

Mid-Market Asia Pacific Regional Grid[®] Report for iPaaS | Fall 2022



iPaaS Software

Contenders									Leaders
Niche									High Performers

Satisfaction

Market Presence

G2 Grid[®] Scoring

(iPaaS Software continues on next page)

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iPaaS Software (continued)

iPaaS Software Definition

Integration platform as a service (iPaaS) provides a centralized console to manage, govern, and integrate cloud-based applications. These tools work by connecting cloud applications and services and controlling integration flows. They can speed up product development by integrating existing tools, and increase data volume by utilizing external sources. Companies use these tools to scale performance needs, add product functionality, and structure application integrations. Features or data can be added or removed quickly, reducing failover, downtime, and development time. iPaaS provides the infrastructure for creating connections and deploying software applications within the cloud.

There is some relationship between iPaaS and [enterprise service bus \(ESB\) software](#), but iPaaS is typically used for customer-facing applications and is deployed on cloud, while ESB is used for internal data transfers and is deployed on premises.

To qualify for inclusion in the iPaaS category, a product must:

- ▶ Build, deploy, and manage integrations within the cloud
- ▶ Allow users to govern and manage integration flows
- ▶ Connect various cloud-to-cloud systems and solutions
- ▶ Consolidate cloud solutions into a single platform

Mid-Market Asia Pacific Regional iPaaS Grid® Scoring Description

Products shown on the Mid-Market Asia Pacific Regional Grid® for iPaaS have received a minimum of 10 reviews from users in the Asia Pacific region by August 30, 2022. Products are ranked by customer satisfaction (based on regional user reviews) and regional market presence (a measure of market share, seller size, and social impact) and placed into four categories on the Regional Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users in the Asia Pacific region and have substantial Market Presence scores. Leaders include: [IBM App Connect](#), [Workato](#), [SAP Integration Suite](#), and [Zapier](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence in the Asia Pacific region compared to the rest of the category. High Performers include: [Martini](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence in the Asia Pacific region compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [MuleSoft Anypoint Platform](#) and [Boomi](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence in the Asia Pacific region compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [Peregrine Connect](#)



Asia Pacific Grid® Scores for Mid-Market iPaaS Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Mid-Market Regional Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
IBM App Connect	44	76	94	85
Workato	12	86	65	76
SAP Integration Suite	19	61	84	72
Zapier	17	55	79	67

High Performers

Martini	18	86	41	64
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Contenders

MuleSoft Anypoint Platform	36	43	73	58
Boomi	16	8	71	39

Niche

Peregrine Connect	11	37	6	21
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* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Regional Grid® Methodology

Regional Grid® Rating Methodology

The Asia Pacific Regional Grid® represents the democratic voice of real software users in the Asia Pacific region, rather than the subjective opinion of one analyst. G2 rates products from the iPaaS category algorithmically based on data sourced from product reviews shared by G2 users in the Asia Pacific region and data aggregated from online sources and social networks.

Technology buyers can use the Asia Pacific Regional Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences based on the region in which they do business. For sellers, media, investors, and analysts, the Asia Pacific Regional Grid® provides benchmarks for product comparison and market trend analysis.

Segmented Grid® Scoring Methodology

When viewing a Regional Grid® by segment size, the same Regional Grid® scoring methodology applies. However, the review data used is only from reviewers who are employed by a company within a particular company segment.

G2 uses the following definitions for company segments:

- ▶ Small-Business Review: A review from someone who works at a company with 50 or fewer employees
- ▶ Mid-Market Review: A review from someone who works at a company with 51-1,000 employees
- ▶ Enterprise Review: A review from someone who works at a company with 1,001+ employees

(Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.



Regional Grid® Methodology (continued)

Regional Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v4.0) to this data to calculate the Satisfaction and Market Presences scores in real time. The Mid-Market Asia Pacific Regional Grid® Report for iPaaS | Fall 2022 is based on scores calculated using the G2 algorithm v4.0 from reviews collected through August 30, 2022. To view the iPaaS Regional Grid® with the most recent data, please visit the [iPaaS](#) page.

