third party, and if it was built on the Sage Intacct platform. It also has well-documented individual integration pages.



The screenshot shows the Sage Intacct Marketplace homepage. At the top, there is a navigation bar with the Sage Intacct logo and links for 'ABOUT THE MARKETPLACE', 'BECOME A PARTNER', and 'MARKETPLACE HOME'. Below the navigation bar is a search bar with a 'Search' button. The main content area is divided into a left sidebar and a main grid of featured applications.

Categories:

- *New Marketplace Listings
- AP Automation
- AR Automation
- Budgeting and Planning
- Business Management
- CRM
- Document Management
- eCommerce
- EDI
- Finance & Administration
- Fixed Asset & Leasing
- HCM & Payroll
- Inventory Management
- Manufacturing
- Point of Sale
- Project Management
- Spend Management
- Tax Management
- Time & Expense
- Tools

Industry Solutions:

- Country: United Kingdom
- Field Services
- Financial Services
- Healthcare
- Hospitality
- Not for Profit
- Services
- Software and SaaS

Featured Applications:

- APS OnLine** by: APS Payroll. APS offers a unified workforce management platform to increase efficiency, usability, and adoption.
- AvidXchange - Purchase to Pay Automation** by: AvidXchange. Automate the entire payables process with AvidXchange for Sage Intacct.
- Fully Automated AP Solution for Sage Intacct** by: Bill.com. Learn why thousands of Sage Intacct customers use Bill.com to automate their AP workflow!
- Anytime Collect** by: Lockstep Network. Collect cash 12 days faster and automate 90% of your customer communications.
- FloQast** by: FloQast. FloQast's closing software helps your team collaborate, connect and close the books faster.
- Tipalti** by: Tipalti. Tipalti provides one end-to-end cloud-based global accounts payable automation solution.
- Self-Service Customer Portal** by: 2C Processor USA, LLC. Benefit from Self-Service A/R. Customers log-in via your website and pay invoices.
- Nexonia Expenses** by: Nexonia. Save time & money by automating expense reporting with our deep Intacct integration.
- Workforce Go! HCM** by: Workforce Go!. Think of us as the experts who can help you get payroll, people, and time done right.

Product Category and Integrations



There is little relationship between the product categories within the accounting software grouping and the number of integrations.

However, software that is targeted toward very small or small businesses, or that are an extension of a services company tend to have fewer integrations.

Accounting Company Conclusions



Product integrations are very important in the accounting category as the data is often important to integrate with other systems, like ERPs, business intelligence, reporting, HR, and vertical specific software.

A quarter of companies explicitly encourage third parties to build on their product, signaling a move to transform more software in this category into platforms. Most companies have clickable, public app centers, though they lack user reviews and pricing sorting that fully developed app centers have.

There is little relationship between company size or sub-category with the number of integrations, though targeting small businesses is correlated with fewer integrations.

CRMs are usually the central piece of sales software. Because they are such a keystone in the tech ecosystem, they were covered in another chapter. Outside CRMs, there are fewer sales applications that serve as platforms. However, it is still vital that more niche sales applications integrate with other software, starting with CRMs.

Outside of engineering, the sales department **spends the most on SaaS products**, leading to a proliferation of tools that need to be integrated with one another for a more seamless workflow.

Non-CRM Sales Overview

The fastest growing non-CRM sales software companies have an average of **20 product integrations**. The median number is **12 integrations**.

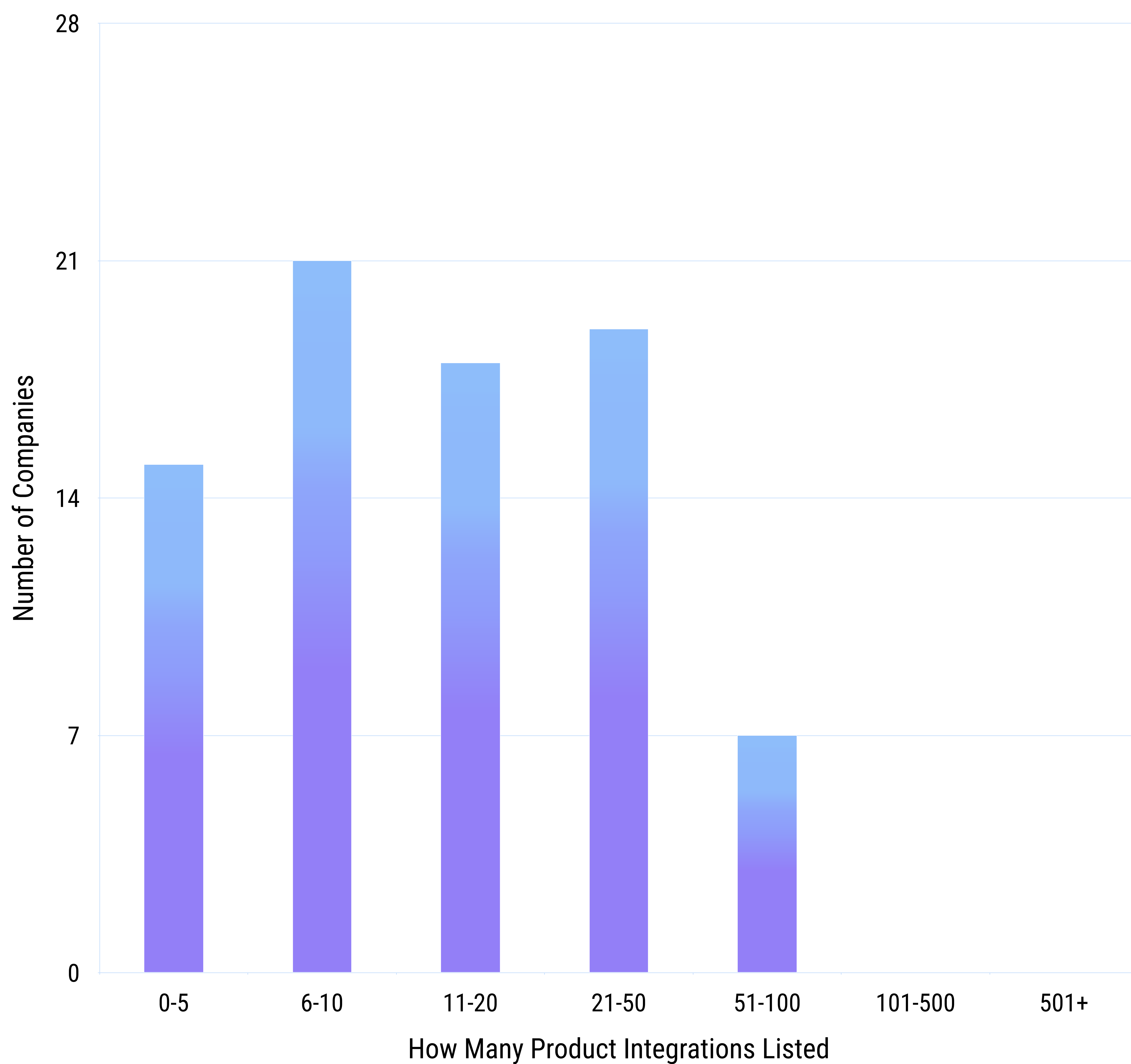
28% the companies in this category also offer their customers a third party integration tool like Zapier.

98% of companies in this category have at least 1 integration.

46% of non-CRM sales software companies provide public documentation for their API. 94% provide their customers with access to an API. The companies that do not are generally more niche in their purpose, like RFP software or conversational intelligence software.

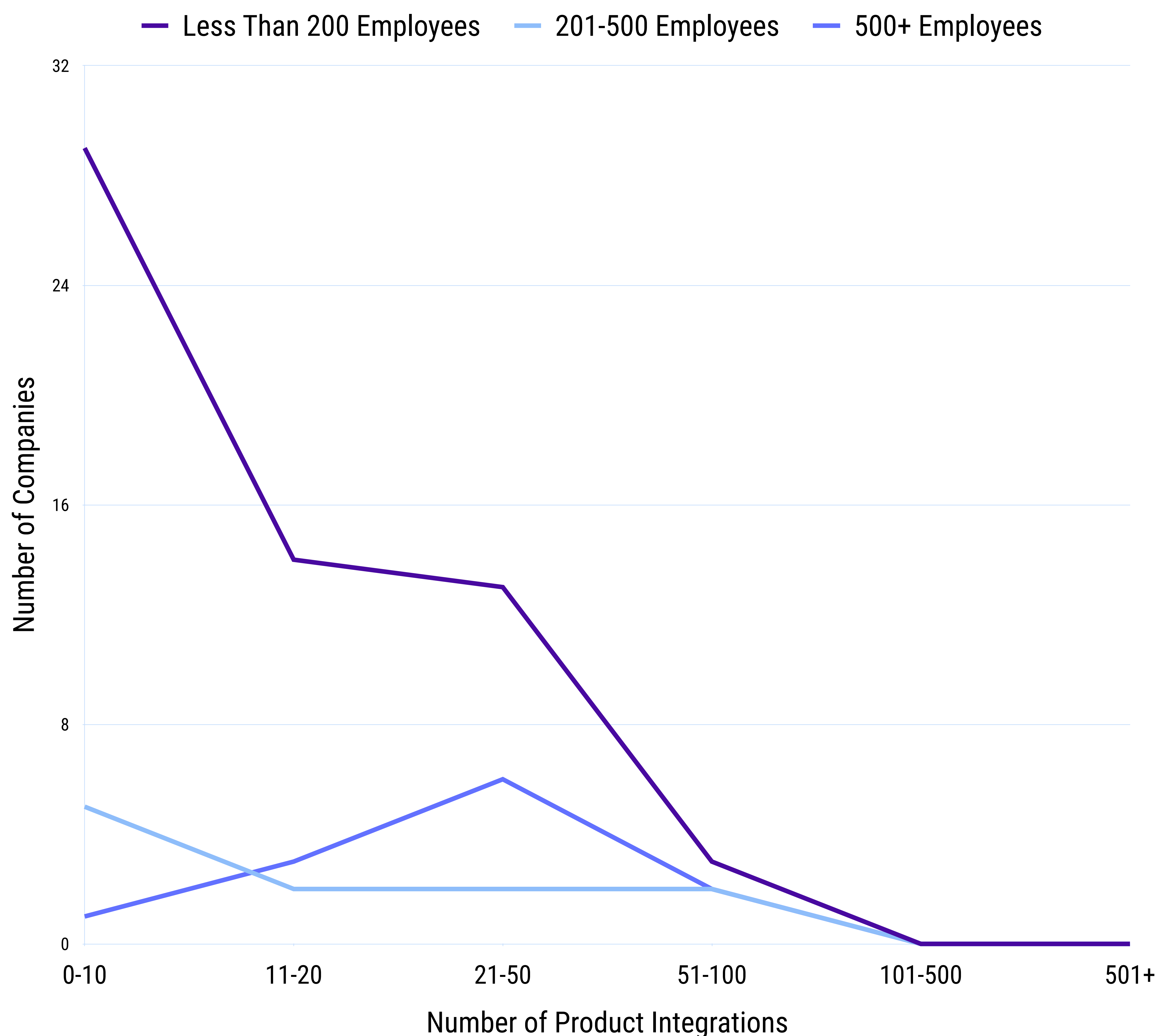
9% of the fastest growing sales software companies explicitly encourage third-party developers to build integrations into their product, reflecting the fact that non-CRM sales software is less likely to be a central hub for other technologies.

