

ON24 Inc.

Online Marketing Company Solves SaaS Integration Challenges with Scribe

Sees 96% reduction in development effort, realizes 84% cost savings



ON24 INC.
SAN FRANCISCO, CA
www.ON24.com

ABOUT ON24 INC.

ON24 is the leading webinar marketing platform for demand generation, lead qualification and customer engagement. Its award-winning, patented, cloud-based platform enables companies of all sizes to deliver engaging live and on-demand webinars. Providing industry-leading analytics can be integrated with all leading marketing automation and CRM platforms, ON24 enables marketers.

ON24 needed to integrate its software-a-service (SaaS) offerings with other cloud-based systems. Customers wanted event-related data to be immediately available to their customer relationship management (CRM) and marketing automation (MA) applications. Initially, ON24 tried writing custom code to address the challenge. However, after examining the costs, resource demands and long-term impact, the company determined that partnering with Scribe Software made far more business sense. Working with Scribe resulted in a less expensive solution that solved immediate needs as well as set the stage for profitable and fast future integrations.

THE DEMAND FOR INTEGRATION

ON24 develops webcasting, virtual training and online presentation solutions. More than 1,200 customers use its SaaS products to host webinars, training sessions and tall hall events. These customers wanted quick access to event-related data- registration details, interactions and other information- so that sales teams could quickly and effectively engage with prospects.

Previous attempts at solving the problem- providing manual data exports and offering raw feeds via an application programming interface (API)- were not enough. Customers found exports were too slow or difficult to manage, and they did not want to adapt their systems to integrate the feed. They wanted a simple, foolproof and automated solution that linked ON24 services with their CRM and MA systems.

For ON24, meeting this demand was not a nice-to have. Easy integration would be a selling point for its solutions and enable the company to capture additional market share if it could make initial and future integration fast, maintainable and cost-effective.

“Not only did Scribe eliminate the need to hire developers and locate budget, but they also provided a much faster time to market. In fact, our total cost of building and supporting these integrations was reduced by 80% and we were able to get 11 integrations in market in less than a year, and it would have taken us four years without Scribe.”

Tom Masotto, VP Product Management, ON24

FIGURE: COMPARISON OF CUSTOM CODING TO USING SCRIBE FOR SAAS INTEGRATION

	Custom Coding	Scribe
Integration to 1 Marketing Automation System		
Development Cost	\$150,000	\$11,500
Maintenance Cost/yr.	\$12,000	\$0
Three Year Cost	\$71,000	\$11,500
Integration to 10 CRM / Marketing Automation Systems		
Time	60 months	11 months

CUSTOM CODING ENDING UP BEING TOO RISKY

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Like many companies, ON24 initially thought that a solution could be managed in house with its existing development team. It had three criteria for success:

- Immediate connectivity for 10 CRM or MA applications
- Fast customer deployments
- Profitable integrations

The plan was to write code that would connect ON24 services with the APIs of the most popular CRM and MA platforms. To test the approach, developers created a custom integration to a single, relatively simple product. The cost and time for this activity exceeded initial estimates. A second integration, involving only two fields, produced similar results.

The prospect of developing — and maintaining — dozens of integrations quickly and for a reasonable cost was daunting. Hurdles included:

- Learning the various APIs and data stores used by various applications
- Finding the developer staff with the proper skills
- Supporting integrations as vendors updated their APIs

Together, these issues made an internal solution too risky in terms of delivering a quality experience and retaining profitability.

SCRIBE DELIVERED IMMEDIATE, PROFITABLE INTEGRATIONS

Given the apparent costs, resource requirements and issues associated with custom coding its integrations, ON24 turned to Scribe Software.

Scribe offers a cloud-based integration platform that makes it easy and cost-effective to connect to many SaaS services. Besides directly maintaining connections to the most popular CRM and MA products, the Scribe ecosystem makes hundreds of partner-created connectors available including: Eloqua, Salesforce Marketing Cloud, Hubspot, SugarCRM, Microsoft CRM, NetSuite, Salesforce.com, Marketo and Silverpop.

Using information learned from trying its custom code approach, ON24 quickly realized that leveraging Scribe would enable it to profitably exceed its customer needs. By connecting once to Scribe, ON24 immediately could leverage the existing Scribe connectors for the most important CRM and MA offerings. And, by relying on Scribe, ON24 would not have to worry about connector maintenance, such as updating code as APIs changed. From a business standpoint, ON24 could now tout its connectivity as a major product feature and competitive differentiator. Every existing and new customer suddenly had instant access to analytics from virtual events in their own CRM and MA systems. And beyond increasing customer satisfaction and converting more prospects, ON24 estimates it will save \$4MM in integration costs for clients over 5 years.

ON24 was recently named the leading Webcasting platform for marketing by Forrester Research, which cited the depth and breadth of their integration as an important factor.



Scribe is an established global provider of solutions that easily bring data anywhere it is needed – regardless of IT infrastructure. Scribe's award-winning products help 12,000 customers and 1,200 partners use data – cloud-based, on-premise or a mix – to increase revenue, provide superior service, and create business value faster. Its easy-to-use, enterprise-ready solutions are backed by extensive support options and training, and service customers across a wide array of industries including financial services, life sciences, manufacturing, and media and entertainment companies.