

# THE ULTIMATE GUIDE TO **EMBEDDED IPAAS**

How to Provide Integration  
and Automations in Your SaaS Product



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# Intro

SaaS vendors wanting to grow their business need to make sure they can meet their customers' needs in a scalable manner. Some features many SaaS end-users desire is integration with third-party apps and workflow automation, but how can SaaS vendors deliver these in a way that can scale?

## Enter Embedded iPaaS platforms.

It helps you reduce R&D costs, it makes your product "stickier", increases customer retention, gives your product competitive advantage, and accelerates time-to-market. Why reinvent the wheel when you can acquire a technology specifically built for integration and workflow automation?

But how do you make sure you select the right Embedded iPaaS platform for your business?

[Read further to find out...](#)



# Brief Introduction to Embedded iPaaS

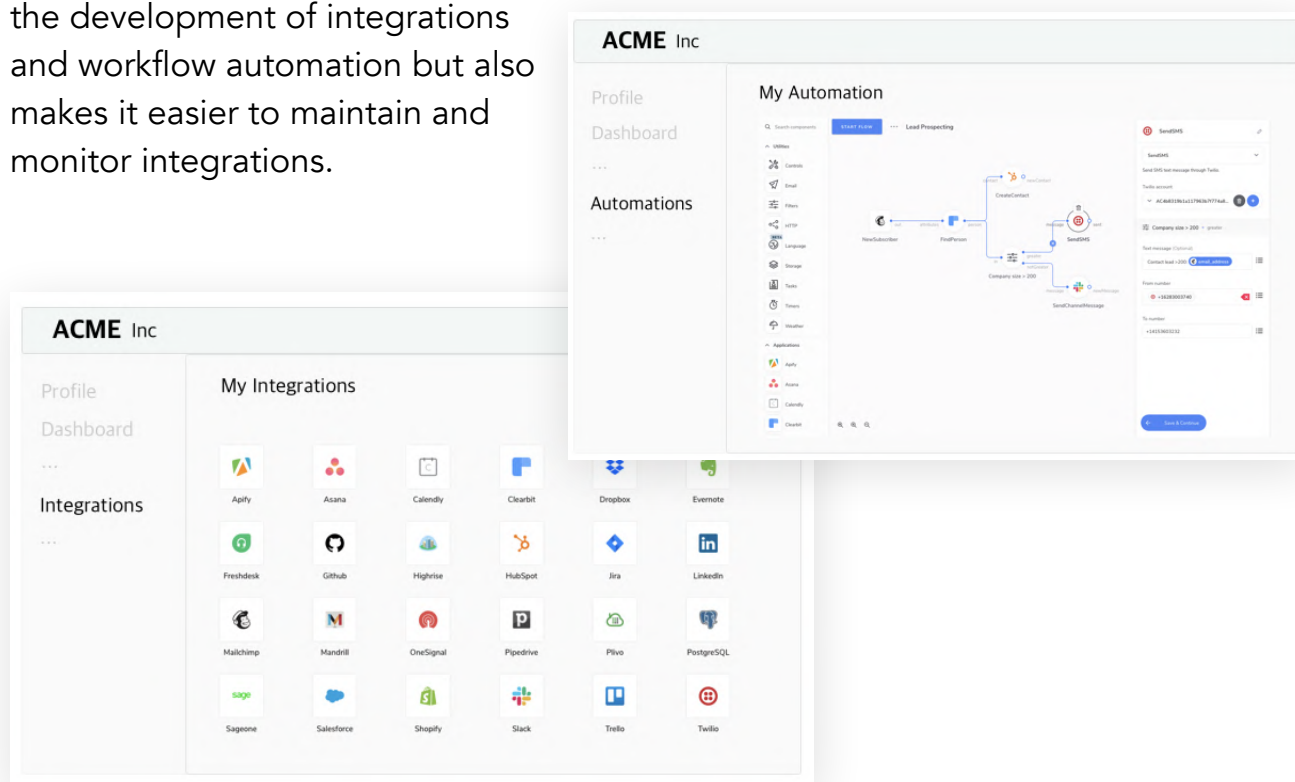
Embedded iPaaS enables SaaS vendors to deliver integration and workflow capabilities within their products.