Fastest Growing non-CRM Sales Companies

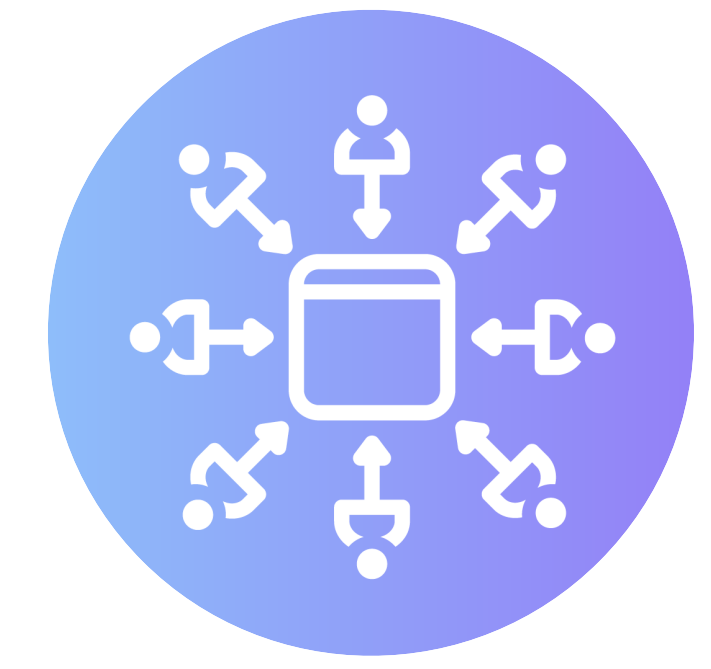


There is a moderate correlation between the size of the company and the number of product integrations in the non-CRM sales category, with the correlation coefficient being .25.

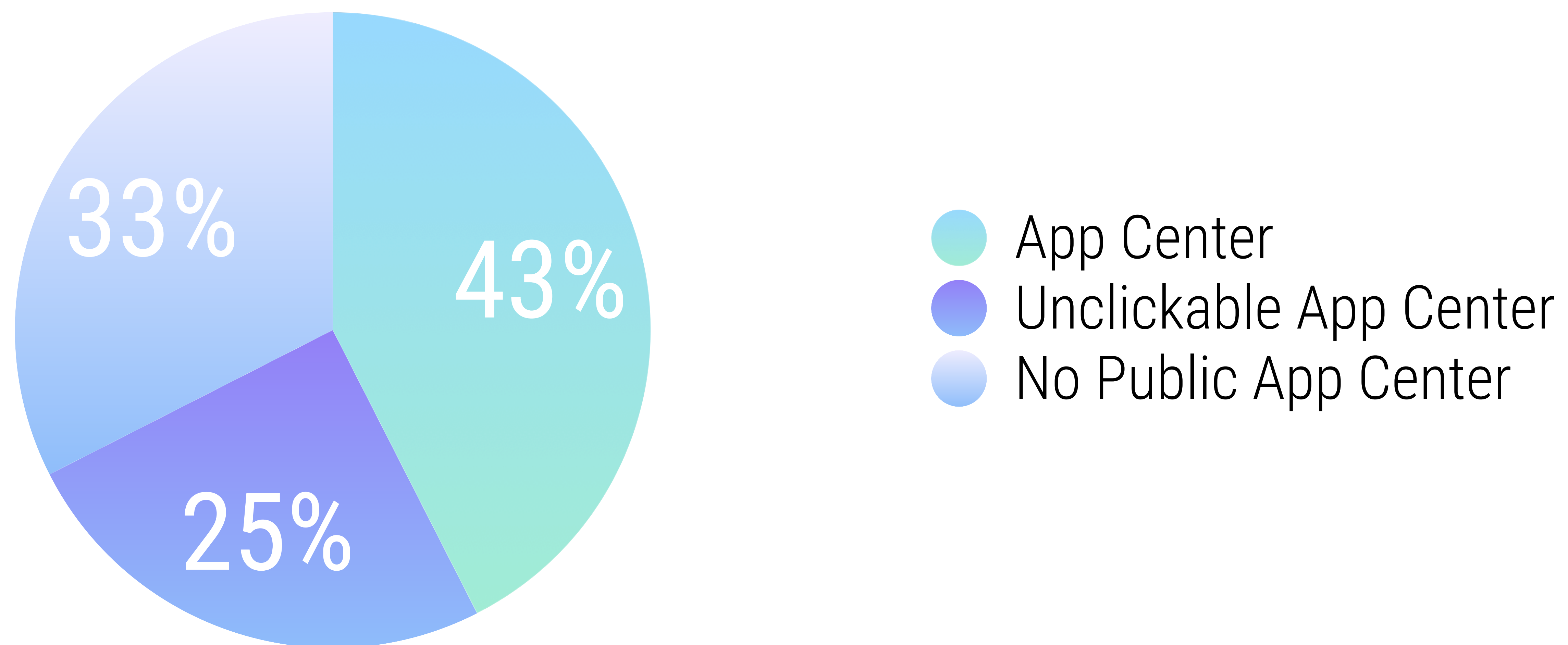
Fastest Growing Sales Companies: Integrations by Company Size



Non-CRM Sales App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing non-CRM sales companies, 68% have a publicly available app center where prospects and customers can browse the integrations. And 43% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.



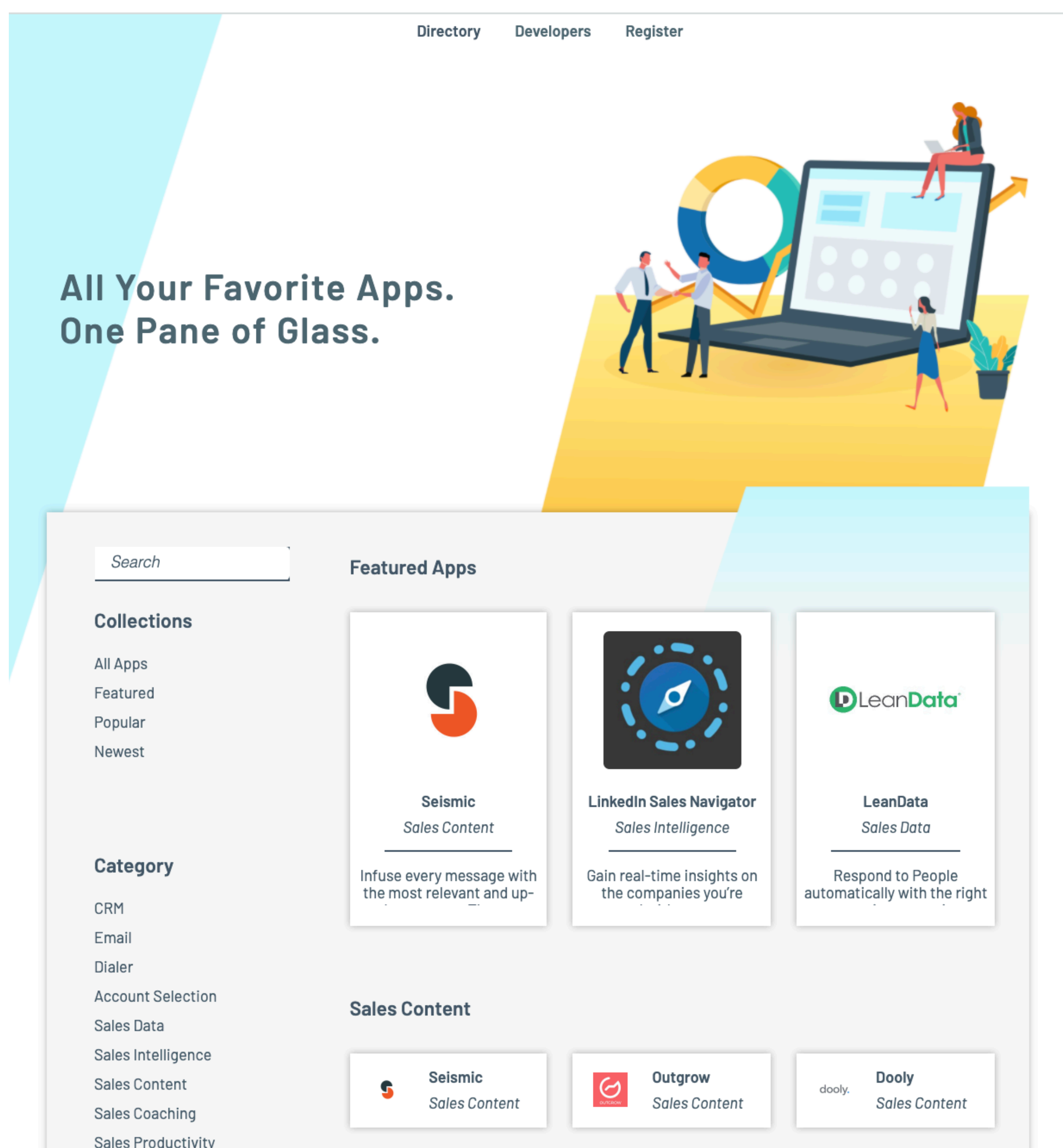
Non-CRM Sales App Centers



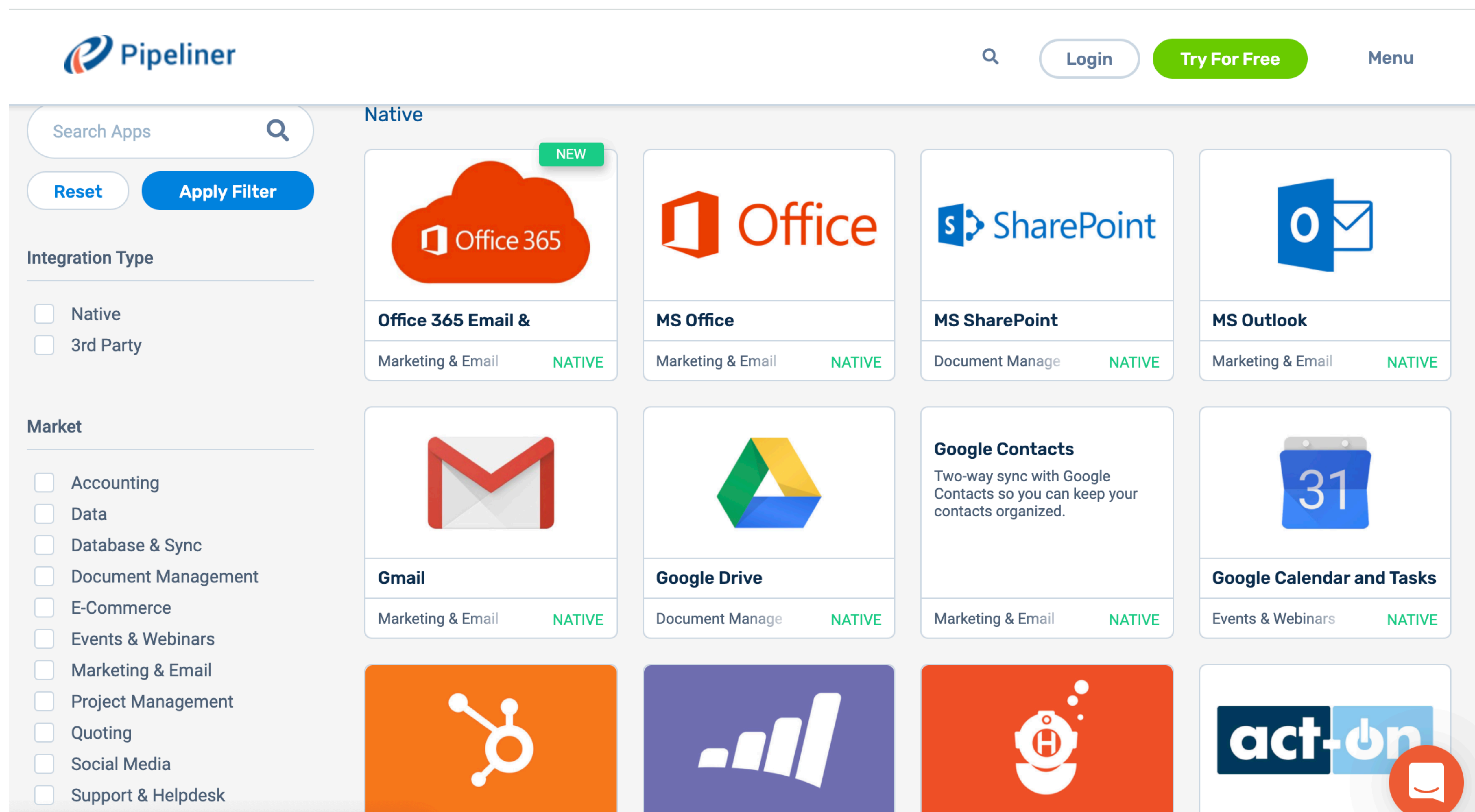
Many companies in this category have nicely designed app centers. However, functionality is more limited, as none have user reviews, or the ability to filter by price, industry, or tier. The vast majority were filtered only by product category, but some also had the ability to filter by whether the app was native, required a third party tool, or was built by a third party.

