Mid-Market Grid® Report for iPaaS
Fall 2019

G2

iPaaS Software

Contenders | Leaders

Market Presence

Niche | High Performers

Satisfaction

Grid® Scoring

(iPaaS Software continues on next page)

iPaaS Software (continued)

iPaaS Software Definition

Integration platforms as a service (iPaaS) provide 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. There is some relationship between iPaaS and ESB software, but iPaaS is typically used for customer-facing applications, while ESB is used for internal data transfers and updates.

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

▶ Provide a dashboard for managing cloud integrations

▶ Allow users to govern and manage connections

▶ Connect data from multiple disparate systems

▶ Consolidate cloud solutions into a single platform

iPaaS Grid® Scoring Description

Products shown on the Grid® for iPaaS have received a minimum of 10 reviews/ratings in data gathered by September 04, 2019. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid®:

▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: MuleSoft Anypoint Platform, Jitterbit, IBM App Connect, Zapier, Celigo integrator.io and Dell Boomi

▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Workato, Azuqua, Cleo Integration Cloud, Xplenty, Obindo and IConduct

▶ Contender products have relatively low customer Satisfaction scores and high Market Presence 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: Segment, TIBCO Cloud Integration (including BusinessWorks and Scribe), SnapLogic, Talend Cloud Data Integration and Informatica Cloud

▶ Niche products have relatively low Satisfaction scores and low Market Presence 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: Cloud Elements, SyncApps, and PieSync

Grid® Scores for iPaaS

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

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
MuleSoft Anypoint Platform	75	81	97	89
Jitterbit	78	93	73	83
IBM App Connect	56	86	77	81
Zapier	57	85	77	81
Celigo integrator.io	53	87	73	80
Dell Boomi	43	53	83	68

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
Workato	22	74	50	62
Azuqua	16	63	36	49
Cleo	25	60	36	48
Xplenty	18	63	27	45
Obindo	12	68	5	37
IConduct	24	53	13	33

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Segment	16	50	57	53
TIBCO Cloud Integration	20	41	65	53
SnapLogic	21	34	56	45
Talend Cloud Data Integration	11	20	62	41
Informatica	14	1	67	34

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
Cloud Elements	27	34	49	41
SyncApps	35	41	38	39
PieSync	16	48	25	37

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, 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 and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For vendors, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

G2 rates products and vendors based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for iPaaS | Summer 2019 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through September 04, 2019. To view the iPaaS Grid® with the most recent data, please visit the iPaaS page.

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 Grid®, meaning the scores are relative.

** 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.

Grid® Methodology (continued)

Market Presence

The Market Presence score is affected by the following (in order of importance):

▶ Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources

▶ Both the software vendors and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than vendor metrics

Criteria	Measured For		Metrics
	Product	**Vendor**	
Number of Employees	√	√	Employee Count (based on social networks and public sources)
Reviews	√		Review Count (weighted by recency)
Web Presence	√	√	
Social Presence	√	√	
Growth	√	√	Employee Growth, Web Presence Growth
Vendor Age		√	
Employee Satisfaction and Engagement		√	

▶ 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

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 Grid® have passed through G2's categorization methodology and meet 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 Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

(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 September 04, 2019. 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. Vendors 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.

Grid® Inclusion Criteria

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

If a product 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.

Product Profiles

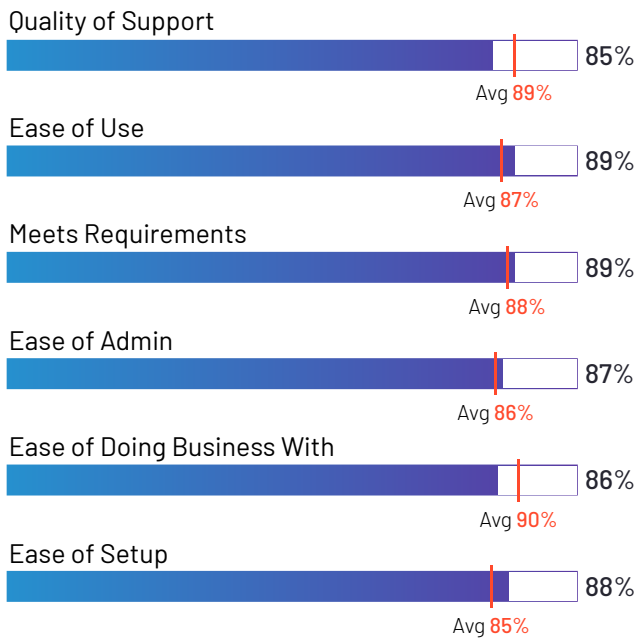Product profiles and detailed charts are included for products with 10 or more reviews.

MuleSoft Anypoint Platform
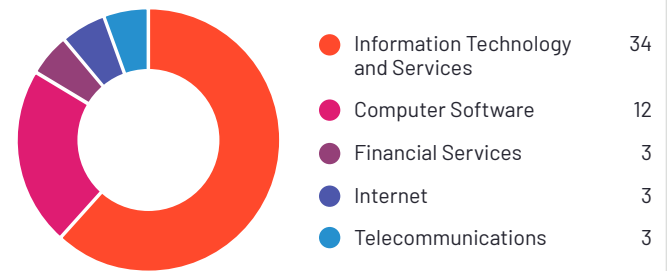
4.5 ★★★★½ (75)

Leader
Mid-Market
FALL 2019

MuleSoft Anypoint Platform has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. MuleSoft Anypoint Platform has the largest Market Presence among products in iPaaS. 100% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend MuleSoft Anypoint Platform at a rate of 91%. MuleSoft Anypoint Platform is also in the Message Queue (MQ), Electronic Data Interchange (EDI), API Marketplace, and API Management categories.
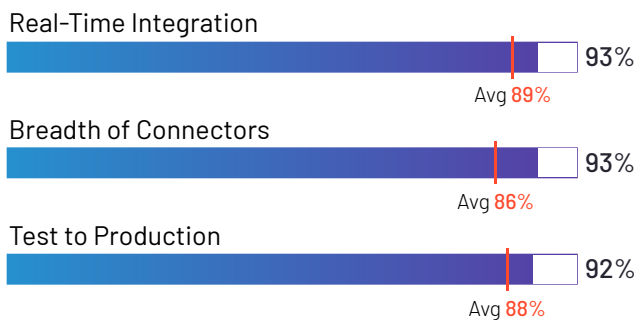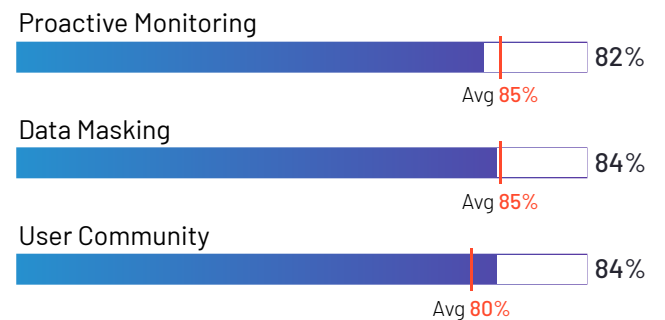
Satisfaction Ratings

Quality of Support — 85%
Avg 89%

Ease of Use — 89%
Avg 87%

Meets Requirements — 89%
Avg 88%

Ease of Admin — 87%
Avg 86%

Ease of Doing Business With — 86%
Avg 90%

Ease of Setup — 88%
Avg 85%

Top Industries Represented

Information Technology and Services	34
Computer Software	12
Financial Services	3
Internet	3
Telecommunications	3

Highest-Rated Features

Real-Time Integration — 93%
Avg 89%

Breadth of Connectors — 93%
Avg 86%

Test to Production — 92%
Avg 88%

Lowest-Rated Features

Proactive Monitoring — 82%
Avg 85%

Data Masking — 84%
Avg 85%

User Community — 84%
Avg 80%

Ownership	**HQ Location**	**Year Founded**	**Total Revenue**	**Employees (Listed On Linkedin™)**	**Company Website**
MuleSoft	San Francisco, CA	2006	$188 (USD MM)	1791	www.mulesoft.com

Jitterbit

4.6 ★★★★½ (78)

Leader
Mid-Market
FALL 2019
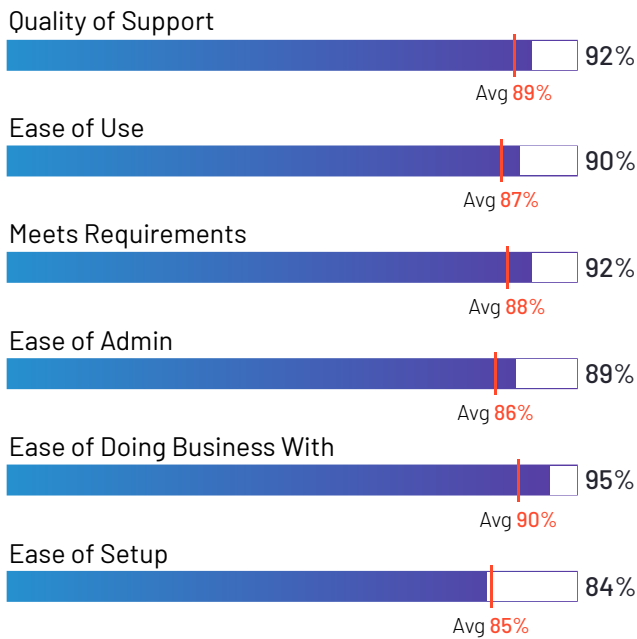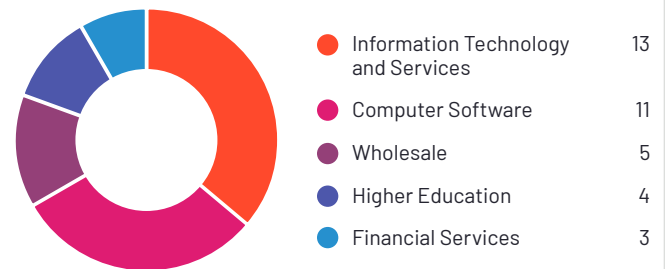
Jitterbit has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Jitterbit received the highest Satisfaction score among products in iPaaS. 96% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Jitterbit at a rate of 94%. Jitterbit is also in the Electronic Data Interchange (EDI) category.
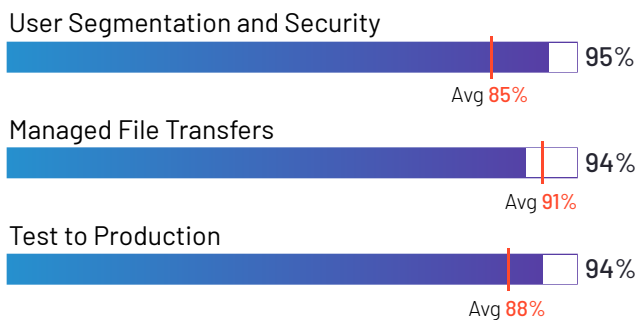
Satisfaction Ratings

Quality of Support
92%
Avg 89%

Ease of Use
90%
Avg 87%

Meets Requirements
92%
Avg 88%

Ease of Admin
89%
Avg 86%

Ease of Doing Business With
95%
Avg 90%

Ease of Setup
84%
Avg 85%

Top Industries Represented

● Information Technology and Services	13
● Computer Software	11
● Wholesale	5
● Higher Education	4
● Financial Services	3

Highest-Rated Features

User Segmentation and Security
95%
Avg 85%

Managed File Transfers
94%
Avg 91%

Test to Production
94%
Avg 88%

Lowest-Rated Features

User Community
79%
Avg 80%

Proactive Monitoring
84%
Avg 85%

Workflow
84%
Avg 85%
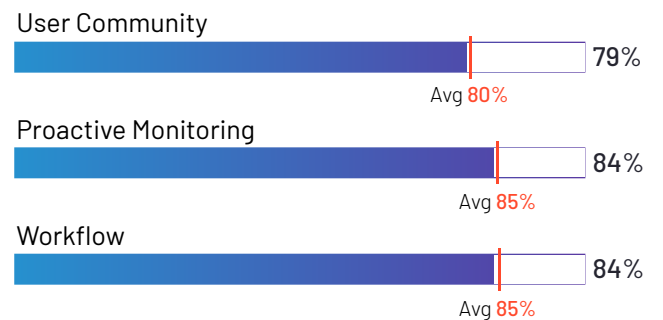
Ownership
Jitterbit

HQ Location
Alameda, CA

Year Founded
2004

Employees (Listed On Linkedin™)
225

Company Website
www.jitterbit.com

IBM App Connect

IBM

4.3 ★★★★⯪ **(56)**

Leader Mid-Market FALL 2019

IBM App Connect has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend IBM App Connect at a rate of 90%. IBM App Connect is also in the Enterprise Service Bus (ESB) category.

