Grid® Report for Embedded Integration Platforms

FALL 2025

Best Relationship

FALL 2025

Leader

Contenders

Leaders

Prismatic

Market Presence

Niche

High Performers

Satisfaction

Prismatic

Grid® Report for Embedded Integration Platforms | Fall 2025

Embedded Integration Platforms

G2 Grid® Scoring

Satisfaction

Market Presence

Contenders

- Boomi
- Tray.ai
- Frends
- Nango
- Paragon
- Workato

Leaders

- Prismatic
- RefoldAI
- Albato

Niche

- Flatfile
- Cyclr
- APPSeCONNECT
- Syncari
- Appmixer
- Peliqan
- Pandium
- Apidveck Unify
- API Fuse

High Performers

- Knit / Knit API
- Alloy Automation
- Integration App
- Entri
- klamp
- hotglue
- Konnectify
- Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps
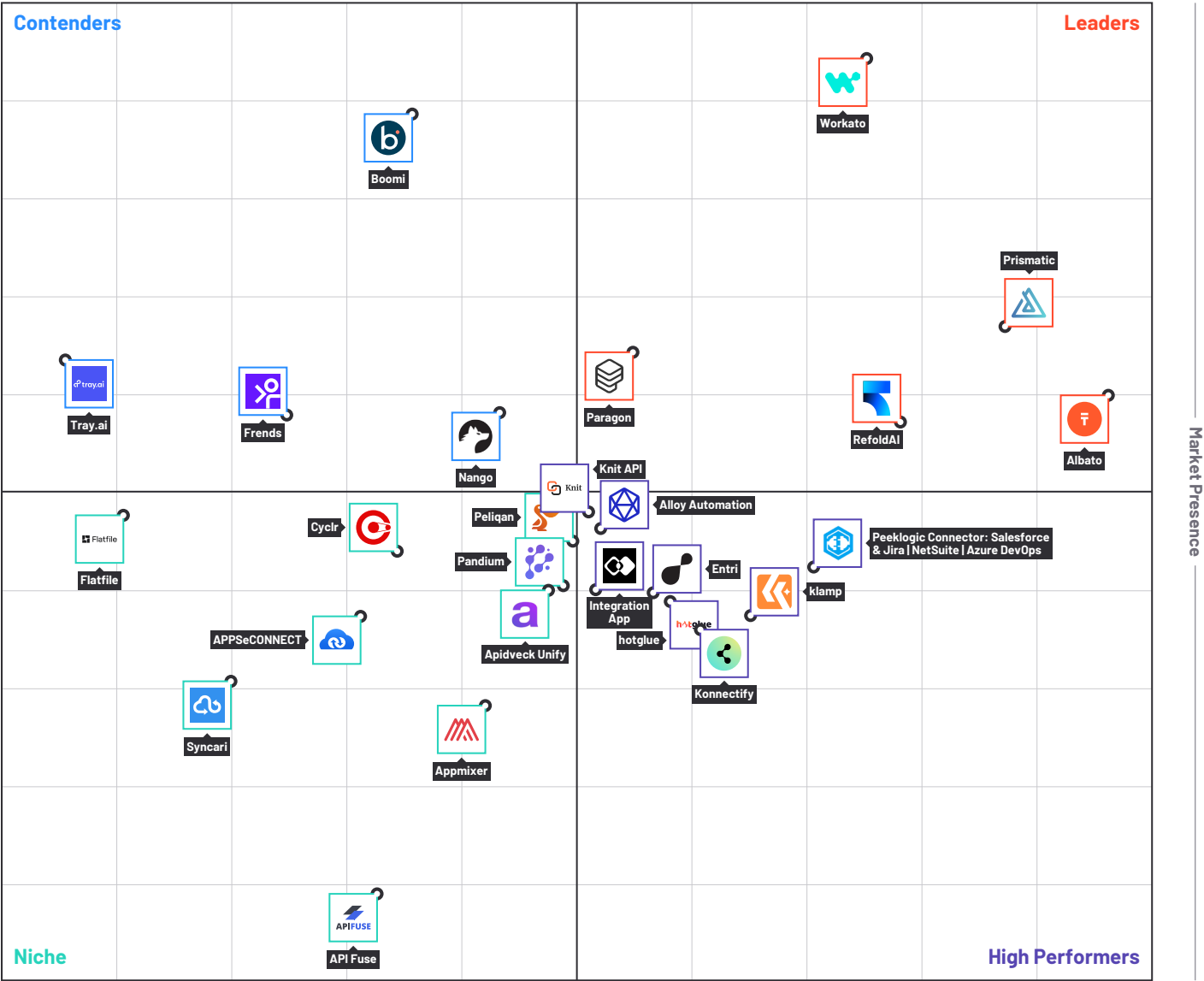
(Embedded Integration Platforms continues on next page)

Embedded Integration Platforms (continued)

Embedded Integration Platforms Definition

Embedded integration platforms, also called embedded integration platform as a service, allow product teams to build, govern, and manage native integrations with their customers' preferred third-party applications. While traditional iPaaS platforms focus on connecting and automating internal functions, embedded integration platforms allow software providers to build and deliver integrations for their users. For example, a product team may want their application to trigger notifications in their customers' business instant messaging software. Rather than build and maintain such integration from scratch, companies can use embedded integration platforms to access prebuilt integration tools and automate development and maintenance workflows. Key capabilities of embedded integration platforms include push notifications, white-labeling, workflow automation, and a range of integration functionalities.

While embedded integration platforms are closely related to iPaaS software, the integrations users build with embedded integration platforms are customer facing while traditional iPaaS is used for internal integrations.

To qualify for inclusion in the Embedded Integration Platforms category, a product must:

▶ Allow users to deploy and manage integrations between their application and third-party customer-facing applications

▶ Allow product teams to fully rebrand and white-label the integration platform

▶ Provide connectivity APIs that enable development teams to directly integrate with applications, databases, and services

▶ Provide an embeddable self-service configuration user experience that enables a software provider's customers to easily activate packaged integrations

▶ Allow development teams to push out updates to integrations across their customer base

▶ Provide instrumentation and observability so that the product team and operations can centrally monitor all customer integrations

▶ Supports elastic processing to enable software providers to scalably meet customer integration processing demand

▶ Provide a low-code integration logic builder

▶ Enables users to orchestrate and execute integration logic/code on their platforms (workflows)

Embedded Integration Platforms Grid® Scoring Description

Products shown on the Grid® for Embedded Integration Platforms have received a minimum of 10 reviews/ratings in data gathered by August 12, 2025. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: Workato, Albato, Prismatic, RefoldAI, and Paragon

▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps, klamp, Knit API, Alloy Automation, hotglue, Konnectify, Entri, and Integration App

▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Boomi, Nango, Frends, and Tray.ai

▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: Peliqan, Pandium, Apideck Unify, Cyclr, Appmixer, APPSeCONNECT, Flatfile, Syncari, and API Fuse

Grid® Scores for Embedded Integration Platforms

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Workato	198	77	99	88
Albato	438	99	61	80
Prismatic	182	90	69	79
RefoldAI	71	80	58	69
Paragon	79	55	66	61

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
**Peeklogic Connector: Salesforce & Jira	NetSuite	Azure DevOps**	43	72	41	57
klamp	24	66	36	51
Knit API	44	51	48	49
Alloy Automation	38	52	46	49
hotglue	30	59	38	48
Konnectify	16	62	34	48
Entri	17	57	39	48
Integration App	26	52	39	45

(Grid® Scores for Embedded Integration Platforms continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Scores for Embedded Integration Platforms (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Boomi	59	35	93	64
Nango	38	43	59	51
Frends	61	23	59	41
Tray.ai	59	3	65	34

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
Peliqan	28	50	44	47
Pandium	23	49	39	44
Apideck Unify	16	47	39	43
Cyclr	60	33	43	38
Appmixer	44	42	26	34
APPSeCONNECT	20	30	36	33
Flatfile	17	8	47	28
Syncari	23	18	28	23
API Fuse	11	32	4	18

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Embedded Integration Platforms category algorithmically based on data sourced from product reviews shared by G2 users and data sourced from third parties.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

The Grid® Report for Embedded Integration Platforms | Fall 2025 is based on reviews collected through August 12, 2025. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Fall 2025 report quarter. To view the Embedded Integration Platforms Grid® with the most recent data, please visit the Embedded Integration Platforms page. For more details on Grid® Scoring, please view the G2 Scoring Methodology here.

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and third-party data collected by G2 up through August 12, 2025. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. G2 follows defined community guidelines to ensure privacy, and authenticity for users and reviews. For more details, please view the G2 Community Guidelines here.

(Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Software, Inc.

Grid® Methodology (continued)

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our Embedded Integration Platforms category.

Product Profiles

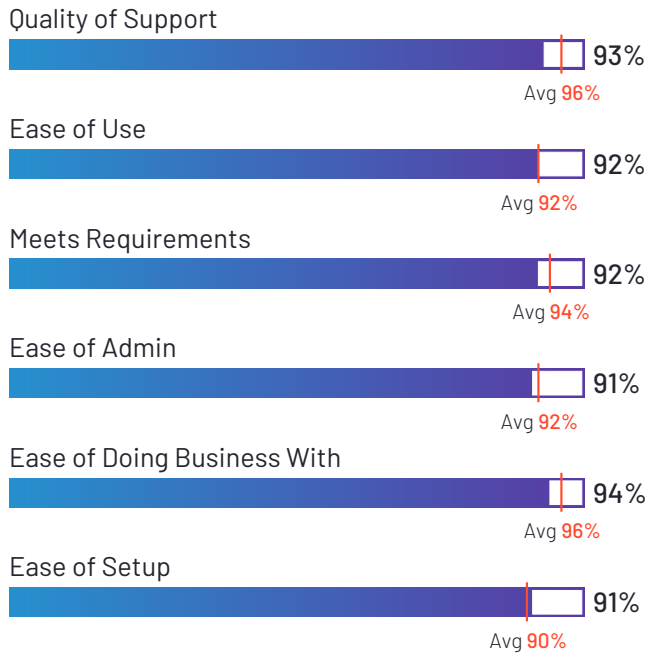Product profiles and detailed charts are included for products with 10 or more reviews.

Workato

4.7 ⭐⭐⭐⭐½ (593)

FALL 2025
Leader

Workato has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Workato has the largest Market Presence among products in Embedded Integration Platforms. 98% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Workato at a rate of 94%. Workato is also in the Master Data Management (MDM), API Development, Reverse ETL, Data Replication, API Management, AI Agent Builders, Enterprise Search Software, API Generation, Electronic Data Interchange (EDI), Big Data Integration Platforms, iPaaS, Process Orchestration, Conversational Marketing, ETL Tools, Conversational Support, Generative AI Infrastructure, Productivity Bots, and AI Orchestration categories.

Satisfaction Ratings

Quality of Support
93%
Avg **96%**

Ease of Use
92%
Avg **92%**

Meets Requirements
92%
Avg **94%**

Ease of Admin
91%
Avg **92%**

Ease of Doing Business With
94%
Avg **96%**

Ease of Setup
91%
Avg **90%**

Top Industries Represented

Industry	
● Computer Software	48
● Information Technology and Services	40
● Financial Services	13
● Retail	7
● Accounting	6

Highest-Rated Features

Workflow Automation
95%
Avg **92%**

Workflow
93%
Avg **91%**

Connectivity
93%
Avg **93%**

Lowest-Rated Features

White Labelled
87%
Avg **88%**

Monitoring
89%
Avg **89%**

Notification
90%
Avg **88%**
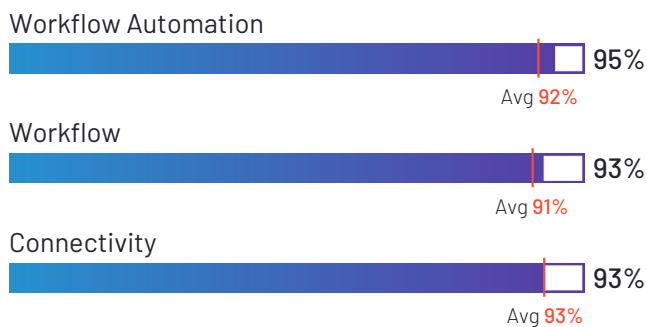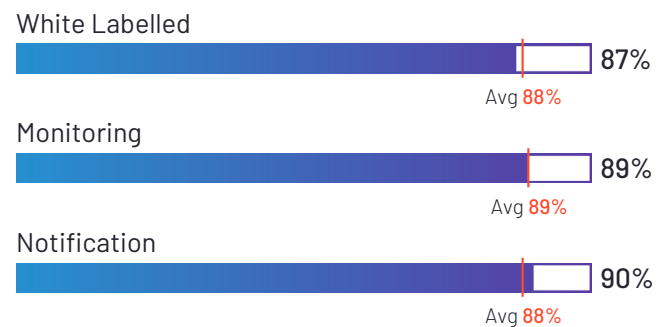
Ownership
Workato

HQ Location
Mountain View, California

Year Founded
2013

Employees (Listed On Linkedin)
1,161

Company Website
workato.com

Albato

4.6 ★★★★½ (474)

FALL 2025
Leader

Albato has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Albato received the highest Satisfaction score among products in Embedded Integration Platfo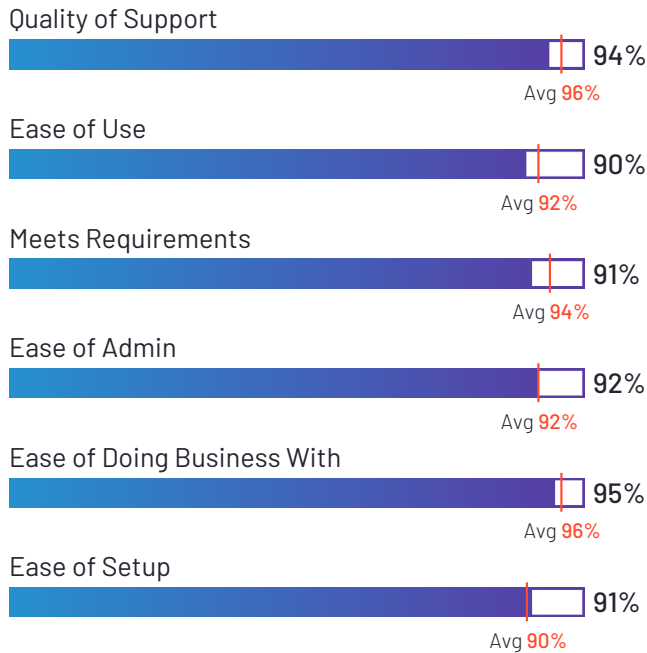rms. 100% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Albato at a rate of 93%. Albato is also in the iPaaS category.