The lack of functionality in this category's app centers is reflective of its products more ancillary purpose in the sales ecosystem, and that the highest number of integrations is 75.

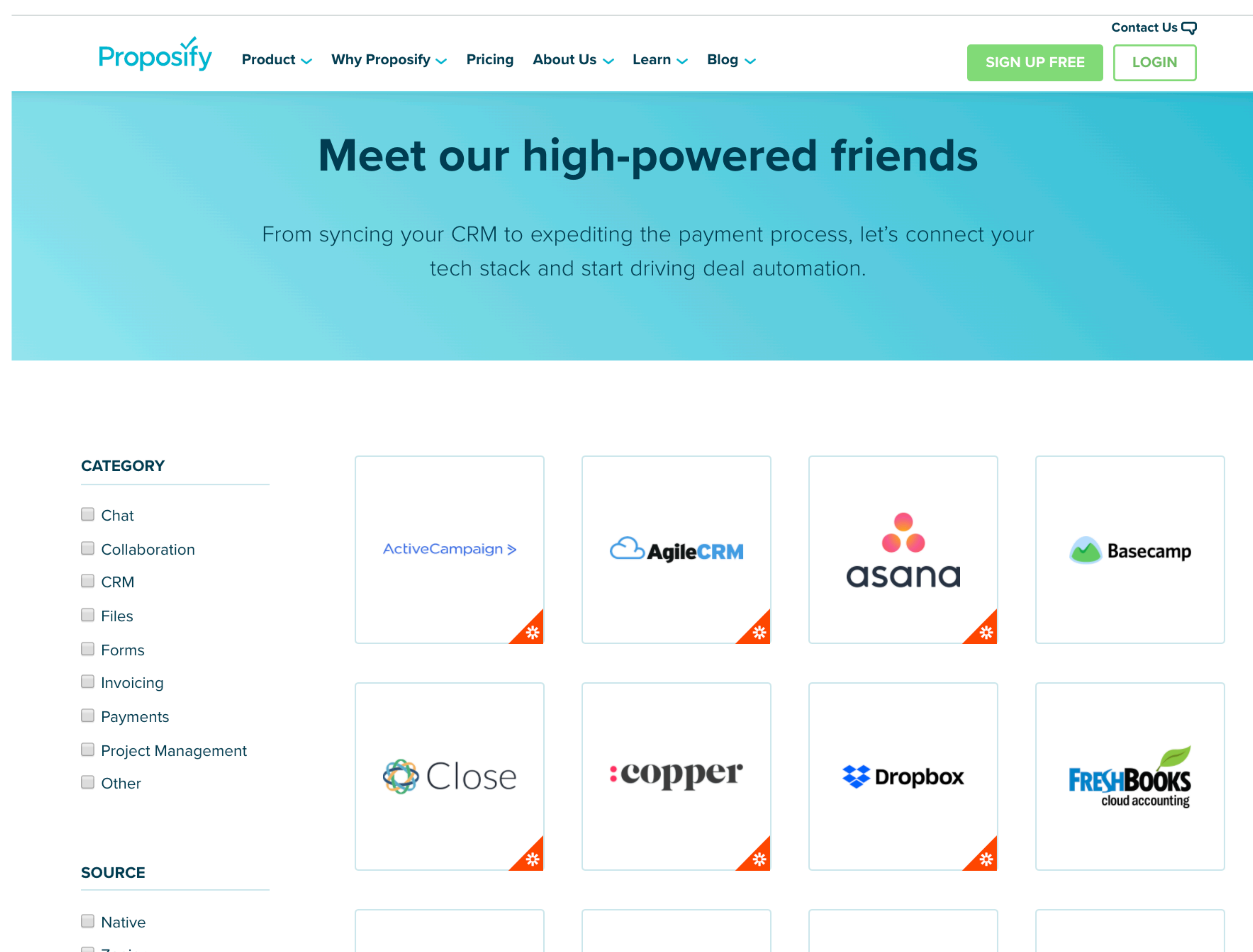
Salesloft has a well-designed app center, with the ability to sort by product category, as well as featured, popular and newest. In addition, individual integration pages are well-documented.



The Pipeliner and Proposify app centers are also well-designed, and allow the user to search by whether the app integration is native or requires a third party tool.



The screenshot shows the Pipeliner app center interface. At the top, there's a search bar and navigation links for 'Login' and 'Try For Free'. The main content area is titled 'Native' and displays a grid of app integration cards. Each card includes an app icon, the app name, a category, and a 'NATIVE' status indicator. The cards shown are: Office 365 (Marketing & Email), MS Office (Marketing & Email), MS SharePoint (Document Manage), MS Outlook (Marketing & Email), Gmail (Marketing & Email), Google Drive (Document Manage), Google Contacts (Marketing & Email), and Google Calendar and Tasks (Events & Webinars). A sidebar on the left provides filters for 'Integration Type' (Native, 3rd Party) and 'Market' (Accounting, Data, Database & Sync, Document Management, E-Commerce, Events & Webinars, Marketing & Email, Project Management, Quoting, Social Media, Support & Helpdesk).



The screenshot shows the Proposify app center interface. At the top, there's a navigation menu with links for 'Product', 'Why Proposify', 'Pricing', 'About Us', 'Learn', and 'Blog'. There are also 'SIGN UP FREE' and 'LOGIN' buttons. The main content area features a teal banner with the text 'Meet our high-powered friends' and a sub-headline: 'From syncing your CRM to expediting the payment process, let's connect your tech stack and start driving deal automation.' Below the banner, there's a grid of app integration cards. Each card includes an app icon, the app name, and a 'NATIVE' status indicator. The cards shown are: ActiveCampaign, AgileCRM, asana, Basecamp, Close, copper, Dropbox, and FRESHBOOKS cloud accounting. A sidebar on the left provides filters for 'CATEGORY' (Chat, Collaboration, CRM, Files, Forms, Invoicing, Payments, Project Management, Other) and 'SOURCE' (Native, Zapier).

Product Category and Integrations



There is a significant relationship between the product categories within the sales software grouping and the number of integrations. Sales enablement, automation, and engagement platforms tend to have more integrations, while products with more niche purposes like proposal software, intent and prospect data, and conversational analysis or intelligence software tend to have fewer integrations.

Non-CRM Sales Conclusions



Product integrations are very important in the non-CRM sales category as sales people utilize a high number of SaaS products and need to construct efficient workflows in their tech stack. However, as this software grouping is not as central as CRMs, it tends to average a fewer number of integrations. The lack of fully functional app centers in this category signals their more ancillary position in the tech ecosystem.

There is also a strong relationship between the sub-product category and the number of integrations, as the more niche the purpose of the software, the fewer the integrations.

11. Productivity and Collaboration

Productivity and collaboration tools are designed to make it easier for people to work, and to work together. Given the average business **uses over a hundred apps**, workflow automation tools that seek to connect these apps are a key part of this category. Scheduling, video conferencing, project management, and collaboration software are some of the other important products in this category.

As these tools differ in their role in the workflow of an organization, there is a larger variance in the number of integrations than in most other categories.

Productivity and Collaboration Overview

The fastest growing companies in this category have an average of **64 product integrations**. The median number is **9 integrations**.

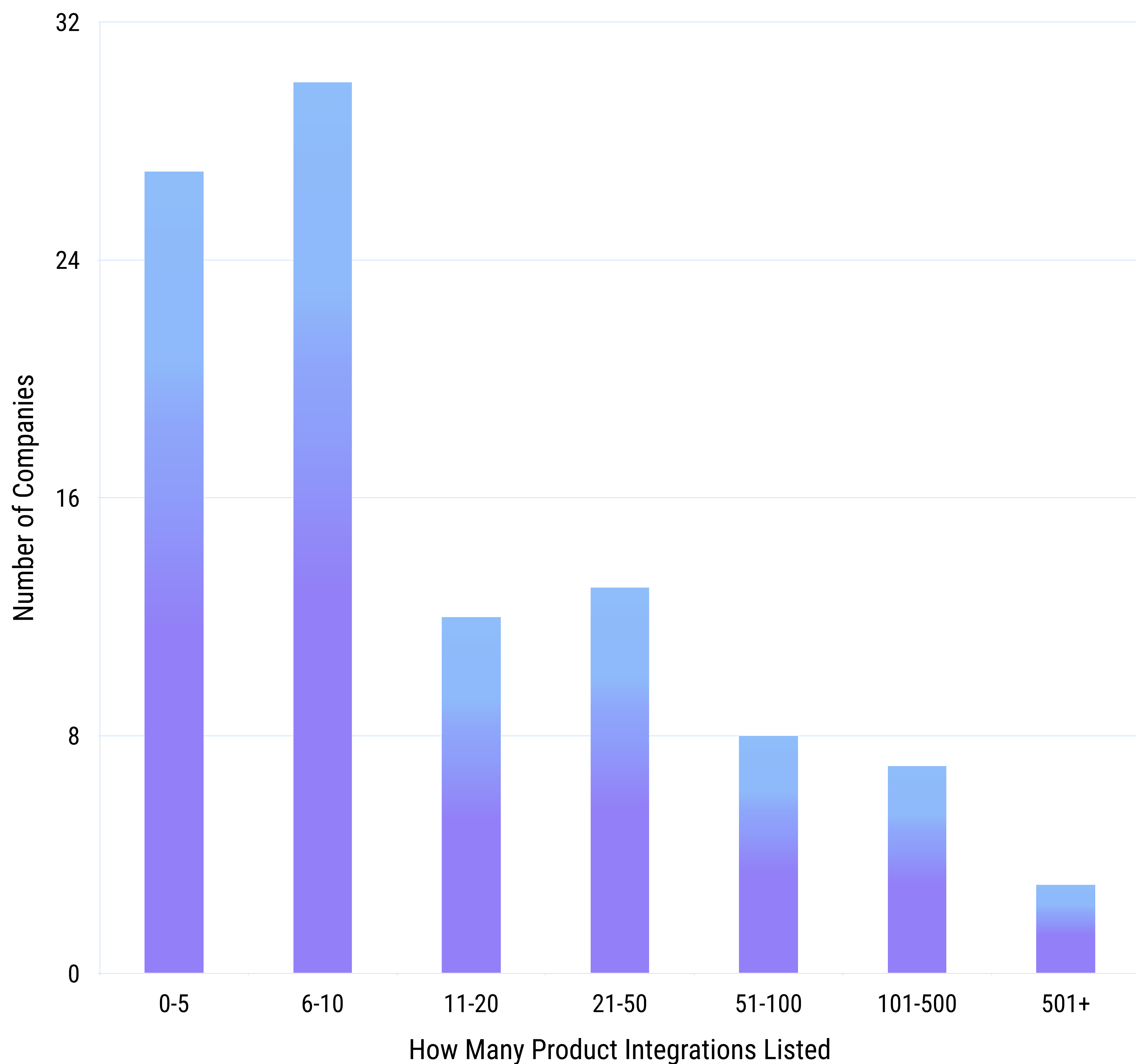
27% the companies in this category also offer their customers a third-party integration tool like Zapier.