Embedded iPaaS platforms are typically not meant to be used directly by end-users on an “as-is” basis but rather integrated into third-party products. They provide a set of software components, tooling and UI kits that not only speed up the development of integrations and workflow automation but also makes it easier to maintain and monitor integrations.

Moreover, some Embedded iPaaS come with ready-to-use and beautiful UI widgets that make your product instantly look better and more advanced!

Since Embedded iPaaS provides the middleware for your integrations, it is the perfect place to add automation logic or data transformations to the mix.

You can either pre-build your own workflow automations or data transformations for your end-users or you can let them build their own with the simple point-and-click drag-and-drop workflow builder. Even non-technical people can build workflow automations without writing a single line of code.



# Benefits of Embedded iPaaS

The choice between using or not using Embedded iPaaS comes down to what advantages Embedded iPaaS has over implementing similar functionality in-house or via an outsourced agency.

## The main advantages of Embedded iPaaS are:

### **Deliver new integrations rapidly**

Use ready-to-use connectors or build your own custom connectors rapidly thanks to the tooling provided by Embedded iPaaS.

### **Save cost on development and maintenance**

Avoid dedicating in-house R&D resources or hiring expensive integration specialists. Embedded iPaaS takes saves you from wasting precious development time and costs, letting you deliver faster.

### **Add new power-user features**

Delight your sophisticated, high-ticket users by giving them workflow automation tools that make them

more productive, and saves their time on repetitive tasks or manual data entry.

### **Integration maintenance**

Focus on your core business rather than spending time on maintaining integrations.

Leave it to the Embedded iPaaS vendors to take care of.

### **Scalability**

Make your product more scalable by leveraging an Embedded iPaaS technology that's been built from the ground up to handle any number of integrations rather than hardcoding one-to-one integrations yourself.

### **Workflow automation**

Thanks to the Embedded iPaaS, you'll get a technology that provides workflow automation capabilities including drag-and-drop workflow builders. Automate your own processes or let your customers—even the ones who are non-technical—do it themselves.

### **Make your product visually appealing**

By including the new modern UIs of your embedded iPaaS, you'll make your product look instantly better and more advanced. Gain an edge over your competition in no time.

# How to choose the best Embedded iPaaS for your SaaS product

When selecting an Embedded iPaaS, you should consider multiple important factors that directly affect the success of your integration. What's the quality of UI/UX of the embedded UIs? Who controls the data? What are my options when it comes to customization? Am I comfortable with the ROI? How secure is the platform?

Here are five important factors you need to evaluate to help you answer these questions and select the best platform for your SaaS product.

## Convenience

By using Embedded iPaaS, you are adding new integration and workflow automation features to your product. Your own end-users will be using these features. They typically involve either integration wizards or visual

point-and-click drag-and-drop workflow builders. Make sure the Embedded iPaaS provides a visually appealing and user-friendly UI/UX so your end-users are attracted to it and find it easy to navigate.

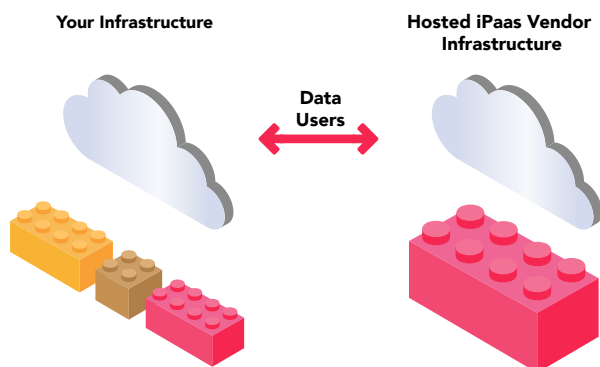
## Control over data

Embedded iPaaS vendors usually deliver their products in two different forms: as a SaaS offering or on-premise installation. SaaS offering means that the actual iPaaS platform runs at the iPaaS vendor infrastructure and your product connects to it remotely (via API, embedded iFrames, etc.).