Satisfaction Ratings

Quality of Support — 93%
Avg **89%**

Ease of Use — 91%
Avg **87%**

Meets Requirements — 93%
Avg **88%**

Ease of Admin — 0%
Avg **86%**

Ease of Doing Business With — 0%
Avg **90%**

Ease of Setup — 0%
Avg **85%**

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

Top Industries Represented

● Computer Software	38
● Information Technology and Services	13
● Design	2
● Hospital & Health Care	1
● Hospitality	1

Highest-Rated Features

Data Lifecycle Management — 96%
Avg **87%**

Real-Time Integration — 95%
Avg **89%**

Data Chunker — 94%
Avg **88%**

Lowest-Rated Features

Asynchronous Messaging — 92%
Avg **88%**

Master Data Management — 93%
Avg **87%**

Data Virtualization — 93%
Avg **88%**
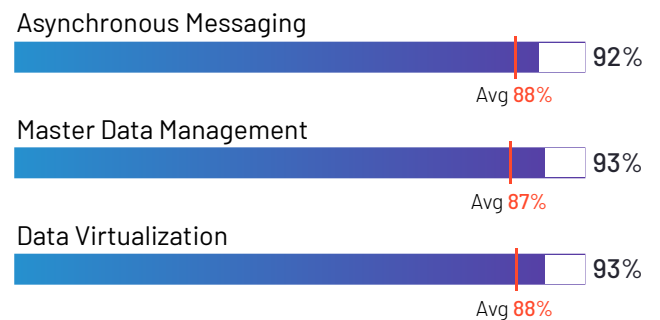
Ownership
IBM

HQ Location
Armonk, NY

Year Founded
1911

Total Revenue
$79,139 (USD MM)

Employees (Listed On Linkedin™)
584750

Company Website
www.ibm.com

Zapier

4.5 ★★★★½ (57)

Leader
Mid-Market
FALL
2019

Zapier has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Zapier at a rate of 91%. Zapier is also in the API Marketplace category.
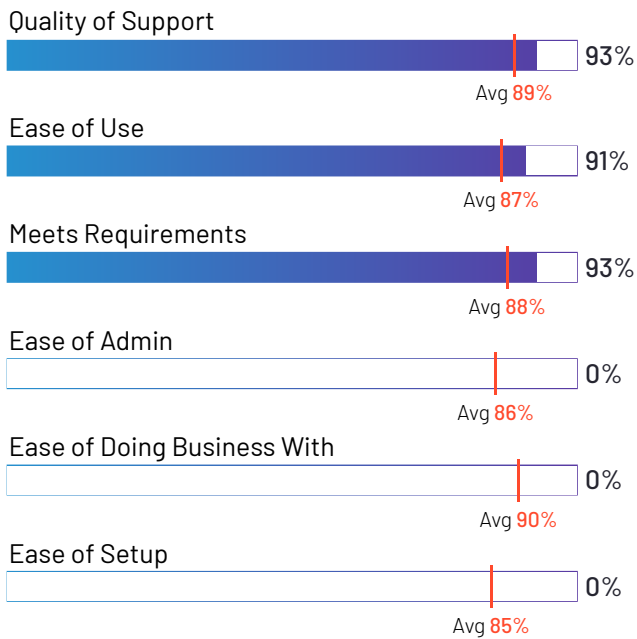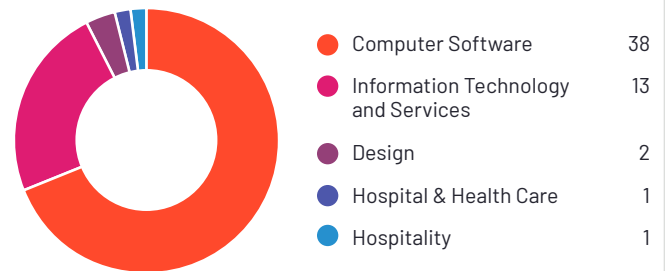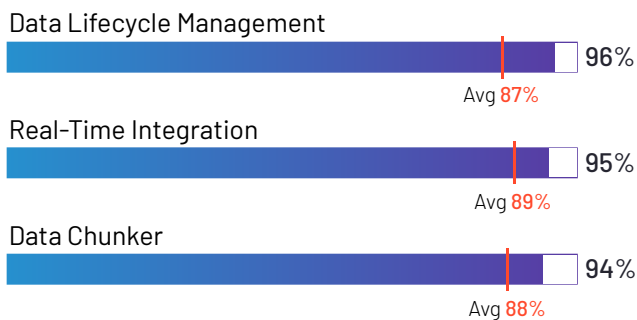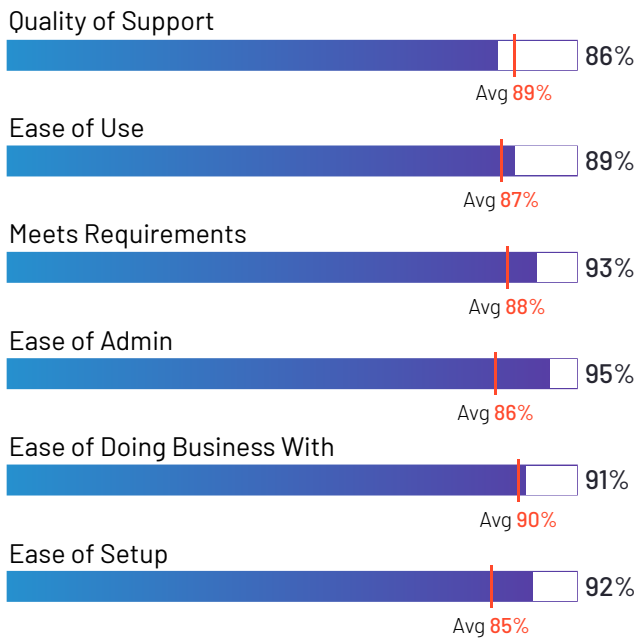
Satisfaction Ratings

Quality of Support
86%
Avg 89%

Ease of Use
89%
Avg 87%

Meets Requirements
93%
Avg 88%

Ease of Admin
95%
Avg 86%

Ease of Doing Business With
91%
Avg 90%

Ease of Setup
92%
Avg 85%

Top Industries Represented

● Internet	9
● Computer Software	7
● Marketing and Advertising	7
● Information Technology and Services	5
● Education Management	3

Highest-Rated Features

APIs
94%
Avg 86%

Breadth of Connectors
93%
Avg 86%

Customization
93%
Avg 87%

Lowest-Rated Features

Data Masking
83%
Avg 85%

Data Chunker
85%
Avg 88%

Proactive Monitoring
85%
Avg 85%
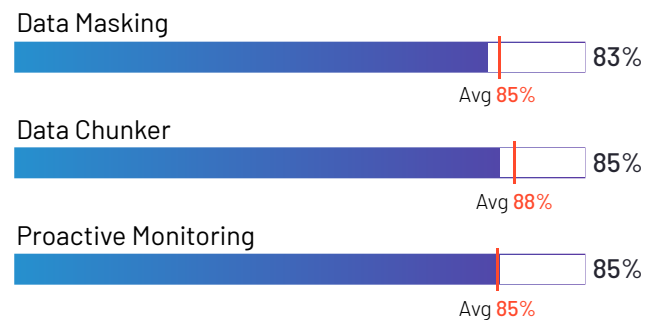
Ownership
Zapier

HQ Location
San Francisco, CA

Year Founded
2011

Employees (Listed On Linkedin™)
247

Company Website
zapier.com

Celigo integrator.io

celigo

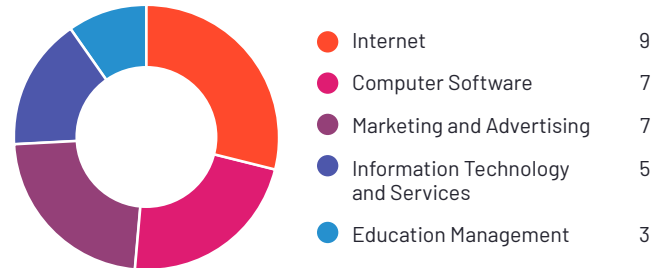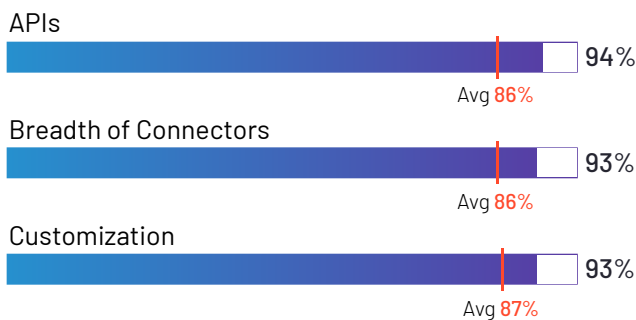**4.5** ★★★★½ **(53)**

Leader
Mid-Market
FALL 2019

Celigo integrator.io has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 96% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Celigo integrator.io at a rate of 90%.
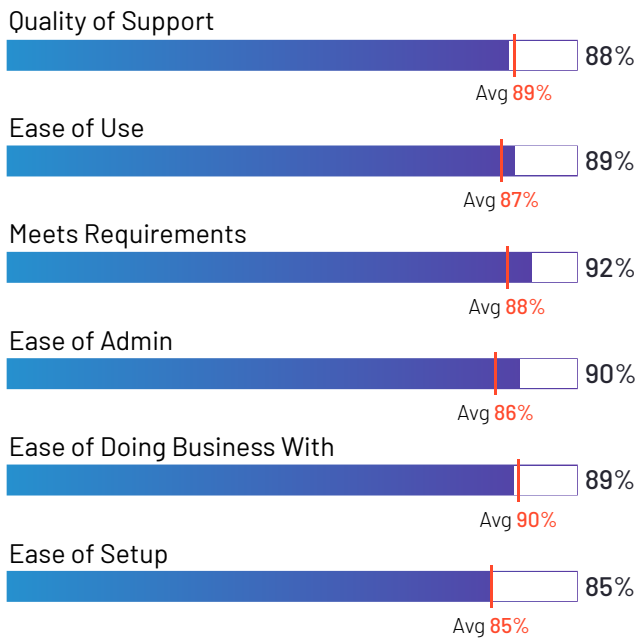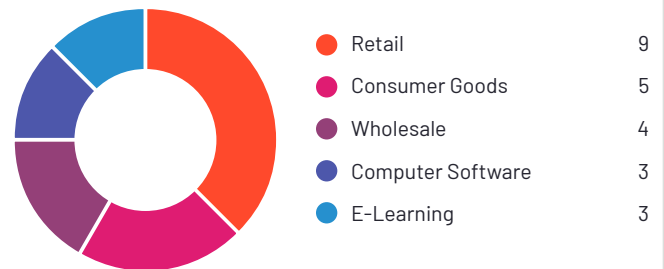
Satisfaction Ratings

Quality of Support
88%
Avg 89%

Ease of Use
89%
Avg 87%

Meets Requirements
92%
Avg 88%

Ease of Admin
90%
Avg 86%

Ease of Doing Business With
89%
Avg 90%

Ease of Setup
85%
Avg 85%

Top Industries Represented

● Retail		9
● Consumer Goods		5
● Wholesale		4
● Computer Software		3
● E-Learning		3

Highest-Rated Features

Asynchronous Messaging
93%
Avg 88%

Data Virtualization
93%
Avg 88%

Test to Production
93%
Avg 88%

Lowest-Rated Features

User Segmentation and Security
85%
Avg 85%

Big Data Processing
86%
Avg 89%

Customization
87%
Avg 87%
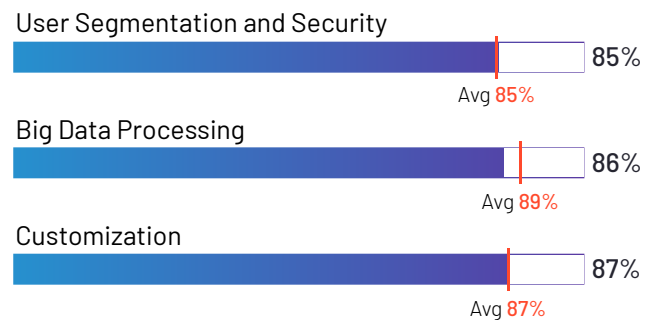
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin™)**	**Company Website**
Celigo	San Mateo, CA	2005	225	www.celigo.com