Asia Pacific Regional Grid® reports only reflect reviews received from users in the Asia Pacific region. Review region is determined by where the reviewer was located when the review was written. As such, review counts, Satisfaction and Market Presence scores may differ from our Overall Grid® Report or any reports representing different regions for the same category. Products are also scored relative to only those products with at least 10 reviews in the region. For more information about the make up of the regions in our reports, please see our [region definitions](#).

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Regional Grid®, meaning the scores are relative.

(Regional Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Regional Grid® Methodology (continued)

Regional Market Presence

Regional Market Presence is designed to measure a product’s market share, seller size, and web presence both within the region and globally. G2 uses a combination of over 15 metrics from G2’s reviews, publicly available information, and third-party sources to ensure the scoring is not only accurate but transparent, scalable, and dynamic. Each metric can be grouped into 7 distinct criteria of market presence (listed below in order of importance).

Market Presence Criteria	Description	Sources
Employee Count	Total employees and employees adjusted for the number of products	LinkedIn, Crunchbase
Review Count	Total reviews within the region weighted by recency	G2 Reviews
Web Presence	Composite of search volume, traffic, and SEO rank	Varies (eg., Alexa Rank)
Social Presence	Composite of follower count on social media sites	Varies (eg., Twitter Followers)
Growth	Growth in employees and website traffic, both in % and total, measured at 6 & 12 month intervals	Same as Employee and Web Sources
Age	Years since the company was founded	Company Website, LinkedIn
Employee Engagement	Employee ratings	Glassdoor

- ▶ G2 collects metrics relating to both vendor and individual product. Products metric receive greater weight than vendor metrics
- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

Regional Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Regional Grid® have passed through G2’s category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Regional Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

(Regional Grid® Methodology continues on next page)



Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through August 30, 2022. The ratings may change as the products are further developed, the vendors grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real-time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche vendors may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with vendors and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Regional Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product in the Asia Pacific region are included on the Asia Pacific Regional Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic software reviews will accelerate this process.

If a software is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our iPaaS category.

Regions are a collection of countries based on G2's expertise in the markets they represent. For a full list of the countries included within individual regions, please view our [scoring methodologies](#).

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews from the Asia Pacific region.

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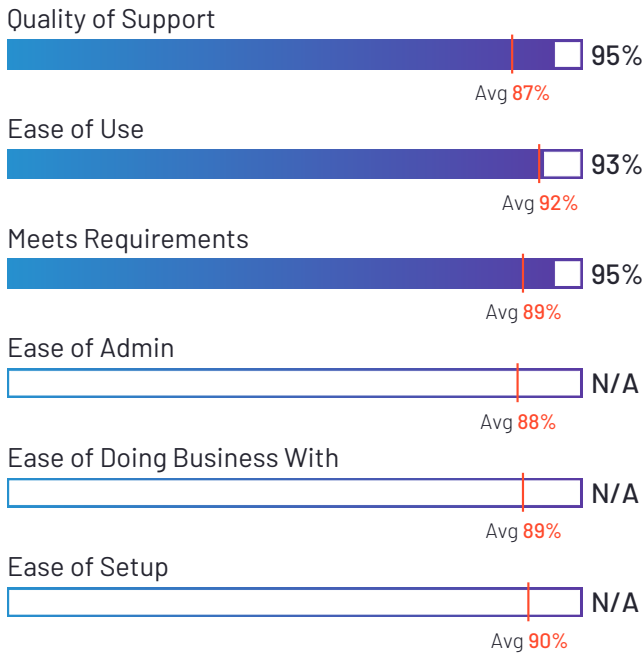