Satisfaction Ratings

Quality of Support
94%
Avg 96%

Ease of Use
90%
Avg 92%

Meets Requirements
91%
Avg 94%

Ease of Admin
92%
Avg 92%

Ease of Doing Business With
95%
Avg 96%

Ease of Setup
91%
Avg 90%

Top Industries Represented

● Marketing and Advertising	140
● Information Technology and Services	41
● Computer Software	33
● Education Management	21
● Consulting	20

Highest-Rated Features

Connectivity
100%
Avg 93%

Self-Service
98%
Avg 90%

Scalability
98%
Avg 93%

Lowest-Rated Features

White Labelled
86%
Avg 88%

Compliance
90%
Avg 93%

Authentication
92%
Avg 93%

Ownership
Albato

HQ Location
Setúbal, PT

Year Founded
2019

Employees (Listed On Linkedin)
39

Company Website
www.albato.com

Prismatic

4.8 ★★★★★ (195)

FALL 2025
Leader

Prismatic has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Prismatic at a rate of 96%. Prismatic is also in the iPaaS category.
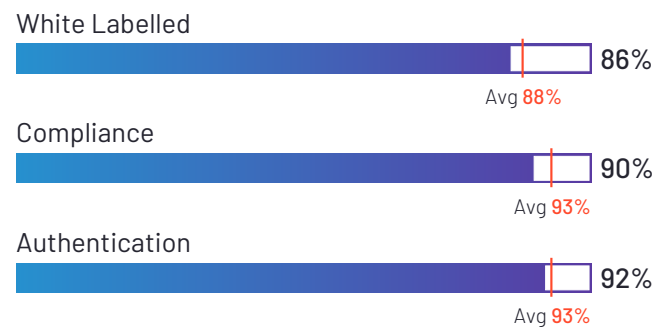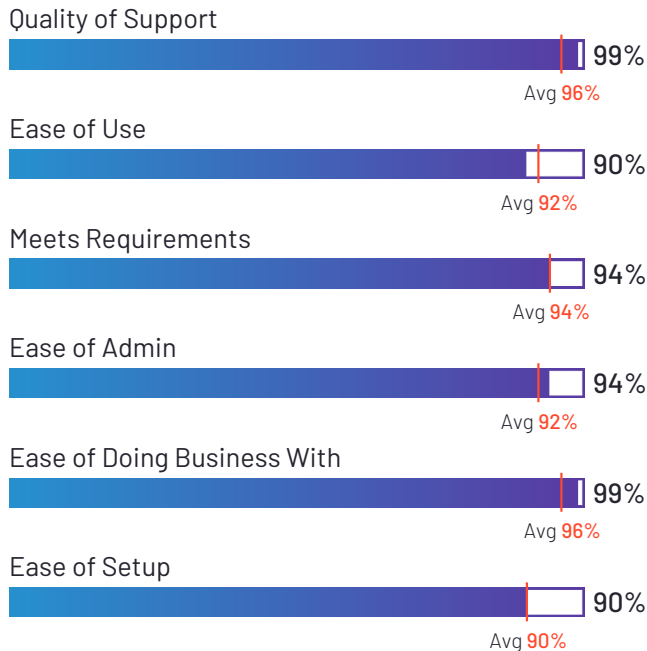
Satisfaction Ratings

Quality of Support
99%
Avg 96%

Ease of Use
90%
Avg 92%

Meets Requirements
94%
Avg 94%

Ease of Admin
94%
Avg 92%

Ease of Doing Business With
99%
Avg 96%

Ease of Setup
90%
Avg 90%

Top Industries Represented

Industry	Count
Computer Software	67
Information Technology and Services	35
Financial Services	9
Accounting	6
Construction	6

Highest-Rated Features

Connectivity
95%
Avg 93%

Compliance
95%
Avg 93%

Workflow Automation
94%
Avg 92%

Lowest-Rated Features

Monitoring
89%
Avg 89%

Notification
89%
Avg 88%

Low-Code
92%
Avg 88%

Ownership
Prismatic

HQ Location
Sioux Falls, US

Year Founded
2019

Employees (Listed On Linkedin)
71

Company Website
prismatic.io

RefoldAI

4.9 ★★★★★ (74)

FALL 2025
Leader

RefoldAI has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend RefoldAI at a rate of 99%. RefoldAI is also in the Unified APIs category.
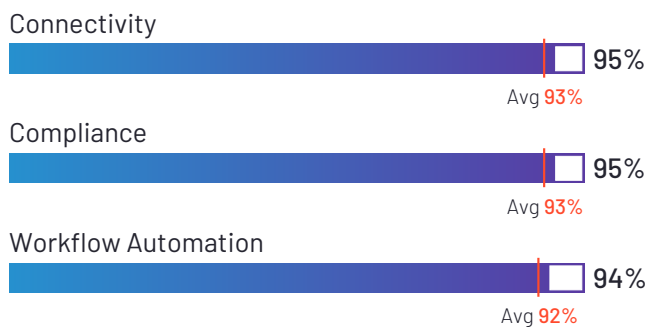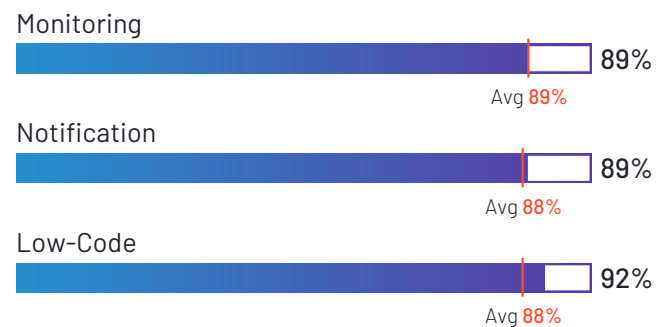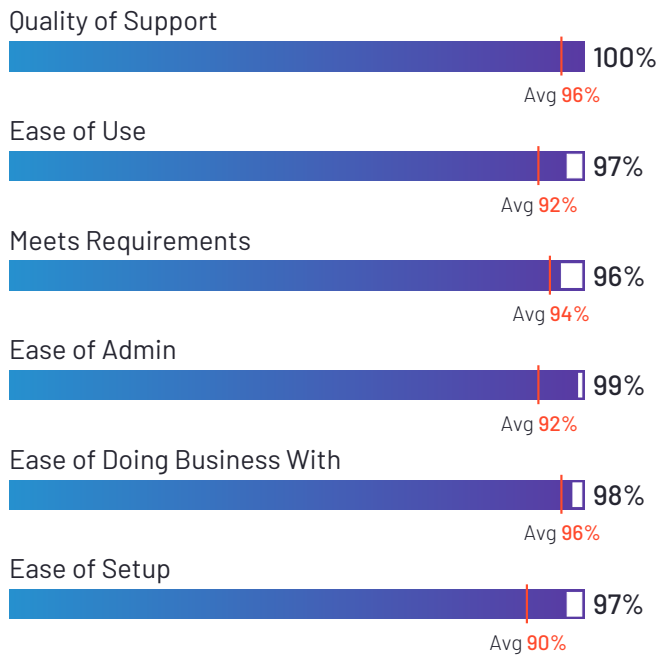
Satisfaction Ratings

Quality of Support
100%
Avg 96%

Ease of Use
97%
Avg 92%

Meets Requirements
96%
Avg 94%

Ease of Admin
99%
Avg 92%

Ease of Doing Business With
98%
Avg 96%

Ease of Setup
97%
Avg 90%

Top Industries Represented

● Computer Software	27
● Information Technology and Services	12
● Financial Services	5
● Marketing and Advertising	4
● Human Resources	3

Highest-Rated Features

Authentication
99%
Avg 93%

Workflow
99%
Avg 91%

Connectivity
99%
Avg 93%

Lowest-Rated Features

Low-Code
95%
Avg 88%

Self-Service
96%
Avg 90%

Notification
96%
Avg 88%
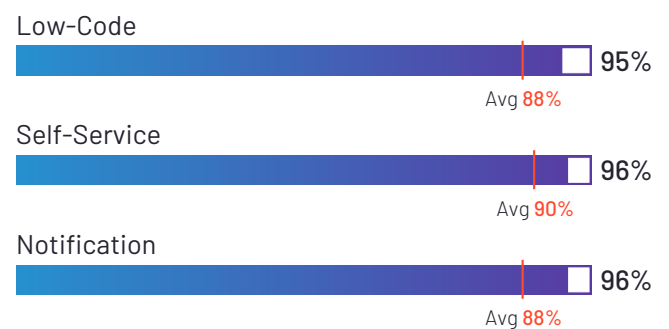
Ownership
Refold

HQ Location
San Francisco, CA

Year Founded
2018

Employees (Listed On Linkedin)
35

Company Website
www.refold.ai

Paragon

4.6 ★★★★½ (82)

FALL 2025
Leader

Paragon has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 97% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend Paragon at a rate of 92%. Paragon is also in the Unified APIs and Generative AI Infrastructure categories.
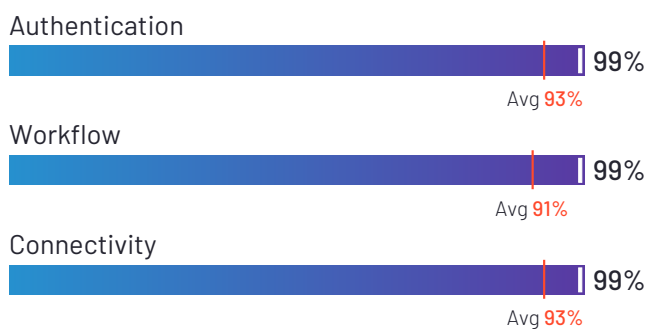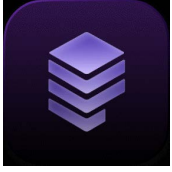
Satisfaction Ratings

Quality of Support
97%
Avg 96%

Ease of Use
93%
Avg 92%

Meets Requirements
90%
Avg 94%

Ease of Admin
94%
Avg 92%

Ease of Doing Business With
97%
Avg 96%

Ease of Setup
92%
Avg 90%

Top Industries Represented

Industry	
● Computer Software	43
● Information Technology and Services	15
● Computer & Network Security	3
● Accounting	2
● Commercial Real Estate	2

Highest-Rated Features

Authentication
95%
Avg 93%

Compliance
93%
Avg 93%

Third Party
91%
Avg 92%

Lowest-Rated Features

Notification
85%
Avg 88%

Customization
86%
Avg 91%

Monitoring
87%
Avg 89%

Ownership
Paragon

HQ Location
Los Angeles, US

Year Founded
2019

Employees (Listed On Linkedin)
128

Company Website
useparagon.com

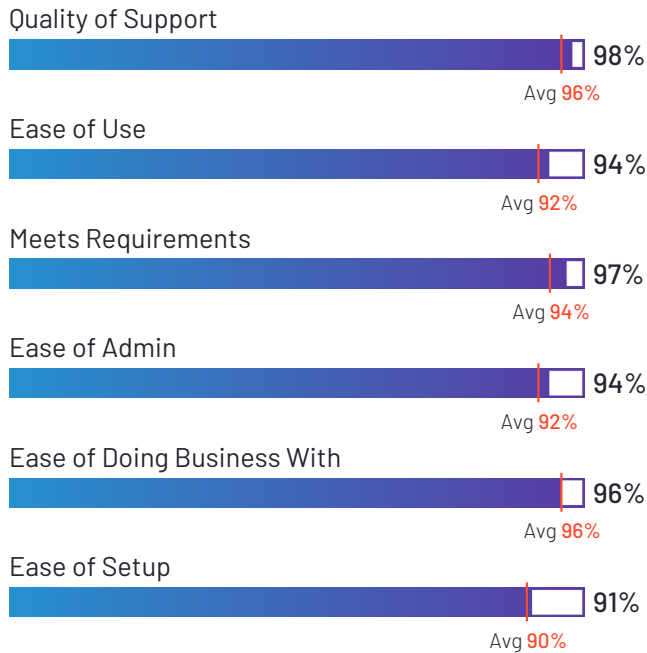# Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps

4.9 ★★★★★ (64)
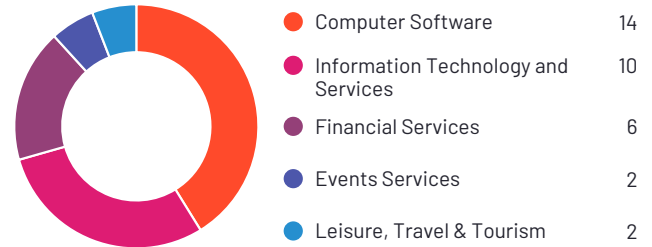
FALL 2025
High Performer

Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps at a rate of 98%. Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps is also in the Other Collaboration and Salesforce AppExchange Apps categories.

