Grid® Report for Embedded Integration Platforms

SUMMER 2025
Momentum Leader

SUMMER 2025
Best Relationship

SUMMER 2025
Grid Leader

Contenders

Leaders

🔺 Prismatic

Market Presence

Niche

High Performers

Satisfaction

🔺 Prismatic

Grid® Report for Embedded Integration Platforms

Summer 2025

Embedded Integration Platforms

Grid chart. Vertical axis: Market Presence. Horizontal axis: Satisfaction.

Quadrant labels:
- Contenders (top-left)
- Leaders (top-right)
- Niche (bottom-left)
- High Performers (bottom-right)

Plotted companies:
- Workato
- Boomi
- Prismatic
- Tray.ai
- Frends
- Nango
- Paragon
- Knit / Knit API
- Cobalt
- Albato
- Flatfile
- Cyclr
- Apidveck Unify
- Pandium
- Alloy Automation
- Integration App
- Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps
- APPSeCONNECT
- Konnectify
- Entri
- klamp
- hotglue
- Syncari
- Appmixer
- API Fuse

Satisfaction

G2 Grid® Scoring

(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 May 27, 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, Cobalt, Paragon, and Knit API

▶ 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, Alloy Automation, Konnectify, Integration App, Entri, hotglue, and Apideck Unify

▶ 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: Pandium, 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	189	68	99	84
Albato	436	99	60	80
Prismatic	177	86	71	78
Cobalt	68	77	58	67
Paragon	67	59	65	62
Knit API	44	54	50	52

High Performers

	# of Reviews	Satisfaction	Market Presence	G2 Score
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	41	69	42	56
klamp	22	69	36	52
Alloy Automation	38	55	49	52
Konnectify	16	62	36	49
Integration App	24	59	38	49
Entri	17	58	37	47
hotglue	28	58	35	46
Apideck Unify	12	54	36	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	58	32	91	62
Nango	35	40	59	49
Frends	61	24	61	43
Tray.ai	59	2	64	33

Niche

	# of Reviews	Satisfaction	Market Presence	G2 Score
Pandium	23	49	39	44
Cyclr	59	32	44	38
Appmixer	44	43	30	36
APPSeCONNECT	20	28	39	34
Flatfile	17	10	48	29
Syncari	24	19	30	24
API Fuse	11	33	4	19

* 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 | Summer 2025 is based on reviews collected through May 27, 2025. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Summer 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 May 27, 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 (548)

SUMMER 2025
Grid 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, 93% 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 Process Orchestration, Reverse ETL, Data Replication, Big Data Integration Platforms, iPaaS, ETL Tools, Productivity Bots, API Management, Master Data Management (MDM), Electronic Data Interchange (EDI), API Development, and API Generation categories.

Satisfaction Ratings

Quality of Support
93%
Avg 97%

Ease of Use
92%
Avg 92%

Meets Requirements
92%
Avg 94%

Ease of Admin
91%
Avg 92%

Ease of Doing Business With
94%
Avg 97%

Ease of Setup
91%
Avg 91%

Top Industries Represented

Industry	Count
● Computer Software	45
● Information Technology and Services	37
● Financial Services	12
● Retail	7
● Accounting	6

Highest-Rated Features

Workflow Automation
95%
Avg 92%

Workflow
93%
Avg 92%

Connectivity
93%
Avg 94%

Lowest-Rated Features

White Labelled
86%
Avg 88%

Monitoring
88%
Avg 88%

Notification
89%
Avg 88%

Ownership
Workato

HQ Location
Mountain View, California

Year Founded
2013

Employees (Listed On Linkedin)
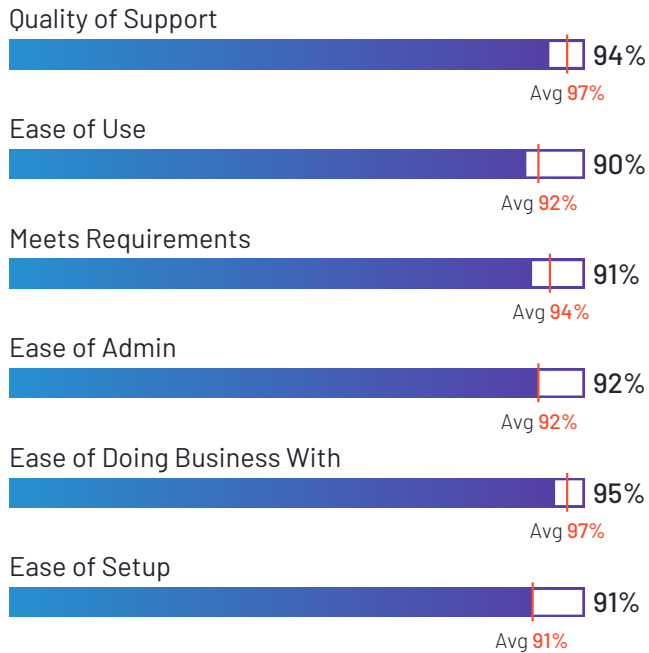1,115

Company Website
workato.com

Albato

4.6 ★★★★½ (469)

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 Platforms. 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 97%

Ease of Use
90%
Avg 92%

Meets Requirements
91%
Avg 94%

Ease of Admin
92%
Avg 92%

Ease of Doing Business With
95%
Avg 97%

Ease of Setup
91%
Avg 91%

Top Industries Represented

● Marketing and Advertising	140
● Information Technology and Services	41
● Computer Software	32
● Consulting	20
● Education Management	20

Highest-Rated Features

Connectivity
100%
Avg 94%

Self-Service
98%
Avg 90%

Scalability
98%
Avg 93%

Lowest-Rated Features

White Labelled
84%
Avg 88%

Compliance
87%
Avg 93%

Authentication
90%
Avg 93%

Ownership
Albato

HQ Location
Setúbal, PT

Year Founded
2019

Employees (Listed On Linkedin)
37

Company Website
www.albato.com

Prismatic

4.8 ★★★★★ (189)

SUMMER 2025
Grid 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.
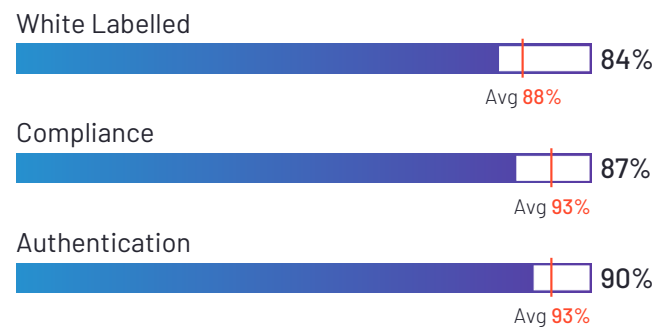
Satisfaction Ratings

Quality of Support
99%
Avg 97%

Ease of Use
90%
Avg 92%

Meets Requirements
93%
Avg 94%

Ease of Admin
94%
Avg 92%

Ease of Doing Business With
98%
Avg 97%

Ease of Setup
90%
Avg 91%

Top Industries Represented

● Computer Software	66
● Information Technology and Services	33
● Financial Services	9
● Accounting	6
● Construction	6

Highest-Rated Features

Connectivity
95%
Avg 94%

Compliance
95%
Avg 93%

Workflow Automation
94%
Avg 92%

Lowest-Rated Features

Monitoring
89%
Avg 88%

Notification
89%
Avg 88%

Low-Code
92%
Avg 88%

Ownership
Prismatic

HQ Location
Sioux Falls, US

Year Founded
2019

Employees (Listed On Linkedin)
62

Company Website
prismatic.io

Cobalt

4.9 ★★★★★ (71)

SUMMER 2025
Grid Leader
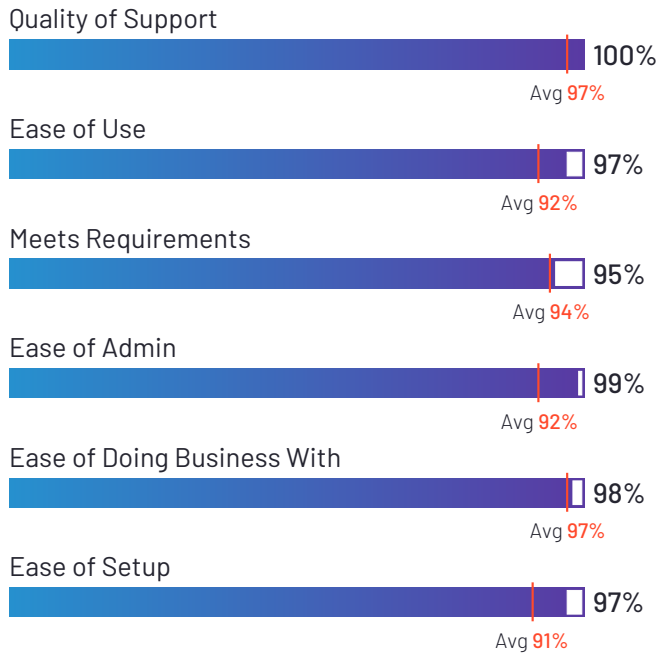
Cobalt has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 98% of users believe it is headed in the right direction, and users said they would be likely to recommend Cobalt at a rate of 99%. Cobalt is also in the Unified APIs category.
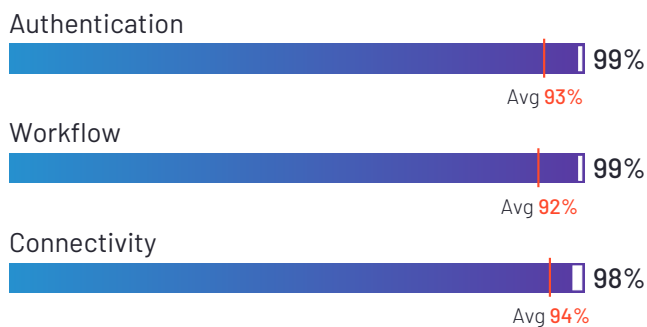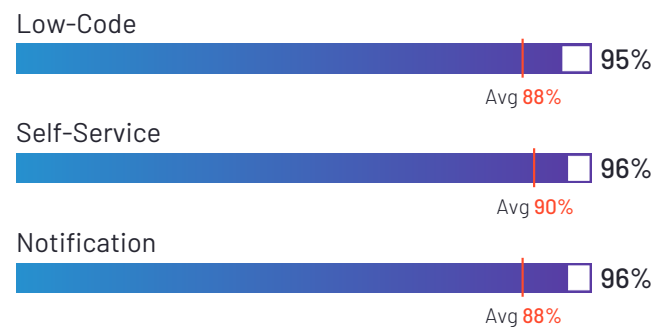
Satisfaction Ratings

Quality of Support
100%
Avg 97%

Ease of Use
97%
Avg 92%

Meets Requirements
95%
Avg 94%

Ease of Admin
99%
Avg 92%

Ease of Doing Business With
98%
Avg 97%

Ease of Setup
97%
Avg 91%

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 92%

Connectivity
98%
Avg 94%

Lowest-Rated Features

Low-Code
95%
Avg 88%

Self-Service
96%
Avg 90%

Notification
96%
Avg 88%

Ownership
Cobalt

HQ Location
San Francisco, CA

Year Founded
2018

Employees (Listed On Linkedin)
35

Company Website
gocobalt.io

Paragon

4.7 ★★★★½ (68)

SUMMER 2025
Grid Leader

Paragon 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, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Paragon at a rate of 94%.

