

Application Integration Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY

***ISG** Research



Key Takeaways

Application integration has become a foundational capability for enabling real-time interoperability across increasingly complex enterprise application portfolios. Organizations rely on integration platforms to connect business processes, APIs, data flows and automation across hybrid and multicloud environments. AI, event-driven architectures and API-led integration strategies are accelerating the shift toward more scalable, intelligent and automated application ecosystems.

Software Provider Summary

The ISG Buyers Guide™ for Application Integration evaluates 24 software providers offering products that support application connectivity, API management and integration process orchestration. The research ranked the top three overall leaders as Boomi, Oracle and AWS. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. AWS, Boomi, IBM, Microsoft, Oracle, Salesforce (Informatica), Salesforce (MuleSoft), SAP, ServiceNow and Solace were rated Exemplary, with Axway and SnapLogic rated Innovative. Google Cloud, Huawei Cloud and Qlik were rated Assurance, and Celigo, Cleo, Cloud Software Group, Friends, Jitterbit, SEEBURGER, Tray.ai, Workato and Zapier were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. Boomi, SnapLogic and Salesforce (Informatica) achieved the highest performance as Leaders in this category, highlighted by API management capabilities and support for real-time application integration, process development and workflow orchestration. Leaders demonstrated enterprise-grade platform capabilities across varied integration, automation and application management contexts.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. AWS, IBM and Oracle were the Leaders in this category, demonstrating strong customer commitment and clear dedication to customer needs. Providers with lower performance often lacked sufficient information to demonstrate customer success, articulate commitment to customer experience or communicate measurable value through TCO/ROI.

Strategic Recommendations

Enterprises should evaluate application integration platforms based on the ability to support scalable interoperability, API-led architectures and real-time business process execution across diverse application environments. Assessment should prioritize connectivity breadth, API management maturity, workflow automation capabilities and support for hybrid and multicloud deployments. Organizations should also evaluate AI-enabled development, governance and orchestration capabilities that improve integration productivity while maintaining security, compliance and operational reliability.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Boomi atop the list, followed by Oracle and AWS. Providers that place in the top three of a category earn the designation of Leader. Boomi has done so in five categories, AWS and Oracle in three, SnapLogic in two and IBM, Salesforce (Informatica) and Workato in one category.

Application Integration

Overall

| Providers | Grade | Performance |
|--------------------------|-------|---------------------|
| Boomi | A- | Leader 85.7% |
| Oracle | A- | Leader 83.3% |
| AWS | A- | Leader 82.9% |
| IBM | B++ | 81.1% |
| Salesforce (Informatica) | B++ | 79.6% |
| SAP | B++ | 79.4% |
| Salesforce (MuleSoft) | B++ | 79.4% |
| Microsoft | B++ | 79.0% |
| SnapLogic | B++ | 78.5% |
| Google Cloud | B++ | 77.2% |
| ServiceNow | B++ | 76.4% |
| Solace | B++ | 75.2% |
| Qlik | B+ | 75.0% |
| Zapier | B+ | 72.0% |
| Huawei Cloud | B+ | 70.7% |
| Jitterbit | B+ | 69.9% |
| SEEBURGER | B | 68.8% |
| Axway | B | 68.6% |
| Cloud Software Group | B | 66.7% |
| Workato | B | 65.5% |
| Celigo | B | 65.2% |
| Tray.ai | B | 63.2% |
| Friends | B- | 61.9% |
| Cleo | B- | 59.5% |

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Matt Aslett leads software research and advisory for Analytics and Data at ISG. His focus areas of expertise and market coverage include data platforms, data management, data operations and real-time data, as well as analytics and AI, with a focus on the data management requirements for AI use cases, including generative and agentic AI.



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