Dell Boomi
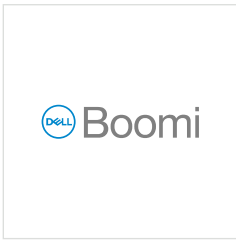
4.2 ★★★★☆ (43)

Leader
Mid-Market
FALL
2019

Dell Boomi has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 91% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Dell Boomi at a rate of 83%. Dell Boomi is also in the Electronic Data Interchange (EDI), Master Data Management (MDM), and API Management categories.
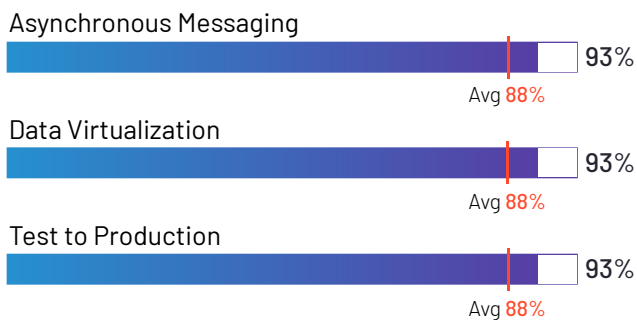
Satisfaction Ratings

Quality of Support
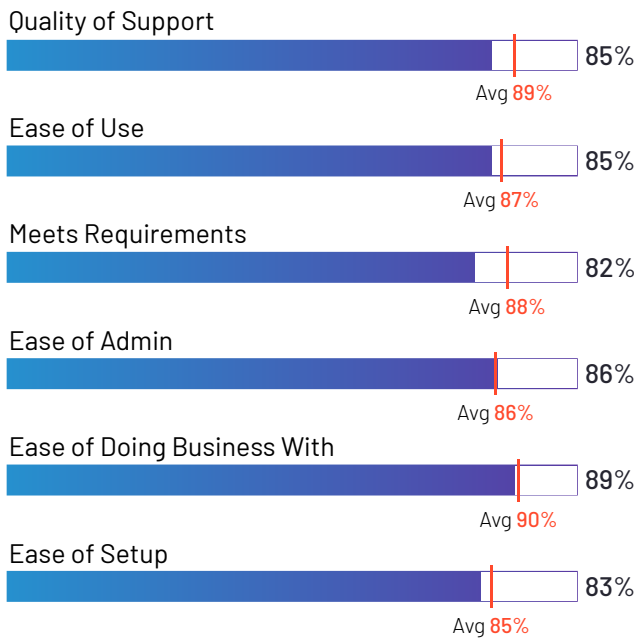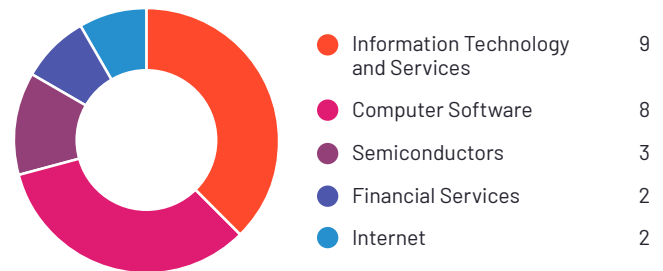85%
Avg 89%

Ease of Use
85%
Avg 87%

Meets Requirements
82%
Avg 88%

Ease of Admin
86%
Avg 86%

Ease of Doing Business With
89%
Avg 90%

Ease of Setup
83%
Avg 85%

Top Industries Represented

● Information Technology and Services — 9
● Computer Software — 8
● Semiconductors — 3
● Financial Services — 2
● Internet — 2

Highest-Rated Features

Big Data Processing
94%
Avg 89%

Managed File Transfers
93%
Avg 91%

Hierarchical Data
90%
Avg 88%

Lowest-Rated Features

Performance and Reliability
79%
Avg 87%

Data Transformations
82%
Avg 86%

Workflow
82%
Avg 85%
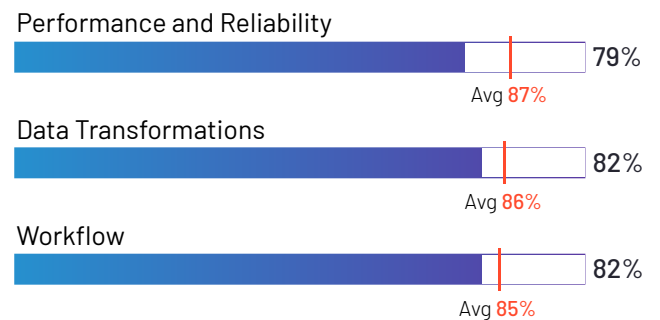
Ownership
Dell

HQ Location
Round Rock, TX

Year Founded
1984

Employees (Listed On Linkedin™)
135206

Company Website
www.dell.com

Workato

4.7 ★★★★½ (22)

High Performer
Mid-Market
FALL 2019

Workato has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and u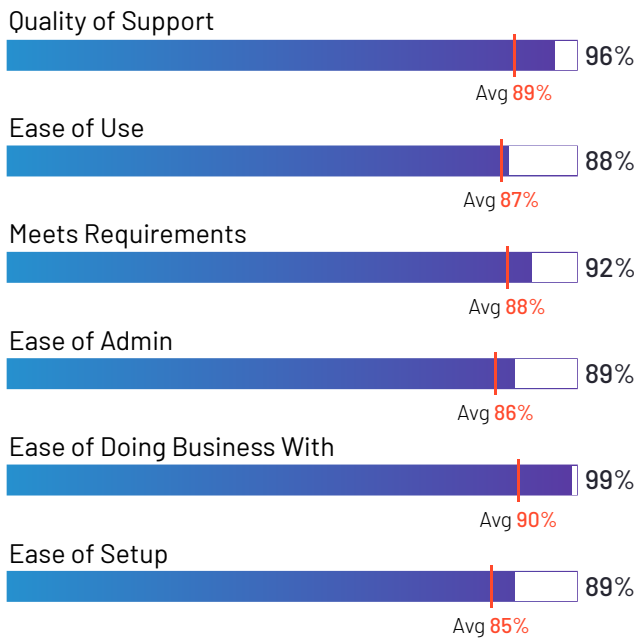sers said they would be likely to recommend Workato at a rate of 95%. Workato is also in the API Management and ETL Tools categories.

Satisfaction Ratings

Quality of Support
96%
Avg 89%

Ease of Use
88%
Avg 87%

Meets Requirements
92%
Avg 88%

Ease of Admin
89%
Avg 86%

Ease of Doing Business With
99%
Avg 90%

Ease of Setup
89%
Avg 85%

Top Industries Represented

● Computer Software	5
● Information Technology and Services	3
● Accounting	2
● Construction	2
● Civic & Social Organization	1

Highest-Rated Features

Workflow
97%
Avg 85%

Performance and Reliability
96%
Avg 87%

Test to Production
96%
Avg 88%

Lowest-Rated Features

Big Data Processing
80%
Avg 89%

Proactive Monitoring
81%
Avg 85%

Data Lifecycle Management
84%
Avg 87%
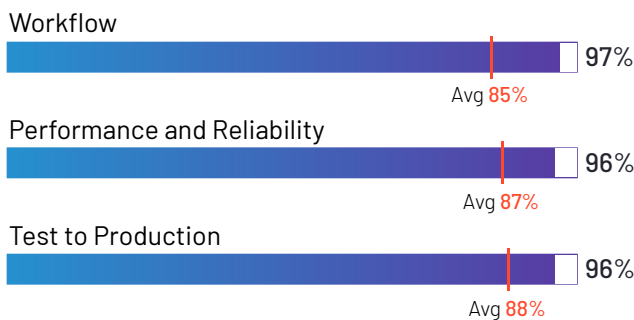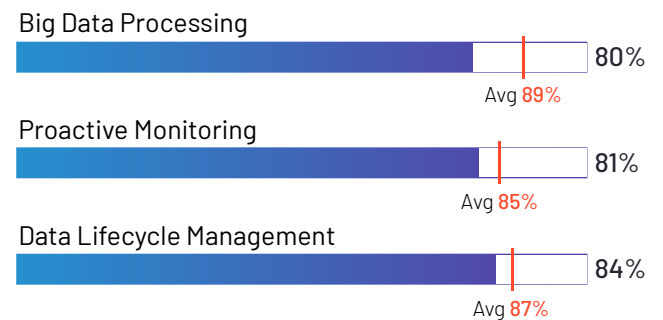
Ownership
Workato

HQ Location
Cupertino, CA

Year Founded
2013

Employees (Listed On Linkedin™)
191

Company Website
www.workato.com

Azuqua

4.5 ★★★★½ (16)

High Performer Mid-Market FALL 2019

Azuqua has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 94% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Azuqua at a rate of 89%.
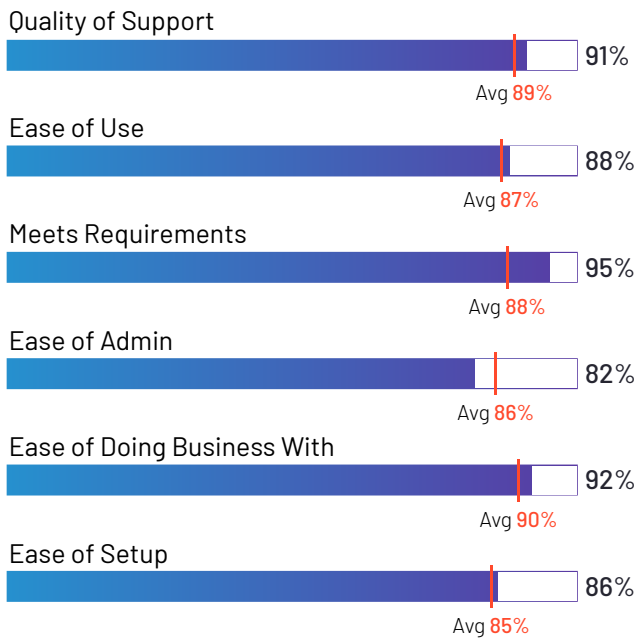
Satisfaction Ratings

Quality of Support
91%
Avg 89%

Ease of Use
88%
Avg 87%

Meets Requirements
95%
Avg 88%

Ease of Admin
82%
Avg 86%

Ease of Doing Business With
92%
Avg 90%

Ease of Setup
86%
Avg 85%

Top Industries Represented

Industry	Count
Information Technology and Services	3
Computer Software	2
Consumer Electronics	2
Accounting	1
Business Supplies and Equipment	1

Highest-Rated Features

Managed File Transfers
97%
Avg 91%

Parallel Processing
97%
Avg 89%

Real-Time Integration
97%
Avg 89%

Lowest-Rated Features

User Community
80%
Avg 80%

Visual Designer
83%
Avg 84%

Performance and Reliability
83%
Avg 87%

Ownership
Azuqua

HQ Location
Seattle, WA

Year Founded
2011

Employees (Listed On Linkedin™)
17

Company Website
www.azuqua.com

Cleo Integration Cloud

4.3 ★★★★½ **(25)**
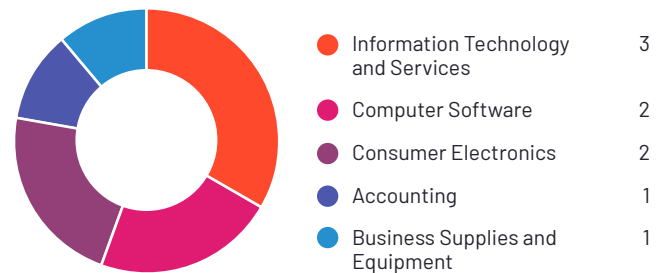
High Performer
Mid-Market
FALL 2019