Satisfaction Ratings
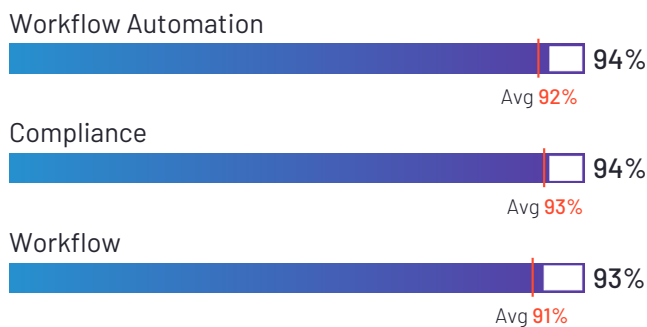
Quality of Support
98%
Avg **96%**

Ease of Use
94%
Avg **92%**

Meets Requirements
97%
Avg **94%**

Ease of Admin
94%
Avg **92%**

Ease of Doing Business With
96%
Avg **96%**

Ease of Setup
91%
Avg **90%**

Top Industries Represented

● Computer Software	14	
● Information Technology and Services	10	
● Financial Services	6	
● Events Services	2	
● Leisure, Travel & Tourism	2	

Highest-Rated Features

Workflow Automation
94%
Avg **92%**

Compliance
94%
Avg **93%**

Workflow
93%
Avg **91%**

Lowest-Rated Features

White Labelled
87%
Avg **88%**

Notification
87%
Avg **88%**

Scalability
88%
Avg **93%**
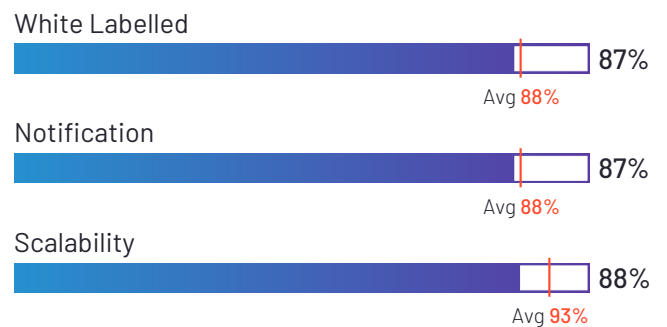
Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Peeklogic	Austin, US	2015	83	peeklogic.com

klamp

5.0 ★★★★★ (25)

klamp has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend klamp at a rate of 99%. klamp is also in the E-Commerce Data Integration, iPaaS, and Other Cloud Integration categories.

Satisfaction Ratings

Quality of Support — 100% — Avg 96%
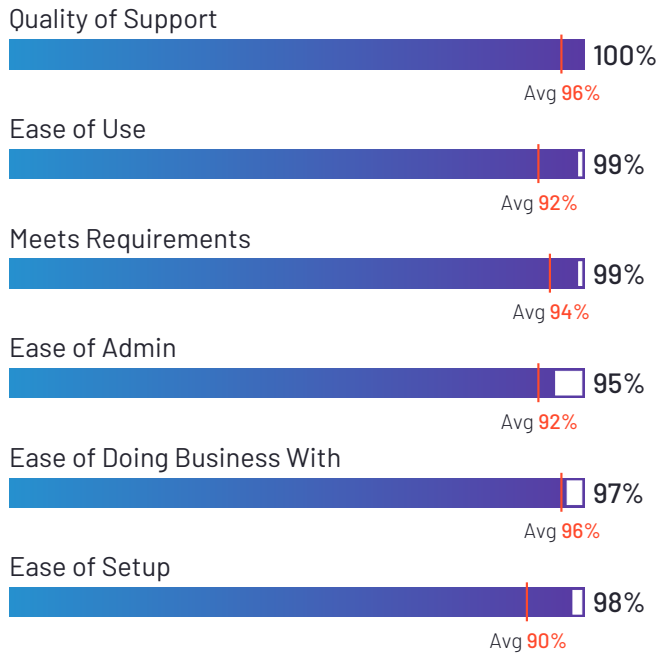Ease of Use — 99% — Avg 92%
Meets Requirements — 99% — Avg 94%
Ease of Admin — 95% — Avg 92%
Ease of Doing Business With — 97% — Avg 96%
Ease of Setup — 98% — Avg 90%

Top Industries Represented

Industry	Count
Computer Software	6
Information Technology and Services	5
Marketing and Advertising	3
Telecommunications	2
Accounting	1

Highest-Rated Features

Workflow Automation — 100% — Avg 92%
Scalability — 100% — Avg 93%
Compliance — 100% — Avg 93%

Lowest-Rated Features

White Labelled — 84% — Avg 88%
Self-Service — 88% — Avg 90%
Notification — 89% — Avg 88%
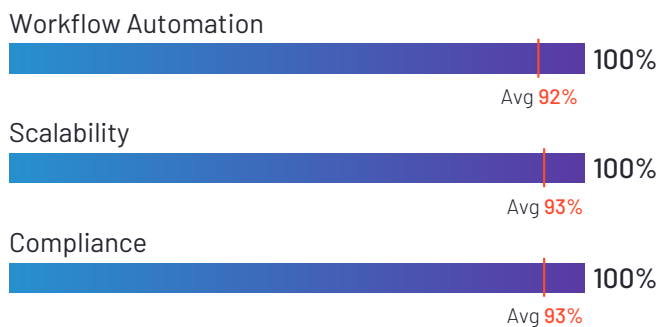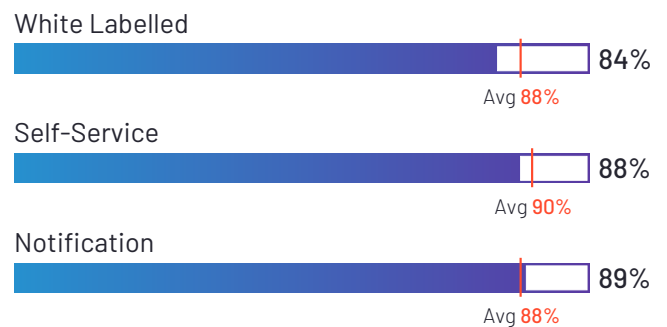
Ownership Klamp Inc
HQ Location Wellmington, Delaware
Year Founded 2022
Employees (Listed On Linkedin) 20
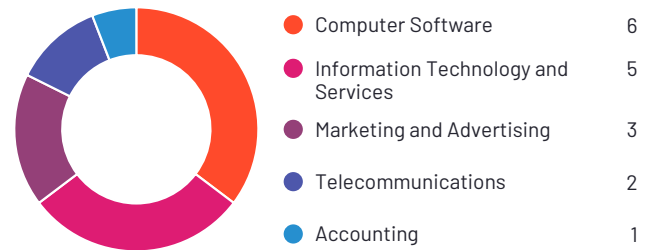**Company Website** www.klamp.io

Knit API

4.7 ★★★★½ (54)

Knit API has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 98% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Knit API at a rate of 94%. Knit API is also in the Unified APIs category.

Satisfaction Ratings

Quality of Support
99%
Avg 96%

Ease of Use
93%
Avg 92%

Meets Requirements
91%
Avg 94%

Ease of Admin
93%
Avg 92%

Ease of Doing Business With
99%
Avg 96%

Ease of Setup
92%
Avg 90%

Top Industries Represented

Computer Software	19
Information Technology and Services	11
Human Resources	5
Marketing and Advertising	3
Financial Services	2

Highest-Rated Features

Connectivity
92%
Avg 93%

Scalability
91%
Avg 93%

Scalability
91%
Avg 93%

Lowest-Rated Features

Low-Code
79%
Avg 88%

White Labelled
81%
Avg 88%

Notification
83%
Avg 88%

Ownership
Knit API Private Limited

HQ Location
Lewes, US

Year Founded
2023

Employees (Listed On Linkedin)
37

Company Website
getknit.dev

Alloy Automation
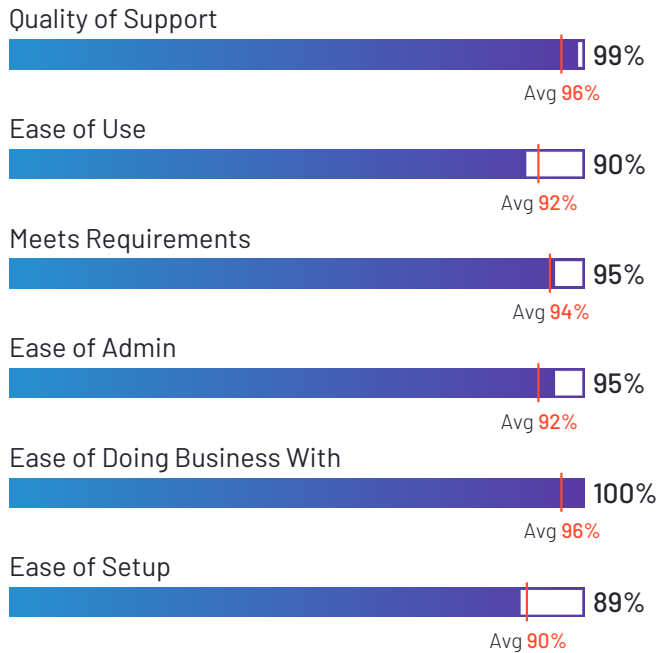
4.7 ★★★★½ (47)

FALL 2025
High Performer

Alloy Automation has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Alloy Automation at a rate of 97%. Alloy Automation is also in the iPaaS, ETL Tools, Financial Data APIs, and Unified APIs categories.

Satisfaction Ratings

Quality of Support
99%
Avg 96%

Ease of Use
90%
Avg 92%

Meets Requirements
95%
Avg 94%

Ease of Admin
95%
Avg 92%

Ease of Doing Business With
100%
Avg 96%

Ease of Setup
89%
Avg 90%

Top Industries Represented

● Computer Software	13
● Information Technology and Services	6
● Financial Services	3
● Marketing and Advertising	3
● Retail	3

Highest-Rated Features

Connectivity
96%
Avg 93%

Scalability
96%
Avg 93%

Scalability
95%
Avg 93%

Lowest-Rated Features

Monitoring
83%
Avg 89%

Notification
85%
Avg 88%

Self-Service
88%
Avg 90%
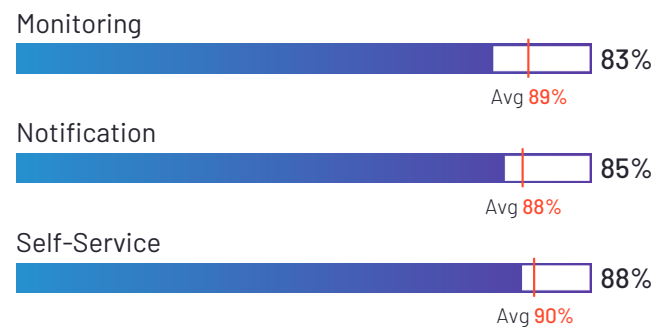
Ownership
Alloy

HQ Location
New York, NY

Year Founded
2019

Employees (Listed On Linkedin)
38

Company Website
runalloy.com

hotglue

4.9 ★★★★★ (34)

FALL 2025 G2
High Performer

hotglue has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend hotglue at a rate of 98%. hotglue is also in the Unified APIs, iPaaS, ETL Tools, and API Management categories.

Satisfaction Ratings

Quality of Support
100%
Avg 96%

Ease of Use
91%
Avg 92%

Meets Requirements
94%
Avg 94%

Ease of Admin
95%
Avg 92%

Ease of Doing Business With
99%
Avg 96%

Ease of Setup
95%
Avg 90%

Top Industries Represented

Industry	Count
Computer Software	15
Financial Services	4
Logistics and Supply Chain	2
Marketing and Advertising	2
Accounting	1

Highest-Rated Features

Scalability
100%
Avg 93%

Third Party
100%
Avg 92%

Connectivity
98%
Avg 93%

Lowest-Rated Features

Low-Code
83%
Avg 88%

Authentication
90%
Avg 93%

Compliance
91%
Avg 93%
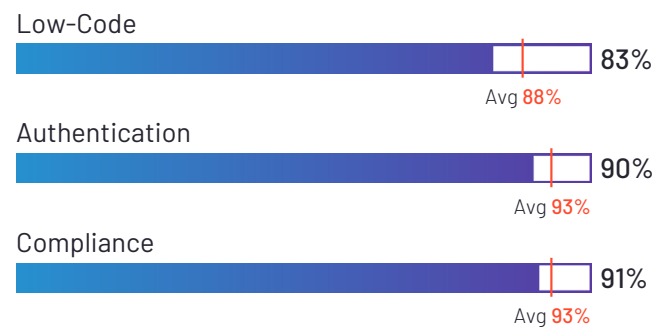
Ownership
hotglue