On-premise installation, on the other hand, allows you to install the Embedded iPaaS platform on your own infrastructure where you have full control over all your customer's data and level of service. Make sure your on-premise Embedded iPaaS vendor provides you with configuration files that will make it easy for your DevOps team to install the platform on your infrastructure.

Typically, the platform provides Docker files, Kubernetes config files, and instructions for common cloud computing platforms such as AWS, GCP, or Azure.

## Hosted (SaaS) Offering



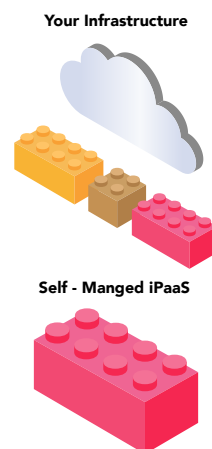
### Pros:

- + Easy installation. You don't need to install anything on your own infrastructure.
- + Automatic updates & upgrades. Your Embedded iPaaS vendor manages updates and upgrades.

### Cons:

- Sensitive data is shared with your Embedded iPaaS vendor. This includes user accounts, contacts, your platform data, 3rd party platform data, etc.
- No control over security and privacy. You have to rely on your Embedded iPaaS vendor to provide the required security and privacy measures.
- No control over updates & upgrades. Your Embedded iPaaS vendor controls the timing, nature and content of updates and upgrades to the platform software.
- Risk of API changes requiring constant monitoring and reliance on your iPaaS vendor.

## On-Premise (Self-Managed) Offering



### Pros:

- + All sensitive data stays under your control and inside your platform.
- + You can manage security and privacy on your side.
- + You can decide when and how to upgrade.
- + No risk of API changes. You can decide to keep running an older version of the iPaaS platform until you're comfortable to upgrade.

### Cons:

- Installation requires support from your Dev Ops team. Make sure your Embedded iPaaS vendor provides support and configuration files for your infrastructure provider.
- Manual upgrades. Your Embedded iPaaS vendor provides you with a new version of the software that you need to re-install. Make sure your iPaaS vendor provides a Release Notes document with instructions on how to upgrade, including backwards compatibility changes.

# Customization Capabilities

Different Embedded iPaaS offerings provide different ways of embedding integration and workflow automation capabilities and UI widgets within your product. Some platforms only provide embedding through HTML IFrames that you can include in your product web pages. While this option is convenient for quick integration, it does not provide enough customization capabilities. Moreover, connection to your internal user accounts is cumbersome.

If you're planning to customize the look and feel of the UI widgets to match your branding, change the UX to match your own UX patterns. This will provide a seamless user experience that does not require your end-users to maintain different user accounts to access your web product or search for Embedded iPaaS that provides software components to customize integration, such as HTML 5/JavaScript SDK, REST API, Command-line tools and admin panels.

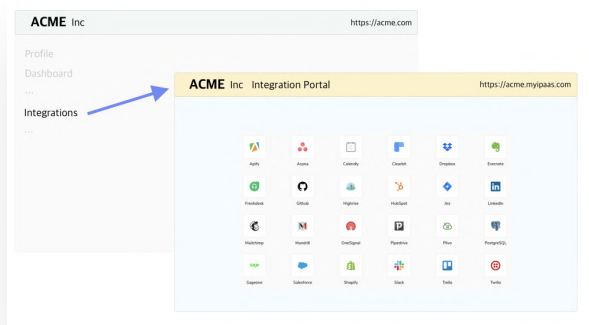




# Pros and Cons of different types of iPaaS embedding

Embedded iPaaS platforms provide different levels of embedding options. Each type of embedding (External link, IFrames, JavaScript SDK) has pros and cons that you should consider when selecting your Embedded iPaaS platform.