IBM App Connect

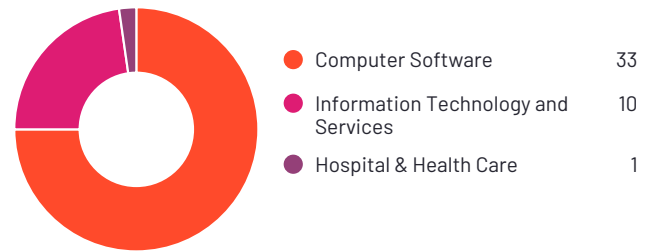
4.3 ★★★★★ (44)



Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question by reviewers in Asia Pacific

<p>Ownership IBM</p>	<p>HQ Location Armonk, NY</p>	<p>Year Founded 1911</p>	<p>Total Revenue \$73,621(USD MM)</p>	<p>Employees (Listed On LinkedIn) 531,710</p>	<p>Company Website www.ibm.com</p>
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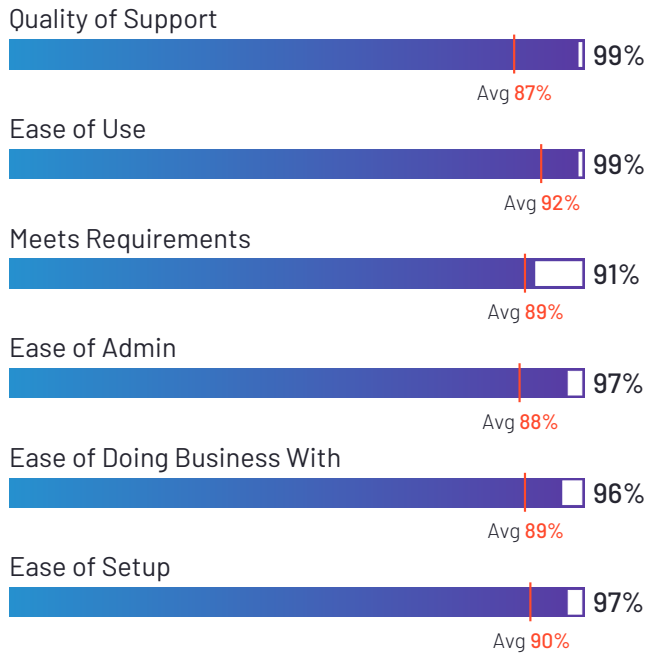


Workato

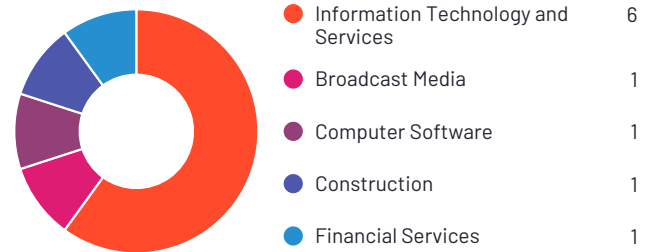
4.7 ★★★★★ (12)