HQ Location
Washington , US

Year Founded
2019

Employees (Listed On Linkedin)
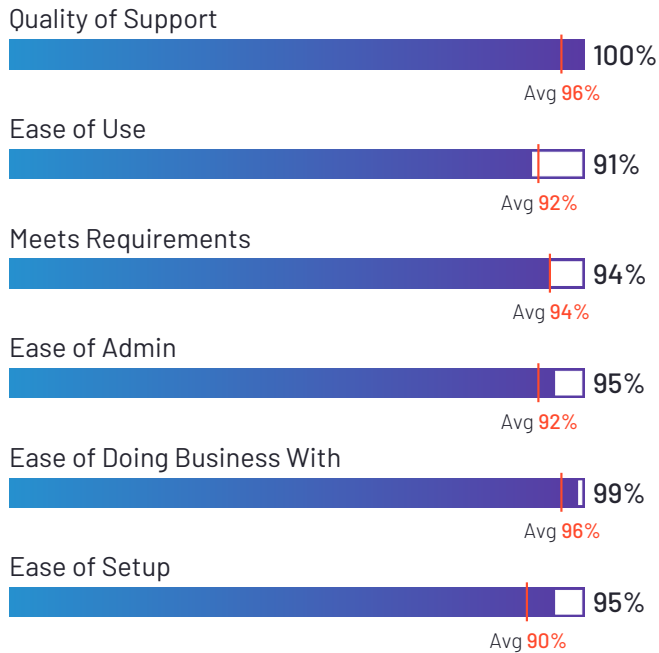22

Company Website
hotglue.com

Konnectify

4.9 ★★★★★ (23)

Konnectify has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Konnectify at a rate of 98%. Konnectify is also in the iPaaS category.
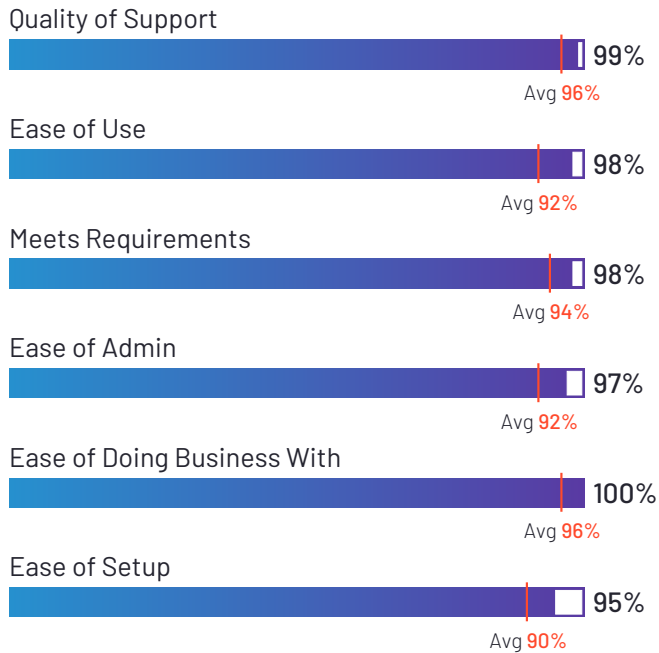
Satisfaction Ratings

Quality of Support
99%
Avg 96%

Ease of Use
98%
Avg 92%

Meets Requirements
98%
Avg 94%

Ease of Admin
97%
Avg 92%

Ease of Doing Business With
100%
Avg 96%

Ease of Setup
95%
Avg 90%

Top Industries Represented

● Computer Software	7
● Information Technology and Services	4
● Accounting	1
● Consumer Services	1
● Health, Wellness and Fitness	1

Ownership
Konnectify

HQ Location
San Mateo, California, US

Year Founded
2021

Employees (Listed On Linkedin)
32

Company Website
konnectify.co

Entri

4.9 ★★★★★ (20)

FALL 2025 G2
High Performer

Entri has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Entri at a rate of 99%. Entri is also in the Unified APIs category.

Satisfaction Ratings

Quality of Support
99%
Avg 96%

Ease of Use
97%
Avg 92%

Meets Requirements
96%
Avg 94%

Ease of Admin
96%
Avg 92%

Ease of Doing Business With
99%
Avg 96%

Ease of Setup
95%
Avg 90%

Top Industries Represented

● Computer Software	8
● Information Technology and Services	3
● Marketing and Advertising	3
● Health, Wellness and Fitness	1
● Internet	1

Highest-Rated Features

Connectivity
98%
Avg 93%
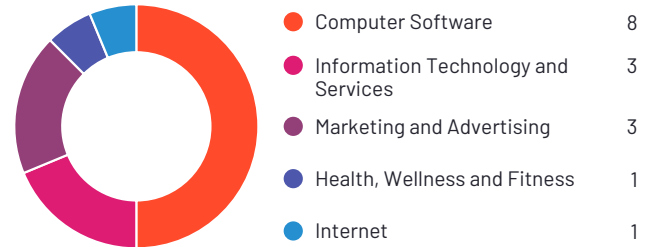
Scalability
98%
Avg 93%

Scalability
98%
Avg 93%

Lowest-Rated Features

White Labelled
82%
Avg 88%

Low-Code
86%
Avg 88%

Workflow
86%
Avg 91%

Ownership
Entri

HQ Location
New York , US

Year Founded
2017

Employees (Listed On Linkedin)
26

Company Website
www.entri.com

Integration App

4.8 ★★★★★ (28)

FALL 2025
High Performer

Integration App has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Integration App at a rate of 97%. Integration App is also in the Unified APIs category.

Satisfaction Ratings

Quality of Support
98%
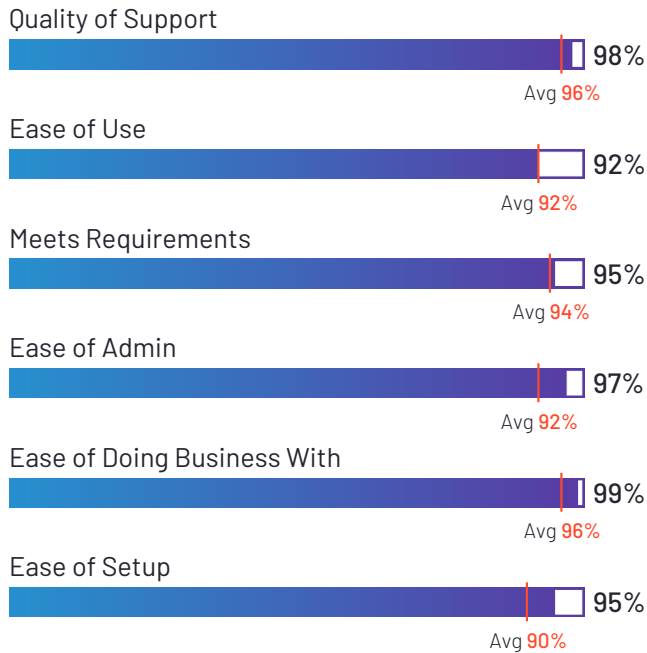Avg 96%

Ease of Use
92%
Avg 92%

Meets Requirements
95%
Avg 94%

Ease of Admin
97%
Avg 92%

Ease of Doing Business With
99%
Avg 96%

Ease of Setup
95%
Avg 90%

Top Industries Represented

● Computer Software	15
● Information Technology and Services	5
● Marketing and Advertising	3
● Information Services	2
● Financial Services	1

Highest-Rated Features

Compliance
98%
Avg 93%

Workflow Automation
97%
Avg 92%

Authentication
97%
Avg 93%

Lowest-Rated Features

Monitoring
89%
Avg 89%

Notification
89%
Avg 88%

Self-Service
91%
Avg 90%
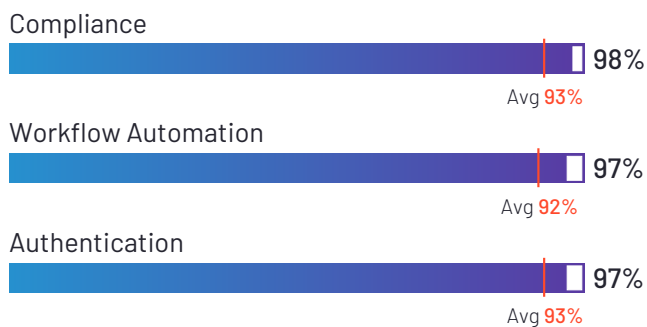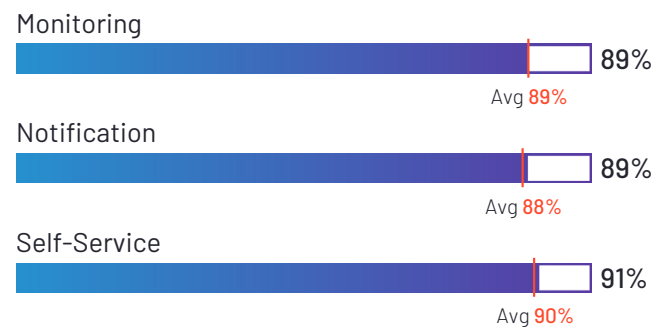
Ownership
Integration App

Employees (Listed On Linkedin)
22

Company Website
integration.app

Boomi

4.4 ★★★★½ (455)

Boomi has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 98% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend Boomi at a rate of 90%. Boomi is also in the iPaa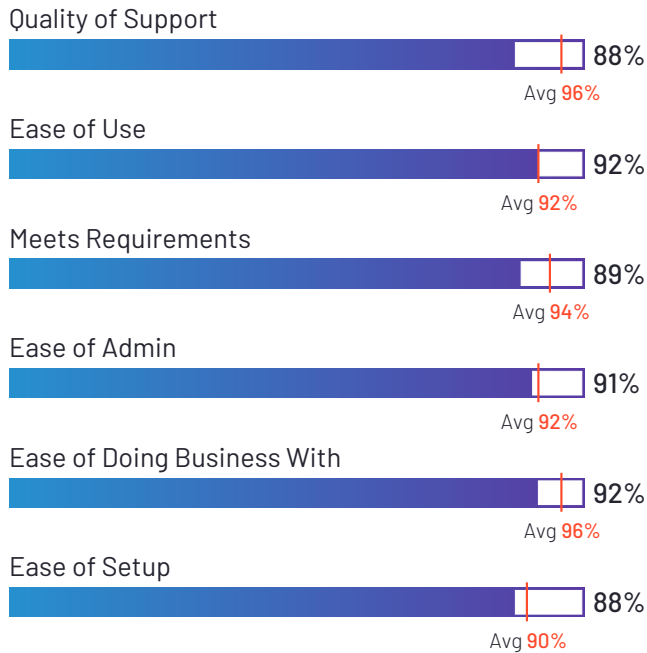S, API Management, Master Data Management (MDM), AWS Marketplace, API Platforms, Electronic Data Interchange (EDI), Data Mapping, API Development, and Autodesk Construction Cloud Integration Partners categories.

Satisfaction Ratings
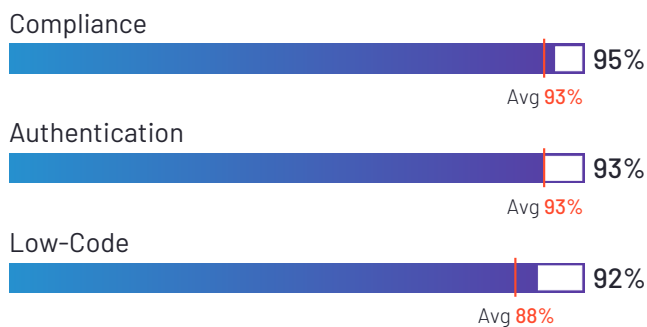
Quality of Support
88%
Avg **96%**

Ease of Use
92%
Avg **92%**

Meets Requirements
89%
Avg **94%**

Ease of Admin
91%
Avg **92%**

Ease of Doing Business With
92%
Avg **96%**

Ease of Setup
88%
Avg **90%**

Top Industries Represented

● Information Technology and Services	10
● Computer Software	8
● Manufacturing	4
● Food & Beverages	3
● Telecommunications	3

Highest-Rated Features

Compliance
95%
Avg **93%**

Authentication
93%
Avg **93%**

Low-Code
92%
Avg **88%**

Lowest-Rated Features

Third Party
83%
Avg **92%**

Third-Party Apps
85%
Avg **91%**

White Labelled
86%
Avg **88%**

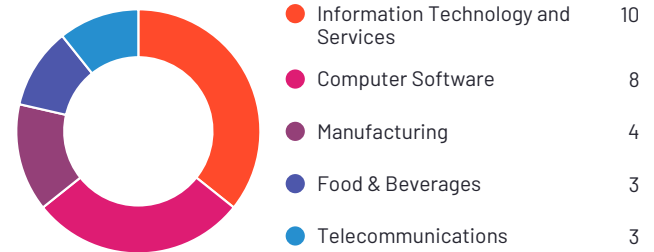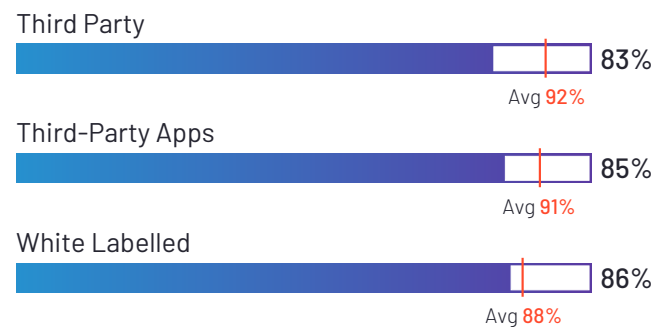| **Ownership**	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Boomi	Chesterbrook, PA	2000	2,706	boomi.com

Nango

4.5 ★★★★½ (50)

Nango has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend Nango at a rate of 91%. Nango is also in the Unified APIs category.