97% of companies in this category have at least 1 integration.

66% of productivity and collaboration software companies provide public documentation for their API. 91% provide their customers with an API. The companies that do not are generally more niche in their purpose, like presentation software.

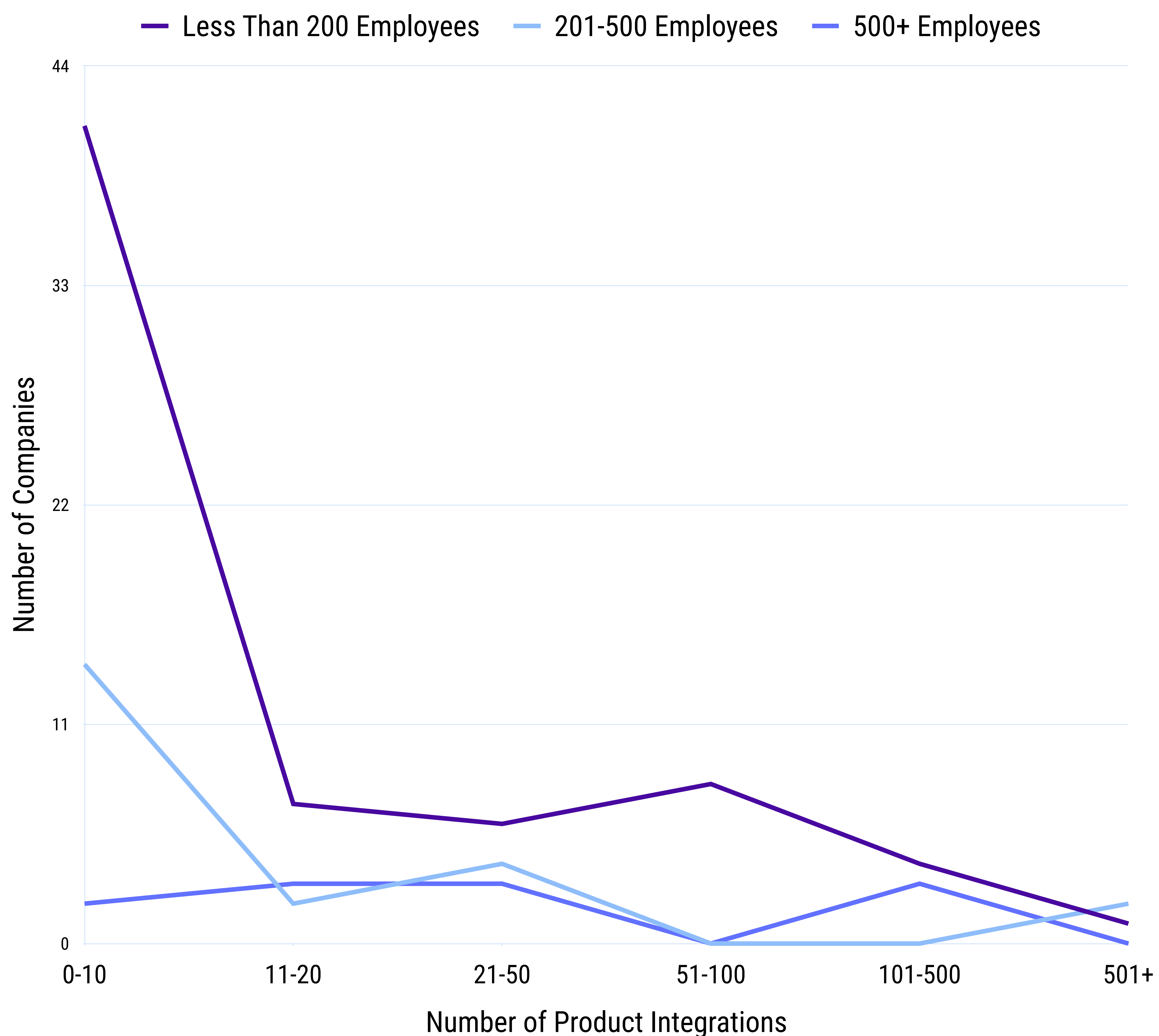
14% of the fastest growing productivity and collaboration software companies explicitly encourage third-party developers to build integrations into their product, reflecting the fact that many of the products in this category are not aspiring to be platforms at the center of an ecosystem.

Fastest Growing Productivity and Collaboration Companies

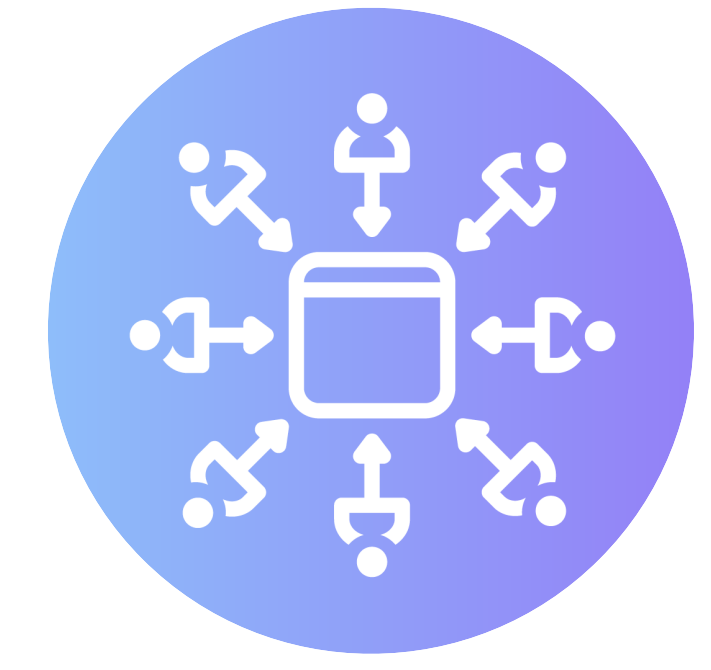


There is a weak correlation between the size of the company and the number of product integrations in the productivity and collaboration category, with the correlation coefficient being .05.

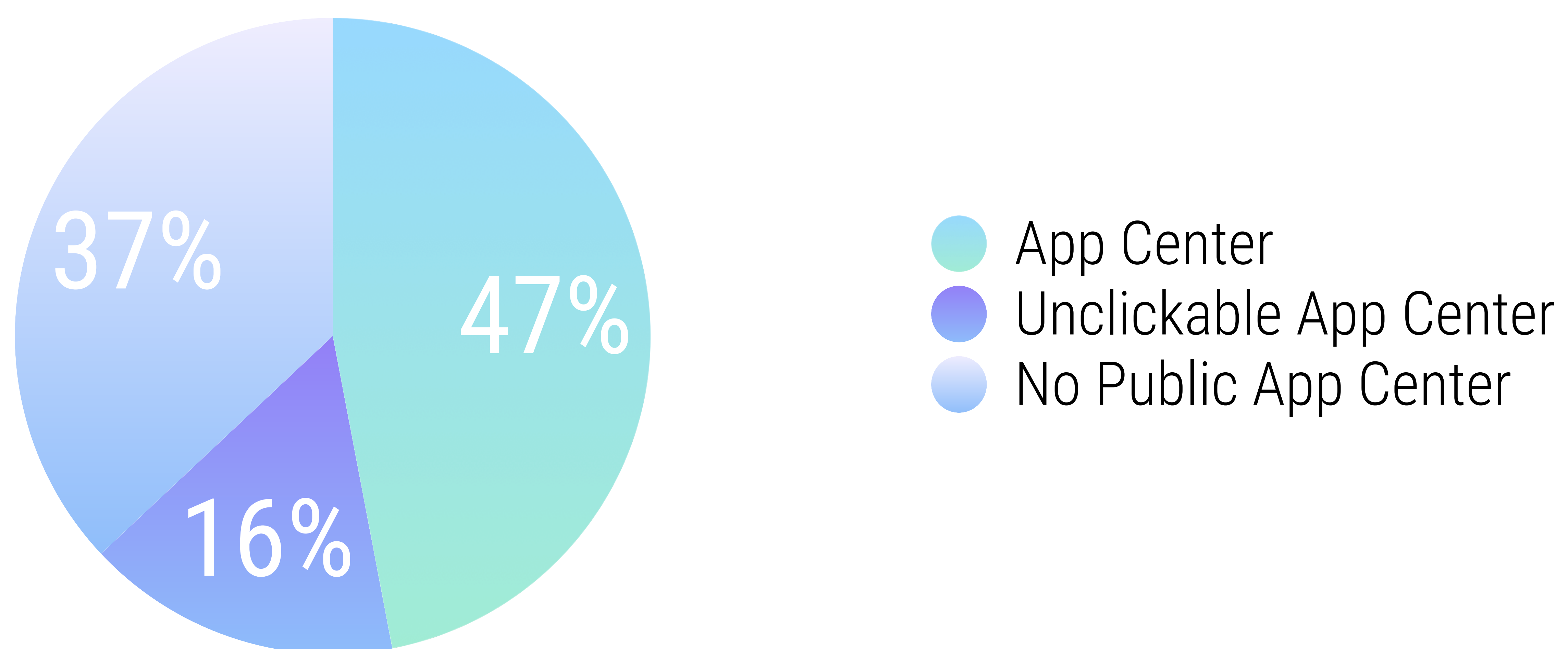
Fastest Growing Productivity and Collaboration Companies: Integrations by Company Size



Productivity and Collaboration App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing companies in this category, 63% have a publicly available app center where prospects and customers can browse the integrations. And 47% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.