Satisfaction Ratings

Quality of Support
97%
Avg 97%

Ease of Use
94%
Avg 92%

Meets Requirements
91%
Avg 94%

Ease of Admin
94%
Avg 92%

Ease of Doing Business With
98%
Avg 97%

Ease of Setup
94%
Avg 91%

Top Industries Represented

Industry	
● Computer Software	39
● Information Technology and Services	13
● Computer & Network Security	3
● Accounting	2
● Industrial Automation	2

Highest-Rated Features

Authentication
96%
Avg 93%
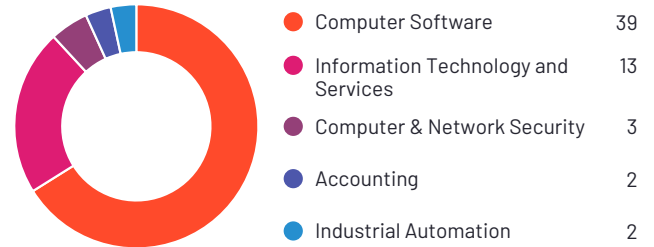
Compliance
95%
Avg 93%

Workflow Automation
93%
Avg 92%

Lowest-Rated Features

Customization
88%
Avg 91%

Notification
88%
Avg 88%

Monitoring
89%
Avg 88%

Ownership
Paragon

HQ Location
Los Angeles, US

Year Founded
2019

Employees (Listed On Linkedin)
120

Company Website
useparagon.com

Knit API

Knit

4.7 ★★★★⯨ (54)

SUMMER 2025
Grid Leader

Knit API has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 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 **97%**

Ease of Use
93%
Avg **92%**

Meets Requirements
91%
Avg **94%**

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

Ease of Doing Business With
99%
Avg **97%**

Ease of Setup
92%
Avg **91%**

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 **94%**

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	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
Knit API Private Limited	Lewes, US	2023	39	getknit.dev

Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps

4.9 ★★★★★ (62)
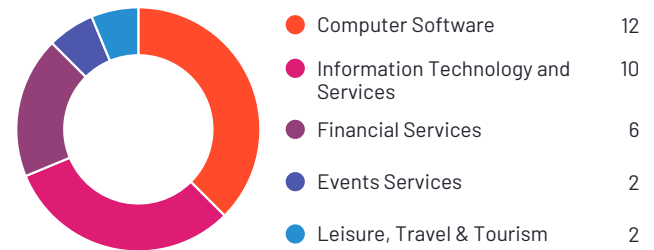
SUMMER 2025 G2
High Performer

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.
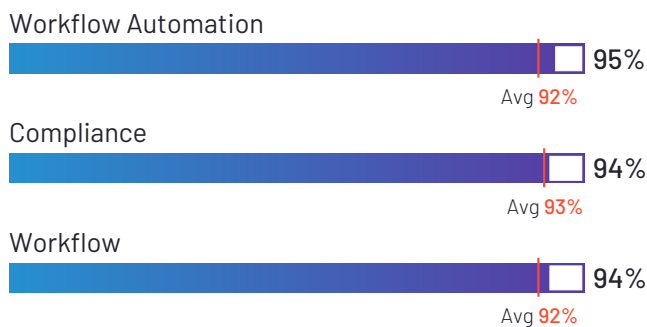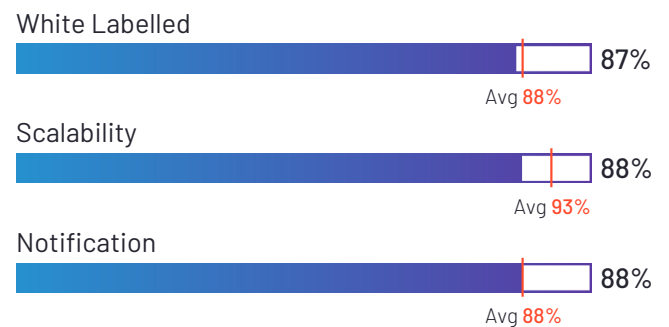
Satisfaction Ratings
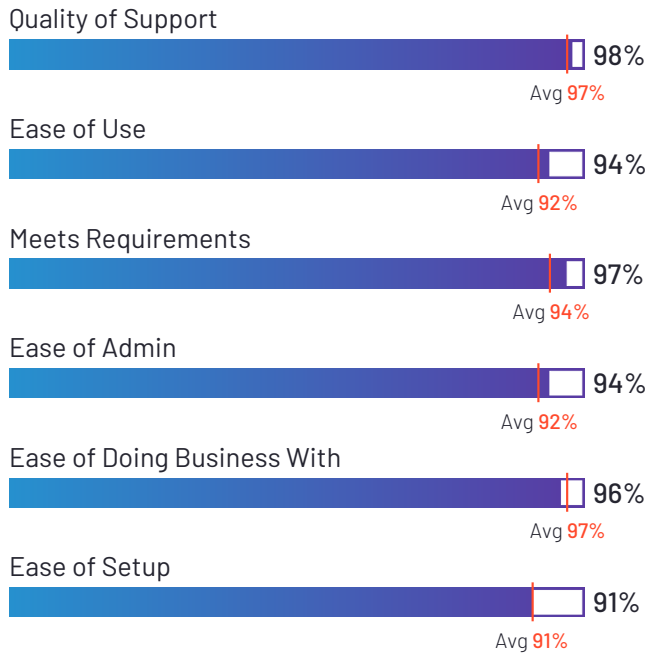
Quality of Support
98%
Avg **97%**

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

Meets Requirements
97%
Avg **94%**

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

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

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

Top Industries Represented

● Computer Software	12
● Information Technology and Services	10
● Financial Services	6
● Events Services	2
● Leisure, Travel & Tourism	2

Highest-Rated Features

Workflow Automation
95%
Avg **92%**

Compliance
94%
Avg **93%**

Workflow
94%
Avg **92%**

Lowest-Rated Features

White Labelled
87%
Avg **88%**

Scalability
88%
Avg **93%**

Notification
88%
Avg **88%**

Ownership
Peeklogic

HQ Location
Austin, US

Year Founded
2015

Employees (Listed On Linkedin)
83

Company Website
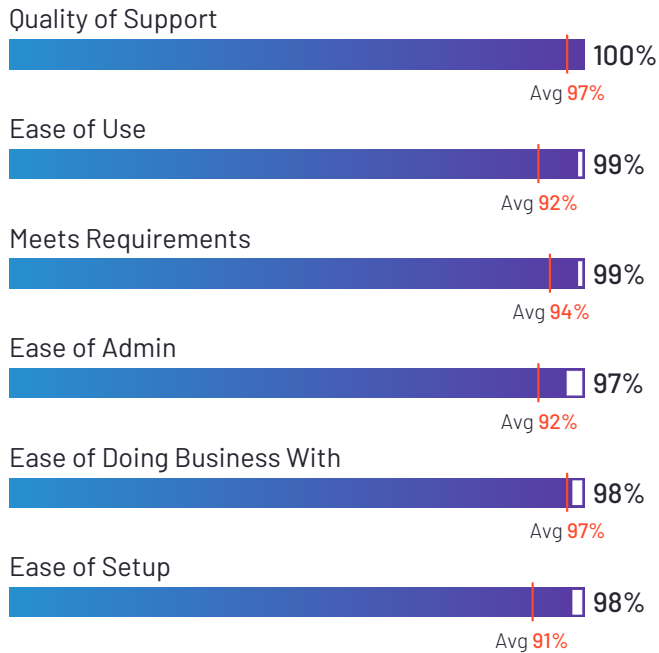peeklogic.com

klamp

5.0 ★★★★★ (23)

SUMMER 2025
High Performer

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 100%. klamp is also in the E-Commerce Data Integration, iPaaS, and Other Cloud Integration categories.
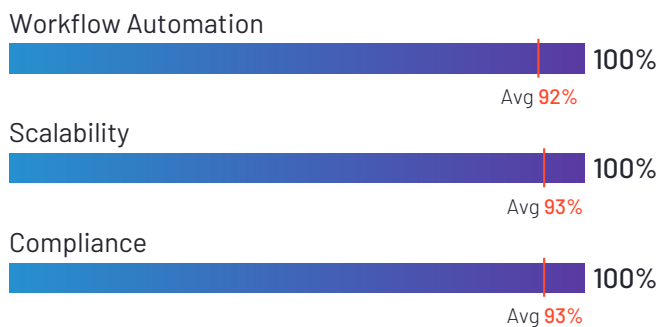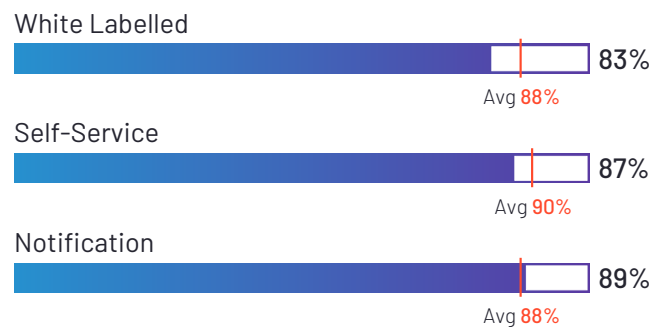
Satisfaction Ratings