## External Link



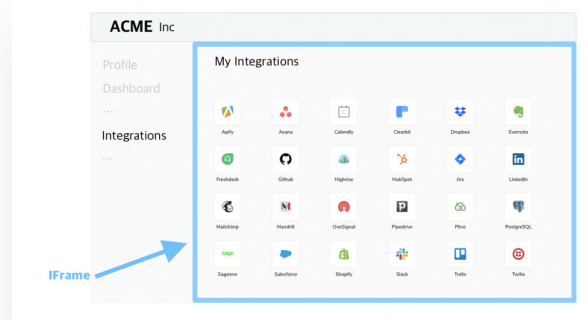
### Pros:

- + The easiest embedding option. Just include a link to your web application pointing to your integration portal at your Embedded iPaaS vendor site.

### Cons:

- Very limited customization capabilities. Usually, you can only change some colors and texts.

## IFrames



### Pros:

- + Easy embedding; just include an IFrame into your web application HTML pointing to the integration hub of your embedded iPaaS.
- + Your users stay inside your product.

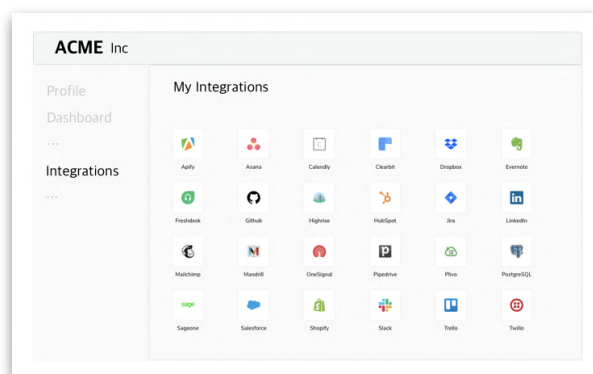
### Cons:

- Very limited customization capabilities. Usually, you can only change some colors and texts.
- Incompatible user accounts. While it is possible to make user account look seamlessly embedded, extra effort has to be put in together with the Embedded iPaaS providing account compatibility via e.g. SSO.

## JavaScript SDK

### Pros:

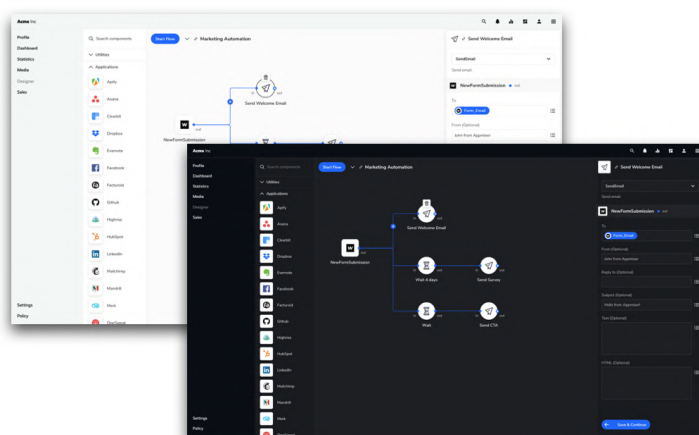
- + Fully customizable. Change the look and feel, texts, or layout of UI widgets. Display different UI widgets in different parts of your web application
- + Full control. The UI “lives” inside your product; you have full control over the UI. Updates and upgrades to the Integration UIs by the vendor does not affect your product UI unless you deliberately decide to upgrade.
- + Compatible user accounts.
- + Seamless user experience.



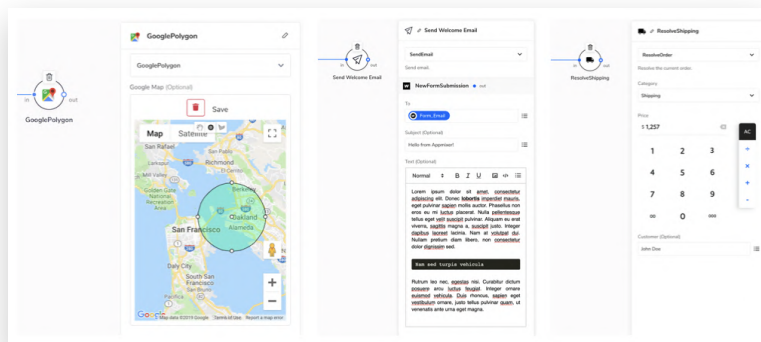
*JavaScript SDK gives you the best customization options when it comes to your UI/UX:*

### Cons:

- Embedding requires a small effort from your R&D team.