Cleo Integration Cloud has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users s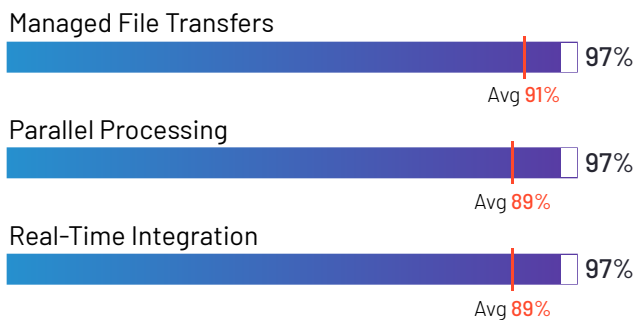aid they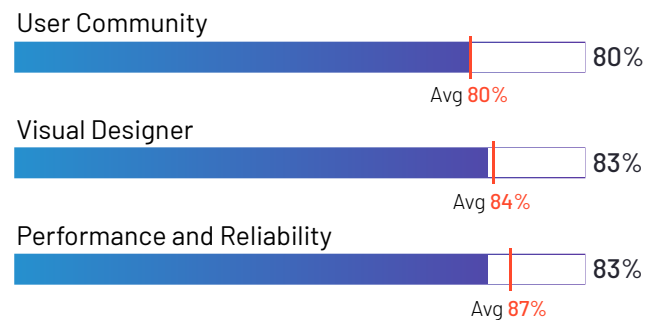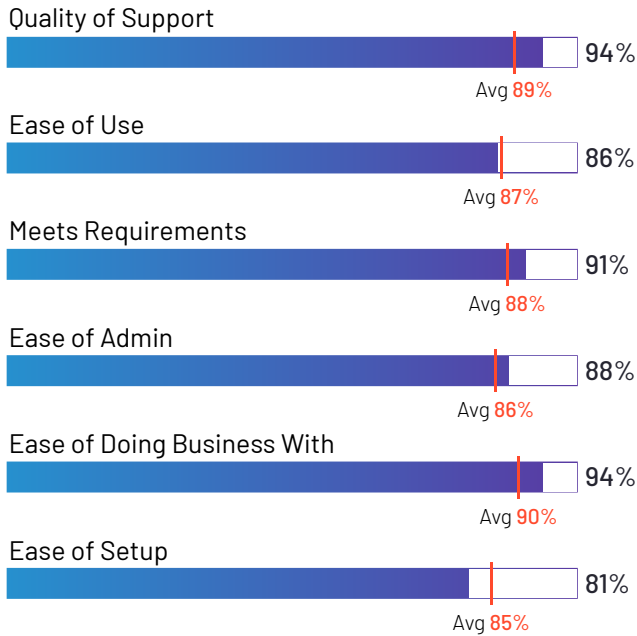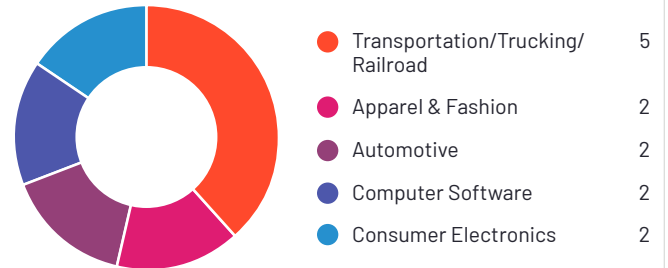 would be likely to recommend Cleo at a rate of 93%. Cleo is also in the Integration Brokerage , Electronic Data Interchange (EDI), On-Premise Data Integration, and Managed File Transfer (MFT) categories.

Satisfaction Ratings

Quality of Support — **94%** Avg **89%**

Ease of Use — **86%** Avg **87%**

Meets Requirements — **91%** Avg **88%**

Ease of Admin — **88%** Avg **86%**

Ease of Doing Business With — **94%** Avg **90%**

Ease of Setup — **81%** Avg **85%**

Top Industries Represented

● Transportation/Trucking/Railroad	5
● Apparel & Fashion	2
● Automotive	2
● Computer Software	2
● Consumer Electronics	2

Highest-Rated Features

Breadth of Connectors — **95%** Avg **86%**

Managed File Transfers — **94%** Avg **91%**

Real-Time Integration — **91%** Avg **89%**

Lowest-Rated Features

Big Data Processing — **80%** Avg **89%**

Visual Designer — **86%** Avg **84%**

Data Chunker — **86%** Avg **88%**
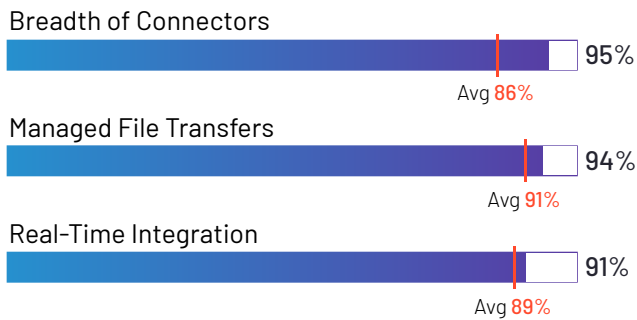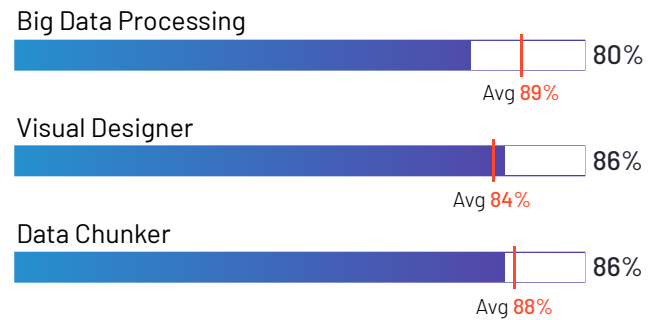
Ownership
Cleo

HQ Location
Rockford, IL

Year Founded
1976

Employees (Listed On Linkedin™)
310

Company Website
www.cleo.com

Xplenty

4.4 ★★★★½ **(18)**

High Performer Mid-Market FALL 2019

Xplenty has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rat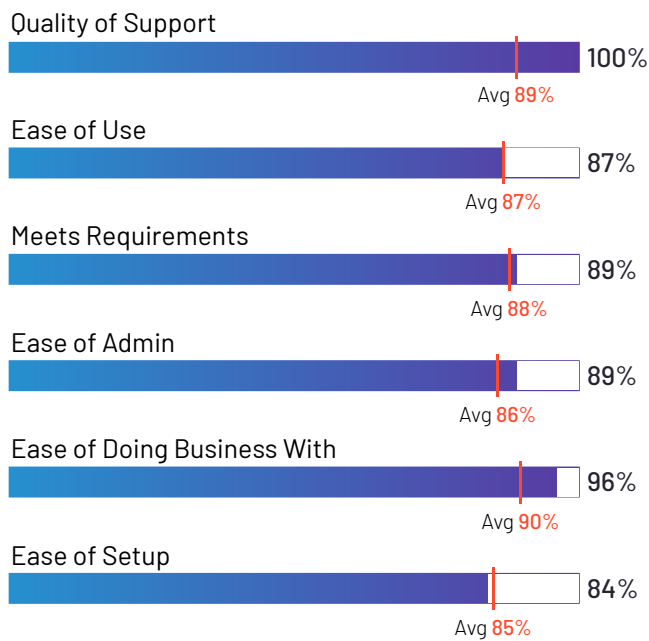ed it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Xplenty at a rate of 94%. Xplenty is also in the ETL Tools category.

Satisfaction Ratings

Quality of Support
100%
Avg 89%

Ease of Use
87%
Avg 87%

Meets Requirements
89%
Avg 88%

Ease of Admin
89%
Avg 86%

Ease of Doing Business With
96%
Avg 90%

Ease of Setup
84%
Avg 85%

Top Industries Represented

●	Internet	5
●	Information Technology and Services	4
●	Computer Software	3
●	Apparel & Fashion	1
●	Construction	1

Highest-Rated Features

Test to Production
95%
Avg 88%

Data Virtualization
94%
Avg 88%

Customization
93%
Avg 87%

Lowest-Rated Features

Breadth of Connectors
77%
Avg 86%

Data Transformations
79%
Avg 86%

Data Lifecycle Management
79%
Avg 87%
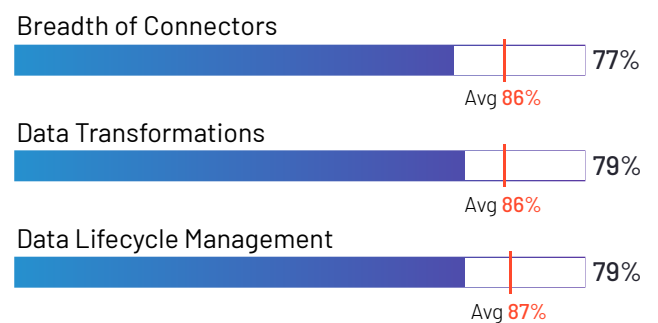
Ownership
Xplenty

HQ Location
San Francisco, CA

Year Founded
2012

Employees (Listed On LinkedIn™)
14

Company Website
www.xplenty.com

Obindo
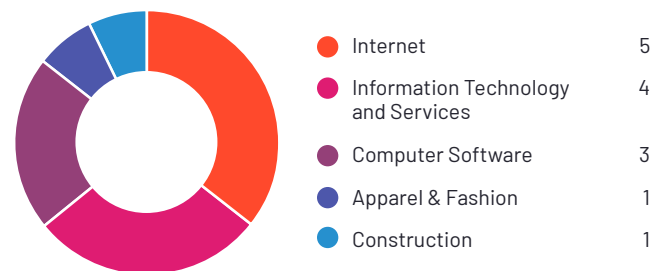
4.7 ★★★★½ (12)

High Performer Mid-Market FALL 2019

Obindo has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Obindo at a rate of 94%.

Satisfaction Ratings

Quality of Support
92%
Avg 89%

Ease of Use
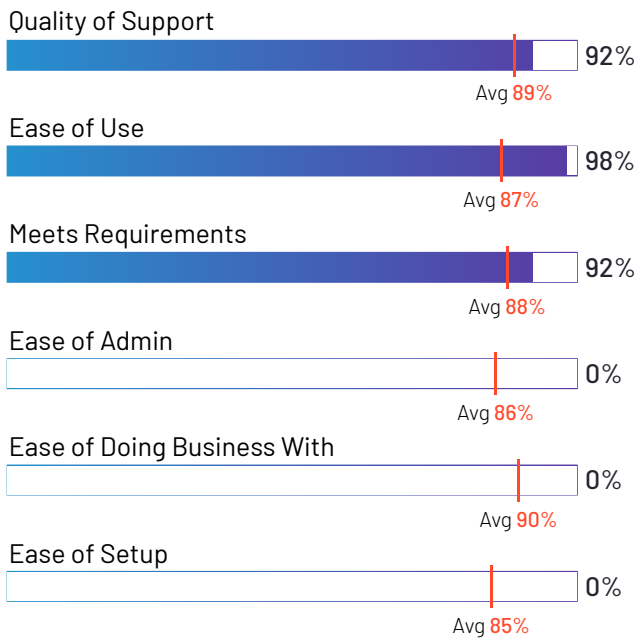98%
Avg 87%

Meets Requirements
92%
Avg 88%

Ease of Admin
0%
Avg 86%

Ease of Doing Business With
0%
Avg 90%

Ease of Setup
0%
Avg 85%

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

Top Industries Represented

Food & Beverages	5
Electrical/Electronic Manufacturing	2
Information Technology and Services	2
Banking	1
Mechanical or Industrial Engineering	1

Highest-Rated Features

Managed File Transfers
98%
Avg 91%

Asynchronous Messaging
96%
Avg 88%

Data Masking
96%
Avg 85%

Lowest-Rated Features

Hierarchical Data
90%
Avg 88%

Data Virtualization
92%
Avg 88%

Data Chunker
93%
Avg 88%
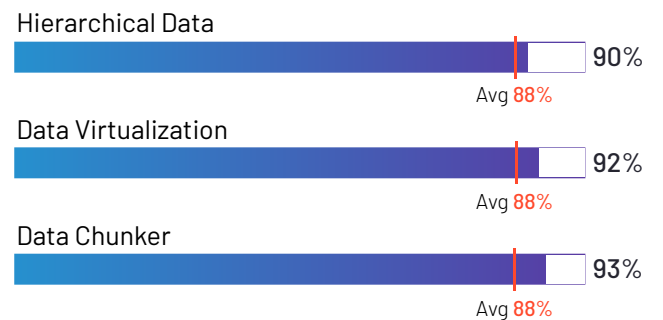
Ownership
Obindo