Quality of Support
100%
Avg **97%**

Ease of Use
99%
Avg **92%**

Meets Requirements
99%
Avg **94%**

Ease of Admin
97%
Avg **92%**

Ease of Doing Business With
98%
Avg **97%**

Ease of Setup
98%
Avg **91%**

Top Industries Represented

● Computer Software	6
● Information Technology and Services	5
● Marketing and Advertising	3
● Accounting	1
● Apparel & Fashion	1

Highest-Rated Features

Workflow Automation
100%
Avg **92%**

Scalability
100%
Avg **93%**

Compliance
100%
Avg **93%**

Lowest-Rated Features

White Labelled
83%
Avg **88%**

Self-Service
87%
Avg **90%**

Notification
89%
Avg **88%**

Ownership
Klamp Inc

HQ Location
Wellmington, Delaware

Year Founded
2022

Employees (Listed On Linkedin)
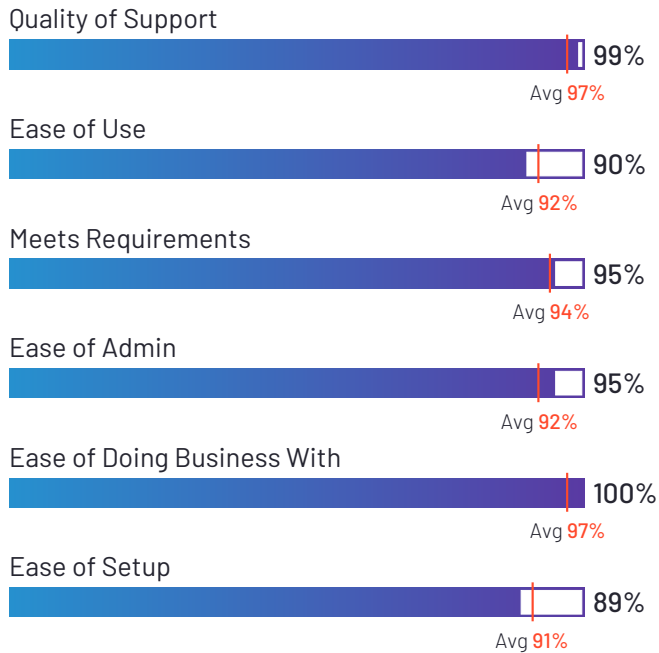20

Company Website
www.klamp.io

Alloy Automation

4.8 ★★★★★ (44)

SUMMER 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, and Unified APIs categories.
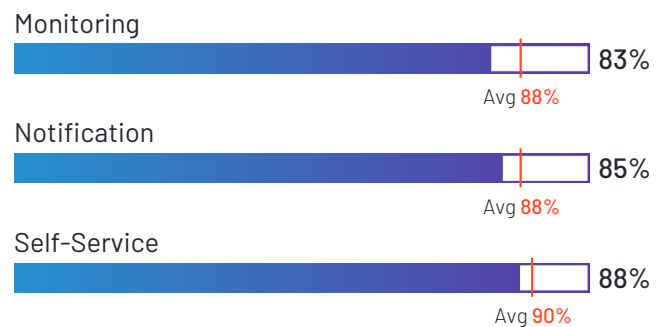
Satisfaction Ratings

Quality of Support
99%
Avg **97%**

Ease of Use
90%
Avg **92%**

Meets Requirements
95%
Avg **94%**

Ease of Admin
95%
Avg **92%**

Ease of Doing Business With
100%
Avg **97%**

Ease of Setup
89%
Avg **91%**

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 **94%**

Scalability
96%
Avg **93%**

Scalability
95%
Avg **93%**

Lowest-Rated Features

Monitoring
83%
Avg **88%**

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

Konnectify

4.9 ★★★★★ (23)

SUMMER 2025
High Performer
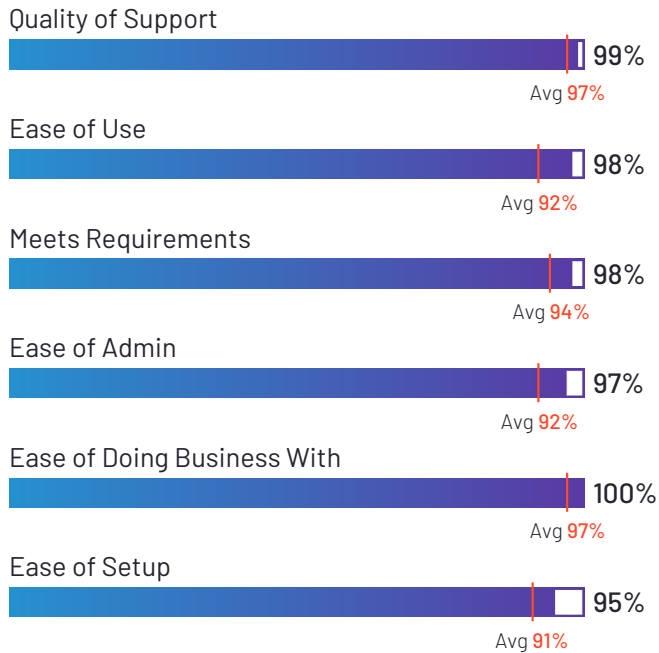
Konnectify has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Konnectify at a rate of 98%. Konnectify is also in the iPaaS category.

Satisfaction Ratings

Quality of Support
99%
Avg **97%**

Ease of Use
98%
Avg **92%**

Meets Requirements
98%
Avg **94%**

Ease of Admin
97%
Avg **92%**

Ease of Doing Business With
100%
Avg **97%**

Ease of Setup
95%
Avg **91%**

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

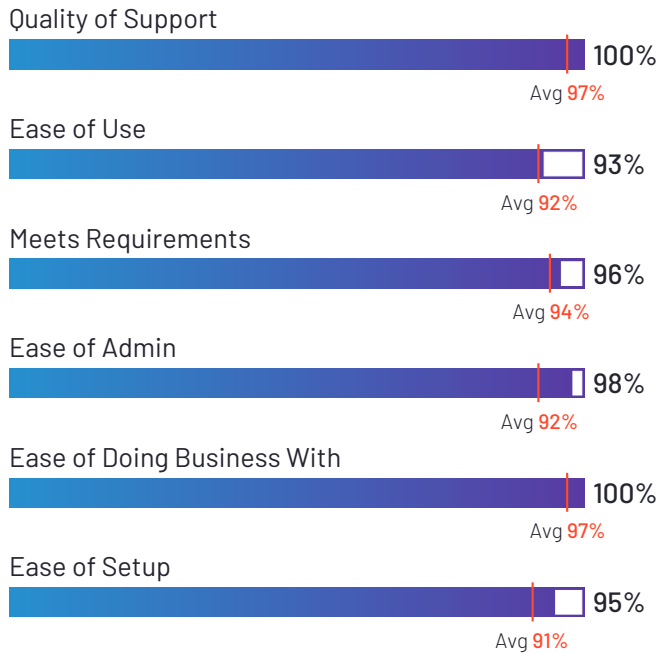**Employees (Listed On Linkedin)**
38

Company Website
konnectify.co

Integration App

4.9 ★★★★★ (26)

SUMMER 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 98%. Integration App is also in the Unified APIs category.
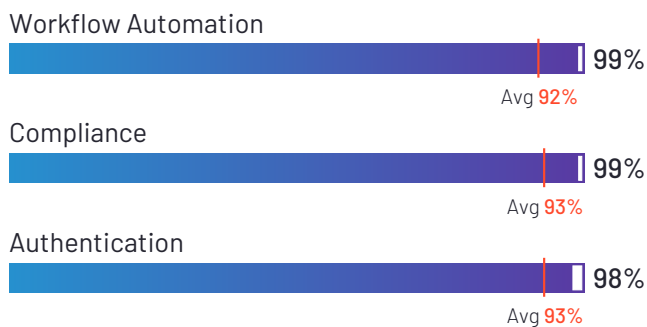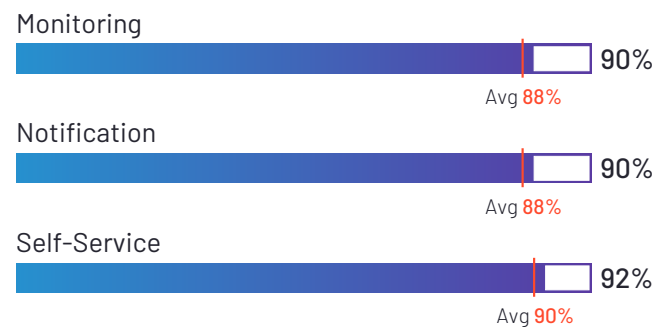
Satisfaction Ratings

Quality of Support
100%
Avg **97%**

Ease of Use
93%
Avg **92%**

Meets Requirements
96%
Avg **94%**

Ease of Admin
98%
Avg **92%**

Ease of Doing Business With
100%
Avg **97%**

Ease of Setup
95%
Avg **91%**

Top Industries Represented

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

Highest-Rated Features

Workflow Automation
99%
Avg **92%**

Compliance
99%
Avg **93%**

Authentication
98%
Avg **93%**

Lowest-Rated Features

Monitoring
90%
Avg **88%**

Notification
90%
Avg **88%**

Self-Service
92%
Avg **90%**

Ownership
Integration App

Employees (Listed On Linkedin)
19

Company Website
integration.app

Entri

4.9 ★★★★★ (20)

SUMMER 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 **97%**

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

Meets Requirements
96%
Avg **94%**

Ease of Admin
96%
Avg **92%**

Ease of Doing Business With
99%
Avg **97%**

Ease of Setup
95%
Avg **91%**

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 **94%**
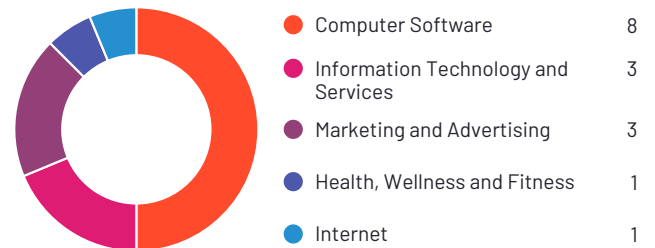
Scalability
98%
Avg **93%**

Scalability
98%
Avg **93%**

Lowest-Rated Features

White Labelled
82%
Avg **88%**

Low-Code
86%
Avg **88%**

Workflow
86%
Avg **92%**

Ownership
Entri

HQ Location
New York , US

Year Founded
2017

Employees (Listed On Linkedin)
19

Company Website
www.entri.com

hotglue

4.9 ★★★★★ (32)