*... including custom user fields in the configuration panels:*



## Value

**Your decision will often come down to the foundational questions:**

- Does the Embedded iPaaS make my business more profitable?
- Does it make sense for me to acquire a ready-to-use technology or build one in-house?
- Am I comfortable with the ROI short term and in the long run?

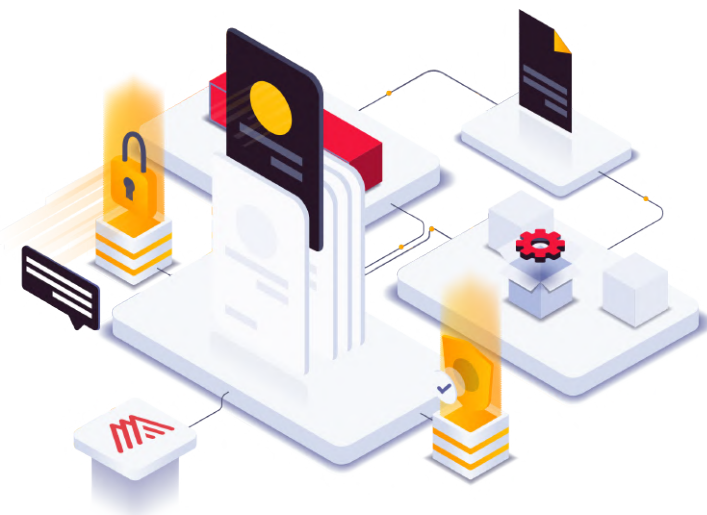
When comparing the prices of the different Embedded iPaaS offerings, watch for how the pricing scales with more connectors. Be careful about vendors that give you a low starting price with very few connectors and transaction volumes and then drastically scale as you add and use more. What can appear as a great deal at the beginning can turn to a nightmare as you scale.

We at **Appmixer** follow a philosophy that iPaaS platforms should encourage creativity and experimentation, as well as provide ways to connect with as many other systems as one desires. Therefore, we do not believe that the iPaaS platform should penalize you for adding new connectors. That's why all our licensing models include

unlimited connectors in our pricing, so there are no surprises when you scale.

## Security

Make sure the Embedded iPaaS platform matches your requirements for security and compliance. Cloud-based SaaS offerings have those in their control so before you decide to go for such platforms, check their websites and contact their sales representatives to find out more. On-premise Embedded iPaaS is easier in that you have full control over the data and security on your side.



# Conclusion

In this article, we summarized all the important factors you should take into consideration when selecting an Embedded iPaaS platform for your product. By now, you should know what to look for along with the advantages and disadvantages of each option. We at **Appmixer** believe that our customers should have full control over the integrations, data, and UI that they provide to their end-users via their web products.



## Appmixer gives you this full control due to our:

- ✓ Embedded, self-managed (on-premise) iPaaS platform with an unlimited number of integration connectors in each pricing plan.
- ✓ JavaScript SDK that allows for huge customization capabilities.
- ✓ Flexible and easy-to-use integration and workflow automation features.
- ✓ Built-in UI widgets for all aspects of the iPaaS platform such as UI drag-and-drop designer, flow management, account management, history data visualizations with charts and aggregations, and much more.

Contact us to schedule a demo  
to learn more about **Appmixer**  
from our industry experts.

[SCHEDULE A DEMO](#)

Or contact us: [info@appmixer.com](mailto:info@appmixer.com)  
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David Durman is the CEO @client IO, the vendor behind Appmixer Embedded iPaaS and Rappid, HTML 5 diagramming framework. He has been developing software since he was 13 years old. Following his MSc. degree in artificial intelligence and modelling and simulation, Durman held multiple leading jobs in the Software R&D and founded client IO—a company specializing in visual and workflow automation technology to help people be more creative and productive. He is also a passionate cider maker.