HQ Location
San Francisco, CA

Year Founded
2014

Employees (Listed On Linkedin™)
2

Company Website
obindo.com

IConduct

4.7 ★★★★½ **(24)**
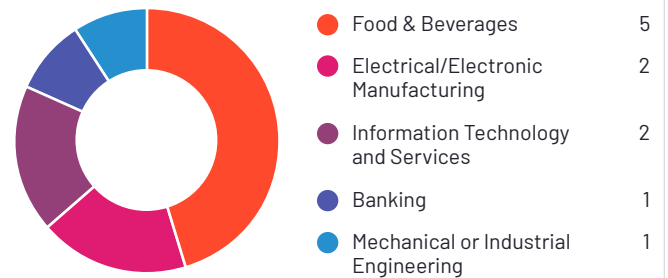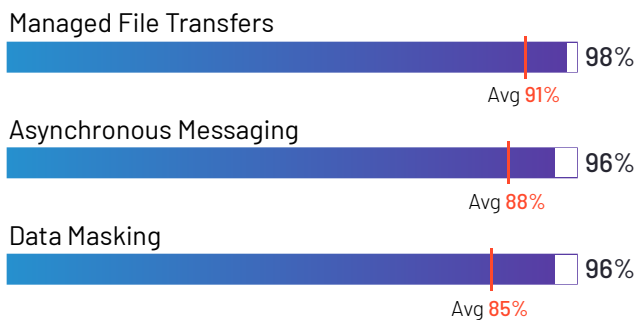
High Performer Mid-Market FALL 2019

IConduct has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of 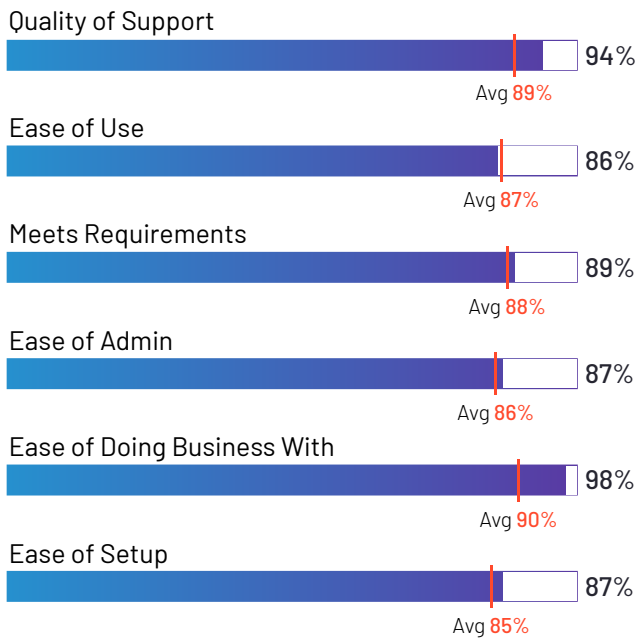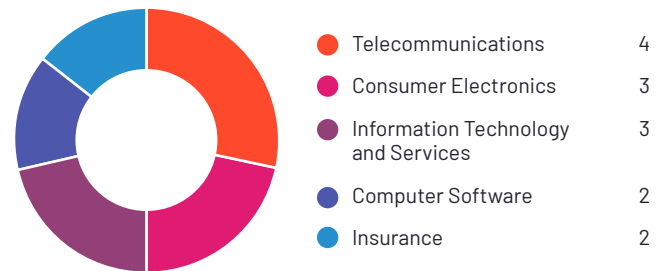users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend IConduct at a rate of 94%.

iCONDUCT
integrating intelligence

Satisfaction Ratings

Quality of Support
94%
Avg 89%

Ease of Use
86%
Avg 87%

Meets Requirements
89%
Avg 88%

Ease of Admin
87%
Avg 86%

Ease of Doing Business With
98%
Avg 90%

Ease of Setup
87%
Avg 85%

Top Industries Represented

● Telecommunications		4
● Consumer Electronics		3
● Information Technology and Services		3
● Computer Software		2
● Insurance		2

Highest-Rated Features

Performance and Reliability
96%
Avg 87%

Managed File Transfers
96%
Avg 91%

Master Data Management
95%
Avg 87%

Lowest-Rated Features

Visual Designer
73%
Avg 84%

Data Masking
80%
Avg 85%

APIs
83%
Avg 86%

Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin™)**	**Company Website**
IConduct Ltd	Haifa, Israel	2015	26	www.iconductcloud.com

Segment

4.6	★★★★½ (16)

Segment has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said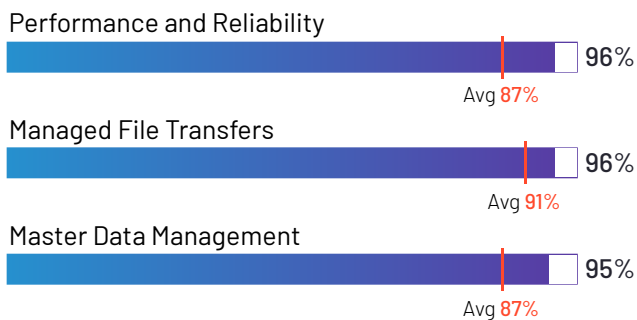 they would be likely to recommend Segment at a rate of 89%. Segment is also in the E-Commerce Data Integration and Data Governance categories.
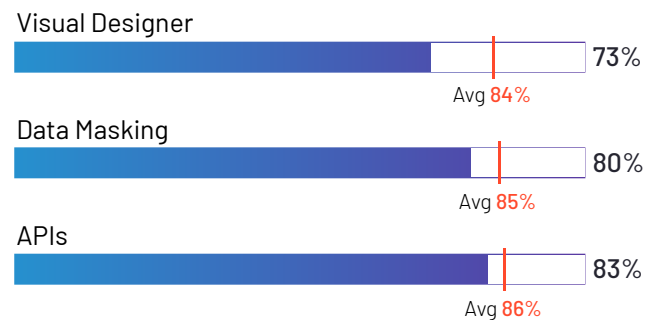
Satisfaction Ratings

Quality of Support
88%
Avg 89%

Ease of Use
90%
Avg 87%

Meets Requirements
88%
Avg 88%

Ease of Admin
91%
Avg 86%

Ease of Doing Business With
86%
Avg 90%

Ease of Setup
91%
Avg 85%

Top Industries Represented

● Internet	6
● Computer Software	3
● Financial Services	2
● Hospital & Health Care	2
● Leisure, Travel & Tourism	1

Ownership
Segment

HQ Location
San Francisco, CA

Year Founded
2012

Employees (Listed On Linkedin™)
492

Company Website
segment.com

TIBCO Cloud Integration (including BusinessWorks and Scribe)

TIBCO
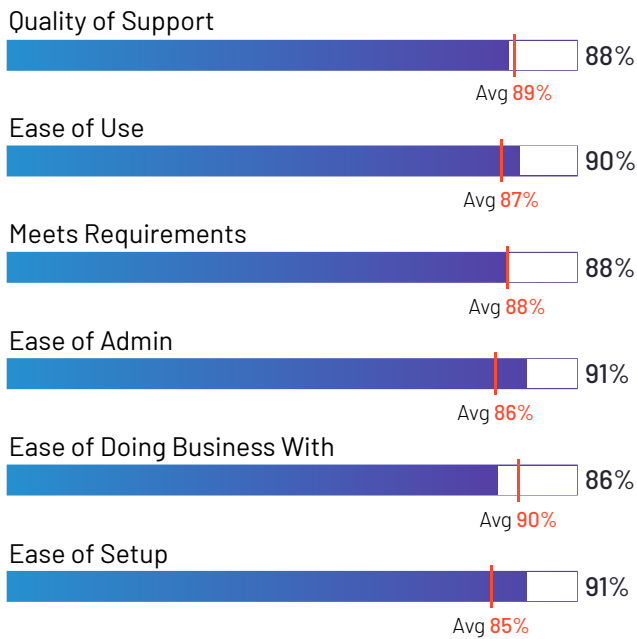
4.1 ★★★★☆ **(20)**

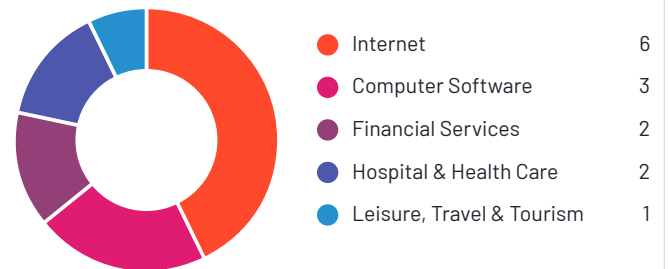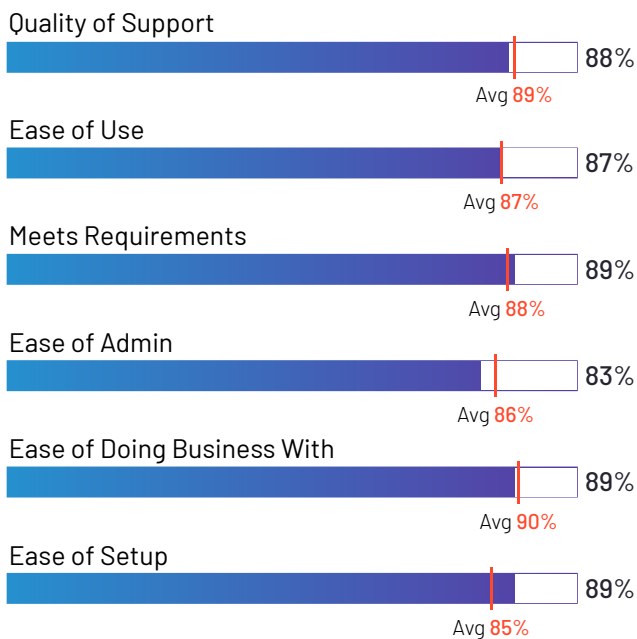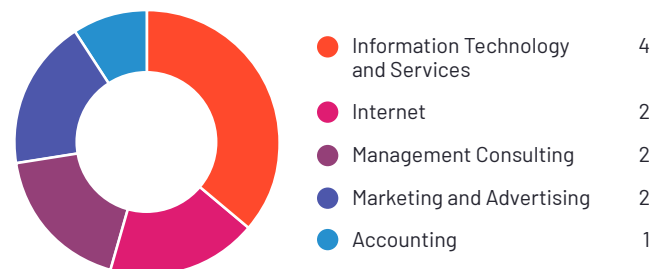TIBCO Cloud Integration (including BusinessWorks and Scribe) has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 80% of users rated it 4 or 5 stars, 81% of users believe it is headed in the right direction, and users said they would be likely to recommend TIBCO Cloud Integration at a rate of 80%. TIBCO Cloud Integration is also in the E-Commerce Data Integration, Enterprise Service Bus (ESB), Cloud Migration, and Managed File Transfer (MFT) categories.