SUMMER 2025
High Performer
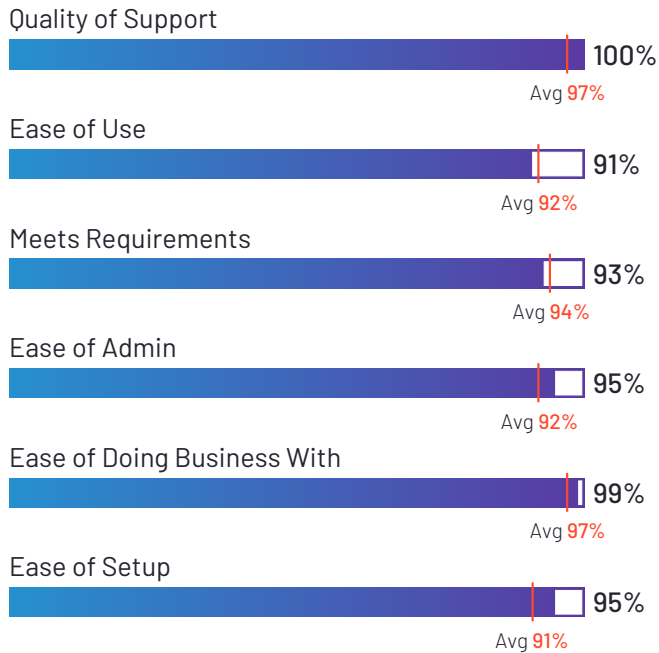
hotglue has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend hotglue at a rate of 98%. hotglue is also in the Unified APIs, iPaaS, ETL Tools, and API Management categories.
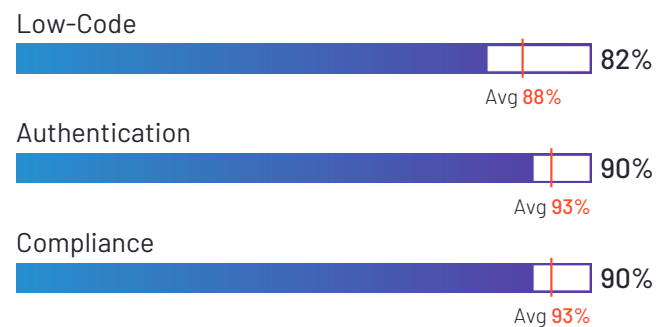
Satisfaction Ratings

Quality of Support
100%
Avg 97%

Ease of Use
91%
Avg 92%

Meets Requirements
93%
Avg 94%

Ease of Admin
95%
Avg 92%

Ease of Doing Business With
99%
Avg 97%

Ease of Setup
95%
Avg 91%

Top Industries Represented

● Computer Software	14
● Financial Services	4
● Logistics and Supply Chain	2
● Accounting	1
● Commercial Real Estate	1

Highest-Rated Features

Scalability
100%
Avg 93%

Third Party
100%
Avg 92%

Connectivity
98%
Avg 94%

Lowest-Rated Features

Low-Code
82%
Avg 88%

Authentication
90%
Avg 93%

Compliance
90%
Avg 93%

Ownership
hotglue

HQ Location
Washington , US

Year Founded
2019

Employees (Listed On Linkedin)
20

Company Website
hotglue.com

Apideck Unify

4.8 ★★★★★ (41)

SUMMER 2025
High Performer
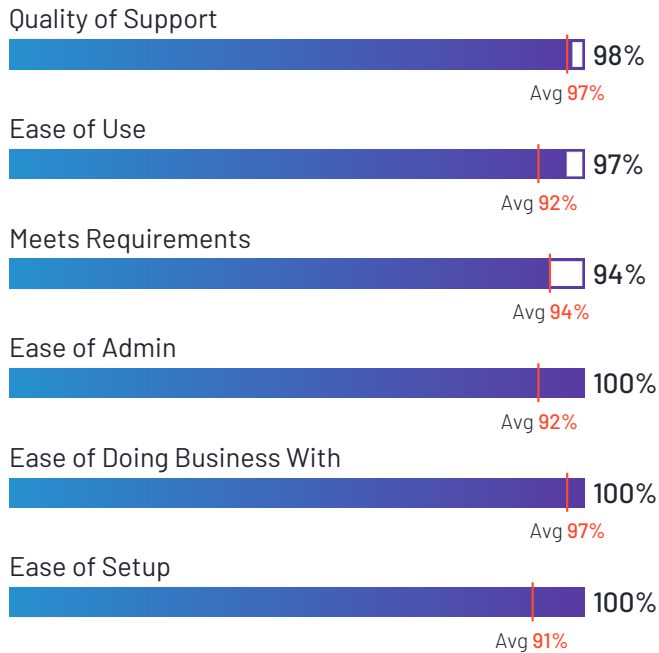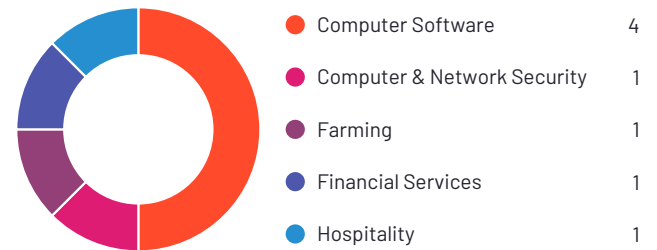
Apideck Unify has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Apideck Unify at a rate of 94%. Apideck Unify is also in the Unified APIs and Financial Data APIs categories.
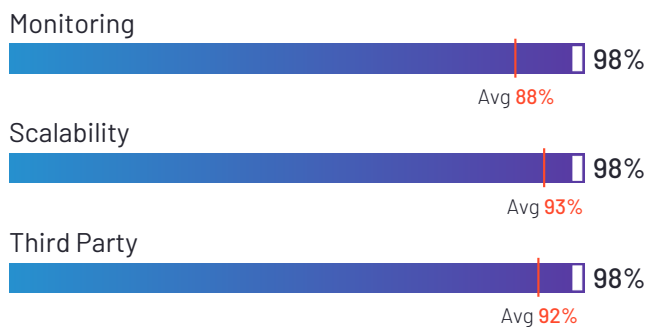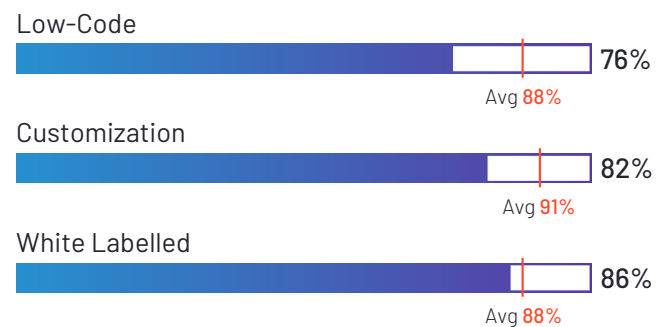
Satisfaction Ratings

Quality of Support
98%
Avg 97%

Ease of Use
97%
Avg 92%

Meets Requirements
94%
Avg 94%

Ease of Admin
100%
Avg 92%

Ease of Doing Business With
100%
Avg 97%

Ease of Setup
100%
Avg 91%

Top Industries Represented

● Computer Software	4
● Computer & Network Security	1
● Farming	1
● Financial Services	1
● Hospitality	1

Highest-Rated Features

Monitoring
98%
Avg 88%

Scalability
98%
Avg 93%

Third Party
98%
Avg 92%

Lowest-Rated Features

Low-Code
76%
Avg 88%

Customization
82%
Avg 91%

White Labelled
86%
Avg 88%

Ownership
Apideck

HQ Location
San Francisco, California

Year Founded
2020

Employees (Listed On Linkedin)
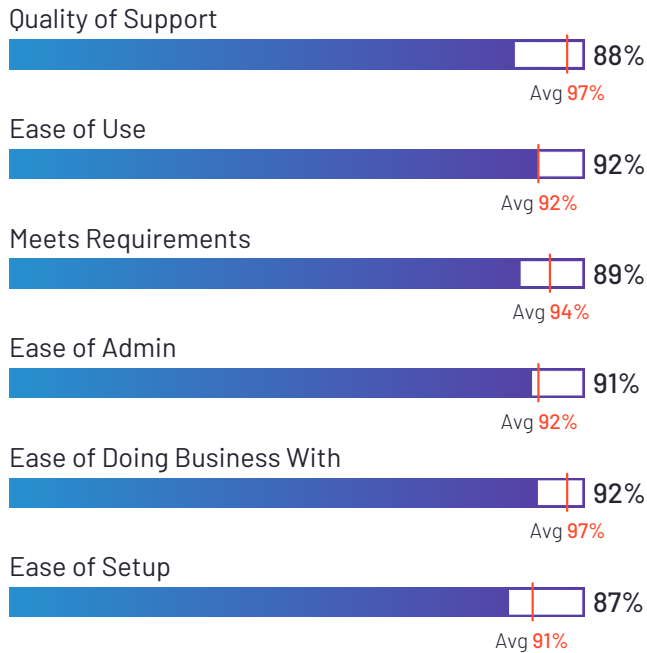24

Company Website
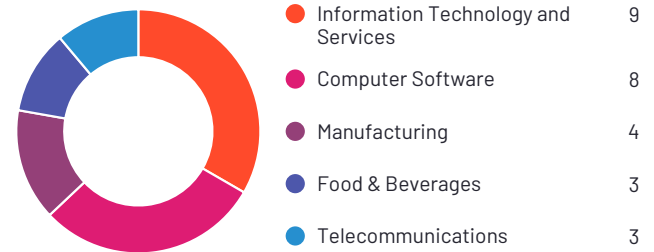apideck.com

Boomi

boomi

4.4 ★★★★½ **(450)**

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 API Platforms, API Development, Data Mapping, Autodesk Construction Cloud Integration Partners, iPaaS, API Management, Master Data Management (MDM), Electronic Data Interchange (EDI), and AWS Marketplace categories.
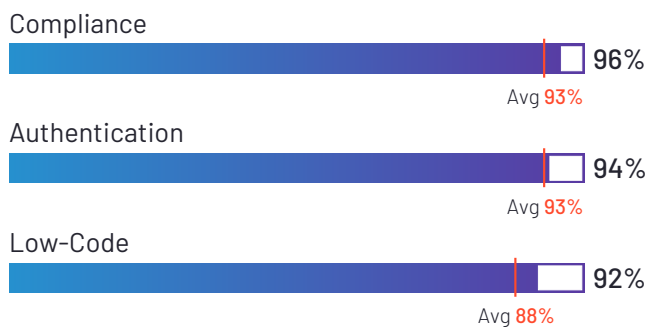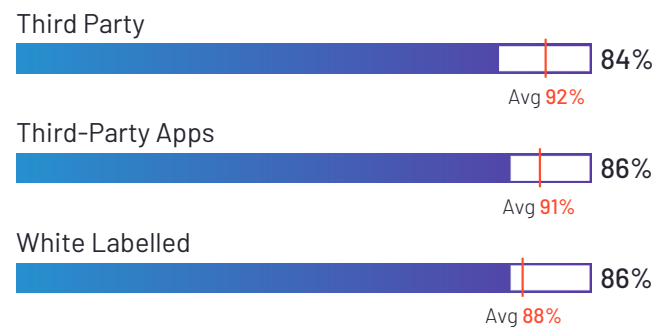
Satisfaction Ratings