Satisfaction Ratings

Quality of Support
89%
Avg **96%**

Ease of Use
89%
Avg **92%**

Meets Requirements
92%
Avg **94%**

Ease of Admin
83%
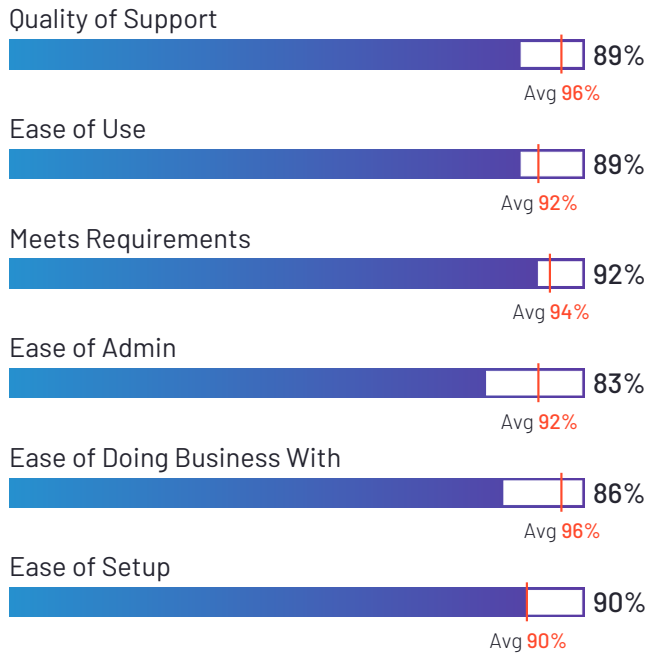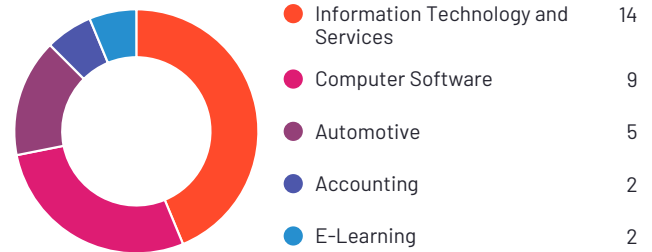Avg **92%**

Ease of Doing Business With
86%
Avg **96%**

Ease of Setup
90%
Avg **90%**

Top Industries Represented

Industry	Count
Information Technology and Services	14
Computer Software	9
Automotive	5
Accounting	2
E-Learning	2

Highest-Rated Features

Scalability
95%
Avg **93%**

Third-Party Apps
94%
Avg **91%**

Connectivity
94%
Avg **93%**

Lowest-Rated Features

White Labelled
87%
Avg **88%**

Notification
87%
Avg **88%**

Workflow
88%
Avg **91%**
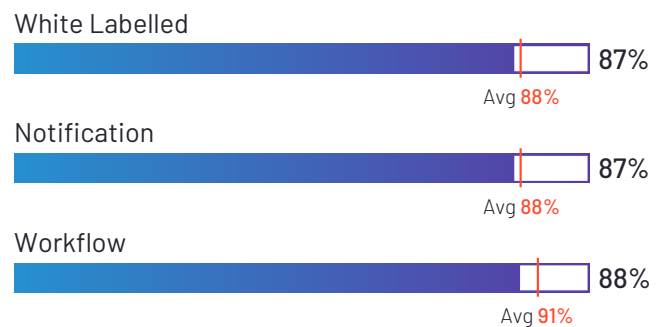
Ownership
Nango

HQ Location
San Francisco, California, United States

Year Founded
2022

Employees (Listed On Linkedin)
8

Company Website
www.nango.dev

Frends

frends

4.5 ★★★★½ (122)

Frends has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 98% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to rec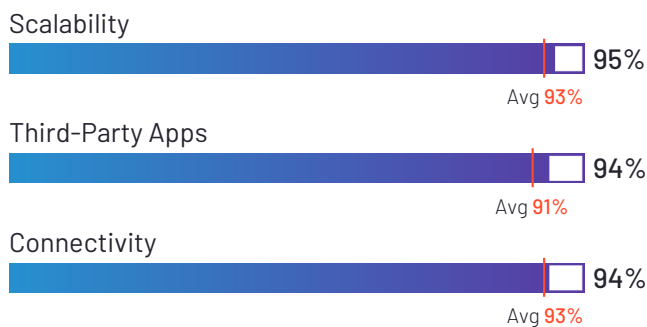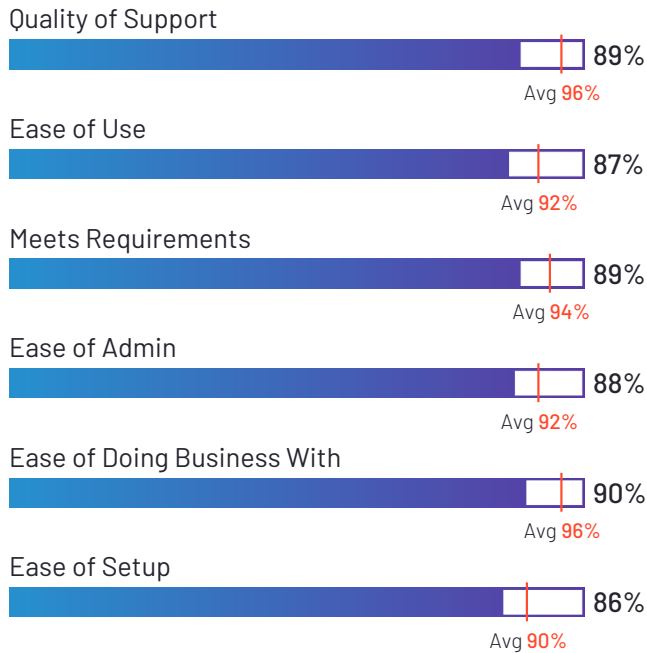ommend Frends at a rate of 89%. Frends is also in the API Development, iPaaS, ETL Tools, API Management, and Electronic Data Interchange (EDI) categories.

Satisfaction Ratings
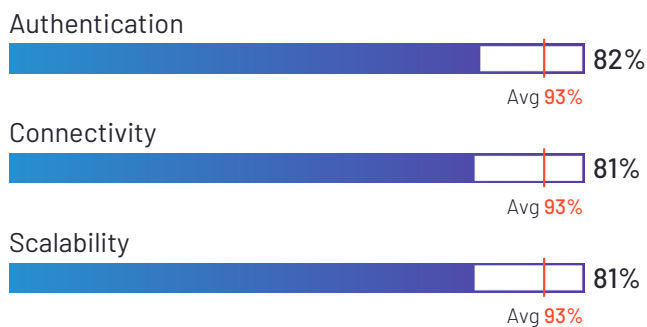
Quality of Support
89%
Avg **96%**

Ease of Use
87%
Avg **92%**

Meets Requirements
89%
Avg **94%**

Ease of Admin
88%
Avg **92%**

Ease of Doing Business With
90%
Avg **96%**

Ease of Setup
86%
Avg **90%**

Top Industries Represented

● Oil & Energy	8
● Computer Software	6
● Information Technology and Services	6
● Electrical/ Electronic Manufacturing	4
● Financial Services	3

Highest-Rated Features

Authentication
82%
Avg **93%**

Connectivity
81%
Avg **93%**

Scalability
81%
Avg **93%**

Lowest-Rated Features

White Labelled
71%
Avg **88%**

Third-Party Apps
71%
Avg **91%**

Self-Service
73%
Avg **90%**

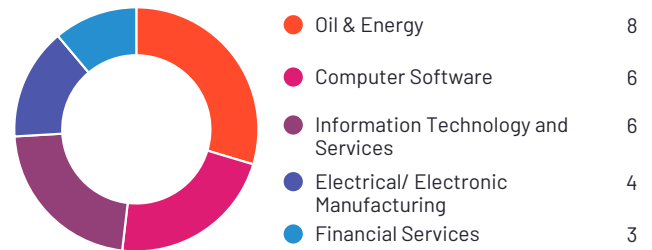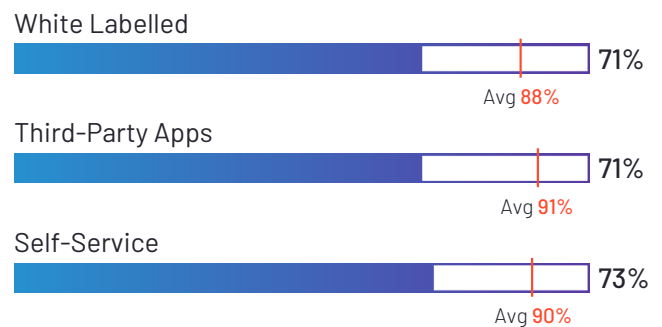| **Ownership**	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
FRENDS	Espoo, Uusimaa, Finland	1988	282	frends.com

Tray.ai

4.5 ★★★★½ (156)

Tray.ai has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Tray.ai at a rate of 88%. Tray.ai is also in the Lead-to-Account Matching and Routing, Event Stream Processing, iPaaS, ETL Tools, API Management, and Unified APIs categories.
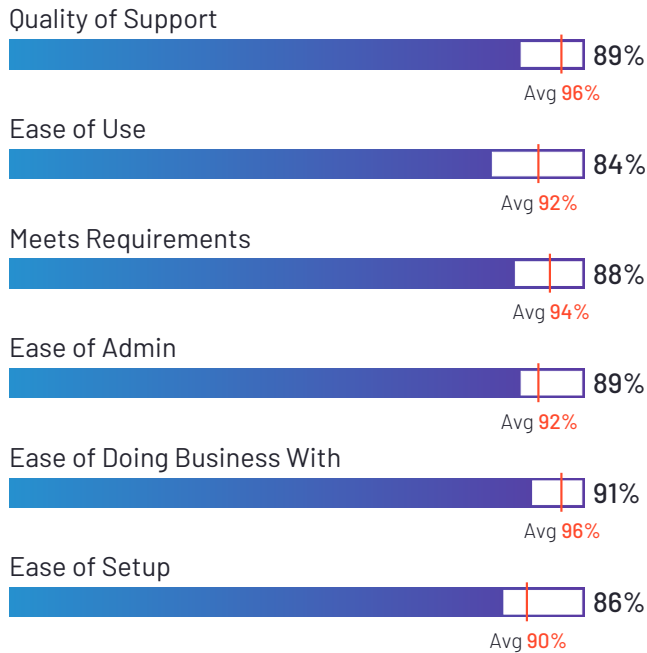
Satisfaction Ratings

Quality of Support
89%
Avg **96%**

Ease of Use
84%
Avg **92%**

Meets Requirements
88%
Avg **94%**

Ease of Admin
89%
Avg **92%**

Ease of Doing Business With
91%
Avg **96%**

Ease of Setup
86%
Avg **90%**

Top Industries Represented

● Computer Software	18
● Information Technology and Services	11
● Marketing and Advertising	4
● Internet	3
● Design	2

Highest-Rated Features

White Labelled
91%
Avg **88%**

Workflow Automation
90%
Avg **92%**

Workflow
90%
Avg **91%**

Lowest-Rated Features

Monitoring
80%
Avg **89%**

Scalability
82%
Avg **93%**

Notification
82%
Avg **88%**
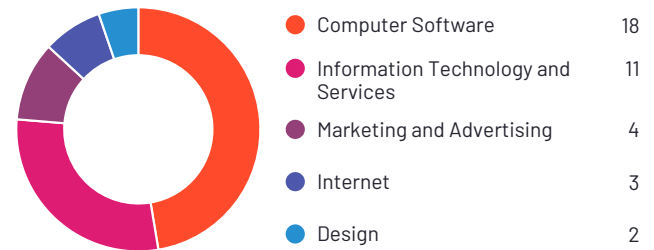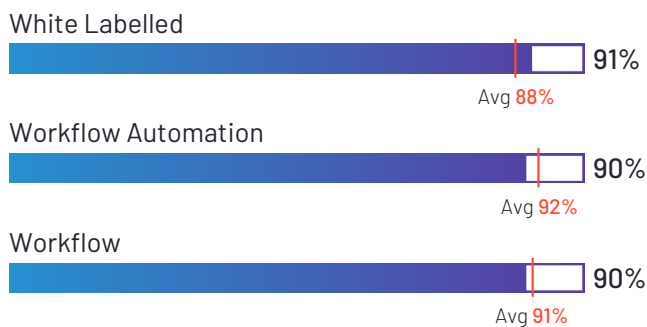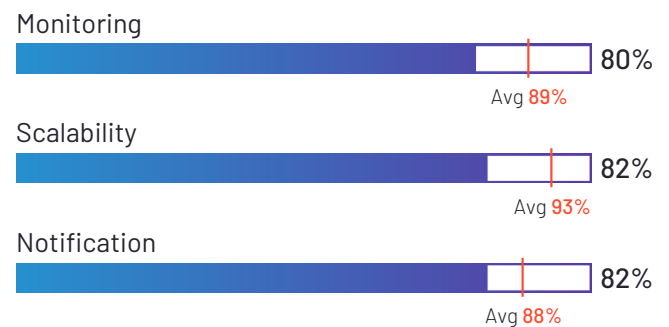
Ownership
Tray.io

HQ Location
San Francisco, CA

Year Founded
2012

Employees (Listed On Linkedin)
148

Company Website
tray.io

Peliqan

4.9 ★★★★★ (48)

Peliqan has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Peliqan at a rate of 98%. Peliqan is also in the DataOps Platforms, Reverse ETL, Big Data Integration Platforms, ETL Tools, Data Exchange Platforms, Data Extraction, iPaaS, Master Data Management (MDM), On-Premise Data Integration, and Customer Data Platform (CDP) categories.

Satisfaction Ratings

Quality of Support
94%
Avg **96%**

Ease of Use
94%
Avg **92%**

Meets Requirements
95%
Avg **94%**

Ease of Admin
88%
Avg **92%**

Ease of Doing Business With
93%
Avg **96%**

Ease of Setup
94%
Avg **90%**

Top Industries Represented

Industry	Count
Computer Software	9
Information Technology and Services	6
Logistics and Supply Chain	2
Marketing and Advertising	2
Accounting	1

Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Peliqan	Gent	2022	22	peliqan.io

Pandium

4.8 ★★★★★ (24)

Pandium has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Pandium at a rate of 95%. Pandium is also in the ETL Tools, iPaaS, and API Marketplace categories.