Satisfaction Ratings

Quality of Support
88%
Avg 89%

Ease of Use
87%
Avg 87%

Meets Requirements
89%
Avg 88%

Ease of Admin
83%
Avg 86%

Ease of Doing Business With
89%
Avg 90%

Ease of Setup
89%
Avg 85%

Top Industries Represented

● Information Technology and Services		4
● Internet		2
● Management Consulting		2
● Marketing and Advertising		2
● Accounting		1

Highest-Rated Features

Big Data Processing
96%
Avg 89%

Data Lifecycle Management
93%
Avg 87%

Visual Designer
92%
Avg 84%

Lowest-Rated Features

User Segmentation and Security
79%
Avg 85%

Performance and Reliability
80%
Avg 87%

User Community
81%
Avg 80%
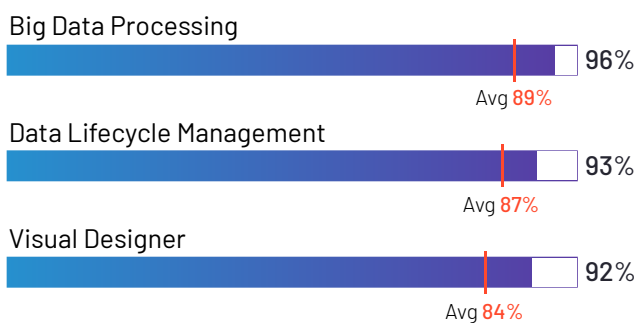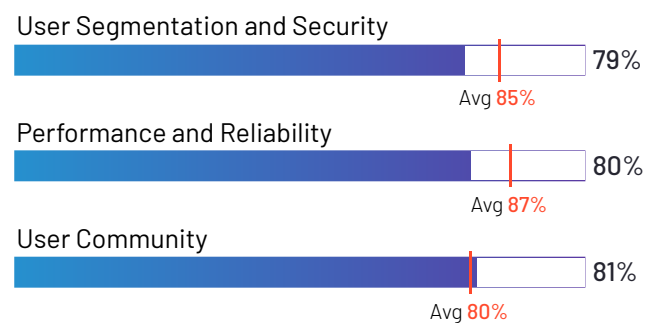
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On LinkedIn™)**	**Company Website**
TIBCO	Palo Alto, CA	1997	5089	www.tibco.com

SnapLogic

4.0 ★★★★☆ **(21)**

SnapLogic has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive re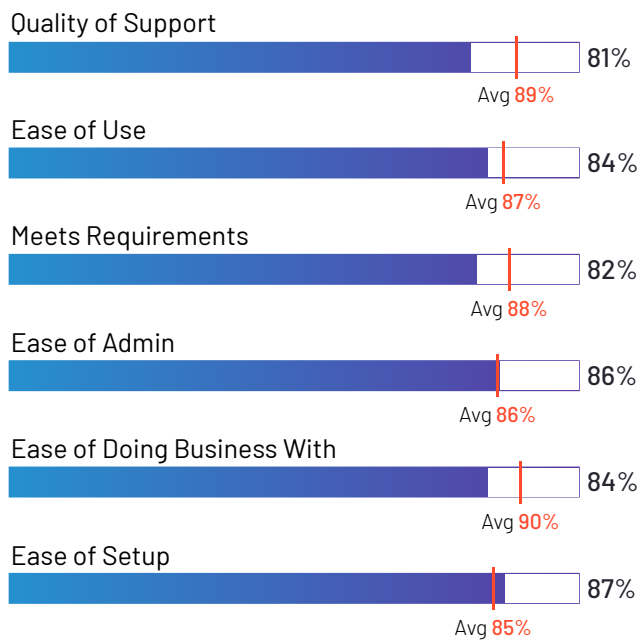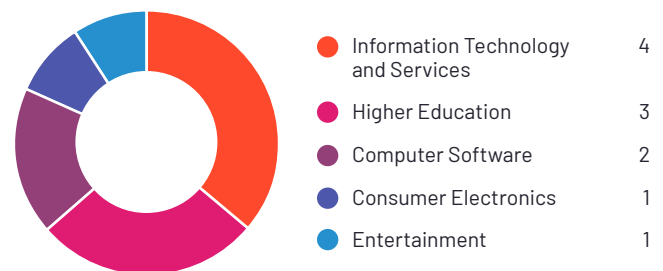views, they do not have enough reviews to validate those ratings. 86% of users rated it 4 or 5 stars, 95% of users believe it is headed in the right direction, and users said they would be likely to recommend SnapLogic at a rate of 76%. SnapLogic is also in the Big Data Integration Platform category.

Satisfaction Ratings

Quality of Support	81%	Avg 89%
Ease of Use	84%	Avg 87%
Meets Requirements	82%	Avg 88%
Ease of Admin	86%	Avg 86%
Ease of Doing Business With	84%	Avg 90%
Ease of Setup	87%	Avg 85%

Top Industries Represented

● Information Technology and Services	4
● Higher Education	3
● Computer Software	2
● Consumer Electronics	1
● Entertainment	1

Highest-Rated Features

APIs	90%	Avg 86%
Test to Production	90%	Avg 88%
Data Transformations	89%	Avg 86%

Lowest-Rated Features

Data Masking	75%	Avg 85%
Proactive Monitoring	77%	Avg 85%
User Community	78%	Avg 80%
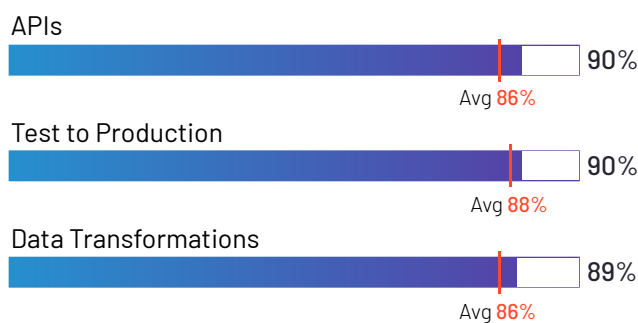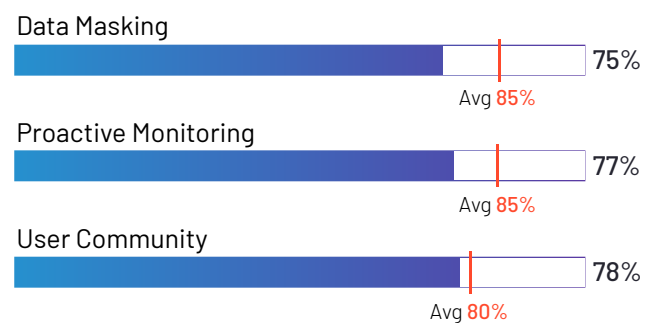
Ownership SnapLogic	**HQ Location** San Mateo, CA	**Year Founded** 2006	**Employees (Listed On Linkedin™)** 166	**Company Website** www.snaplogic.com

Talend Cloud Data Integration

4.0 ★★★★☆ (11)

Talend Cloud Data Integration has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 60% of users believe it is headed in the right direction, and users said they would be likely to recommend Talend Cloud Data Integration at a rate of 85%. Talend Cloud Data Integration is also in the ETL Tools category.
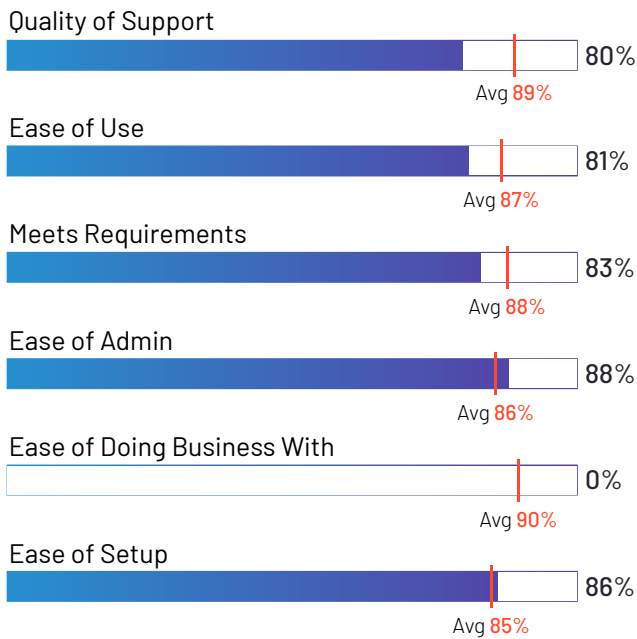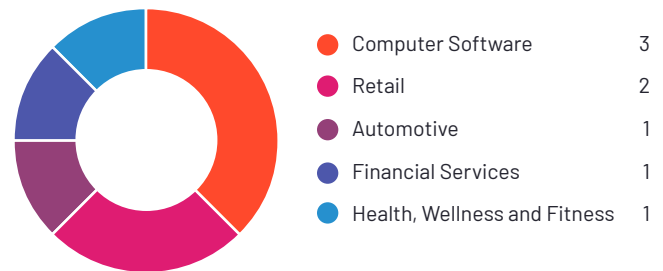
Satisfaction Ratings

Quality of Support
80%
Avg 89%

Ease of Use
81%
Avg 87%

Meets Requirements
83%
Avg 88%

Ease of Admin
88%
Avg 86%

Ease of Doing Business With
0%
Avg 90%

Ease of Setup
86%
Avg 85%

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

Top Industries Represented

● Computer Software		3
● Retail		2
● Automotive		1
● Financial Services		1
● Health, Wellness and Fitness		1

Highest-Rated Features

Big Data Processing
94%
Avg 89%

Data Lifecycle Management
91%
Avg 87%

Data Chunker
91%
Avg 88%

Lowest-Rated Features

Parallel Processing
83%
Avg 89%

Data Virtualization
86%
Avg 88%

Hierarchical Data
86%
Avg 88%

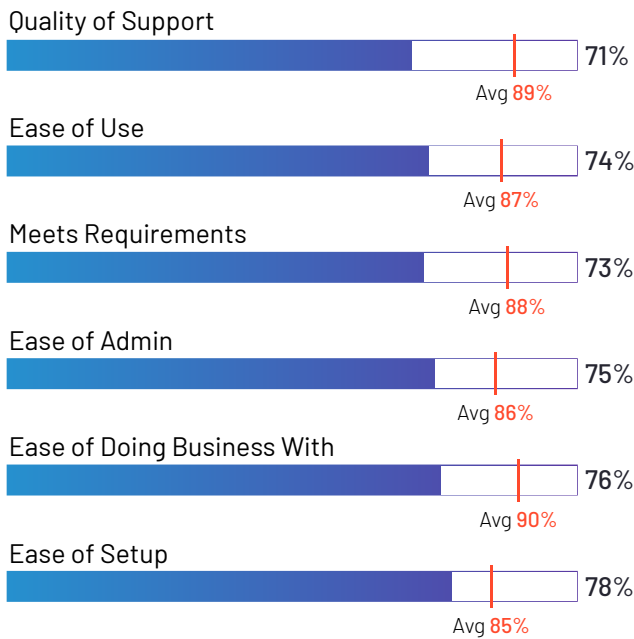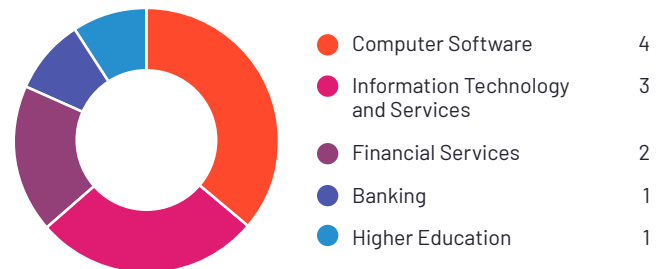| **Ownership**	**HQ Location**	**Year Founded**	**Total Revenue**	**Employees (Listed On Linkedin™)**	**Company Website**
Talend	Redwood City, CA	2005	$204 (USD MM)	1350	www.talend.com

Informatica Cloud

Informatica

3.7 ★★★★☆ (14)

Informatica Cloud has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 79% of users rated it 4 or 5 stars, 50% of users believe it is headed in the right direction, and users said they would be likely to recommend Informatica at a rate of 70%.
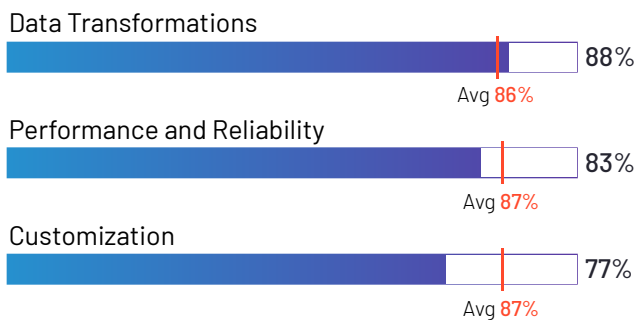
Satisfaction Ratings

Quality of Support
71%
Avg 89%

Ease of Use
74%
Avg 87%

Meets Requirements
73%
Avg 88%

Ease of Admin
75%
Avg 86%

Ease of Doing Business With
76%
Avg 90%

Ease of Setup
78%
Avg 85%

Top Industries Represented

- Computer Software — 4
- Information Technology and Services — 3
- Financial Services — 2
- Banking — 1
- Higher Education — 1

Highest-Rated Features

Data Transformations
88%
Avg 86%

Performance and Reliability
83%
Avg 87%

Customization
77%
Avg 87%

Lowest-Rated Features

Real-Time Integration
66%
Avg 89%

Test to Production
71%
Avg 88%

Breadth of Connectors
74%
Avg 86%

Ownership
Informatica

HQ Location
Redwood City, CA

Year Founded
1993

Total Revenue
$1,048 (USD MM)

Employees (Listed On Linkedin™)
4726

Company Website
www.informatica.com

Cloud Elements

4.2 ★★★★☆ (27)