Satisfaction Ratings



Top Industries Represented



Ownership
Workato



HQ Location
Mountain View,
California



Year Founded
2013



Employees (Listed On LinkedIn)
947



Company Website
workato.com

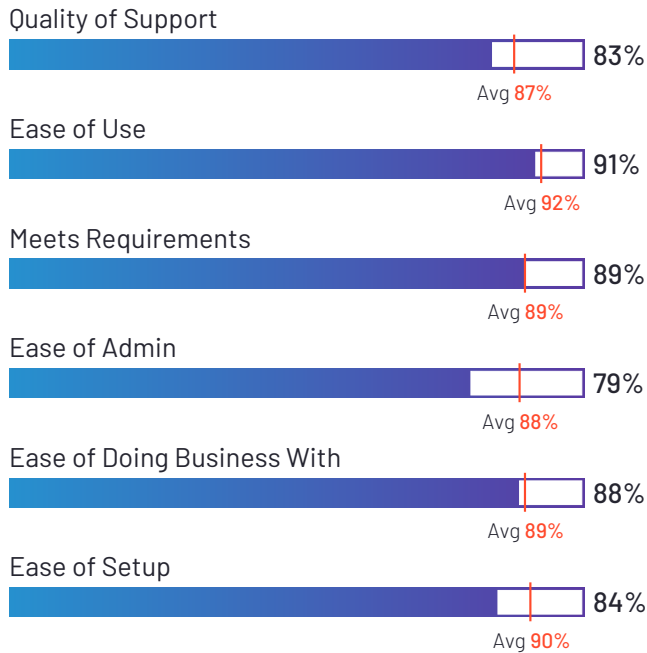


SAP Integration Suite

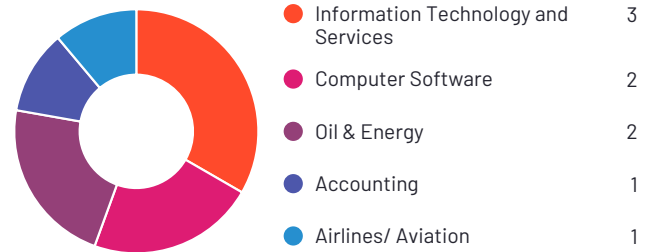
4.4 ★★★★★ (19)



Satisfaction Ratings



Top Industries Represented



Ownership
SAP



HQ Location
Walldorf, Germany



Year Founded
1972



Total Revenue
\$27,338 (USD MM)



Employees (Listed On LinkedIn)
126,920



Company Website
sapstore.com

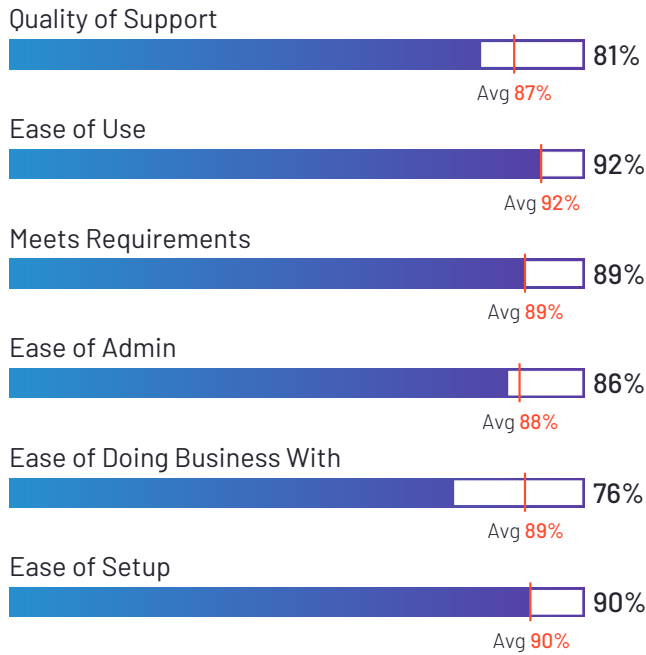


Zapier

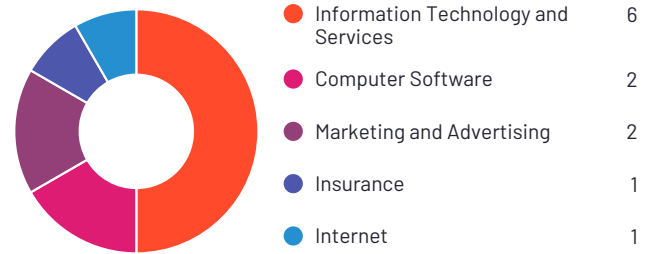
4.5 ★★★★★ (17)