Satisfaction Ratings

Quality of Support
99%
Avg **96%**

Ease of Use
89%
Avg **92%**

Meets Requirements
93%
Avg **94%**

Ease of Admin
88%
Avg **92%**

Ease of Doing Business With
99%
Avg **96%**

Ease of Setup
85%
Avg **90%**

Top Industries Represented

● Computer Software	7
● Logistics and Supply Chain	6
● Information Technology and Services	5
● Marketing and Advertising	2
● Financial Services	1

Highest-Rated Features

Compliance
98%
Avg **93%**

Authentication
97%
Avg **93%**

White Labelled
97%
Avg **88%**

Lowest-Rated Features

Low-Code
64%
Avg **88%**

Workflow Automation
79%
Avg **92%**

Workflow
83%
Avg **91%**
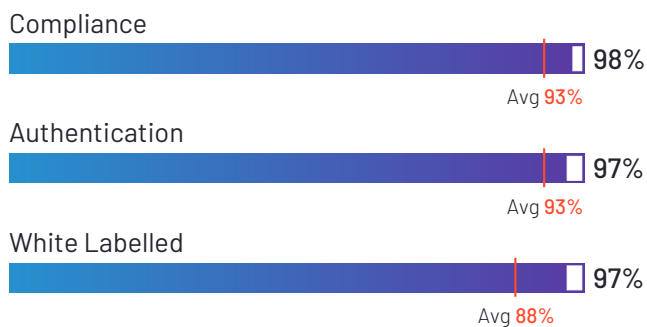
Ownership
Pandium

HQ Location
New York, NY

Year Founded
2018

Employees (Listed On Linkedin)
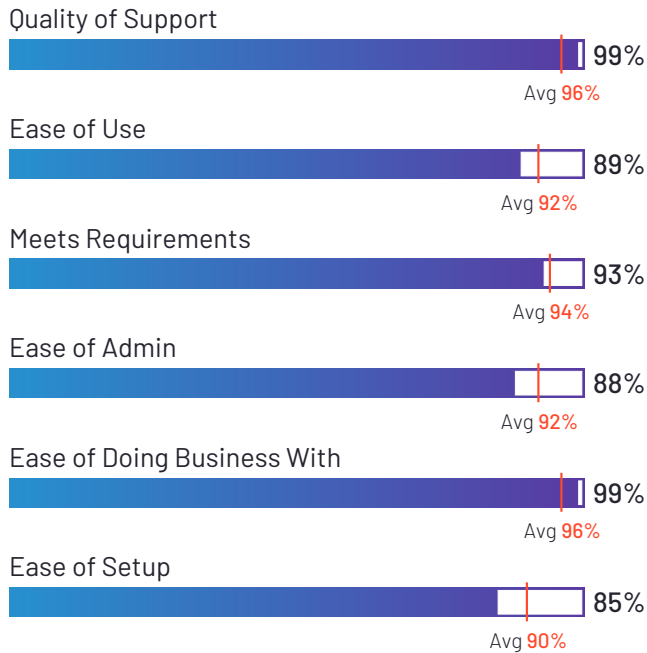15

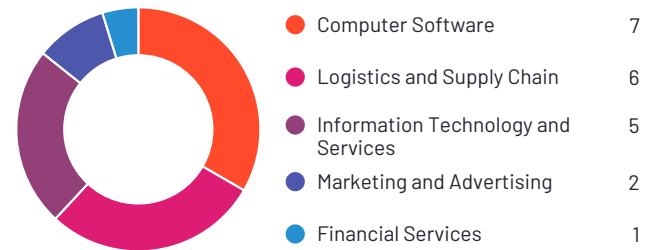**Company Website**
pandium.com

Apideck Unify

4.9 ★★★★★ (50)

Apideck Unify has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Apideck Unify at a rate of 96%. Apideck Unify is also in the Unified APIs and Financial Data APIs categories.

Satisfaction Ratings

Quality of Support
98%
Avg **96%**

Ease of Use
97%
Avg **92%**

Meets Requirements
90%
Avg **94%**

Ease of Admin
100%
Avg **92%**

Ease of Doing Business With
100%
Avg **96%**

Ease of Setup
96%
Avg **90%**

Top Industries Represented

● Computer Software	7
● Airlines/ Aviation	1
● Computer & Network Security	1
● Farming	1
● Financial Services	1

Highest-Rated Features

Monitoring
99%
Avg **89%**

Scalability
99%
Avg **93%**

Third Party
99%
Avg **92%**

Lowest-Rated Features

Low-Code
78%
Avg **88%**

Customization
86%
Avg **91%**

White Labelled
90%
Avg **88%**
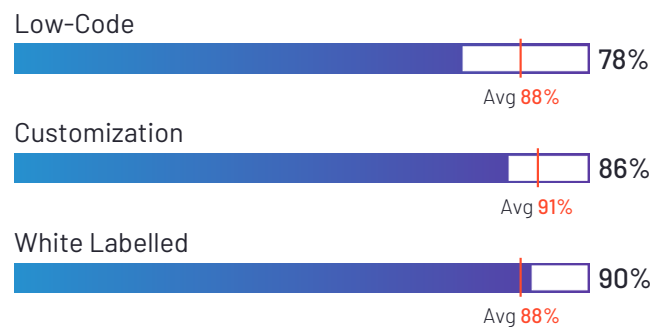
Ownership
Apideck

HQ Location
San Francisco, California

Year Founded
2020

Employees (Listed On Linkedin)
29

Company Website
apideck.com

Cyclr

4.7 ★★★★½ (77)

Cyclr has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Cyclr at a rate of 94%. Cyclr is also in the iPaaS and API Marketplace categories.
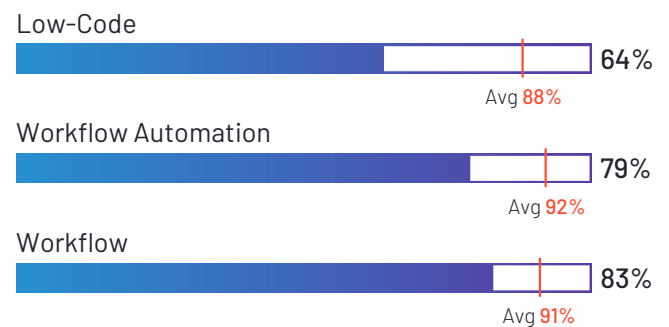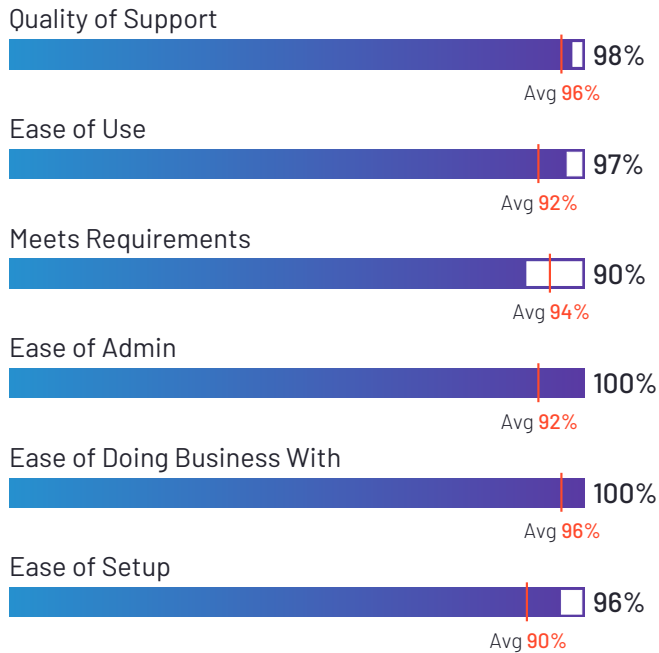
Satisfaction Ratings

Quality of Support
97%
Avg **96%**

Ease of Use
85%
Avg **92%**

Meets Requirements
93%
Avg **94%**

Ease of Admin
88%
Avg **92%**

Ease of Doing Business With
97%
Avg **96%**

Ease of Setup
83%
Avg **90%**

Top Industries Represented

● Computer Software		19
● Marketing and Advertising		8
● Information Technology and Services		7
● Financial Services		3
● Retail		3

Highest-Rated Features

Workflow Automation
92%
Avg **92%**

Compliance
91%
Avg **93%**

Third-Party Apps
91%
Avg **91%**

Lowest-Rated Features

Monitoring
76%
Avg **89%**

Notification
77%
Avg **88%**

White Labelled
83%
Avg **88%**
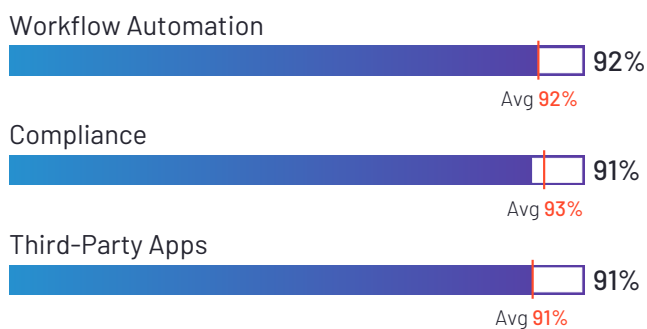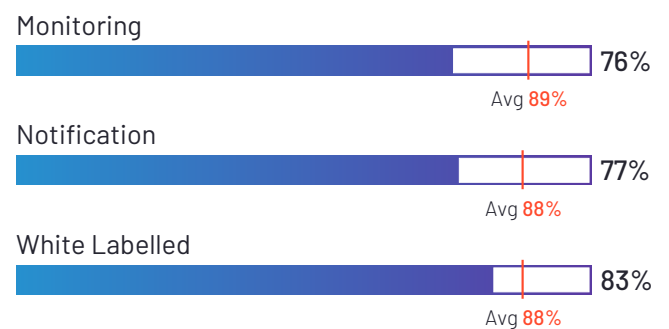
Ownership Cyclr	**HQ Location** London, GB	**Year Founded** 2013	**Employees (Listed On Linkedin)** 43	**Company Website** www.cyclr.com

Appmixer

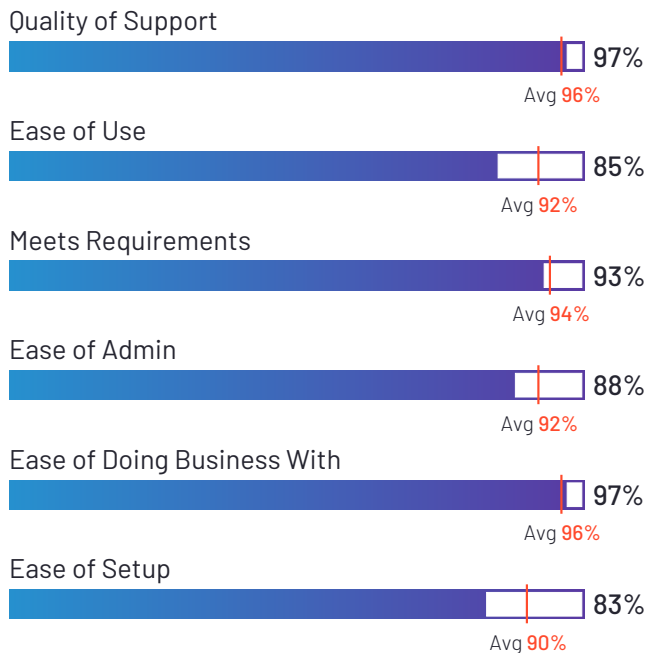**4.8** ★★★★★ (45)

Appmixer has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Appmixer at a rate of 96%. Appmixer is also in the AI Agent Builders category.

Satisfaction Ratings

Quality of Support
97%
Avg 96%

Ease of Use
89%
Avg 92%

Meets Requirements
93%
Avg 94%

Ease of Admin
88%
Avg 92%

Ease of Doing Business With
97%
Avg 96%

Ease of Setup
88%
Avg 90%

Top Industries Represented

● Computer Software	20
● Information Technology and Services	8
● Computer & Network Security	3
● Marketing and Advertising	2
● Defense & Space	1

Highest-Rated Features

Customization
96%
Avg 91%

White Labelled
96%
Avg 88%

Workflow
96%
Avg 91%

Lowest-Rated Features

Monitoring
85%
Avg 89%

Notification
88%
Avg 88%

Authentication
88%
Avg 93%
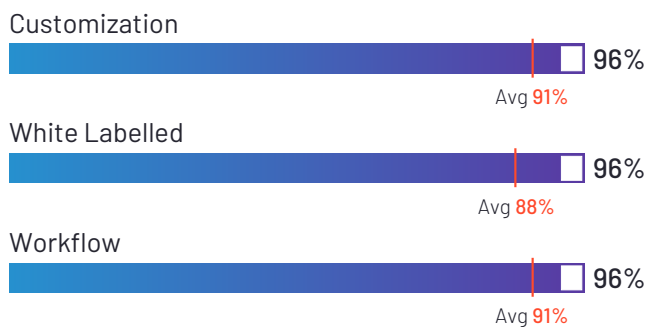
Ownership
client IO s.r.o.