Cloud Elements has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 89% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would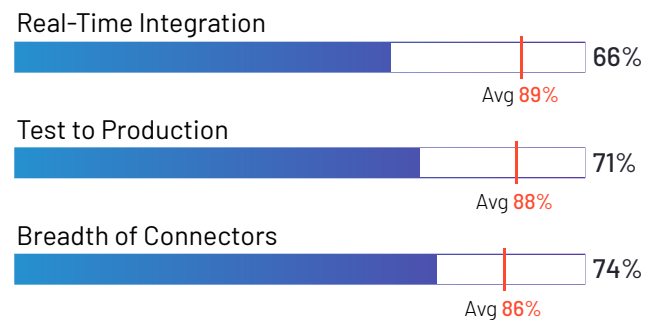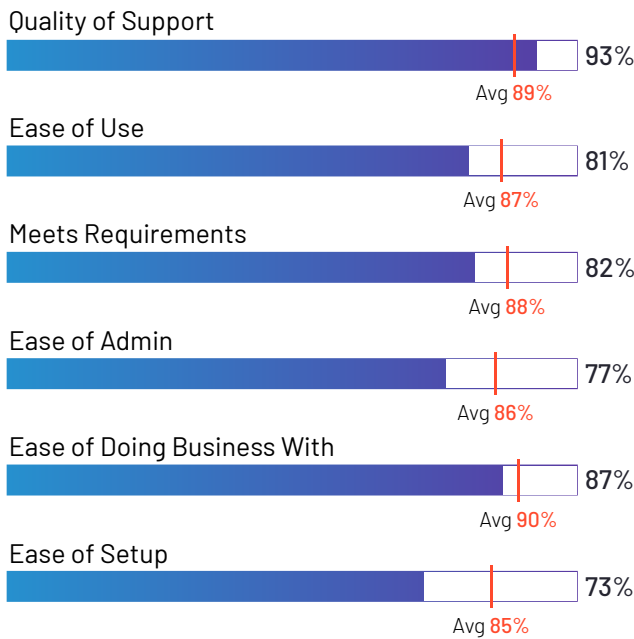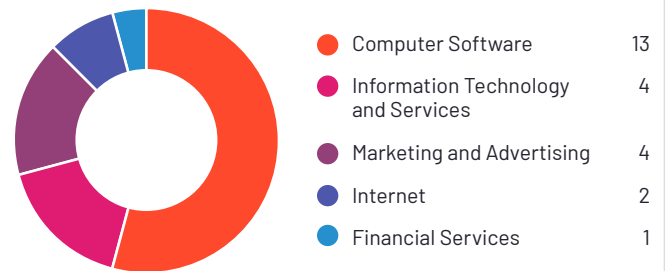 be likely to recommend Cloud Elements at a rate of 83%. Cloud Elements is also in the API Management and API Marketplace categories.

Satisfaction Ratings

Quality of Support
93%
Avg 89%

Ease of Use
81%
Avg 87%

Meets Requirements
82%
Avg 88%

Ease of Admin
77%
Avg 86%

Ease of Doing Business With
87%
Avg 90%

Ease of Setup
73%
Avg 85%

Top Industries Represented

Computer Software	13
Information Technology and Services	4
Marketing and Advertising	4
Internet	2
Financial Services	1

Highest-Rated Features

Parallel Processing
83%
Avg 89%

Real-Time Integration
83%
Avg 89%

Data Virtualization
82%
Avg 88%

Lowest-Rated Features

User Community
65%
Avg 80%

Data Transformations
67%
Avg 86%

Workflow
67%
Avg 85%
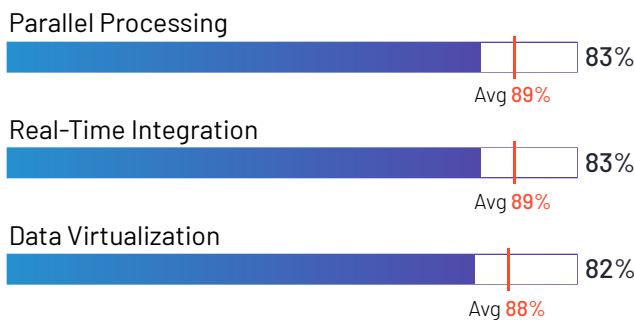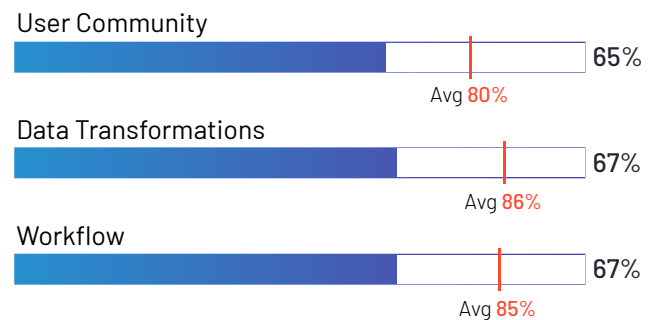
Ownership
Cloud Elements LLC

HQ Location
Denver, CO

Year Founded
2012

Employees (Listed On Linkedin™)
136

Company Website
cloud-elements.com

SyncApps

4.1 ★★★★☆ (35)

SyncApps has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 86% of u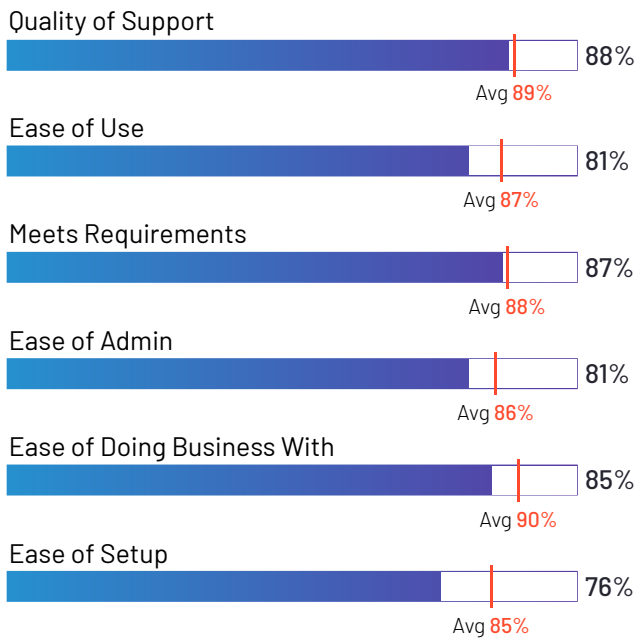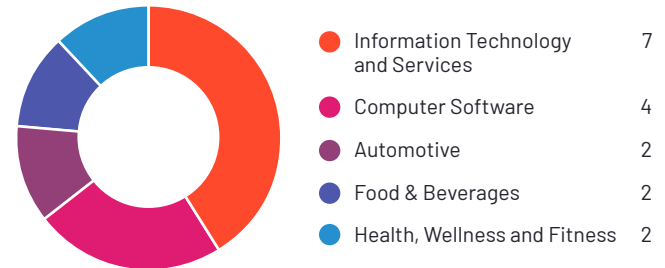sers rated it 4 or 5 stars, 81% of users believe it is headed in the right direction, and users said they would be likely to recommend SyncApps at a rate of 85%. SyncApps is also in the E-Commerce Data Integration category.

Satisfaction Ratings

Quality of Support
88%
Avg 89%

Ease of Use
81%
Avg 87%

Meets Requirements
87%
Avg 88%

Ease of Admin
81%
Avg 86%

Ease of Doing Business With
85%
Avg 90%

Ease of Setup
76%
Avg 85%

Top Industries Represented

● Information Technology and Services	7
● Computer Software	4
● Automotive	2
● Food & Beverages	2
● Health, Wellness and Fitness	2

Highest-Rated Features

Test to Production
88%
Avg 88%

Real-Time Integration
85%
Avg 89%

Customization
85%
Avg 87%

Lowest-Rated Features

Data Masking
60%
Avg 85%

Internationalization
65%
Avg 82%

Asynchronous Messaging
66%
Avg 88%
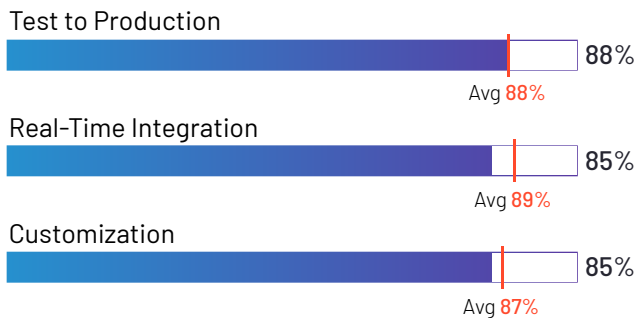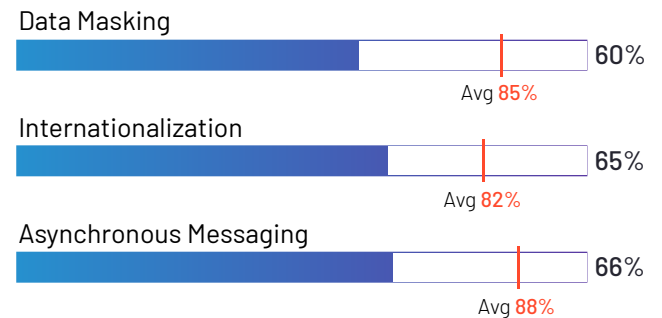
Ownership
Cazoomi

HQ Location
Misamis Oriental, Philippines

Year Founded
2009

Employees (Listed On Linkedin™)
18

Company Website
www.cazoomi.com
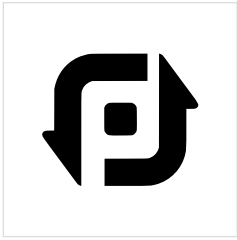
PieSync

4.6 ★★★★½ (16)

PieSync has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 88% of users rated it 4 or 5 stars, 80% of users believe it is headed in the right direction, and users said they would be likely to recommend PieSync at a rate of 84%. PieSync is also in the Stream Analytics and Cloud Migration categories.
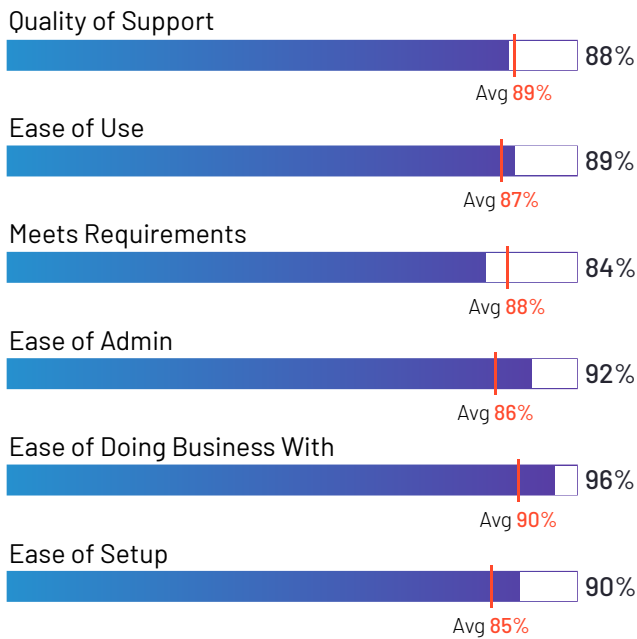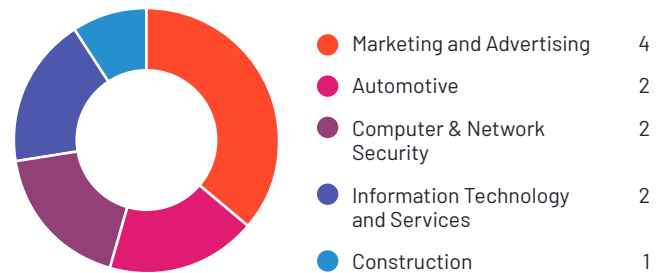
Satisfaction Ratings
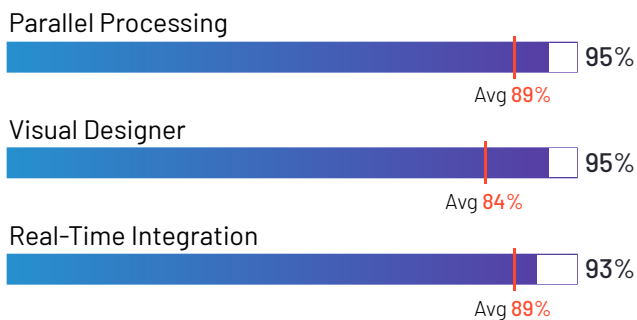
Quality of Support
88%
Avg **89%**

