



CUSTOMER SUCCESS STORY

CASE STUDY

Enterprise SaaS Company

Transforming integration capabilities.

How a leading SaaS provider revolutionised their integration approach by transitioning from custom-coded solutions to standardised, reusable automations.

INDUSTRY	PLATFORM	PREVIOUS	CUSTOMERS
Enterprise SaaS	Workato iPaaS	Jitterbit	4,000+

PROJECT OVERVIEW

The Results at a Glance

From weeks of custom development to standardised, reusable automations — and a productised, recurring-fee model.

~20 hrs

Integration time (from weeks)

54

Customers using new integrations

5

Major HCM systems pre-packaged

↑ margins

Improved with recurring-fee model

In this case study

- Background and Context
- Challenges with the Previous Integration Solution
- Solution: Workato and Cloudorizon Partnership
- Implementation Approach
- Results and Impact
- Key Takeaways

THE STARTING POINT

Background and Context

The enterprise SaaS platform is used by over 4,000 organisations worldwide to streamline their business processes. A crucial aspect of their offering is the ability to integrate seamlessly with various third-party applications — particularly their clients' enterprise systems.

As the company grew, so did the demand for integrations with various enterprise systems. Their customers specifically needed seamless connections between the SaaS platform and their core business systems, particularly industry-leading enterprise applications.

The Technical Services Director identified that their integration capabilities had become a critical bottleneck in their growth strategy. Their existing integration platform, Jitterbit, was no longer meeting their evolving needs, and a new approach was required to scale effectively.

THE PROBLEM

Challenges with the Previous Solution

The company's existing integration software was hindering growth and impacting customer experience.

Sub-optimal Customer Experience Customers faced significant delays getting their systems integrated with the platform, leading to frustration and delayed time-to-value.	Growth Limitations The slow pace of integrations prevented faster customer onboarding and overall business growth, creating a growing backlog of requests.
Resource Constraints Jitterbit required extensive custom coding and dedicated developer resources, creating significant inefficiencies and straining the development team.	Maintenance Burden Customised integrations became a hindrance when changes were needed — resulting in complex support scenarios and rework that hurt profitability.
Limited Scalability Jitterbit lacked the scalability, flexibility, and global support necessary to meet growing demands as the customer base expanded.	

THE SOLUTION

Workato & Cloudorizon Partnership

To overcome these challenges, the company strategically decided to move to Workato — an integration platform known for building complex workflows and its comprehensive connector library. They also partnered with Cloudorizon, a Workato ecosystem expert, to accelerate the implementation and maximise the platform's potential.

Why Workato?

- Ability to build more complex and sophisticated workflows
- Comprehensive connector library with superior flexibility
- Recipe-based approach allowing a wide range of triggers, actions, and conditions
- Dynamic, adaptive automations tailored to specific business needs

Cloudorizon's Contribution

The partnership with Cloudorizon was instrumental in revolutionising their integration approach. Key contributions included:

Paradigm Shift in Approach Shifting from Jitterbit's less agile data-tunnel approach to Workato's more dynamic, trigger-based automations. Automation triggers enabling more flexible workflows.	Standardised Integration Patterns Creating reusable templates to accelerate future implementations and ensure consistency. Reusable components for faster deployment.
Pre-packaged Enterprise Solutions Building ready-to-deploy integrations for the top 5 enterprise systems used by customers. Major enterprise applications and platforms.	Implementation Framework Establishing best practices and a comprehensive implementation playbook. A consistent approach for all integrations.

HOW IT WAS DELIVERED

Implementation Approach

A phased approach — developing core components, then gradually building a comprehensive integration ecosystem.

- 1 Core Development**

Developing core connectors and recipes for the most commonly used HCM systems — establishing the foundation for all future integrations.
- 2 Deployment and Documentation**

Deploying the initial set of integrations and creating comprehensive playbooks to ensure consistency in implementation.
- 3 Expansion**

Building new integrations based on the established components, expanding the range of supported systems while maintaining consistency.
- 4 Productisation**

Designing integrations as service products with standardised pricing and implementation processes — shifting to a recurring-fee model.

Recipe-Based Approach Benefits

Specialised workflows for each system	Consistency through reusable components	Reduced development time and effort
Easier maintenance and updates	Faster response to customer needs	Scalable approach for future growth

OUTCOMES

Results and Impact

The adoption of Workato and the partnership with Cloudorizon yielded significant positive results.

TIME SAVINGS	CUSTOMER ADOPTION	SERVICE MARGINS
20 hrs <i>vs. weeks previously</i> Standard connector implementation time decreased dramatically — from weeks to approximately 20 hours.	54 <i>customers onboarded</i> Successful implementation of Workato integrations for 54 customers, with high satisfaction rates.	 <i>significant improvement</i> Shifting to a productised, recurring-fee model improved profitability and predictability.

As a result of working with Workato and Cloudorizon, the company dramatically simplified client integration projects and became significantly more efficient while maintaining target margins. What previously took months of custom development could now be completed in approximately 20 hours using pre-packaged solutions and standardised integration patterns.

Reduced Support Burden The new approach significantly reduced the support burden on the team while maintaining high customer satisfaction. Standardised patterns made troubleshooting and updates much more straightforward.	Improved Business Model The shift to a productised, recurring-fee model let customers manage costs over time and improved service margins — creating a more sustainable business model for integration services.
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SUMMARY

Key Takeaways

- The company transformed its integration capabilities by moving from custom-coded solutions to standardised, reusable automations.

- The partnership with Cloudorizon was instrumental in maximising the value of Workato and establishing a sustainable integration framework.
- Pre-packaged solutions for major enterprise systems dramatically reduced implementation time and improved customer satisfaction.
- The shift to a productised, recurring-fee model improved service margins and created a more predictable revenue stream.
- What was once a bottleneck for growth has become a competitive advantage — positioning the company for enhanced scalability and continued success.

Technologies Used

Workato iPaaS — Integration

Cloudorizon — Implementation

Migrated from Jitterbit

YOUR TRANSFORMATION

Turn integration into a competitive advantage.

Cloudorizon helped this SaaS provider go from weeks of custom coding to ~20-hour, pre-packaged integrations — onboarding 54 customers and improving service margins. Let's talk about productising your integrations.

Get in touch cloudorizon.com/contact

Read the full story cloudorizon.com/case-studies/saas-integration