Satisfaction Ratings



Top Industries Represented



Ownership
Zapier



HQ Location
San Francisco, CA



Year Founded
2011



Employees (Listed On LinkedIn)
782



Company Website
zapier.com

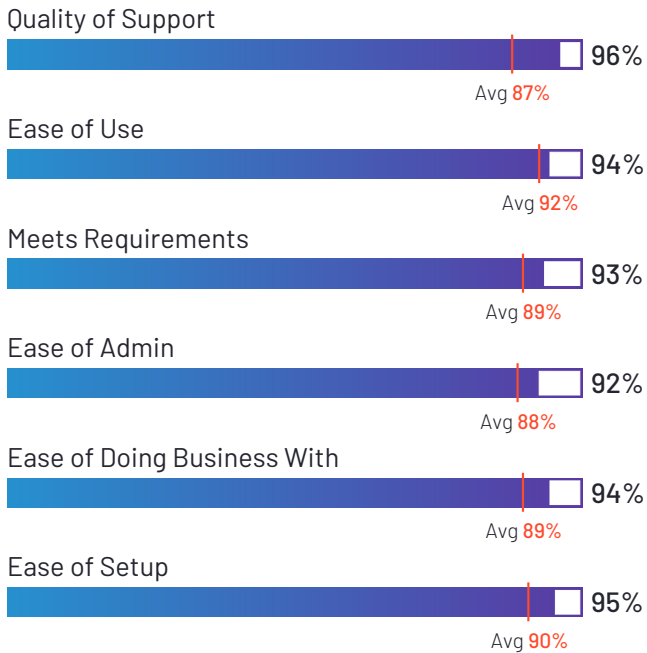


Martini

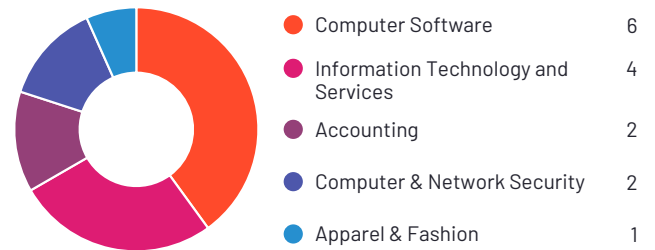
4.7 ★★★★★ (18)



Satisfaction Ratings



Top Industries Represented



Ownership
TORO Cloud



HQ Location
North Sydney, New South Wales



Year Founded
2014



Employees (Listed On LinkedIn)
40



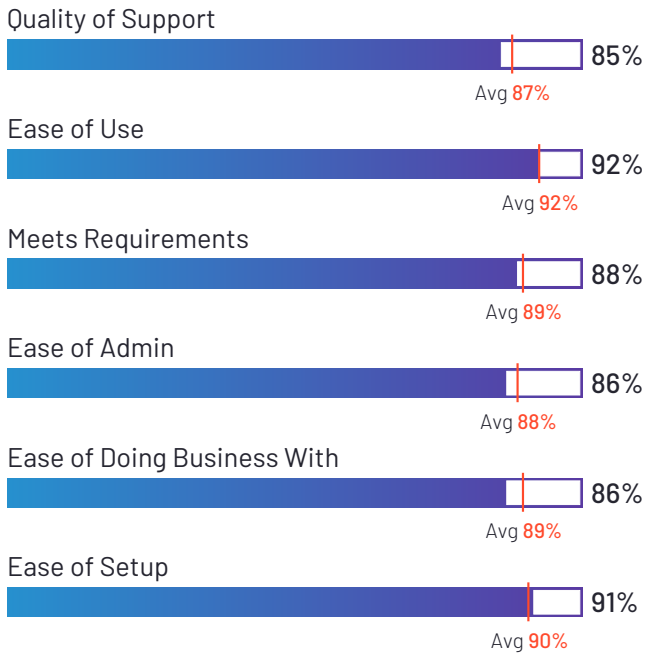
Company Website
torocloud.com



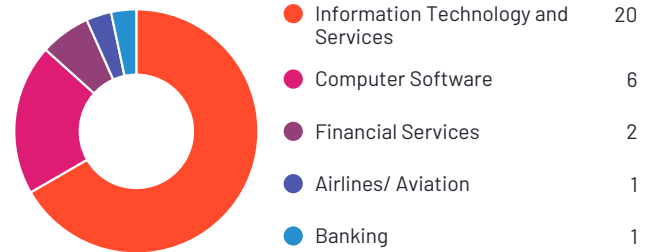
MuleSoft Anypoint Platform

4.5 ★★★★★ (36)