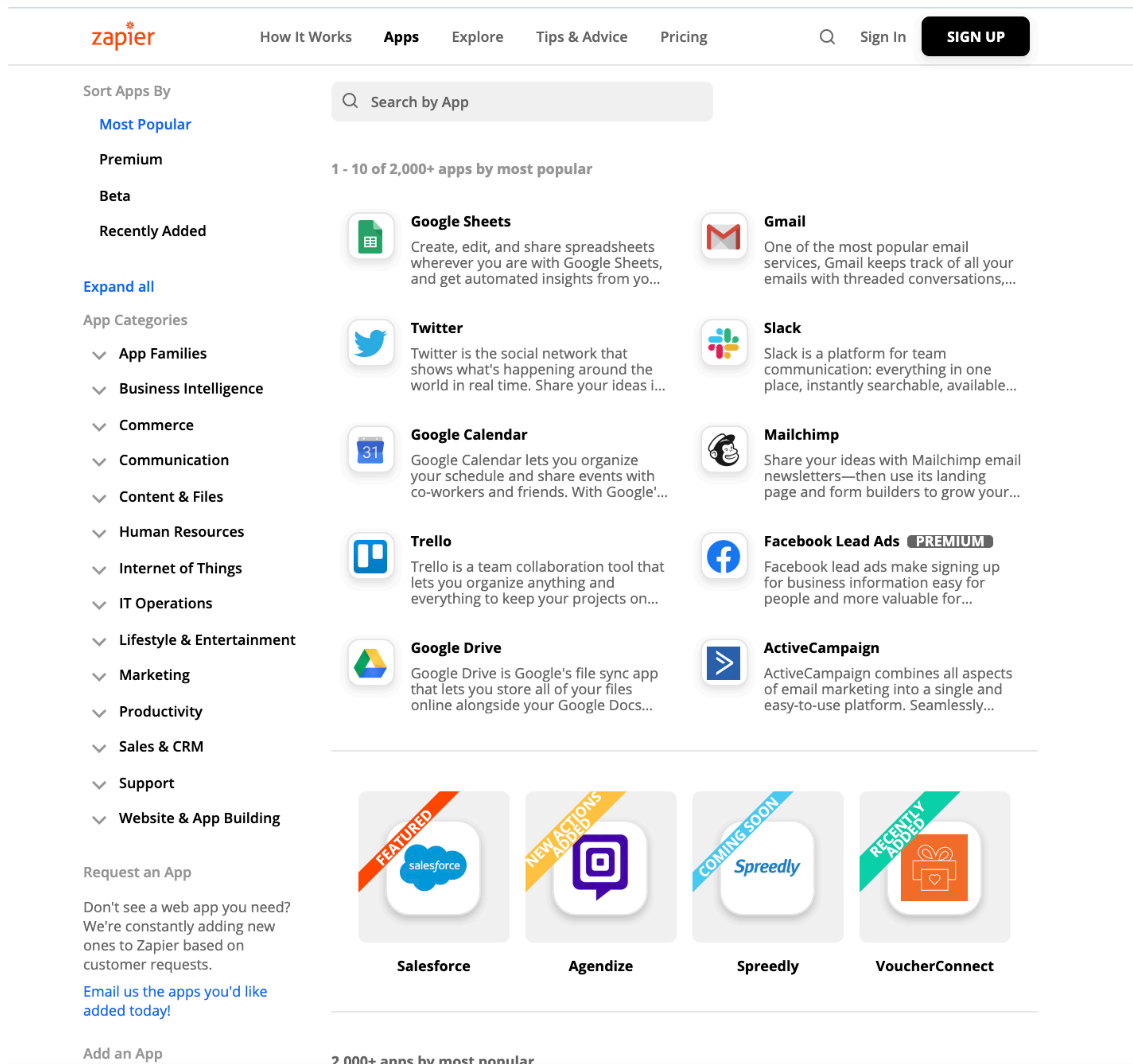


The Best Productivity and Collaboration App Centers



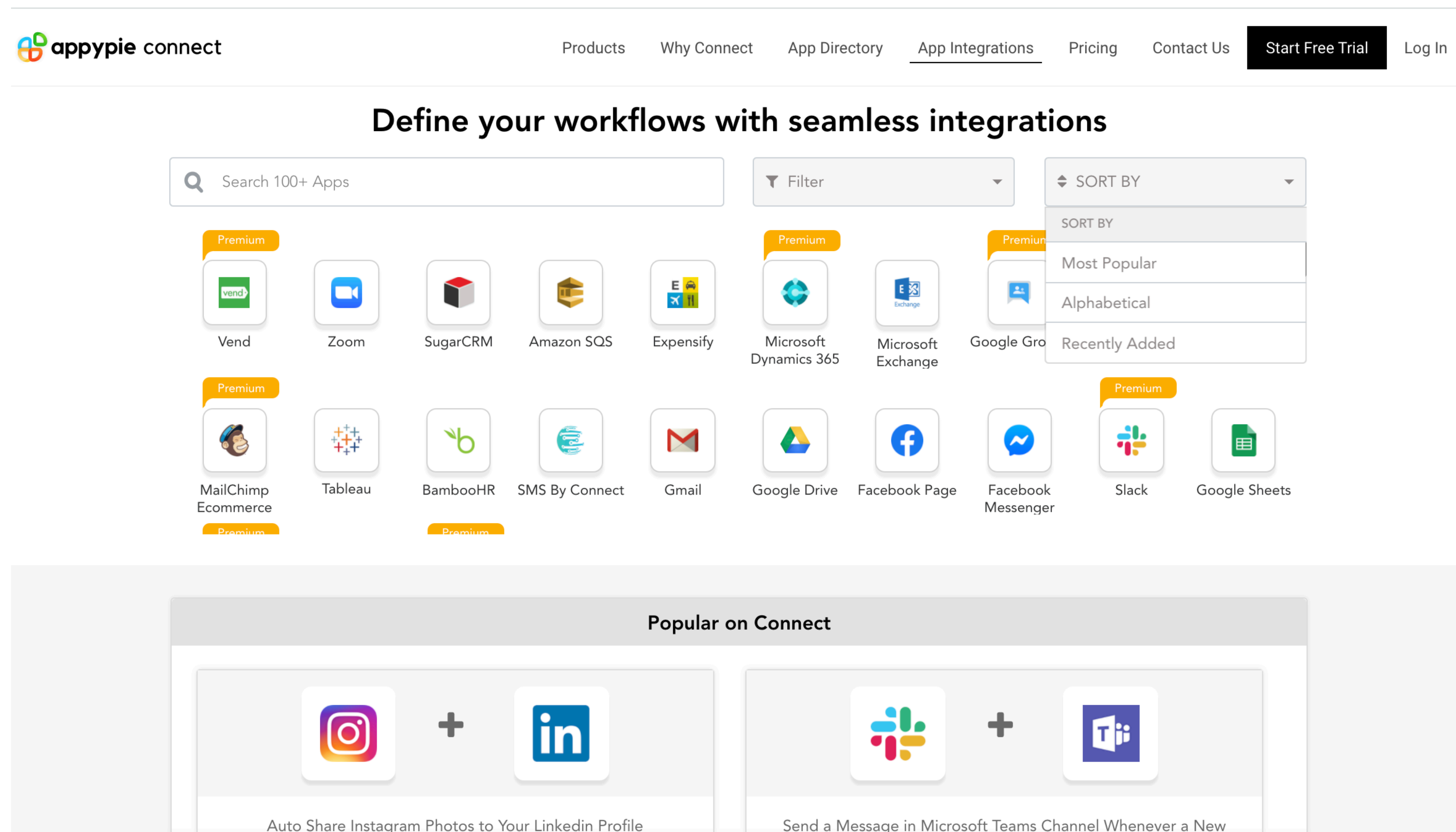
Many companies in this category have nicely designed app centers. However, functionality is more limited, as none have user reviews, or the ability to filter by price, or industry. The vast majority are filtered only by product category, but some also have the ability to filter by popularity, tier, and newly added.

The best app centers are in the workflow automation and project management category. Zapier's is well-designed and has more functionality than simply the ability to search by product category, as users can also filter by popularity, recently added, beta, and premium.

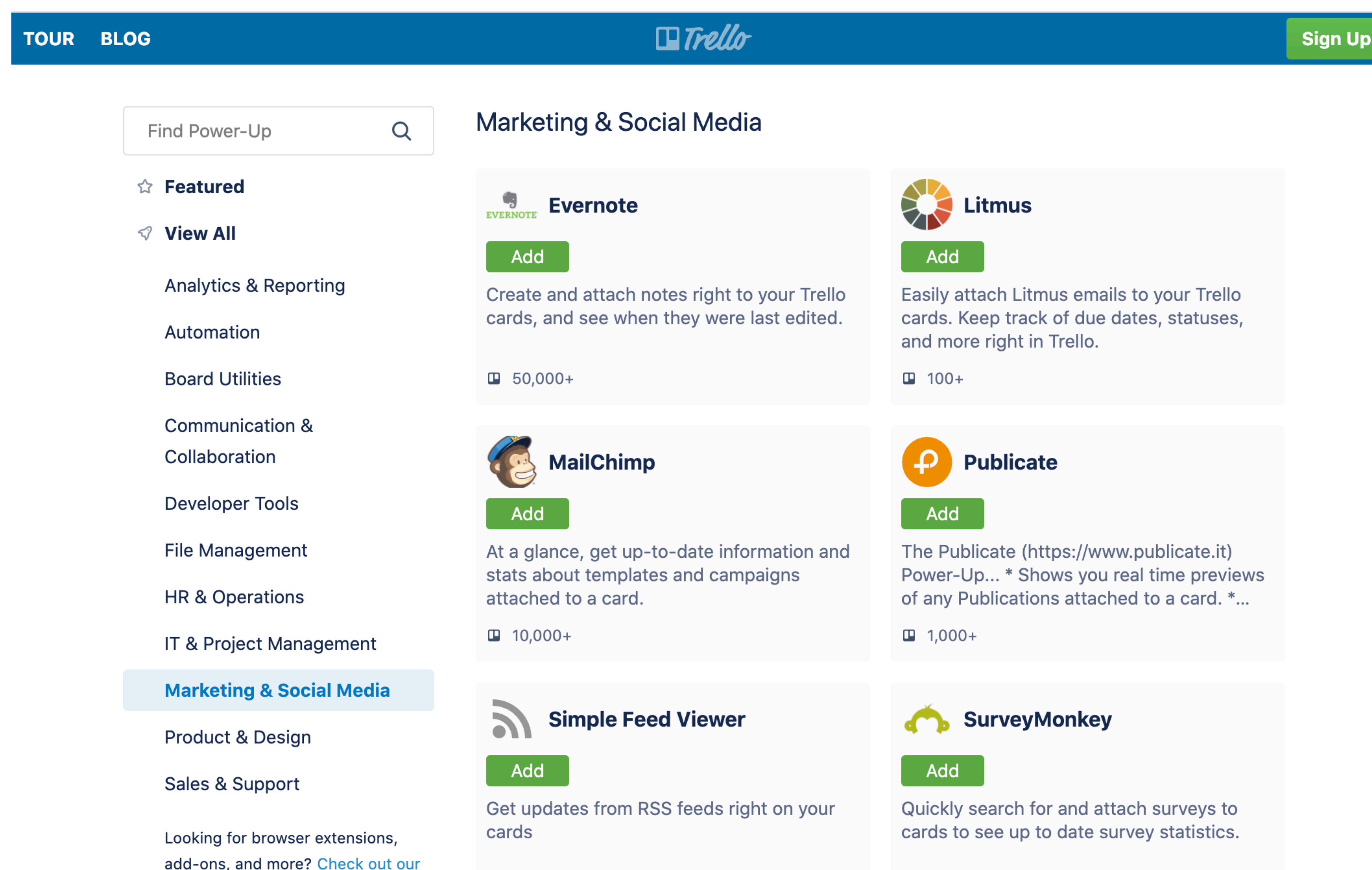


The screenshot shows the Zapier app center interface. At the top, there is a navigation bar with the Zapier logo, links for 'How It Works', 'Apps', 'Explore', 'Tips & Advice', and 'Pricing', a search icon, 'Sign In', and a 'SIGN UP' button. Below the navigation bar, there is a 'Sort Apps By' section with options: 'Most Popular' (selected), 'Premium', 'Beta', and 'Recently Added'. An 'Expand all' link is also present. To the right of the sort options is a search bar labeled 'Search by App'. Below the search bar, it says '1 - 10 of 2,000+ apps by most popular'. The main content area displays a grid of app cards, each with an icon, the app name, and a brief description. The apps shown are: Google Sheets, Gmail, Twitter, Slack, Google Calendar, Mailchimp, Trello, Facebook Lead Ads (marked as PREMIUM), and Google Drive, ActiveCampaign. Below this grid, there is a section for 'Request an App' with a text prompt: 'Don't see a web app you need? We're constantly adding new ones to Zapier based on customer requests. Email us the apps you'd like added today!'. At the bottom, there is an 'Add an App' button and a counter '2,000+ apps by most popular'. A row of four featured app cards is shown below the main grid: Salesforce (labeled 'FEATURED'), Agendize (labeled 'NEW ACTIONS Added'), Spreedly (labeled 'COMING SOON'), and VoucherConnect (labeled 'RECENTLY Added').