Quality of Support
88%
Avg **97%**

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

Meets Requirements
89%
Avg **94%**

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

Ease of Doing Business With
92%
Avg **97%**

Ease of Setup
87%
Avg **91%**

Top Industries Represented

Industry	
● Information Technology and Services	9
● Computer Software	8
● Manufacturing	4
● Food & Beverages	3
● Telecommunications	3

Highest-Rated Features

Compliance
96%
Avg **93%**

Authentication
94%
Avg **93%**

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

Lowest-Rated Features

Third Party
84%
Avg **92%**

Third-Party Apps
86%
Avg **91%**

White Labelled
86%
Avg **88%**

Ownership
Boomi

HQ Location
Chesterbrook, PA

Year Founded
2000

Employees (Listed On Linkedin)
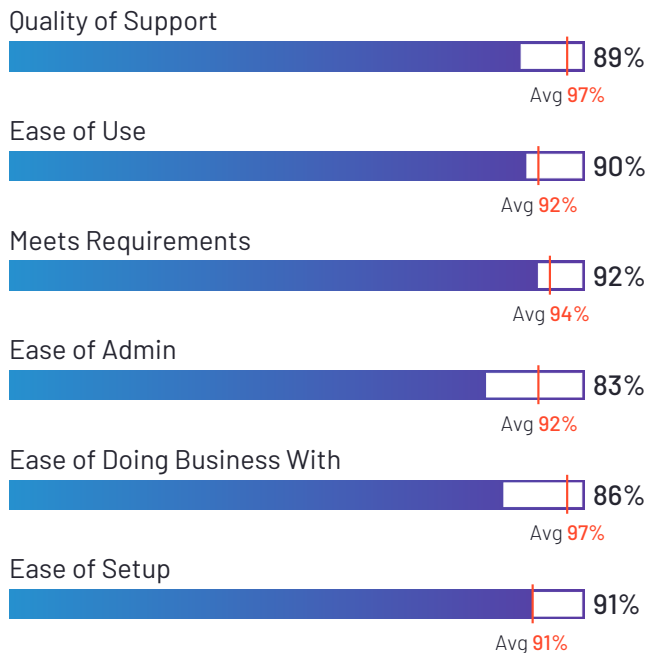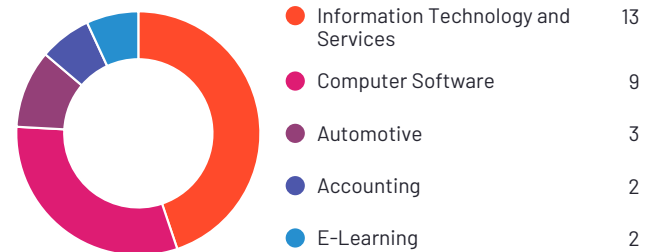2,463

Company Website
boomi.com

Nango

4.5 ★★★★½ (47)

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.
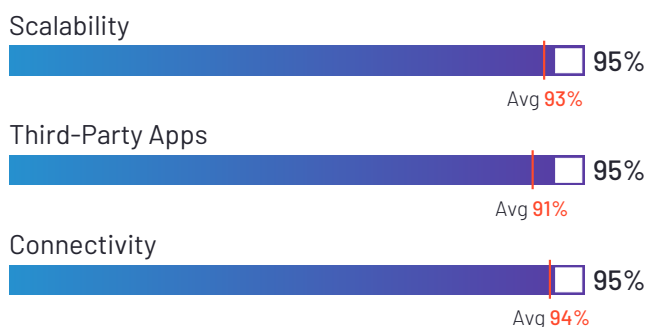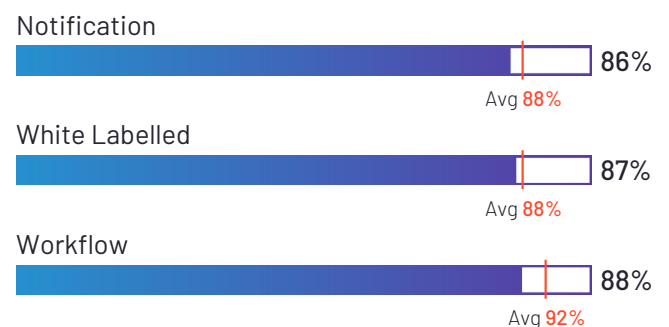
Satisfaction Ratings

Quality of Support
89%
Avg **97%**

Ease of Use
90%
Avg **92%**

Meets Requirements
92%
Avg **94%**

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

Ease of Doing Business With
86%
Avg **97%**

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

Top Industries Represented

Industry	Count
● Information Technology and Services	13
● Computer Software	9
● Automotive	3
● Accounting	2
● E-Learning	2

Highest-Rated Features

Scalability
95%
Avg **93%**

Third-Party Apps
95%
Avg **91%**

Connectivity
95%
Avg **94%**

Lowest-Rated Features

Notification
86%
Avg **88%**

White Labelled
87%
Avg **88%**

Workflow
88%
Avg **92%**

Ownership
Nango

HQ Location
San Francisco, California, United States

Year Founded
2022

Employees (Listed On Linkedin)
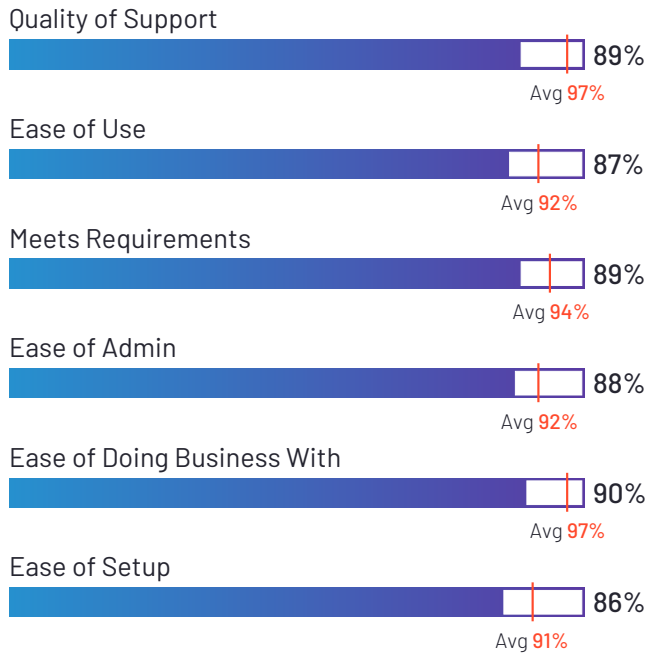8

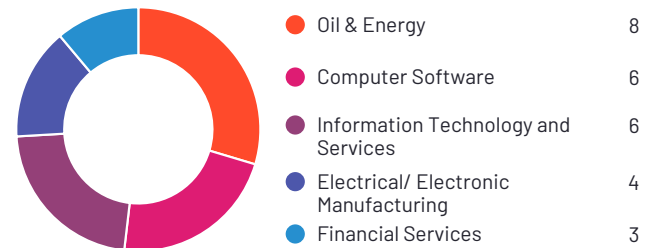**Company Website**
www.nango.dev

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 recommend 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 97%

Ease of Use
87%
Avg 92%

Meets Requirements
89%
Avg 94%

Ease of Admin
88%
Avg 92%

Ease of Doing Business With
90%
Avg 97%

Ease of Setup
86%
Avg 91%

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 94%

Scalability
81%
Avg 93%

Lowest-Rated Features

White Labelled
71%
Avg 88%

Third-Party Apps
71%
Avg 91%

Self-Service
73%
Avg 90%
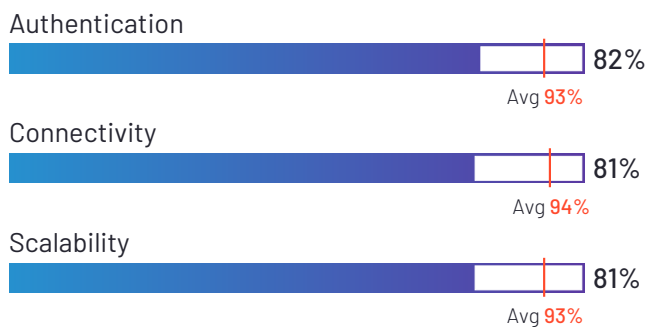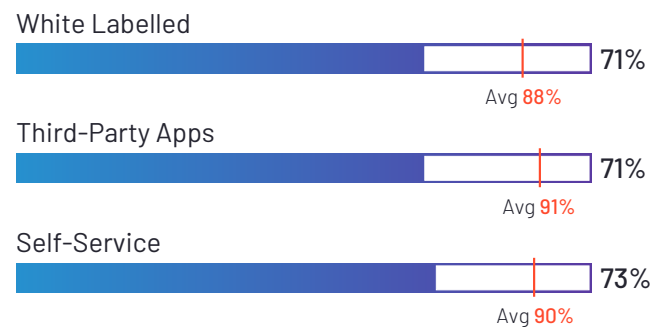
Ownership
FRENDS