Satisfaction Ratings



Top Industries Represented



Ownership
MuleSoft



HQ Location
San Francisco, CA



Year Founded
2006



Employees (Listed On LinkedIn)
2,987



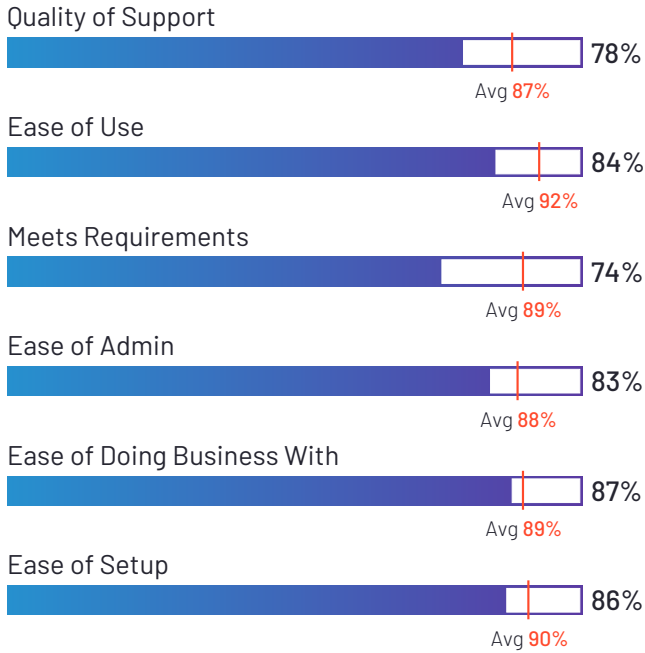
Company Website
mulesoft.com



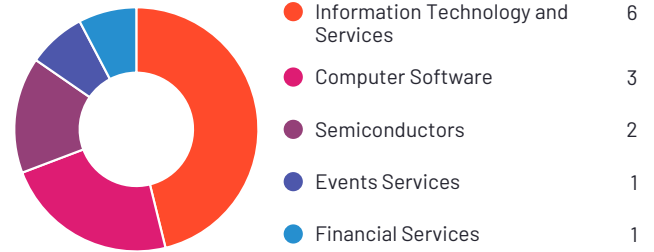
Boomi

4.2 ★★★★★ (16)

