

The 4 Myths of ServiceNow Integration

1 **Myth #1: Using hand coding to integrate ServiceNow is the most efficient way to handle the integration process.**

The upfront benefits of hand coding appear to be compelling: short start time, no new development tools and simple deployment. But, as integration requirements grow, problems with custom code often grow, too. Things like the inability to reuse, and difficulties with maintainance, scalability and extensibility. As a result, what started as a simple project turns into something far more complex and costly than initially expected.

Action PointConnect provides numerous easy-to-configure components that simplify connecting to the ServiceNow APIs, extracting relevant data and its metadata, and maintaining the integration after it has completed. This allows you to focus solely on implementing the business processes served by the use case rather than spending time coding and maintaining the integration.

2 **Myth #2: Our initial integration build took only a few weeks, so we won't need more help.**

In many cases, the most challenging aspect of a data integration project is not in the initial design and development, but rather the on-going maintainance and tweaks required to ensure scalability and continued dynamism as business needs evolve over time. Most integration designs are static in nature, but serve fluid business processes and complex work flows that are constantly changing and expanding over time, possibly rendering existing integrations obsolete or nearly impossible to re-engineer as the needs change.

Action PointConnect alters the configuration on the fly to accommodate any changes to business processes and APIs. It helps you to maintain your integration with proactive monitoring, error handling and scalability.

3 **Myth #3: All we need is an SI we can trust for integrations.**

Maintaining your regular SI relationship is fine in many cases, but there is no need to employ an SI when a complex, expensive solution can be avoided. PointConnect is an easy-to-use, simple solution that serves both business users and developers alike, allowing seamless collaboration between the business process owners and their fulfillment partners. You gain capabilities that ensure scalability, with monitoring, error handling, agility, and decades of domain expertise, as well as a 90-day success plan of onboarding and integration to ensure a successful implementation and execution.

4 **Myth #4: The integration we built was basic, so we don't need another tool to help manage it.**

No matter how basic the initial integration, you still need to know with some assurance that your integration is not failing every day. If you don't have any type of proactive monitoring, error handling, or remediation happening, you may not recognize an integration break for weeks.

Action PointConnect provides a broad range of features and functionality that simplifies managing and repairing integration without the need to rely on IT or engineering resources, expediting time to value and reducing the total cost of ownership.

The Hidden Cost of Hand Coding

	Custom Code Integration	Action PointConnect
Changes to Business Processes & APIs	Every time an API is changed, custom coded integration must be fixed by skilled programmers.	Alters the configuration on the fly to accommodate any changes to business processes and APIs.
API Restrictions	Introduces significant complexity which can hamper the performance of the integration process and scalability (limit on # of API calls, and data size).	Manages API restrictions by managing data into smaller acceptable data sets and the ability to process data sets in parallel streams. These features help process data faster and deliver an optimized solution without the pain of iterative development.
Monitoring & Error Detection	Requires manually building monitoring and audit tools to manage error handling and logging functions.	Built-in monitoring and audit tools automatically detect errors, log information about the integration process, and send notifications to appropriate people.
Reusability	<ul style="list-style-type: none"> Standardization between coders (e.g. documentation) will differ from integration to integration Each integration will need to be built from scratch May not be able to go back to previous integration and update best practices and documentation 	<ul style="list-style-type: none"> Designed with reusability as one of its core tenets, with workflow templates to accelerate the integration projects
Integration maintenance costs	<ul style="list-style-type: none"> Very high. Changing or expanding the integration is manual and requires development resources that take away from your strategic business initiatives The ability to troubleshoot integrations is limited 	<ul style="list-style-type: none"> Easily maintain integration with a few clicks Troubleshoot and scale to any number of endpoints
Return on investment	Very low. Smaller upfront costs are heavily offset by constant maintenance needs, the lack of reusability (start every integration project from scratch), and frequent integration breaks that compromise the value of your applications.	High. Time and resources are saved during implementation, execution and maintenance of an integration project. Includes onboarding and 90-day customer success out of the box.

About Action PointConnect

Action PointConnect enables cost-effective, rapid point-to-point integration between two specific applications by providing pre-built workflow templates to expedite mapping and data transformations. With PointConnect, you can quickly achieve time-to-value and simplify the maintenance of your application integration.

PointConnect provides a proven, enterprise-ready toolset to effectively design, deploy and manage your integration. It ensures your success by providing a 90 day support plan that incorporates both integration and onboarding. Instead of hand-coding your integration, which takes too long to implement and is challenging to maintain, let IT focus on tasks that are strategic to your business.



www.action.com | Toll Free +1 888 446 4737 | Tel +1 650 587 5500
2300 Geng Rd., Suite 150, Palo Alto, CA 94303



© 2017 Action Corporation. Action is a trademark of Action Corporation and its subsidiaries. All other trademarks, trade names, service marks, and logos referenced herein belong to their respective companies. (DS43-0617)