HQ Location
Espoo, Uusimaa, Finland

Year Founded
1988

Employees (Listed On Linkedin)
269

Company Website
frends.com

Tray.ai

4.5 ★★★★⯪ (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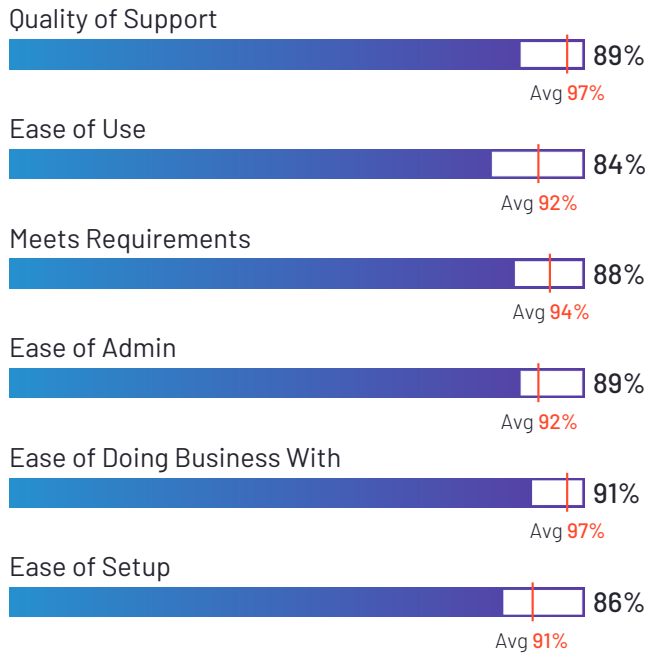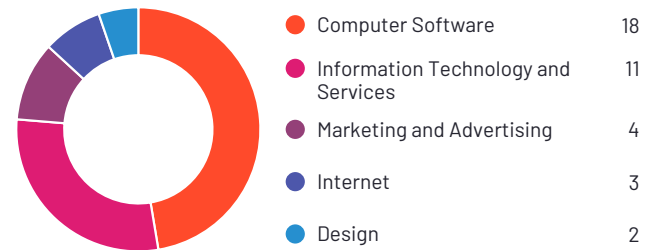 ratings. 93% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Tray.ai at a rate of 88%. Tray.ai is also in the Lead-to-Account Matching and Routing, Event Stream Processing, iPaaS, ETL Tools, API Management, and Unified APIs categories.

Satisfaction Ratings

Quality of Support
89%
Avg **97%**

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

Meets Requirements
88%
Avg **94%**

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

Ease of Doing Business With
91%
Avg **97%**

Ease of Setup
86%
Avg **91%**

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 **92%**

Lowest-Rated Features

Monitoring
80%
Avg **88%**

Scalability
82%
Avg **93%**

Notification
82%
Avg **88%**
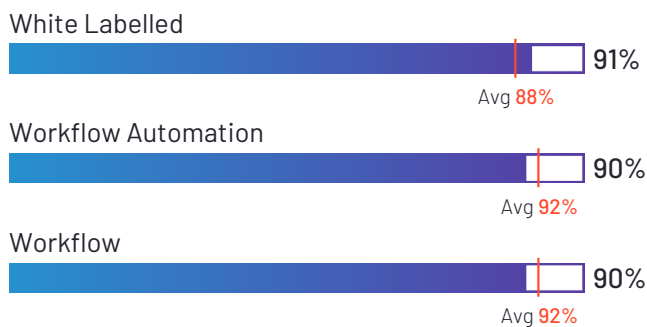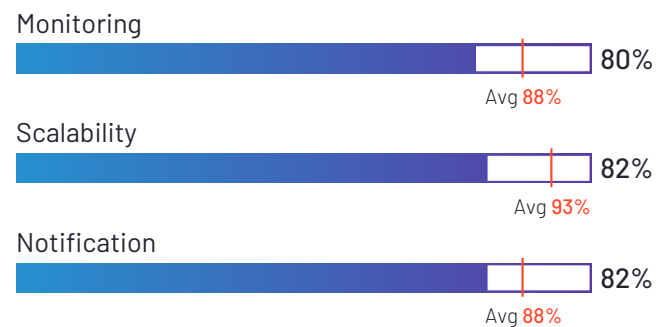
Ownership	HQ Location	Year Founded	Employees (Listed On Linkedin)	Company Website
Tray.io	San Francisco, CA	2012	149	tray.io

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

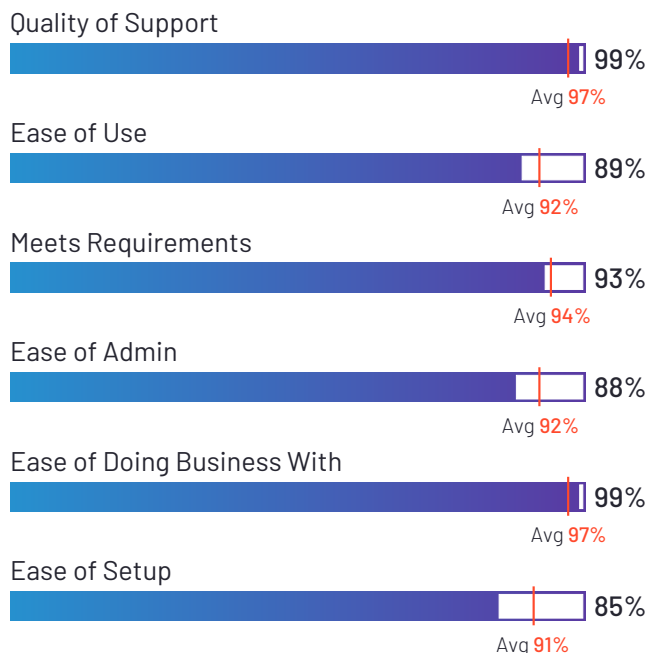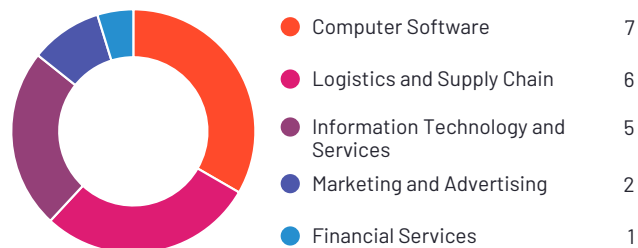Quality of Support
99%
Avg **97%**

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

Meets Requirements
93%
Avg **94%**

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

Ease of Doing Business With
99%
Avg **97%**

Ease of Setup
85%
Avg **91%**

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 **92%**

Ownership
Pandium

HQ Location
New York, NY

Year Founded
2018

Employees (Listed On Linkedin)
17

Company Website
pandium.com

Cyclr

4.7 ★★★★½ (76)

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, 93% 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.
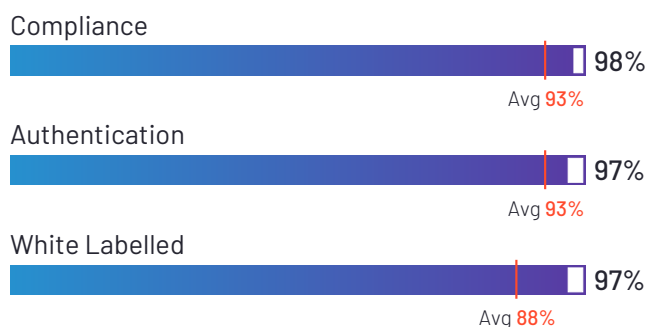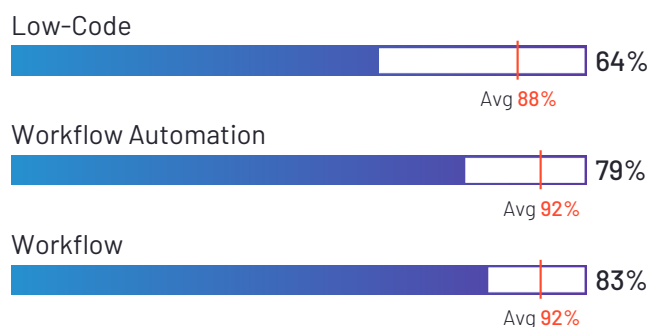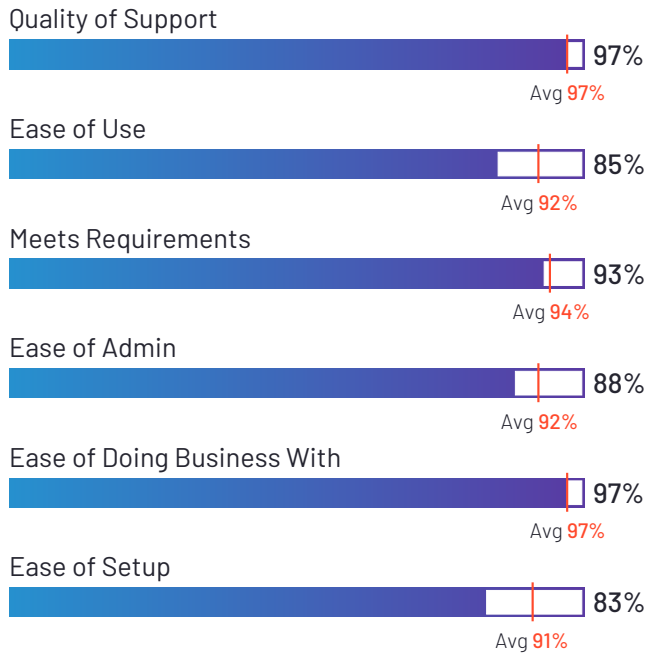
Satisfaction Ratings

Quality of Support
97%
Avg 97%

Ease of Use
85%
Avg 92%

Meets Requirements
93%
Avg 94%

Ease of Admin
88%
Avg 92%

Ease of Doing Business With
97%
Avg 97%

Ease of Setup
83%
Avg 91%

Top Industries Represented

● Computer Software	19
● Information Technology and Services	7
● Marketing and Advertising	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 88%

Notification
77%
Avg 88%

White Labelled
83%
Avg 88%
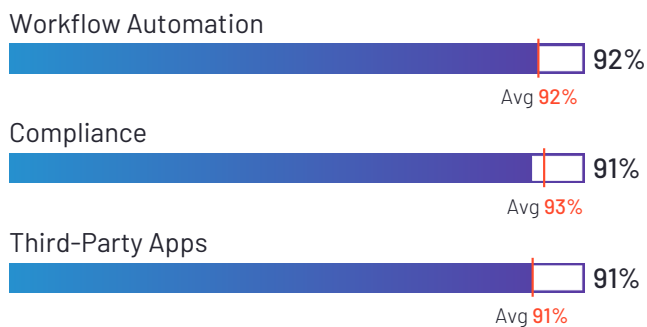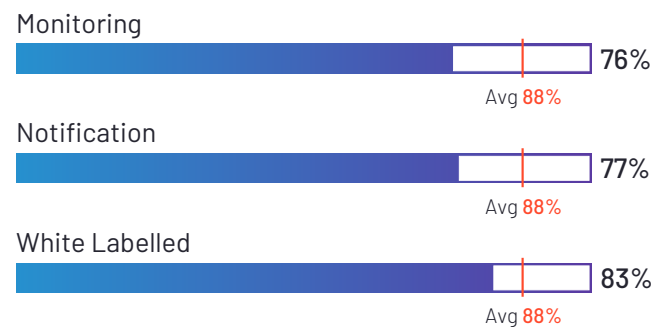
Ownership
Cyclr

HQ Location
London, GB

Year Founded
2013

Employees (Listed On Linkedin)
40

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%.