Appypie Connect and Trello also offer slightly more functionality than average, and also have user friendly designs.



The screenshot shows the Appypie Connect website. At the top, there is a navigation bar with the Appypie Connect logo and links for Products, Why Connect, App Directory, App Integrations, Pricing, Contact Us, Start Free Trial, and Log In. The main heading is "Define your workflows with seamless integrations". Below this is a search bar for "100+ Apps" and a filter dropdown. A grid of app icons is displayed, including Vend, Zoom, SugarCRM, Amazon SQS, Expensify, Microsoft Dynamics 365, Microsoft Exchange, Google Groups, MailChimp Ecommerce, Tableau, BambooHR, SMS By Connect, Gmail, Google Drive, Facebook Page, Facebook Messenger, Slack, and Google Sheets. A "SORT BY" dropdown menu is open, showing options: Most Popular, Alphabetical, and Recently Added. Below the app grid is a section titled "Popular on Connect" featuring two workflow examples: "Auto Share Instagram Photos to Your LinkedIn Profile" and "Send a Message in Microsoft Teams Channel Whenever a New..."



The screenshot shows the Trello website interface. At the top, there is a navigation bar with "TOUR" and "BLOG" links, the Trello logo, and a "Sign Up" button. Below the navigation bar is a search bar for "Find Power-Up" and a search icon. The main heading is "Marketing & Social Media". On the left side, there is a sidebar menu with categories: Featured, View All, Analytics & Reporting, Automation, Board Utilities, Communication & Collaboration, Developer Tools, File Management, HR & Operations, IT & Project Management, Marketing & Social Media (highlighted), Product & Design, Sales & Support, and a link for "Looking for browser extensions, add-ons, and more? Check out our...". The main content area displays a grid of power-up cards for Evernote, Litmus, MailChimp, Publicate, Simple Feed Viewer, and SurveyMonkey. Each card includes an "Add" button, a description, and a user count.

Product Category and Integrations



There is a very strong relationship between the product categories within the productivity and collaboration software grouping and the number of integrations. Unsurprisingly, workflow automation tools have the highest number of integrations.

Project management and collaboration software also have a higher than average number of integrations for this category. Video conference, presentation, and scheduling software tend to have the least number of integrations.

Productivity and Collaboration Software Conclusions



Product integrations are very important in the productivity and collaboration category as they aim to make work more efficient and successful.

The number of integrations in this category is heavily related to the particular type of tool. Some tools, like video conferencing or scheduling applications, while they benefit from integrations, do not need to serve as a centralized hub. Workflow automation tools, on the other hand, work best when they are integrated with as many apps as possible.

As a result, many companies in this category have less than ten integrations, and lack a public app center. About half have a clickable app center, with most of those only offering the basic functionality of searching or filtering by category.

Learning and education software is any application specifically designed to help educators, students, and learners perform better. It includes software created for K-12 schools or colleges, and also software for individual learners or employers looking to educate or train their workforce.

This market has shown rapid growth in the last few years, and is predicted to continue on this trajectory. As a result, integrations are starting to become more important.

Learning and Education Overview

The fastest growing companies in this category have an average of **20 product integrations**. The median number is **8 integrations**.

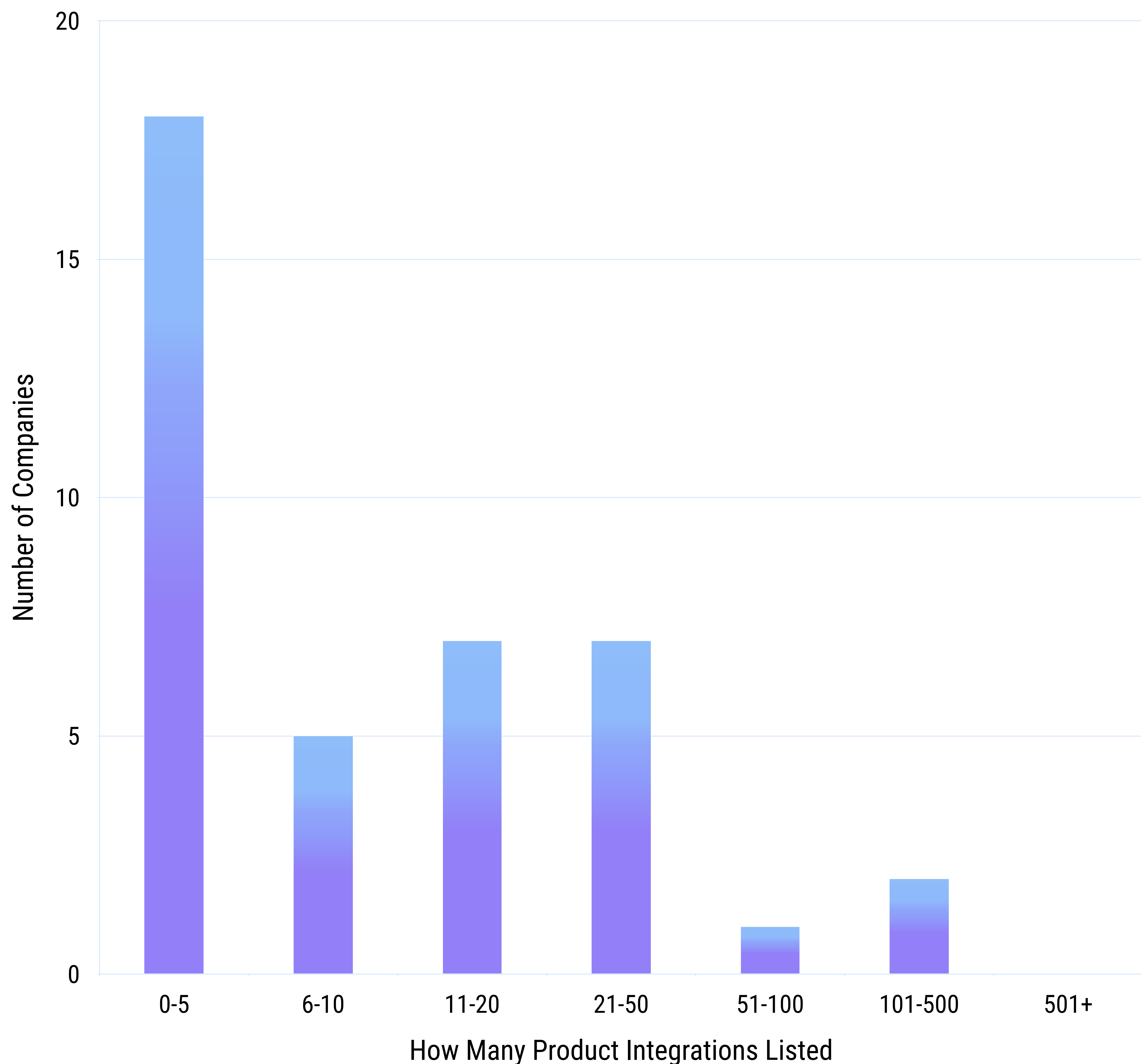
Only 3% of the companies in this category offer their customers a third party integration tool like Zapier.

80% of companies in this category have at least 1 integration.

45% of learning and education software companies provide public documentation for their API. 72% provide their customers with an API. The companies that do not offer educational courses and have no integrations, or have a more niche purpose, like student evaluations.

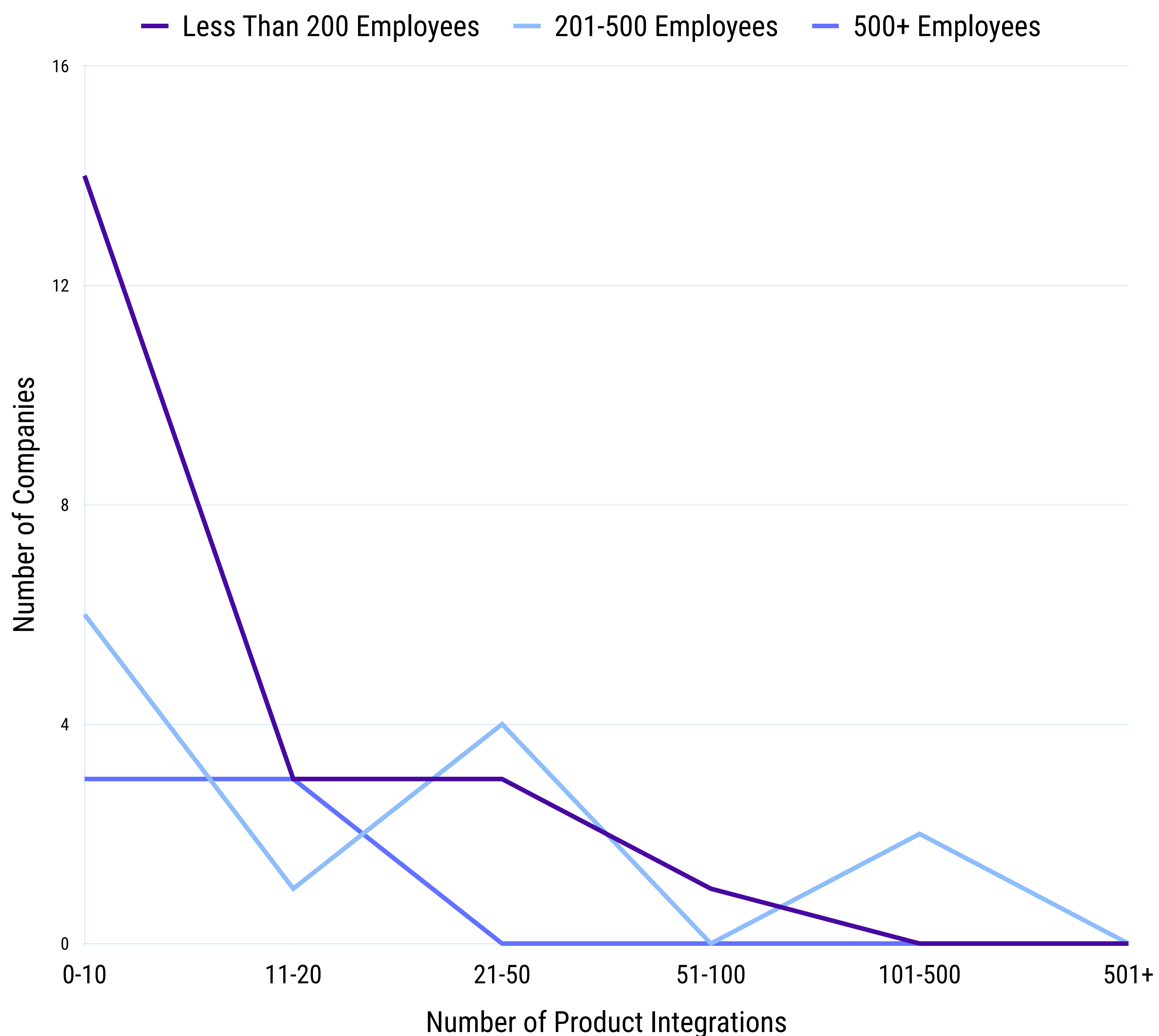
13% of the fastest growing productivity and collaboration software companies explicitly encourage third party developers to build integrations into their product, reflecting the fact that most of the products in this category are not aspiring to be platforms at the center of an ecosystem.

