

celigo

Tech Partner Program Accelerate Your Growth



Guide



Accelerate Growth with Celigo

Celigo integrator.io is designed for SaaS companies focused on accelerating their growth with precision. With Celigo, your organization has the opportunity to solve several challenges with one platform.

Our **Tech Partner Program** is designed for software companies who need to scale integrations quickly to drive customer on-boarding and accelerate integrations with leading SaaS apps.

The benefits of participating in the Tech Partner Program include:

- Expanding your addressable market
- Faster time to value
- Scaling to meet demand

Turn challenges into opportunities with Celigo's Tech Partner Program

Improve the Customer Experience and Decrease Churn with Seamless On-boarding

Ensuring a seamless on-boarding experience for your customers is one of the most critical challenges that a SaaS company must solve. In the fast moving, SaaS industry, customers expect to log in and get business moving as soon as they buy an application. In fact, many customers expect a similar level of user-friendliness from a B2B SaaS application as they do from a consumer app.

23%

of churn is due to a bad experience

80%

of customers choose a product based on their experience

Source: retently.com

You can imagine what happens when the on-boarding experience is bad. **Poor on-boarding is one of the top reasons identified by customers as a reason for churn. You simply can't afford to compromise on this critical aspect of the customer experience.**

With Celigo, you'll have the opportunity to change that experience.

Build Loyalty—By Delivering the Right Integrations

Another key challenge facing our SaaS customers is the ‘build vs buy’ question. Every company buying your product expects it to integrate with other leading SaaS apps in the market.

Do you integrate with Salesforce?

Do you integrate with Snowflake?

Do you integrate with NetSuite?

Your end-customer expects that your solution integrates with other SaaS applications in their ecosystem right out of the box. However, the way you approach that will impact product development, hiring and resourcing.

With Celigo integrator.io embed and go. Celigo integrator.io can be embedded into your SaaS application, empowering your product teams to publish and manage native integrations to applications easily as opposed to spending valuable resources on developers and data scientists to build one-off integrations that become a nightmare to manage.



We are in the business of automating accounting processes, not building or maintaining APIs. By leveraging Celigo’s solutions and expertise with APIs, our team can offer more innovative solutions to our market which, in turn, helps our business accelerate our top-line growth.

— Jotham Ty, founder of Gappify



Offering integrations with SaaS apps used to be a competitive differentiator, but now it’s an expectation in the market and from your customers. With Celigo, you can easily embed integrator.io into your SaaS applications—decreasing time to market with pre-built integrations to over 190 of the most relevant applications and growing.

Embedding integrator.io into your SaaS application decreases development costs, freeing up expensive resources to focus on improving your product.

Finding the right partner

Finding the right partner can be a challenge, but with Celigo you can accelerate on-boarding and enhance the customer experience and turn your integrations into an integration application.

Turn your integration into a product—Integration Applications

The problem with developing custom integrations for every use-case is that they get expensive and consume precious development resources. Native integrations work for simple use-cases, but not custom ones.

Integration App Framework—Build and productize integrations apps

Celigo offers Integration Apps (IA) which are pre-built, productized integrations with cloud applications. With Celigo integrator.io, your product and development teams can use our Integration App Framework to build and productize integrations. As an example, if your Product Management team identifies a repeatable, high value flow, you can quickly build and distribute that integration using Celigo integrator.io.

Celigo integrator.io Integration App Framework includes a multi-tenant cloud platform for serverless app creation.



We've seen a double or triple-time improvement on our ability to implement the integration, as well as support when issues or changes come. Once we got our first implementation using Celigo, it immediately helped us solve some other business problems.

— Audrey Walby , Founder/President - SAFIO Solutions




With Celigo Tech Partner Program, you'll get a leading iPaaS to embed into your SaaS applications, while delivering value across your business and to your customers.

Case Study

SAFIO Solutions speeds up time-to-value for its customers using versatile integration solutions from Celigo



Download PDF 

[Read SAFIO Solutions Case Study](#)

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