Satisfaction Ratings

Quality of Support
97%
Avg 97%

Ease of Use
89%
Avg 92%

Meets Requirements
93%
Avg 94%

Ease of Admin
88%
Avg 92%

Ease of Doing Business With
97%
Avg 97%

Ease of Setup
88%
Avg 91%

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 92%

Lowest-Rated Features

Monitoring
85%
Avg 88%

Notification
88%
Avg 88%

Authentication
88%
Avg 93%

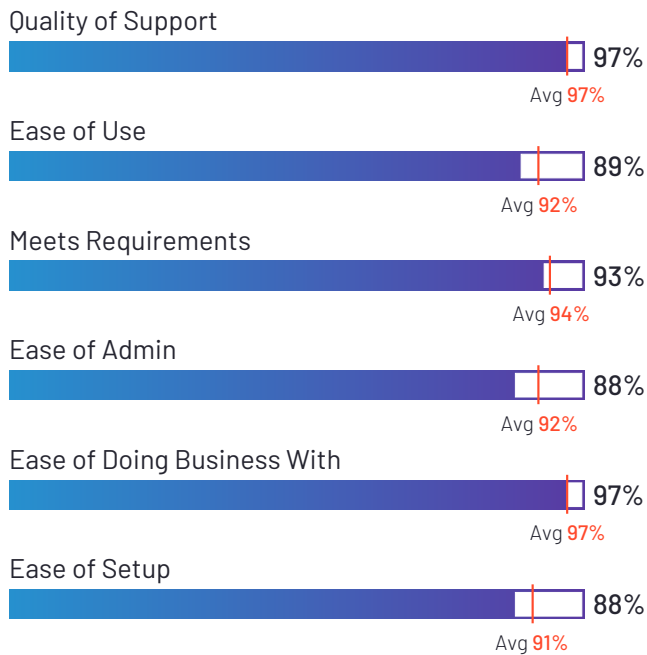| **Ownership**	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
client IO s.r.o.	Prague, Czech Republic	2014	2	www.client.io

APPSeCONNECT

4.5 ★★★★½ (126)

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 wou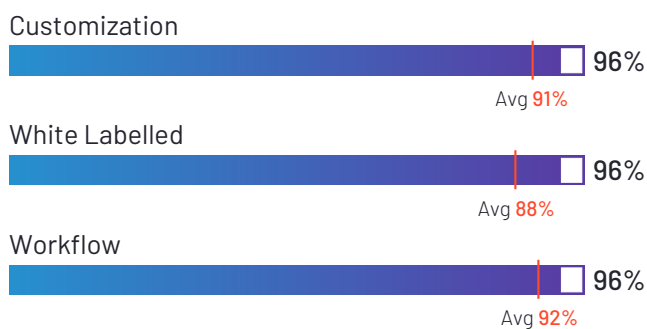ld be likely to recommend APPSeCONNECT at a rate of 91%. APPSeCONNECT is also in the SAP Store, E-Commerce Data Integration, iPaaS, API Management, Electronic Data Interchange (EDI), and Workflow Management categories.

Satisfaction Ratings

Quality of Support
94%
Avg **97%**

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

Meets Requirements
93%
Avg **94%**

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

Ease of Doing Business With
92%
Avg **97%**

Ease of Setup
83%
Avg **91%**

Top Industries Represented

Industry	
● 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 b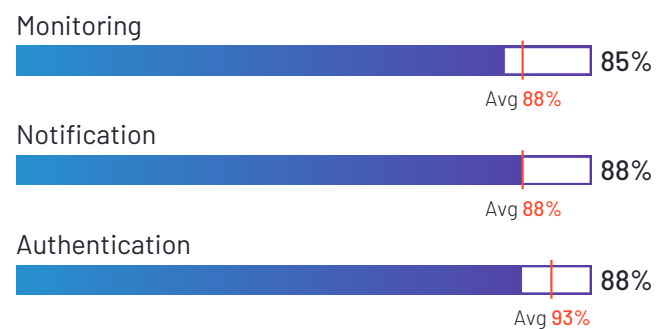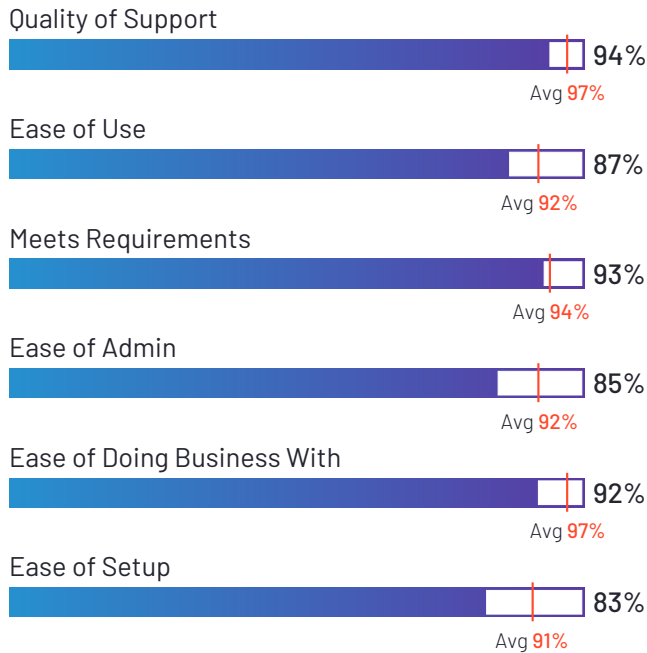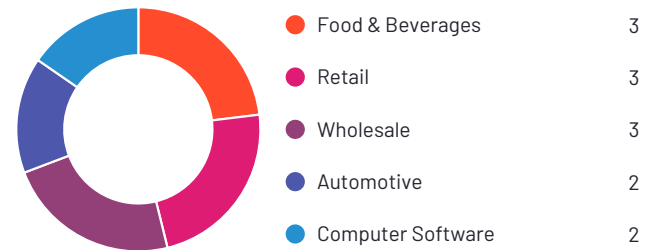e likely to recommend Flatfile at a rate of 94%. Flatfile is also in the Data Exchange Platforms, Other Development, Data Preparation, and Data Quality categories.

Satisfaction Ratings

Quality of Support
99%
Avg **97%**

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

Meets Requirements
98%
Avg **94%**

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

Ease of Doing Business With
100%
Avg **97%**

Ease of Setup
93%
Avg **91%**

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)
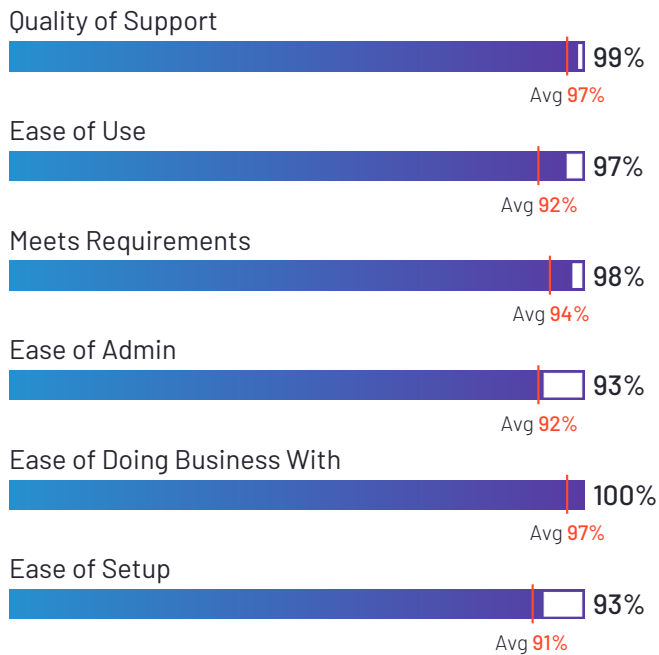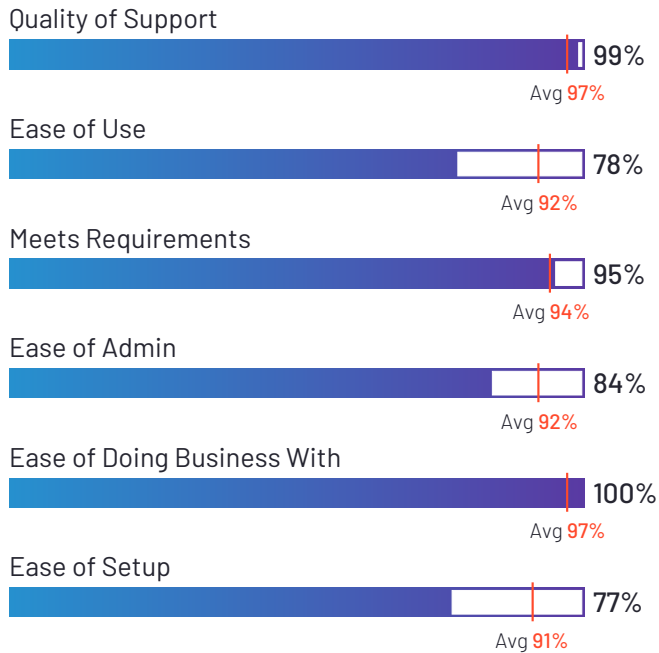69

Company Website
flatfile.io

Syncari

4.8 ★★★★★ (42)

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, 94% 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 Reverse ETL, Data Management Software, Revenue Operations & Intelligence (RO&I), Lead-to-Account Matching and Routing, Customer Data Platform (CDP), Big Data Integration Platforms, iPaaS, Data Quality, and Master Data Management (MDM) categories.