Fastest Growing Learning and Education Companies

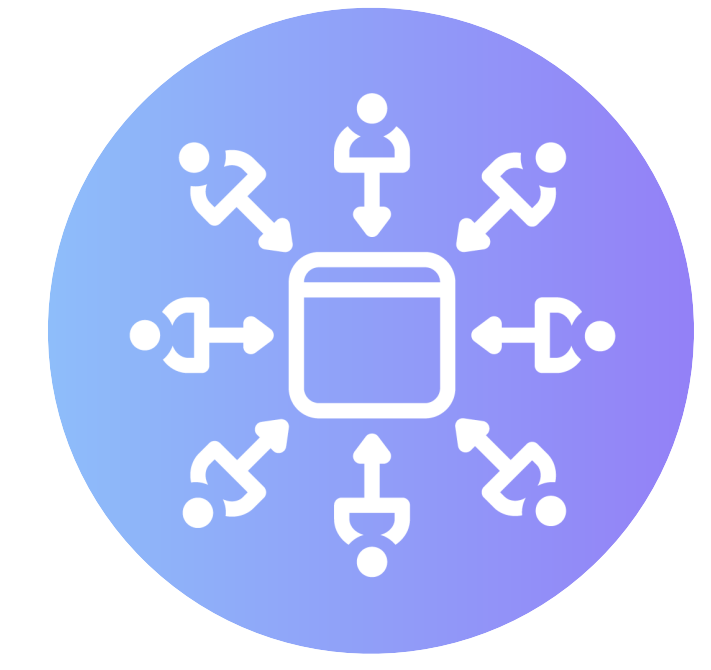


There is a weak correlation between the size of the company and the number of product integrations in the learning and education category, with the correlation coefficient being .10.

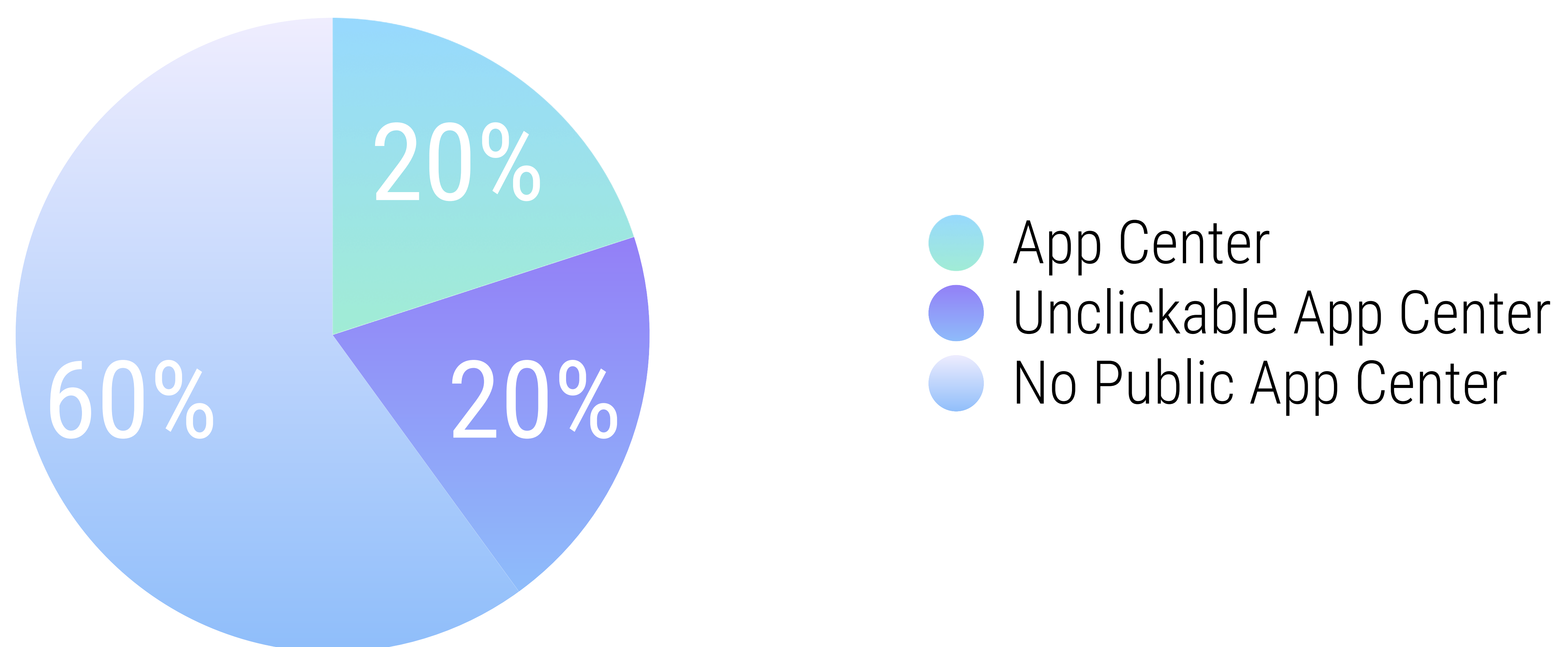
Fastest Growing Learning and Education Companies: Integrations by Company Size



Learning and Education App Centers



Publicly available app centers can signal how important integrations are to prospects and customers. Of the fastest growing companies in this category, 40% have a publicly available app center where prospects and customers can browse the integrations. And 20% have a clickable app center, where a prospect or customer can click to learn about each integration and its configurations.

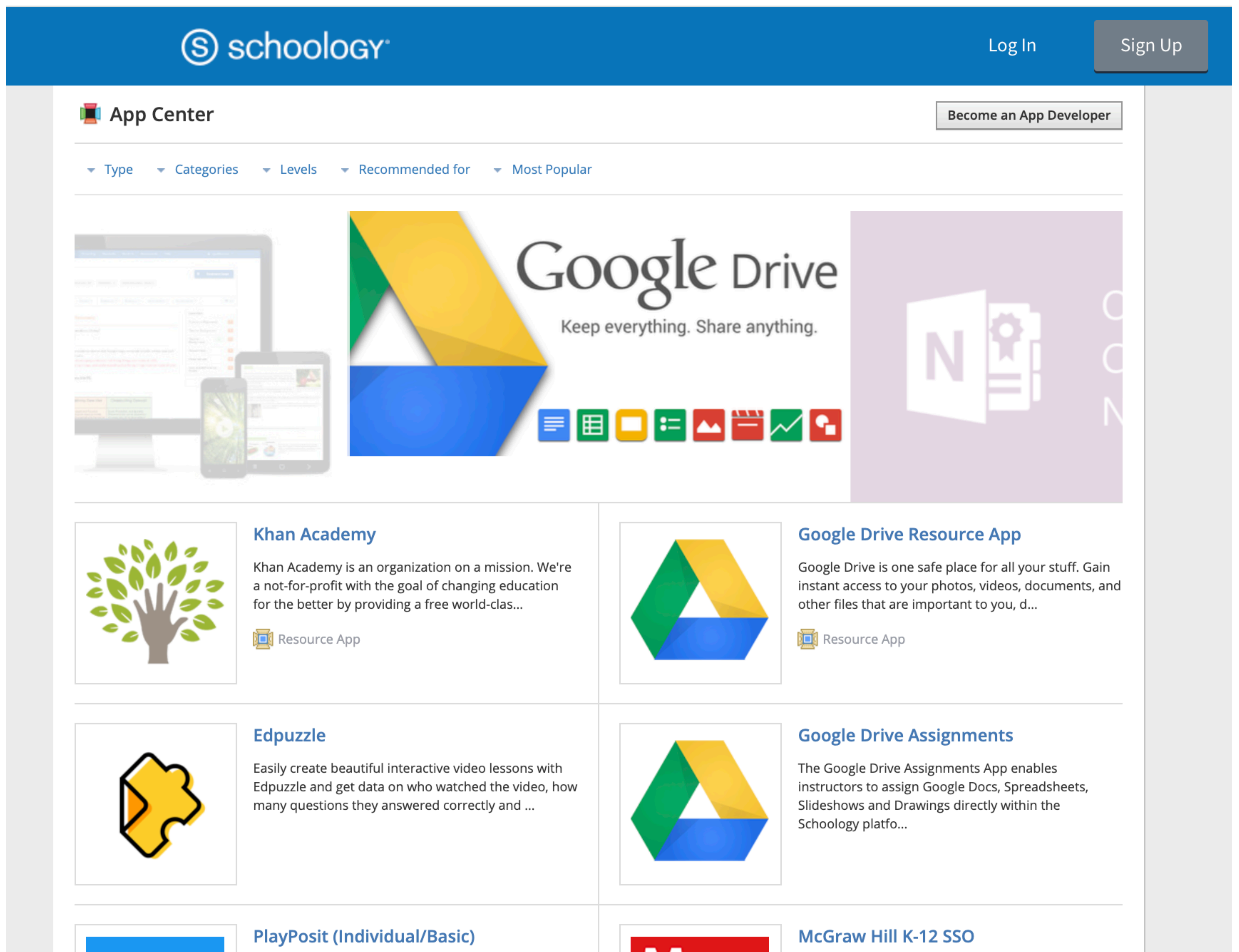


The Best Learning and Education App Centers



The lack of app centers in this category reflect the fact that some of its sub-categories have zero integrations, and others only need a limited amount. Only one app center in this category has functionality beyond search and filtering by product category.

The Schoology app center is the only center with more advanced filtering functionality. It allows the user to search by type, category, educational level, user, and popularity. It also provides moderately detailed information when an individual tile is clicked.



The screenshot shows the Schoology App Center interface. At the top, there is a blue header with the Schoology logo, "Log In", and "Sign Up" buttons. Below the header, the "App Center" section is visible, featuring a "Become an App Developer" button and a navigation menu with options: Type, Categories, Levels, Recommended for, and Most Popular. The main content area displays a large banner for Google Drive with the text "Keep everything. Share anything." and a row of application icons. Below the banner, there are four app tiles:

- Khan Academy**: Khan Academy is an organization on a mission. We're a not-for-profit with the goal of changing education for the better by providing a free world-class... (Resource App)
- Google Drive Resource App**: Google Drive is one safe place for all your stuff. Gain instant access to your photos, videos, documents, and other files that are important to you, d... (Resource App)
- Edpuzzle**: Easily create beautiful interactive video lessons with Edpuzzle and get data on who watched the video, how many questions they answered correctly and ...
- Google Drive Assignments**: The Google Drive Assignments App enables instructors to assign Google Docs, Spreadsheets, Slideshows and Drawings directly within the Schoology platfo...

At the bottom of the visible area, there are two more app tiles: "PlayPosit (Individual/Basic)" and "McGraw Hill K-12 SSO".

Product Category and Integrations



There is a very strong relationship between the product categories within the learning and education software grouping and the number of integrations. LMSs and corporate learning platforms tend to have the highest number of integrations. Online course applications and software with a more niche purpose, like student evaluations, have fewer or no integrations.

Learning and Education Software Conclusions



Product integrations are only moderately important in this category. The majority of companies have at least some integrations, but the number each company has is relatively low. As a result, there are not many clickable app centers, and there is limited functionality in all but one app center.

Most companies offer their customers an API, but only about half publicly documented their APIs, signaling it was less of a priority than other product features.

Even in the sub-categories where the number of integrations is higher, like LMSs, quality of integration is more important than quantity in this category.

