

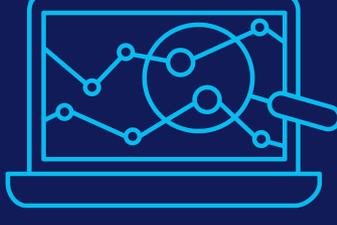


## Unified Data Integration: The Whole is Greater

Than the Sum of Its Parts

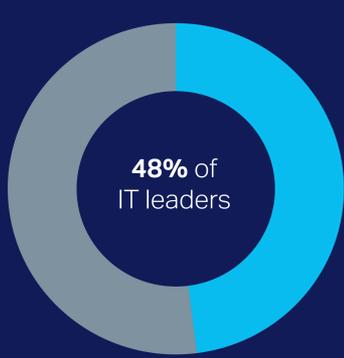
### Here's How a Unified Data Integration Strategy Leads to Success

Whether it is tracking sales, identifying a need for a new product, accurately predicting investment decisions or devising an innovative strategic plan, business insights and the decisions based on them require one critical component – high quality, comprehensive data.

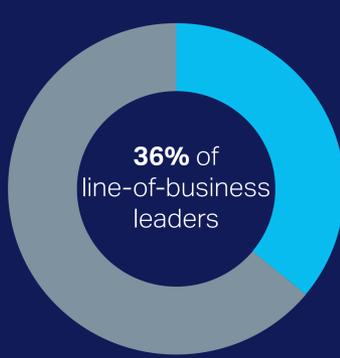


"Best-in-Class" companies surveyed by Aberdeen Research Group have developed mature data management environments that rely on a unified data integration strategy that focuses on collaboration between IT staffs and line-of-business leaders to develop processes that produce quality data for use throughout the organization.

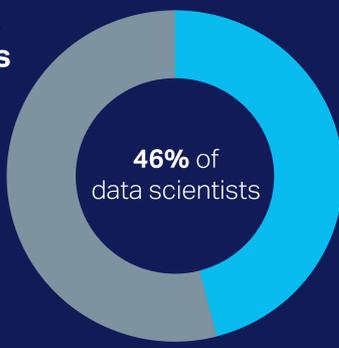
### Critical Needs that Justify a New Data Integration Strategy



**Insufficient IT Resources**



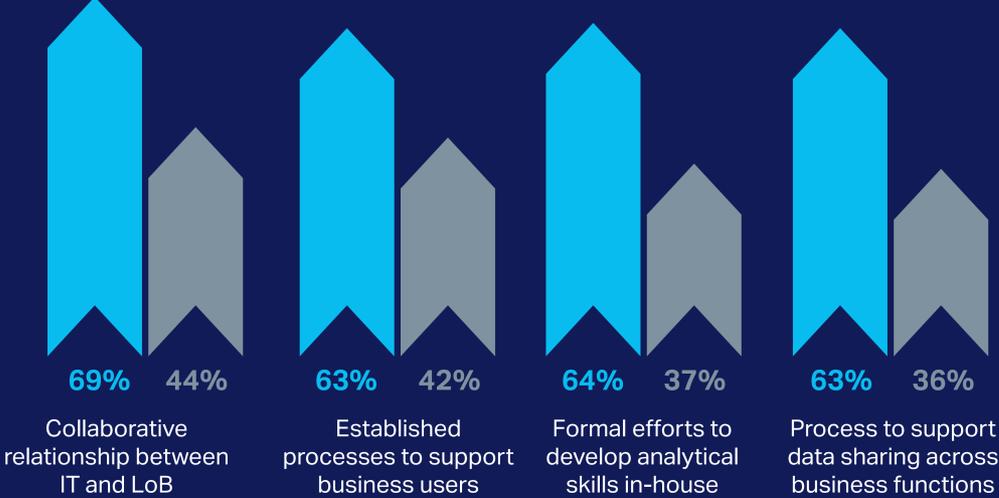
**Insufficient IT Resources**



**Difficulty Accessing Data**

### Attributes of Best in Class Companies

■ Best-in-class Companies ■ All Others



% of Respondents

n = 627, Source: Aberdeen Group, April 2019

### Achieving Unified Data Integration

Integration Managed Services is a strategy chosen by IT decision makers to implement and continue monitoring, managing and updating the integration platform as the company's needs grow and change. Key drivers for choosing this strategy are:



### Results of Unified Data Integration via Integration Managed Services

#### User Satisfaction

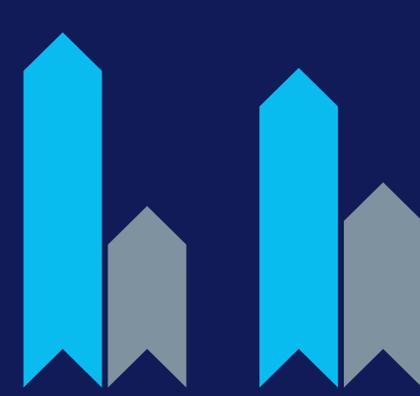
■ Unified Data Integration ■ Ad Hoc/No Data Integration



% of Respondents "satisfied" or "very satisfied"

#### Business Execution

■ Unified Data Integration ■ Ad Hoc/No Data Integration



Average Y/Y Change

n = 627, Source: Aberdeen Group, April 2019

OpenText™ Trading Grid™ — the industry's only unified integration platform delivered as a managed service — transforms integration, enabling customers to connect people, systems and things, optimize productivity and grow their business.

For more information about Trading Grid, visit [B2A Cloud Integration Service](#) >

Resources:

See a complete copy of the Aberdeen Knowledge Brief, "Unified Data Integration: The Whole is Greater Than the Sum of Its Parts,".