HQ Location
Prague, Czech Republic

Year Founded
2014

Employees (Listed On Linkedin)
2

Company Website
www.client.io

APPSeCONNECT

4.4 ⭐⭐⭐⭐⯨ (130)

APPSeCONNECT has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend APPSeCONNECT at a rate of 91%. APPSeC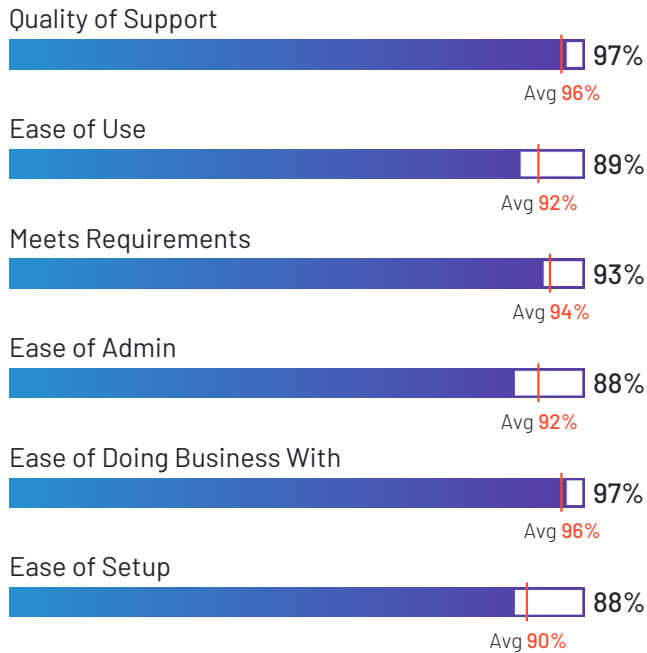ONNECT is also in the SAP Store, E-Commerce Data Integration, iPaaS, API Management, Electronic Data Interchange (EDI), and Workflow Management categories.

Satisfaction Ratings

Quality of Support
94%
Avg **96%**

Ease of Use
87%
Avg **92%**

Meets Requirements
93%
Avg **94%**

Ease of Admin
85%
Avg **92%**

Ease of Doing Business With
92%
Avg **96%**

Ease of Setup
83%
Avg **90%**

Top Industries Represented

● Food & Beverages	3
● Retail	3
● Wholesale	3
● Automotive	2
● Computer Software	2

Ownership
APPSeCONNECT Corp

HQ Location
Frisco, Texas

Year Founded
2022

Employees (Listed On Linkedin)
100

Company Website
appseconnect.com

Flatfile

4.8 ⭐⭐⭐⭐⭐ (30)

Flatfile has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Flatfile at a rate of 94%. Flatfile is also in the Data Exchange Platforms, Other Development, Data Preparation, and Data Quality categories.

Satisfaction Ratings

Quality of Support **99%** Avg **96%**

Ease of Use **97%** Avg **92%**

Meets Requirements **98%** Avg **94%**

Ease of Admin **93%** Avg **92%**

Ease of Doing Business With **100%** Avg **96%**

Ease of Setup **93%** Avg **90%**

Top Industries Represented

Computer Software	7
Marketing and Advertising	2
Construction	1
Education Management	1
Food & Beverages	1

Ownership Flatfile

HQ Location Denver, Colorado

Year Founded 2018

Employees (Listed On Linkedin) 73

Company Website flatfile.io
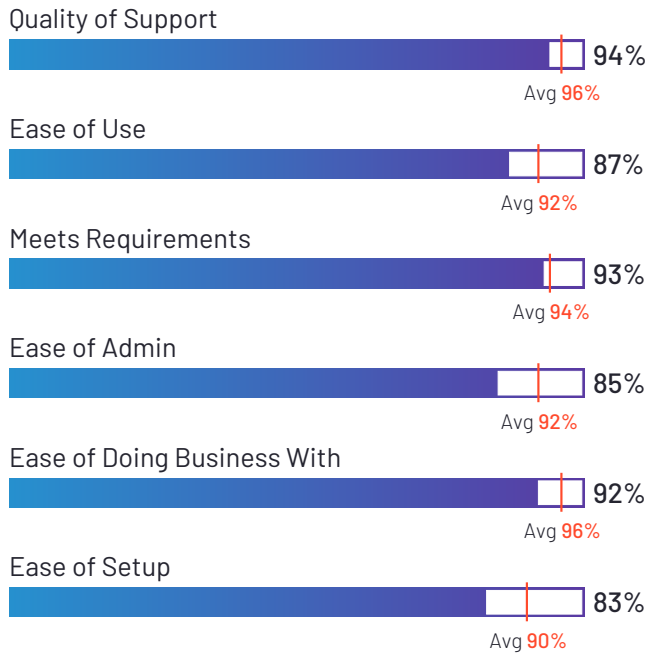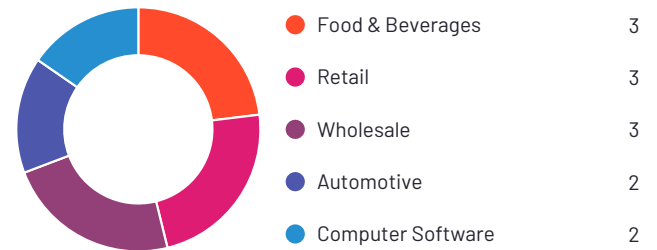
Syncari

4.8 ★★★★★ (41)

Syncari has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Syncari at a rate of 97%. Syncari is also in the Data Management Software, Big Data Integration Platforms, iPaaS, Revenue Operations & Intelligence (RO&I), Lead-to-Account Matching and Routing, Master Data Management (MDM), Data Quality, Reverse ETL, and Customer Data Platform (CDP) categories.

Satisfaction Ratings

Quality of Support
99%
Avg 96%

Ease of Use
77%
Avg 92%

Meets Requirements
95%
Avg 94%

Ease of Admin
84%
Avg 92%

Ease of Doing Business With
100%
Avg 96%

Ease of Setup
77%
Avg 90%

Top Industries Represented

● Computer Software	13
● Information Technology and Services	6
● Consulting	1
● Marketing and Advertising	1
● Online Media	1

Highest-Rated Features

Workflow
100%
Avg 91%

Compliance
100%
Avg 93%

Authentication
100%
Avg 93%

Lowest-Rated Features

Third-Party Apps
89%
Avg 91%

Customization
91%
Avg 91%

Low-Code
95%
Avg 88%
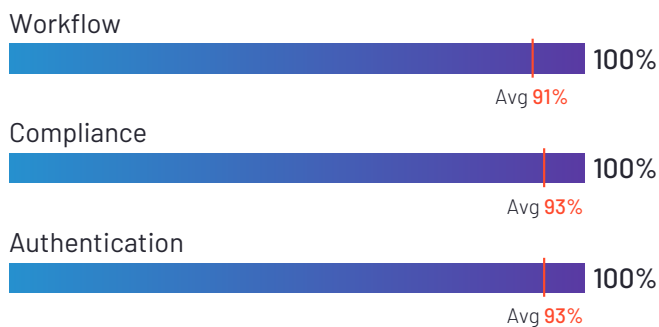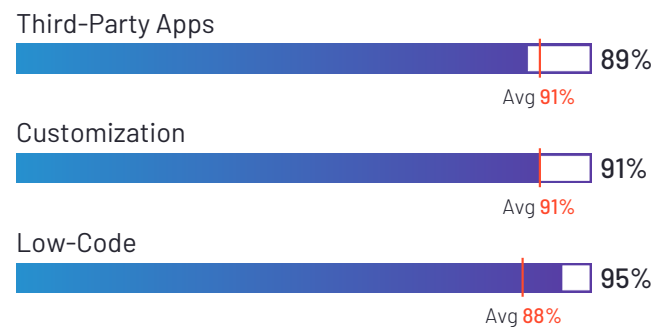
Ownership
Syncari

HQ Location
Newark, California

Year Founded
2019

Employees (Listed On Linkedin)
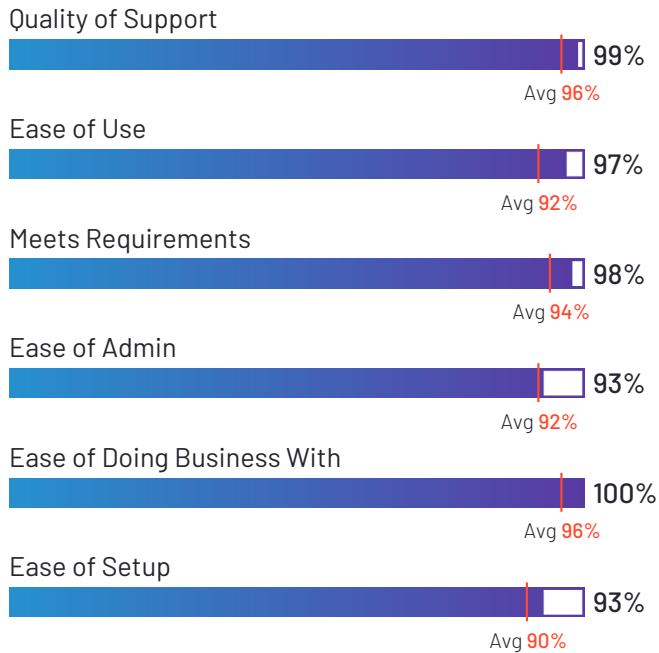45

Company Website
syncari.com

API Fuse

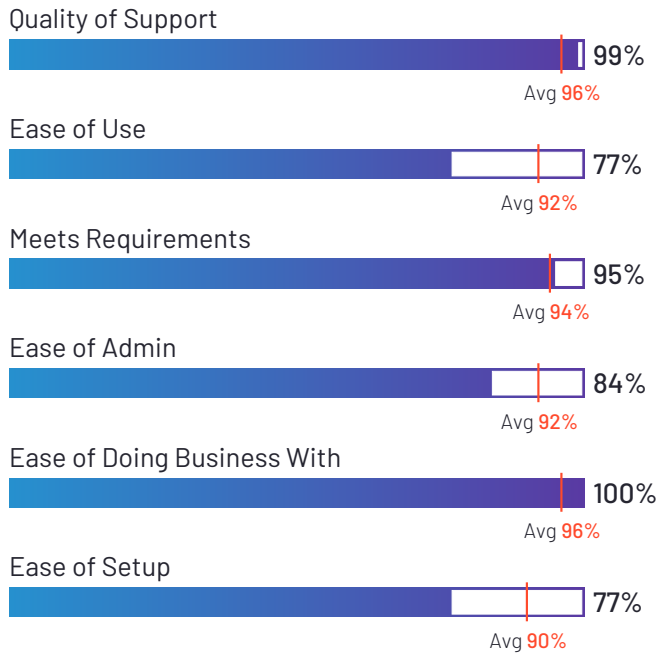**5.0** ★★★★★ (13)

API Fuse has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend API Fuse at a rate of 100%.

Satisfaction Ratings
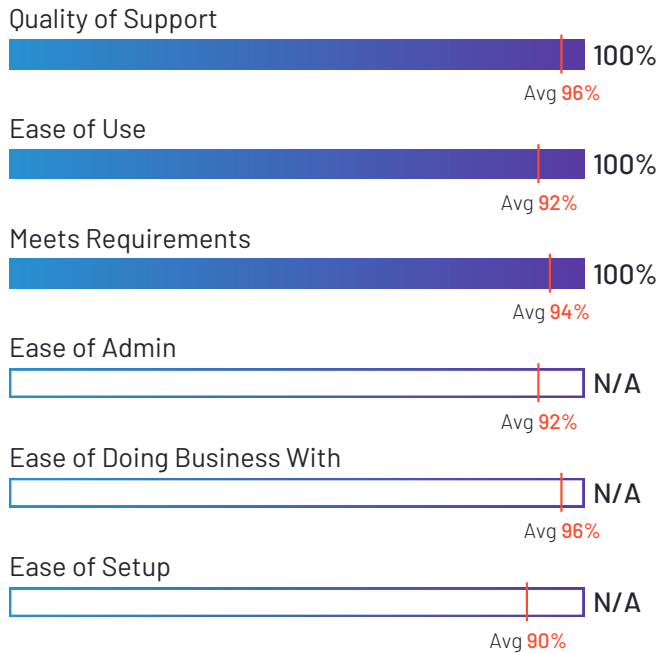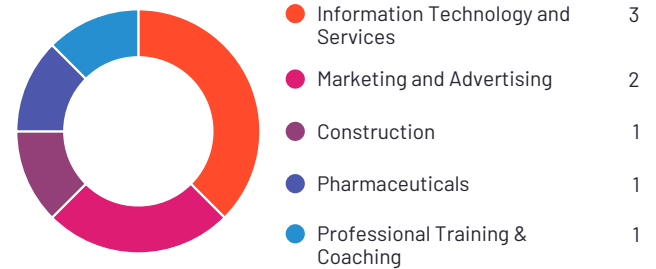
Quality of Support
100%
Avg **96%**

Ease of Use
100%
Avg **92%**

Meets Requirements
100%
Avg **94%**

Ease of Admin
N/A
Avg **92%**

Ease of Doing Business With
N/A
Avg **96%**

Ease of Setup
N/A
Avg **90%**

*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented

● Information Technology and Services	3
● Marketing and Advertising	2
● Construction	1
● Pharmaceuticals	1
● Professional Training & Coaching	1

