



EMBED THE IPAAS INTO YOUR CUSTOMER SOLUTIONS

WHITE-LABEL IPAAS: PRODUCT DEFINITION

White-label iPaaS is an application integration platform as a service that you can host, deploy and run under your own branding.

It acts as a ready-to-use integration engine for your software applications and presents an ideal way to avoid lengthy, resource-intensive and unprofitable application integration projects with your solutions and products.

One of the most persistent challenges that both software vendors and system integrators share is to provide better value to their customers than the competition. With so many data sources available today, one of the ways to do that is to provide a better integration capability. After all, if you can help your customers **integrate your solution, service or product into the complex fabric of their IT infrastructure faster and easier** than your competitor – you stand out.

“This partnership brings to the market what our clients and partners need to support their transformational digital efforts – the synchronization of data to various endpoints with speed, flexibility and scalability. As a technology born in the cloud, elastic.io iPaaS is the ideal match for our cloud based MDM and PIM solutions.”

Sudu Gupta
Director of Product
Management &
Strategic Alliances
at Riversand

INHOUSE INTEGRATION VS. **WHITE-LABEL IPAAS**

CASE IN POINT #1: REDUCTION OF INTEGRATION TIME AND COSTS

Challenge:

When you integrate on your own, you have to build every single integration from scratch, keep an eye on all integrated 3rd party APIs updates, monitor all the errors. That costs a lot of time – especially considering that your IT's main focus should be on delivering your customers the best software solution; not taking care of integration projects.

How to solve with a white-label iPaaS:

A white-label iPaaS delivers everything you need for integration out-of-the-box: The environment, always up-to-date connectors to 3rd party APIs, graphical interface for configuration & data transformation, tools to monitor and fix integration flows. Your IT will spend considerably less time on developing, testing and maintaining integrations.

CASE IN POINT #2: INHERENT FLEXIBILITY AND SCALABILITY

Challenge:

Inhouse integrations have lots of restricting dependencies: If your client suddenly decides to replace the system that is connected to your product, the whole integration flow has to be rebuilt all over again. In addition to that, depending on the use case scenario, you need to be able to support the exchange of large amounts of data.



How to solve with a white-label iPaaS:

In a white-label iPaaS, all the connectors are sitting in one shared environment. So, you can swap connectors and configure them anew within just a few hours. It doesn't even matter if the applications you integrate with are sitting in the cloud or on-premises. Plus an iPaaS is scalable by nature, no matter how much data you'll throw at it.

TRY THE ELASTIC.IO WHITE-LABEL IPAAS. YOU'LL GET:

- Your logo
- Your branding colours
- Integration management API
- Real-time and batch data syncing
- Visual data transformation and mapping
- Your URL
- Error alerting and logs
- Centralized credential management
- Cloud and on-premises installations
- Node.js and Java SDKs to create your own connectors
- ...and much more