Satisfaction Ratings



Top Industries Represented



Ownership
Boomi



HQ Location
Chesterbrook, PA



Employees (Listed On LinkedIn)
1,893



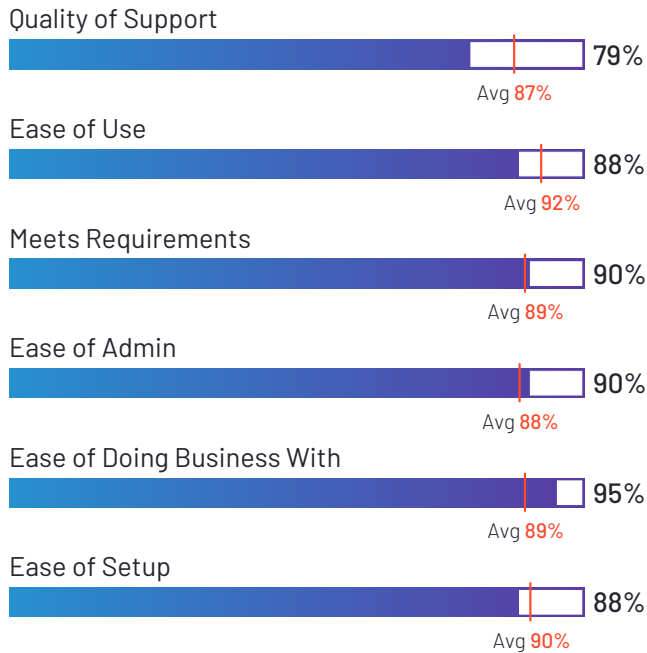
Company Website
boomi.com



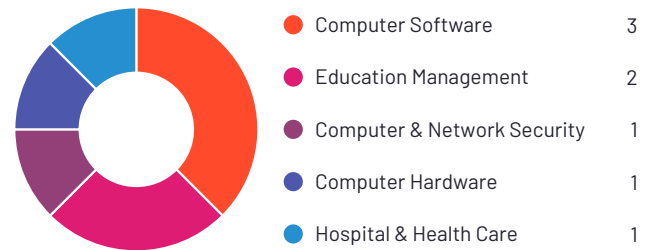
Peregrine Connect

4.4 ★★★★★ (11)

Satisfaction Ratings



Top Industries Represented



Ownership
Peregrine



HQ Location
Irvine, California



Employees (Listed On LinkedIn)
6



Company Website
peregrineconnect.com

Satisfaction Ratings for iPaaS

G2 reviewers in Asia Pacific rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
IBM App Connect	93%	98%	95%	N/A	N/A	95%	N/A	93%	81
Workato	95%	100%	91%	97%	96%	99%	97%	99%	91
SAP Integration Suite	86%	93%	89%	79%	88%	83%	84%	91%	52
Zapier	86%	93%	89%	86%	76%	81%	90%	92%	70
Martini	97%	100%	93%	92%	94%	96%	95%	94%	88
MuleSoft Anypoint Platform	91%	93%	88%	86%	86%	85%	91%	92%	69
Boomi	81%	83%	74%	83%	87%	78%	86%	84%	50
Peregrine Connect	85%	82%	90%	90%	95%	79%	88%	88%	36
Average	89%	93%	89%	88%	89%	87%	90%	92%	67

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100



Feature Comparison for iPaaS

G2 users in Asia Pacific have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Development

	Real-Time Integration
IBM App Connect	94%
Workato	N/A
SAP Integration Suite	N/A
Zapier	87%
Martini	92%
MuleSoft Anypoint Platform	92%
Boomi	88%
Peregrine Connect	84%
Average	90%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Additional Data for iPaaS

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Method			
	Cloud	On-Premises	In-House Team	Seller Services Team	Third-Party Consultant	Don't know
IBM App Connect	N/A	N/A	N/A	N/A	N/A	N/A
Workato	71%	29%	100%	0%	0%	0%
SAP Integration Suite	90%	10%	42%	25%	25%	8%
Zapier	100%	0%	100%	0%	0%	0%
Martini	13%	88%	100%	0%	0%	0%
MuleSoft Anypoint Platform	47%	53%	N/A	N/A	N/A	N/A
Boomi	100%	0%	80%	20%	0%	0%
Peregrine Connect	50%	50%	56%	22%	0%	22%

(Additional Data for iPaaS Software continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for iPaaS (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
IBM App Connect	IBM	1911	\$73,621	531,710	14,296,858	697,594	4.1
Workato	Workato	2013	N/A	947	33,205	2,929	4.5
SAP Integration Suite	SAP	1972	\$27,338	126,920	2,963,699	301,678	4.4
Zapier	Zapier	2011	N/A	782	100,260	68,838	4.5
Martini	TORO Cloud	2014	N/A	40	975	317	4.0
MuleSoft Anypoint Platform	MuleSoft	2006	N/A	2,987	219,354	97,545	4.5
Boomi	Boomi		N/A	1,893	44,681	0	4.5
Peregrine Connect	Peregrine		N/A	6	268	0	N/A

*N/A is displayed when data is not publicly available.