Ownership
APIFuse

HQ Location
Tampa, US

Year Founded
2019

Employees (Listed On Linkedin)
4

Company Website
apifuse.io

Satisfaction Ratings for Embedded Integration Platforms

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
Workato	94%	94%	92%	91%	94%	93%	91%	92%	83
Albato	93%	98%	91%	92%	95%	94%	91%	90%	80
Prismatic	96%	98%	94%	94%	99%	99%	90%	90%	93
RefoldAI	99%	98%	96%	99%	98%	100%	97%	97%	98
Paragon	92%	97%	90%	94%	97%	97%	92%	93%	78
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	98%	98%	97%	94%	96%	98%	91%	94%	100
klamp	99%	100%	99%	95%	97%	100%	98%	99%	100
Knit API	94%	100%	91%	93%	99%	99%	92%	93%	86
Alloy Automation	97%	100%	95%	95%	100%	99%	89%	90%	97
hotglue	98%	100%	94%	95%	99%	100%	95%	91%	96
Konnectify	98%	100%	98%	97%	100%	99%	95%	98%	93
Entri	99%	100%	96%	96%	99%	99%	95%	97%	100
Integration App	97%	100%	95%	97%	99%	98%	95%	92%	92
Boomi	90%	97%	89%	91%	92%	88%	88%	92%	71
Nango	91%	97%	92%	83%	86%	89%	90%	89%	71
Frends	89%	87%	89%	88%	90%	89%	86%	87%	67
Tray.ai	88%	93%	88%	89%	91%	89%	86%	84%	74
Peliqan	98%	100%	95%	88%	93%	94%	94%	94%	96
Pandium	95%	94%	93%	88%	99%	99%	85%	89%	86

(Satisfaction Ratings for Embedded Integration Platforms continues on next page)

**N/A is displayed when fewer than five responses were received for the question.

***Net Promoter Score ranges from –100 to +100

Satisfaction Ratings for Embedded Integration Platforms (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
Apideck Unify	96%	100%	90%	100%	100%	98%	96%	97%	81
Cyclr	94%	94%	93%	88%	97%	97%	83%	85%	85
Appmixer	96%	98%	93%	88%	97%	97%	88%	89%	95
APPSeCONNECT	91%	88%	93%	85%	92%	94%	83%	87%	70
Flatfile	94%	92%	98%	93%	100%	99%	93%	97%	88
Syncari	97%	93%	95%	84%	100%	99%	77%	77%	100
API Fuse	100%	100%	100%	N/A	N/A	100%	N/A	100%	100
Average	95%	97%	94%	92%	96%	96%	90%	92%	88

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Feature Comparison for Embedded Integration Platforms

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Data

	Scalability
Workato	93%
Albato	97%
Prismatic	92%
RefoldAI	97%
Paragon	90%
Peeklogic Connector: Salesforce & Jira	NetSuite	Azure DevOps	93%
klamp	100%
Knit API	91%
Alloy Automation	96%
hotglue	96%
Konnectify	N/A
Entri	98%
Integration App	95%
Boomi	87%
Nango	92%
Frends	81%
Tray.ai	82%
Peliqan	N/A
Pandium	94%

(Feature Comparison for Embedded Integration Platforms continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Data

	Scalability
Apideck Unify	99%
Cyclr	90%
Appmixer	93%
APPSeCONNECT	N/A
Flatfile	N/A
Syncari	98%
API Fuse	N/A
Average	93%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Development

	Low-Code	Customization
Workato	92%	90%
Albato	98%	93%
Prismatic	92%	93%
RefoldAI	95%	97%
Paragon	88%	86%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	93%	93%
klamp	99%	100%
Knit API	79%	84%
Alloy Automation	91%	91%
hotglue	83%	92%
Konnectify	N/A	N/A
Entri	86%	89%
Integration App	95%	97%
Boomi	92%	89%
Nango		91%
Frends	79%	77%
Tray.ai	89%	88%
Peliqan	N/A	N/A
Pandium	64%	90%

(Feature Comparison for Embedded Integration Platforms continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Development

	Low-Code	Customization
Apideck Unify	78%	86%
Cyclr	87%	87%
Appmixer	93%	96%
APPSeCONNECT	N/A	N/A
Flatfile	N/A	N/A
Syncari	95%	91%
API Fuse	N/A	N/A
Average	88%	91%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Security

	Authentication	Compliance
Workato	92%	90%
Albato	92%	90%
Prismatic	92%	95%
RefoldAI	99%	98%
Paragon	95%	93%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	93%	94%
klamp	100%	100%
Knit API	86%	89%
Alloy Automation	94%	95%
hotglue	90%	91%
Konnectify	N/A	N/A
Entri	98%	97%
Integration App	97%	98%
Boomi	93%	95%
Nango	92%	90%
Frends	82%	80%
Tray.ai	85%	86%
Peliqan	N/A	N/A
Pandium	97%	98%

(Feature Comparison for Embedded Integration Platforms continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Security

	Authentication	Compliance
Apideck Unify	99%	99%
Cyclr	87%	91%
Appmixer	88%	92%
APPSeCONNECT	83%	N/A
Flatfile	N/A	N/A
Syncari	100%	100%
API Fuse	N/A	N/A
Average	93%	93%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Management

	Third-Party Apps	White Labelled	Workflow	Self-Service	Monitoring	Notification
Workato	91%	87%	93%	92%	89%	90%
Albato	95%	86%	97%	98%	97%	95%
Prismatic	92%	93%	94%	93%	89%	89%
RefoldAI	97%	97%	99%	96%	97%	96%
Paragon	90%	89%	89%	89%	87%	85%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	92%	87%	93%	91%	92%	87%
klamp	97%	84%	97%	88%	90%	89%
Knit API	89%	81%	85%	83%	87%	83%
Alloy Automation	94%	92%	93%	88%	83%	85%
hotglue	95%	97%		93%	97%	96%
Konnectify	N/A	N/A	N/A	N/A	N/A	N/A
Entri	89%	82%	86%	93%	88%	92%
Integration App	97%	93%	95%	91%	89%	89%
Boomi	85%	86%	92%	86%	89%	86%
Nango	94%	87%	88%	90%	93%	87%
Frends	71%	71%	80%	73%	75%	75%
Tray.ai	83%	91%	90%	84%	80%	82%
Peliqan	N/A	N/A	N/A	N/A	N/A	N/A
Pandium	97%	97%	83%	94%	90%	95%

(Feature Comparison for Embedded Integration Platforms continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Management

	Third-Party Apps	White Labelled	Workflow	Self-Service	Monitoring	Notification
Apideck Unify	95%	90%		96%	99%	96%
Cyclr	91%	83%	88%	89%	76%	77%
Appmixer	91%	96%	96%	93%	85%	88%
APPSeCONNECT	N/A	N/A	N/A	N/A	N/A	N/A
Flatfile	N/A	N/A	N/A	N/A	N/A	N/A
Syncari	89%	N/A	100%	N/A	N/A	N/A
API Fuse	N/A	N/A	N/A	N/A	N/A	N/A
Average	91%	88%	91%	90%	89%	88%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Application Integration

	Third Party	Scalability	Workflow Automation	Connectivity
Workato	91%	93%	95%	93%
Albato	98%	98%	97%	100%
Prismatic	94%	94%	94%	95%
RefoldAI	98%	98%	99%	99%
Paragon	91%	90%	89%	91%
Peeklogic Connector: Salesforce & Jira	NetSuite	Azure DevOps	90%	88%	94%	93%
klamp	97%	99%	100%	92%
Knit API	87%	91%	84%	92%
Alloy Automation	93%	95%	94%	96%
hotglue	100%	100%		98%
Konnectify	N/A	N/A	N/A	N/A
Entri	93%	98%	93%	98%
Integration App	97%	95%	97%	94%
Boomi	83%	87%	90%	91%
Nango	92%	95%	91%	94%
Frends	78%	77%	79%	81%
Tray.ai	83%	83%	90%	87%
Peliqan	N/A	N/A	N/A	N/A
Pandium	96%	96%	79%	93%

(Feature Comparison for Embedded Integration Platforms continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Feature Comparison for Embedded Integration Platforms (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Application Integration

	Third Party	Scalability	Workflow Automation	Connectivity
Apideck Unify	99%	99%		96%
Cyclr	87%	90%	92%	90%
Appmixer	92%	93%	96%	96%
APPSeCONNECT	N/A	N/A	N/A	N/A
Flatfile	N/A	N/A	N/A	N/A
Syncari	N/A	N/A	N/A	N/A
API Fuse	N/A	N/A	N/A	N/A
Average	92%	93%	92%	93%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

Additional Data for Embedded Integration Platforms

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Workato	21%	45%	34%
Albato	96%	4%	1%
Prismatic	54%	41%	4%
RefoldAI	56%	38%	6%
Paragon	78%	18%	4%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	14%	72%	14%
klamp	50%	38%	13%
Knit API	64%	34%	2%
Alloy Automation	53%	47%	0%
hotglue	97%	0%	3%
Konnectify	81%	19%	0%
Entri	65%	24%	12%
Integration App	85%	15%	0%
Boomi	9%	48%	43%
Nango	47%	39%	13%
Frends	16%	59%	25%
Tray.ai	27%	68%	5%
Peliqan	57%	39%	4%
Pandium	35%	57%	9%

(Additional Data for Embedded Integration Platforms continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Embedded Integration Platforms (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Apideck Unify	87%	7%	7%
Cyclr	50%	47%	3%
Appmixer	68%	32%	0%
APPSeCONNECT	65%	35%	0%
Flatfile	88%	13%	0%
Syncari	30%	65%	4%
API Fuse	82%	18%	0%
Average	57%	35%	8%

*N/A is displayed when data is not publicly available.

Additional Data for Embedded Integration Platforms (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Workato	87%	13%	2.7	72%	13%	11%	4%	7	15
Albato	69%	31%	0.7	93%	1%	2%	4%	3	10
Prismatic	87%	13%	2.3	93%	6%	1%	0%	7	16
RefoldAI	69%	31%	0.6	75%	8%	0%	17%	7	16
Paragon	89%	11%	1.3	94%	0%	3%	3%	3	14
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	94%	6%	1.1	64%	20%	8%	8%	37	15
klamp	82%	18%	0.8	80%	0%	10%	10%	5	4
Knit API	89%	11%	1.6	88%	0%	0%	13%	7	8
Alloy Automation	86%	14%	2.0	92%	8%	0%	0%	3	12
hotglue	100%	0%	1.5	78%	22%	0%	0%	3	6
Konnectify	90%	10%	1.4	50%	50%	0%	0%	12	17
Entri	100%	0%	1.1	100%	0%	0%	0%	3	6
Integration App	86%	14%	1.0	93%	0%	0%	7%	3	9
Boomi	100%	0%	1.6	61%	22%	6%	11%	17	10
Nango	67%	33%	2.9	88%	13%	0%	0%	5	5
Frends	57%	43%	2.5	54%	32%	4%	11%	7	9
Tray.ai	88%	12%	2.3	68%	23%	5%	5%	7	15
Peliqan	100%	0%	1.3	N/A	N/A	N/A	N/A	N/A	N/A
Pandium	100%	0%	2.3	75%	0%	13%	13%	7	8

(Additional Data for Embedded Integration Platforms continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Embedded Integration Platforms (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Apideck Unify	100%	0%	3.1	100%	0%	0%	0%	5	6
Cyclr	90%	10%	2.3	94%	6%	0%	0%	5	5
Appmixer	80%	20%	3.0	94%	6%	0%	0%	3	5
APPSeCONNECT	40%	60%	4.4	50%	36%	0%	14%	3	9
Flatfile	100%	0%	3.3	100%	0%	0%	0%	3	N/A
Syncari	100%	0%	1.7	92%	8%	0%	0%	3	12
API Fuse	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Embedded Integration Platforms continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Embedded Integration Platforms (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Workato	48%	11
Albato	62%	5
Prismatic	40%	9
RefoldAI	51%	6
Paragon	60%	6
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	64%	6
klamp	72%	6
Knit API	42%	6
Alloy Automation	38%	7
hotglue	70%	9
Konnectify	87%	4
Entri	32%	5
Integration App	33%	4
Boomi	63%	11
Nango	74%	10
Frends	55%	21
Tray.ai	59%	12
Peliqan	83%	5
Pandium	59%	5

(Additional Data for Embedded Integration Platforms continues on next page)

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Additional Data for Embedded Integration Platforms (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
Apideck Unify	51%	8
Cyclr	53%	12
Appmixer	36%	12
APPSeCONNECT	45%	15
Flatfile	61%	N/A
Syncari	68%	9
API Fuse	N/A	N/A
Average	56%	8

(Additional Data for Embedded Integration Platforms continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Embedded Integration Platforms (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
Workato	Workato	2013	1,161	77,569
Albato	Albato	2019	39	2,680
Prismatic	Prismatic	2019	71	6,197
RefoldAI	Refold	2018	35	6,090
Paragon	Paragon	2019	128	7,581
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	Peeklogic	2015	83	4,196
klamp	Klamp Inc	2022	20	5,461
Knit API	Knit API Private Limited	2023	37	2,692
Alloy Automation	Alloy	2019	38	21,617
hotglue	hotglue	2019	22	2,544
Konnectify	Konnectify	2021	32	3,119
Entri	Entri	2017	26	696
Integration App	Integration App		22	6,178
Boomi	Boomi	2000	2,706	108,107
Nango	Nango	2022	8	2,665
Frends	FRENDS	1988	282	12,443
Tray.ai	Tray.io	2012	148	22,009
Peliqan	Peliqan	2022	22	2,208
Pandium	Pandium	2018	15	2,262

(Additional Data for Embedded Integration Platforms continues on next page)

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Additional Data for Embedded Integration Platforms (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
Apideck Unify	Apideck	2020	29	2,175
Cyclr	Cyclr	2013	43	2,217
Appmixer	client IO s.r.o.	2014	1	678
APPSeCONNECT	APPSeCONNECT Corp	2022	100	14,830
Flatfile	Flatfile	2018	73	8,125
Syncari	Syncari	2019	45	8,788
API Fuse	APIFuse	2019	4	83

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