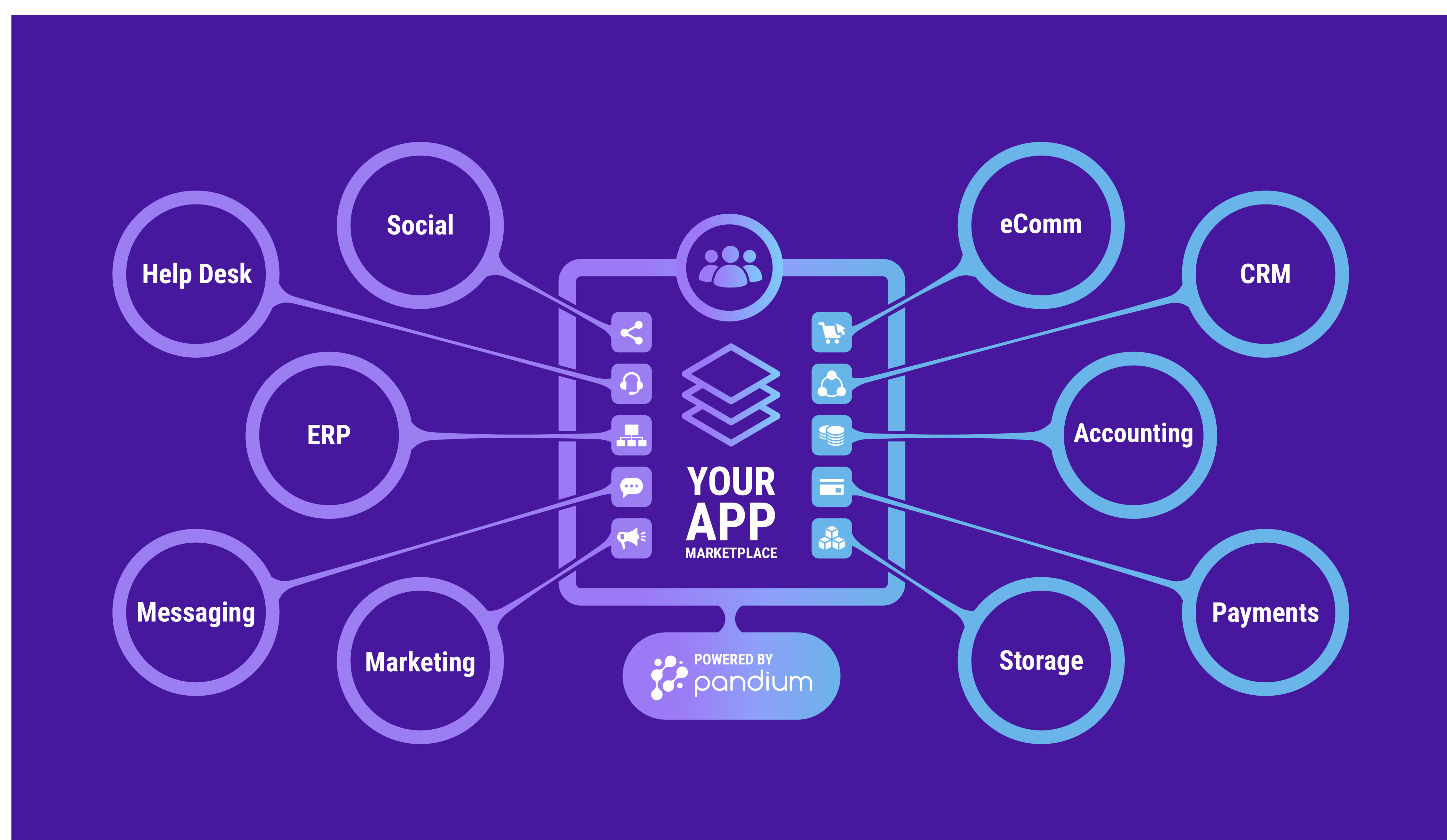
Conclusion

There are **over 11,000 SaaS companies**. Businesses are overwhelmed trying to glue together these ever multiplying building blocks, and are demanding true connectivity from the companies that make them.

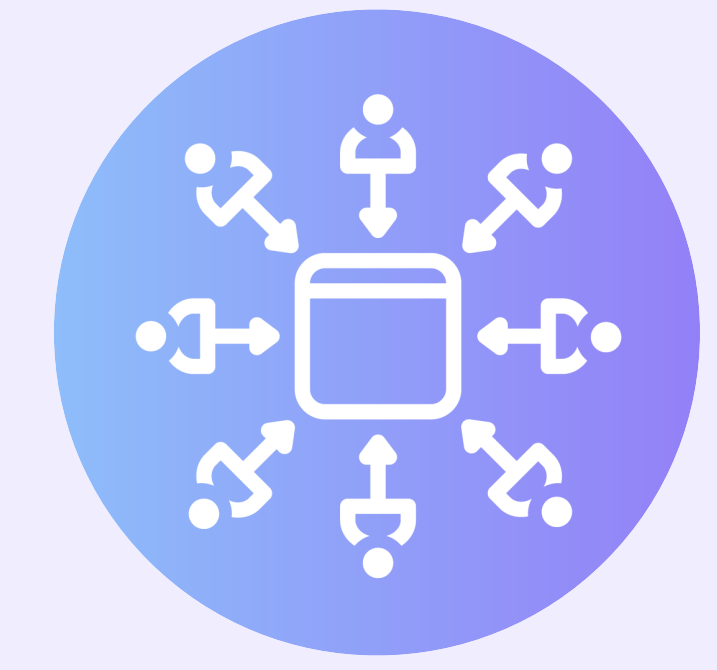
Product integrations are now a must-have in almost all areas of SaaS. The fastest growing SaaS companies have an average of **98 product integrations**. The median number is **15 integrations**. And 63% of companies have public app centers.

SaaS companies who do not build product integrations will quickly be left behind by those that do.

If you have any questions, thoughts, or feedback on this report, we'd love to **hear from you**. You can also **learn more about us and our integration platform designed specifically for building SaaS product integrations and app centers here**.



Appendix: Report Methodology



This is an analysis of the top 1000 companies on the **2019 SaaS Mag 1000** and their product integrations. These are the fastest growing SaaS companies of 2019, according to SaaS Mag.

For the purpose of this report, an integration is a pre-built means of two software passing data between the two systems that the user or customer of the software can install and utilize. It is not the use of one software as infrastructure, the host, operating system, or white labeled component of another piece of software. Nor is it connecting hardware or devices to other software.

The product integrations were counted by any publicly available means, including company websites, collateral, support docs, press releases, and information provided by the company to review sites.

Companies might have other integrations, but they were not included in the total if they were not publicly disclosed. In addition, companies who labeled non-integrations as integrations in their app centers were only excluded when feasible.

While databases, cloud hosting, and operating systems might have integrations as defined here, because many of the 'integrations' to those systems are defined differently, the 17 companies on the SaaS 1000 list that fit that definition were removed.

When the number of product integrations were unclear because the company claimed to offer integrations but did not specify which ones, or only mentioned a few, they were removed from the list for lack of specificity. This was 35 companies or 3.5 percent of the total.

Other companies that were removed were professional services companies, investment funds, or companies that were acquired and whose product was no longer offered, or who were acquired by companies that were already on the list. This was 23 companies.

Finally, if a company had more than one product, integrations were counted for all their products. Companies with more than 10 products were removed from the list.

In total, 80 companies fit the above criteria, and were removed from the list.

Employee numbers were taken from the SaaS Mag list, with the exception of 3 companies which were listed as 0 employees; those employee numbers were taken from LinkedIn.

This data was collected April and May 2020.

List of Removed Companies

Removed companies that were primarily or entirely service companies (7):

SupportNinja, company 347, outsourced customer support; Brandpoint, company 408, content marketing services; Aspire Technologies, company 457, IT services; Infiniti HR, company 492, HR services; Yes, company 514, marketing services; DecisionPoint, company 776, systems integrator and managed services; EngineerBabu, company 873, product development services

Removed companies that were investment funds or collaboration projects (3): LTV fund, company 23, investment fund; Eclipse, company 529, open source collaboration project; Lead Accelerator, company 685, sports-focused startup fund

Removed companies that no longer exist or who were acquired and the product

was no longer independent (9): Instart Logic, company 2, acquired and no longer independent product; Atlas Solutions, company 351, programmatic platform, no longer operates; Parse, company 521, open source backend as a service, no longer a company; Lyris, company 535, marketing, acquired by larger company; Klout, company 562, social media platform, product no longer exists; Amber Road, company 716, supply chain management, product no longer separate, acquired by larger company; Distelli, company 733, devops platform, acquired by larger company; Encompass, company 740, marketing, acquired by marketing agency; Askuity, company 968, retail management, no longer independent product, acquired by company for internal use

Removed companies that claimed they have integrations, but did not publicly identify them, or mentioned a small

number of integrations and claimed to have more (35): Guild Education, company 29, employee education; Crisp Thinking, company 48, social media and online monitoring;

Compstak, company 73, real estate insights; BuildingEngines, company 86, building operations platform; Salsify, company 111, PXM platform; Talkwalker, company 119, social listening platform; Skillshare, company 133, online classes; Near, company 137, data enrichment and audience building; Q360 PSA, company 142, ERP; backblaze, company 176, cloud storage and backup; Logz.io, company 215, log monitoring and analysis; StackAdapt, company 223, demand side ad platform; Kyriba, company 230, treasury management; Idio, company 330, omni-channel demand generation; Ableton Live, company 352, music software; SketchUp, company 371, architectural design; JetBrains, company 410, developer tools; Chef, company 442, infrastructure automation and configuration; Simpl.fi, company 443, geo-marketing and programmatic advertising; WorkJam, company 455, employee management for non-desk workers; FishEye software, company 534, machine data; Nuix, company 542, ediscovery; Archibus, company 562, real estate and facilities management; Rubicon Project, company 730, ad platform; Engine Yard, company 741, platform as a service; SiteCompli, company 742, property management and compliance;

Affinio, company 823, customer and audience insights; BrandsEye, company 837, social media monitoring; ThreatMetrix (acquired by LexisNexis), company 886, cyber security and risk management; Confluence, company 895, data management, reporting and compliance; Amobee (Turn), company 913, ad platform; Jelli, ad platform, company 918; Xamarin, company 947, mobile application shared code across platforms; Docker, company 966, platform as a service; Optymyze, company 994, sales platform

Removed companies that were on the list twice due to error or acquisition (4):

Spring Suite, company 263, on list twice, e-learning software; Nexmo, company 366, acquired by Vonage, also on the list, cloud communication platform; BQE, company 436, same as BillQuick, also on the list; SnapApp, 925, acquired by Uberflip, also on the list

Removed companies that had more than 10 products (5):

Accurent, company 245, 29 different products; Automattic, company 315, 22 different products; j2 Global, company 440, 47 different products; Carlson, company 720, 32 different products; Birlasoft, company 1000, 11 different products

**Removed companies that are databases,
cloud hosting, or operating systems (17):**

Redis Labs, company 35, database;
Cloudways, company 67, managed cloud
hosting; DigitalOcean, company 170,
developer cloud; Fastly, company 183,
edge cloud platform; Linode, company
218, developer cloud; WP Engine, company
266, WordPress hosting; MariaDB,
company 421, database; Couchbase,
company 498, database; Aerospike,
company 524, database; GNU Operating
Software, company 617, operating system;
Green Cloud Technologies, company 638,
cloud infrastructure; DataStax, company
686, database; Bluehost, company 714,
cloud hosting; Liquid Web, company 735,
managed cloud and web hosting; Ubuntu,
company 797, operating system; Media
Temple, company 803, web hosting;
OpenStack, company 941, operating
system