Ease of Use
89%
Avg **87%**

Meets Requirements
84%
Avg **88%**

Ease of Admin
92%
Avg **86%**

Ease of Doing Business With
96%
Avg **90%**

Ease of Setup
90%
Avg **85%**

Top Industries Represented

● Marketing and Advertising	4
● Automotive	2
● Computer & Network Security	2
● Information Technology and Services	2
● Construction	1

Highest-Rated Features

Parallel Processing
95%
Avg **89%**

Visual Designer
95%
Avg **84%**

Real-Time Integration
93%
Avg **89%**

Lowest-Rated Features

Breadth of Connectors
76%
Avg **86%**

Customization
81%
Avg **87%**

Quality of Connectors
83%
Avg **86%**
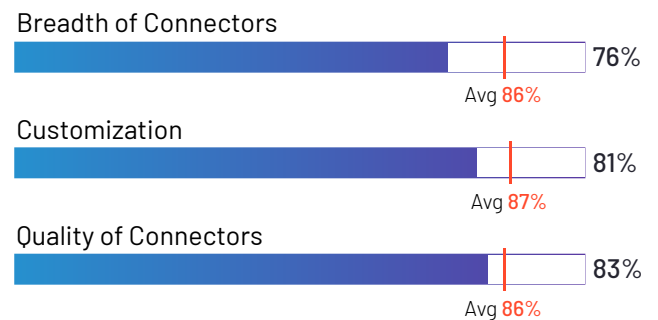
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin™)**	**Company Website**
PieSync	Ghent, Belgium	2012	30	www.piesync.com

Satisfaction Ratings for iPaaS

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

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likely to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from –100 to +100)
MuleSoft Anypoint Platform	91%	95%	89%	87%	86%	85%	88%	89%	65
Jitterbit	94%	93%	92%	89%	95%	92%	84%	90%	78
IBM App Connect	90%	89%	93%	N/A	N/A	93%	N/A	91%	52
Zapier	91%	93%	93%	95%	91%	86%	92%	89%	68
Celigo integrator.io	90%	88%	92%	90%	89%	88%	85%	89%	66
Dell Boomi	83%	86%	82%	86%	89%	85%	83%	85%	48
Workato	95%	100%	92%	89%	99%	96%	89%	88%	80
Azuqua	89%	93%	95%	82%	92%	91%	86%	88%	67
Cleo	93%	87%	91%	88%	94%	94%	81%	86%	51
Xplenty	94%	94%	89%	89%	96%	100%	84%	87%	56
Obindo	94%	100%	92%	N/A	N/A	92%	N/A	98%	86
IConduct	94%	100%	89%	87%	98%	94%	87%	86%	82
Segment	89%	93%	88%	91%	86%	88%	91%	90%	76
TIBCO Cloud Integration	80%	81%	89%	83%	89%	88%	89%	87%	38
SnapLogic	76%	95%	82%	86%	84%	81%	87%	84%	26
Talend Cloud Data Integration	85%	60%	83%	88%	N/A	80%	86%	81%	20
Informatica	70%	50%	73%	75%	76%	71%	78%	74%	9
Cloud Elements	83%	88%	82%	77%	87%	93%	73%	81%	44
SyncApps	85%	81%	87%	81%	85%	88%	76%	81%	40
PieSync	84%	80%	84%	92%	96%	88%	90%	89%	70
Average	88%	87%	88%	86%	90%	89%	85%	87%	56

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

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

Feature Comparison for iPaaS

G2 users 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.

Admin Tools

	Visual Designer	Data Transformations	Breadth of Connectors	Quality of Connectors	Workflow	User Community
MuleSoft Anypoint Platform	91%	90%	93%	89%	87%	84%
Jitterbit	87%	92%	87%	90%	84%	79%
IBM App Connect	N/A	N/A	N/A	N/A	N/A	N/A
Zapier	93%	91%	93%	93%	89%	87%
Celigo integrator.io	88%	87%	88%	91%	90%	
Dell Boomi	86%	82%	87%	85%	82%	83%
Workato	90%	90%	92%	93%	97%	89%
Azuqua	83%	86%	89%	86%	88%	80%
Cleo	86%	88%	95%	91%	88%	N/A
Xplenty	79%	79%	77%	89%	86%	
Obindo	N/A	N/A	N/A	N/A	N/A	N/A
IConduct	73%	95%	94%	90%	89%	
Segment	N/A	N/A	N/A	N/A	N/A	N/A
TIBCO Cloud Integration	92%	88%	90%	84%	88%	81%
SnapLogic	86%	89%	84%	88%	86%	78%
Talend Cloud Data Integration	N/A	N/A	N/A	N/A	N/A	N/A
Informatica	74%	88%	74%	74%	74%	N/A
Cloud Elements	73%	67%	80%	73%	67%	65%
SyncApps	76%	77%	78%	81%	79%	75%
PieSync	95%	N/A	76%	83%	89%	N/A
Average	84%	86%	86%	86%	85%	80%

(Feature Comparison for iPaaS continues on next page)

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

Feature Comparison for iPaaS (continued)

G2 users 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.

Run Time Capability

	Real-Time Integration	Parallel Processing	Data Chunker	Data Masking	Proactive Monitoring
MuleSoft Anypoint Platform	93%	90%	87%	84%	82%
Jitterbit	93%	92%	91%	90%	84%
IBM App Connect	95%	94%	94%	94%	94%
Zapier	89%	87%	85%		85%
Celigo integrator.io	92%	93%	89%	92%	88%
Dell Boomi	87%	84%		89%	82%
Workato	90%	90%	89%	91%	81%
Azuqua	97%	97%	92%	92%	90%
Cleo	91%	88%	86%		87%
Xplenty		86%	87%	N/A	
Obindo	95%	95%	93%	96%	94%
IConduct	89%	91%	92%	80%	87%
Segment	N/A	N/A	N/A	N/A	N/A
TIBCO Cloud Integration	87%	87%	87%	N/A	86%
SnapLogic	89%	88%		75%	77%
Talend Cloud Data Integration	90%	83%	91%	89%	N/A
Informatica	66%	N/A		N/A	N/A
Cloud Elements	83%	83%	73%	78%	73%
SyncApps	85%	75%	78%	60%	80%
PieSync	93%	95%	89%	86%	
Average	89%	89%	88%	85%	85%

(Feature Comparison for iPaaS continues on next page)

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

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

Feature Comparison for iPaaS (continued)

G2 users 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.

Platform

	Test to Production	Customization	APIs	Performance and Reliability	User Segmentation and Security
MuleSoft Anypoint Platform	92%	89%	92%	91%	90%
Jitterbit	94%	92%	90%	92%	95%
IBM App Connect	N/A	N/A	N/A	N/A	N/A
Zapier				88%	
Celigo integrator.io	93%	87%	92%	90%	85%
Dell Boomi	85%	85%	82%	79%	82%
Workato	96%	92%	93%	96%	93%
Azuqua	86%	89%	N/A	83%	N/A
Cleo	89%	89%	N/A	87%	88%
Xplenty	95%	93%	88%	91%	81%
Obindo	N/A	N/A	N/A	N/A	N/A
IConduct	91%	91%	83%	96%	90%
Segment	N/A	N/A	N/A	N/A	N/A
TIBCO Cloud Integration	89%	90%	83%	80%	79%
SnapLogic	90%	82%	90%	84%	79%
Talend Cloud Data Integration	N/A	N/A	N/A	N/A	N/A
Informatica	71%	77%	74%	83%	N/A
Cloud Elements	77%	78%	79%	74%	76%
SyncApps	88%	85%	79%	84%	77%
PieSync	N/A	81%	N/A	86%	86%
Average	88%	87%	85%	87%	85%

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

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

Additional Data for iPaaS (continued)

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

Implementation

	Deployment		Implementation Time	Implementation Method			Number of Users Purchased	Contract Term
	Cloud	On-Premise	Avg. Months to Go Live	In-House Team	Vendor Services Team	Third-Party Consultant	Median Number of Users Bought	Avg. Contract Term (Months)
MuleSoft Anypoint Platform	51%	49%	4.2	86%	14%	0%	12	20
Jitterbit	60%	40%	1.9	72%	20%	9%	3	16
IBM App Connect	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Zapier	100%	0%	0.6	100%	0%	0%	5	4
Celigo integrator.io	87%	13%	3.3	56%	36%	8%	3	14
Dell Boomi	100%	0%	2.9	76%	19%	5%	7	17
Workato	93%	7%	0.8	91%	0%	9%	3	8
Azuqua	N/A	N/A	1.4	80%	20%	0%	3	6
Cleo	12%	88%	3.3	71%	29%	0%	3	14
Xplenty	100%	0%	0.5	100%	0%	0%	3	1
Obindo	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
IConduct	100%	0%	1.1	39%	61%	0%	7	N/A
Segment	100%	0%	0.7	100%	0%	0%	N/A	N/A
TIBCO Cloud Integration	86%	14%	1.0	N/A	N/A	N/A	N/A	N/A
SnapLogic	90%	10%	5.5	100%	0%	0%	5	7
Talend Cloud Data Integration	17%	83%	N/A	N/A	N/A	N/A	N/A	N/A
Informatica	100%	0%	3.1	100%	0%	0%	3	N/A
Cloud Elements	86%	14%	3.4	78%	22%	0%	5	10
SyncApps	81%	19%	1.0	92%	0%	8%	3	3
PieSync	100%	0%	2.7	83%	17%	0%	3	3

(Additional Data for iPaaS continues on next page)

*N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.

Additional Data for iPaaS (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
MuleSoft Anypoint Platform	46%	N/A
Jitterbit	78%	10
IBM App Connect	N/A	N/A
Zapier	84%	8
Celigo integrator.io	71%	16
Dell Boomi	65%	21
Workato	71%	N/A
Azuqua	N/A	6
Cleo	69%	13
Xplenty	70%	12
Obindo	N/A	N/A
IConduct	75%	5
Segment	79%	N/A
TIBCO Cloud Integration	N/A	N/A
SnapLogic	28%	13
Talend Cloud Data Integration	N/A	N/A
Informatica	83%	N/A
Cloud Elements	39%	24
SyncApps	62%	7
PieSync	N/A	N/A
Average	66%	12

(Additional Data for iPaaS continues on next page)

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

	Vendor Name	Year Founded	Revenue ($MM)	Employees on LinkedIn (Vendor)	LinkedIn Followers	Twitter Followers (Vendor)	Glassdoor Rating	Alexa Web Traffic Rank
MuleSoft Anypoint Platform	MuleSoft	2006	$188	1,791	106,089	88,571	4.2	18,868
Jitterbit	Jitterbit	2004	N/A	225	4,121	3,838	4.3	169,641
IBM App Connect	IBM	1911	$79,139	584,750	6,628,868	544,955	3.7	706
Zapier	Zapier	2011	N/A	247	19,033	38,040	4.4	3,222
Celigo integrator.io	Celigo	2005	N/A	225	4,350	867	4.3	77,383
Dell Boomi	Dell	1984	N/A	135,206	2,244,734	720,062	3.9	391
Workato	Workato	2013	N/A	191	3,392	1,627	4.8	68,695
Azuqua	Azuqua	2011	N/A	17	1,710	90,377	3.9	1,098,981
Cleo	Cleo	1976	N/A	310	3,019	907	4.0	186,623
Xplenty	Xplenty	2012	N/A	14	1,582	4,918	5.0	160,446
Obindo	Obindo	2014	N/A	2	28	141	N/A	2,835,267
IConduct	IConduct Ltd	2015	N/A	26	157	8	N/A	1,195,139
Segment	Segment	2012	N/A	492	13,967	21,646	4.8	30,160
TIBCO Cloud Integration	TIBCO	1997	N/A	5,089	109,835	21,116	3.7	35,958
SnapLogic	SnapLogic	2006	N/A	166	8,192	8,128	3.8	235,818
Talend Cloud Data Integration	Talend	2005	$204	1,350	40,531	34,423	4.2	41,865
Informatica	Informatica	1993	$1,048	4,726	138,871	113,137	4.0	31,035
Cloud Elements	Cloud Elements LLC	2012	N/A	136	2,775	2,099	4.7	207,039
SyncApps	Cazoomi	2009	N/A	18	337	2,743	5.0	192,706
PieSync	PieSync	2012	N/A	30	549	7,579	N/A	84,541

*N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.