Satisfaction Ratings

Quality of Support
99%
Avg **97%**

Ease of Use
78%
Avg **92%**

Meets Requirements
95%
Avg **94%**

Ease of Admin
84%
Avg **92%**

Ease of Doing Business With
100%
Avg **97%**

Ease of Setup
77%
Avg **91%**

Top Industries Represented

● Computer Software	13
● Information Technology and Services	6
● Marketing and Advertising	2
● Consulting	1
● Online Media	1

Highest-Rated Features

Workflow
100%
Avg **92%**

Compliance
100%
Avg **93%**

Authentication
100%
Avg **93%**

Lowest-Rated Features

Third-Party Apps
90%
Avg **91%**

Customization
93%
Avg **91%**

Low-Code
96%
Avg **88%**
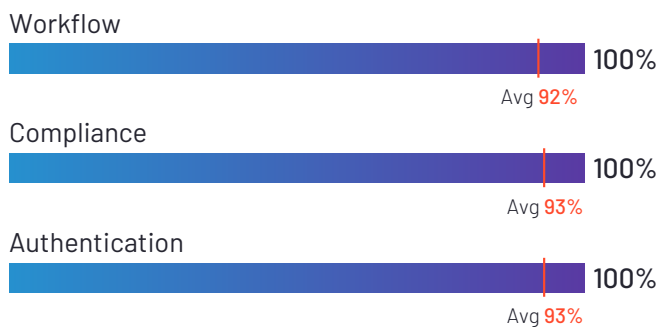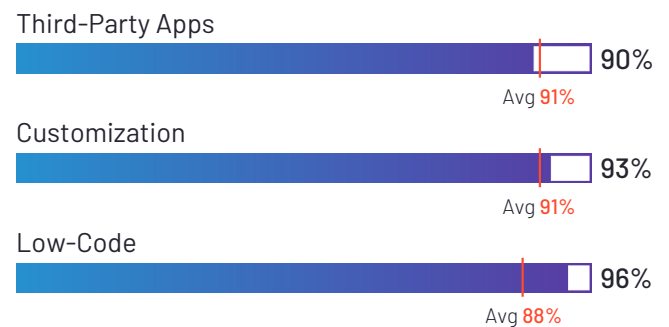
Ownership
Syncari

HQ Location
Newark, California

Year Founded
2019

Employees (Listed On Linkedin)
41

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
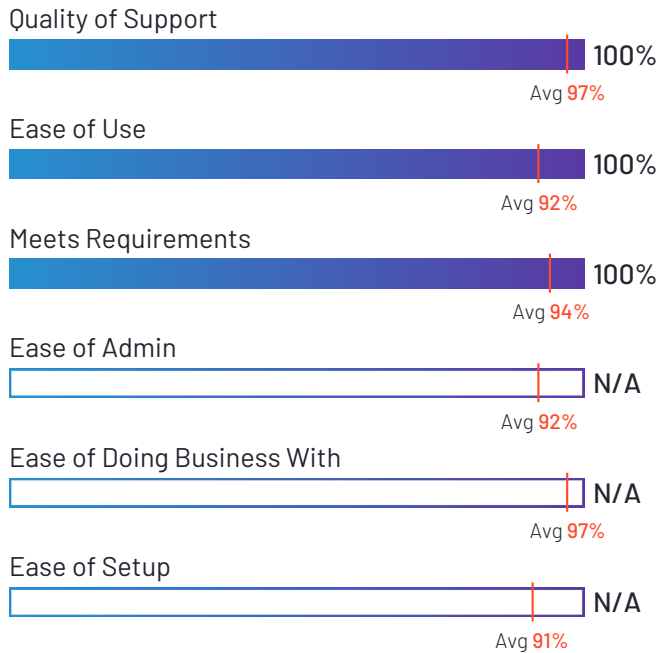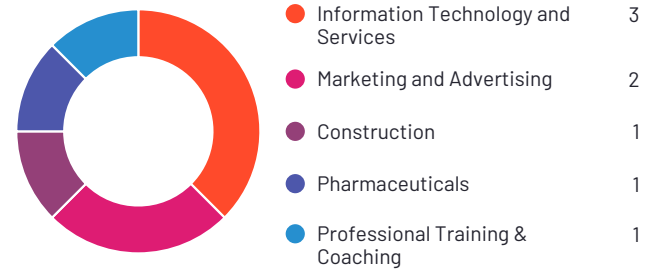
Quality of Support
100%
Avg **97%**

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 **97%**

Ease of Setup
N/A
Avg **91%**

*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%	93%	92%	91%	94%	93%	91%	92%	84
Albato	93%	98%	91%	92%	95%	94%	91%	90%	80
Prismatic	96%	98%	93%	94%	98%	99%	90%	90%	93
Cobalt	99%	98%	95%	99%	98%	100%	97%	97%	98
Paragon	94%	100%	91%	94%	98%	97%	94%	94%	88
Knit API	94%	100%	91%	93%	99%	99%	92%	93%	86
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	98%	98%	97%	94%	96%	98%	91%	94%	100
klamp	100%	100%	99%	97%	98%	100%	98%	99%	100
Alloy Automation	97%	100%	95%	95%	100%	99%	89%	90%	97
Konnectify	98%	100%	98%	97%	100%	99%	95%	98%	93
Integration App	98%	100%	96%	98%	100%	100%	95%	93%	95
Entri	99%	100%	96%	96%	99%	99%	95%	97%	100
hotglue	98%	100%	93%	95%	99%	100%	95%	91%	96
Apideck Unify	94%	100%	94%	100%	100%	98%	100%	97%	75
Boomi	90%	97%	89%	91%	92%	88%	87%	92%	70
Nango	91%	97%	92%	83%	86%	89%	91%	90%	71
Frends	89%	87%	89%	88%	90%	89%	86%	87%	67
Tray.ai	88%	93%	88%	89%	91%	89%	86%	84%	74
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	
Cyclr	94%	93%	93%	88%	97%	97%	83%	85%	84
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%	94%	95%	84%	100%	99%	77%	78%	100
API Fuse	100%	100%	100%	N/A	N/A	100%	N/A	100%	100
Average	95%	97%	94%	92%	97%	97%	91%	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	92%
Albato	96%
Prismatic	92%
Cobalt	97%
Paragon	93%
Knit API	91%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	94%
klamp	100%
Alloy Automation	96%
Konnectify	N/A
Integration App	97%
Entri	98%
hotglue	96%
Apideck Unify	98%
Boomi	87%
Nango	93%
Frends	81%
Tray.ai	82%
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
Cyclr	90%
Appmixer	93%
APPSeCONNECT	N/A
Flatfile	N/A
Syncari	98%
API Fuse	N/A
Average	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.

Development

	Low-Code	Customization
Workato	92%	89%
Albato	97%	92%
Prismatic	92%	93%
Cobalt	95%	97%
Paragon	90%	88%
Knit API	79%	84%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	94%	93%
klamp	99%	100%
Alloy Automation	91%	91%
Konnectify	N/A	N/A
Integration App	97%	98%
Entri	86%	89%
hotglue	82%	92%
Apideck Unify	76%	82%
Boomi	92%	89%
Nango		93%
Frends	79%	77%
Tray.ai	89%	88%
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
Cyclr	87%	87%
Appmixer	93%	96%
APPSeCONNECT	N/A	N/A
Flatfile	N/A	N/A
Syncari	96%	93%
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	91%	89%
Albato	90%	87%
Prismatic	93%	95%
Cobalt	99%	98%
Paragon	96%	95%
Knit API	86%	89%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	93%	94%
klamp	100%	100%
Alloy Automation	94%	95%
Konnectify	N/A	N/A
Integration App	98%	99%
Entri	98%	97%
hotglue	90%	90%
Apideck Unify	98%	98%
Boomi	94%	96%
Nango	92%	91%
Frends	82%	80%
Tray.ai	85%	86%
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
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%

(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
Workato	90%	86%	93%	91%	88%	89%
Albato	94%	84%	96%	98%	96%	94%
Prismatic	92%	93%	94%	93%	89%	89%
Cobalt	97%	96%	99%	96%	97%	96%
Paragon	92%	92%	93%	91%	89%	88%
Knit API	89%	81%	85%	83%	87%	83%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	93%	87%	94%	91%	92%	88%
klamp	97%	83%	96%	87%	90%	89%
Alloy Automation	94%	92%	93%	88%	83%	85%
Konnectify	N/A	N/A	N/A	N/A	N/A	N/A
Integration App	98%	95%	97%	92%	90%	90%
Entri	89%	82%	86%	93%	88%	92%
hotglue	94%	97%		92%	N/A	95%
Apideck Unify	94%	86%		94%	98%	94%
Boomi	86%	86%	91%	86%	90%	87%
Nango	95%	87%	88%	90%	94%	86%
Frends	71%	71%	80%	73%	75%	75%
Tray.ai	83%	91%	90%	84%	80%	82%
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
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	90%	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%	92%	90%	88%	88%

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

Application Integration

	Third Party	Scalability	Workflow Automation	Connectivity
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%	94%

*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	20%	45%	35%
Albato	96%	4%	1%
Prismatic	53%	42%	5%
Cobalt	59%	38%	3%
Paragon	82%	13%	4%
Knit API	64%	34%	2%
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	15%	71%	15%
klamp	55%	32%	14%
Alloy Automation	53%	47%	0%
Konnectify	81%	19%	0%
Integration App	83%	17%	0%
Entri	65%	24%	12%
hotglue	96%	0%	4%
Apideck Unify	82%	9%	9%
Boomi	7%	49%	44%
Nango	51%	34%	14%
Frends	16%	59%	25%
Tray.ai	27%	68%	5%
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.)
Cyclr	49%	47%	3%
Appmixer	68%	32%	0%
APPSeCONNECT	65%	35%	0%
Flatfile	88%	13%	0%
Syncari	29%	67%	4%
API Fuse	82%	18%	0%
Average	57%	35%	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)
Workato	86%	14%	2.8	73%	12%	11%	4%	7	15
Albato	69%	31%	0.7	93%	1%	2%	4%	3	10
Prismatic	87%	13%	2.4	92%	6%	2%	0%	7	16
Cobalt	69%	31%	0.6	75%	8%	0%	17%	7	16
Paragon	87%	13%	1.3	96%	0%	4%	0%	3	13
Knit API	89%	11%	1.6	88%	0%	0%	13%	7	8
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	94%	6%	1.1	64%	20%	8%	8%	37	15
klamp	89%	11%	0.8	75%	0%	13%	13%	N/A	5
Alloy Automation	86%	14%	2.0	92%	8%	0%	0%	3	12
Konnectify	90%	10%	1.4	50%	50%	0%	0%	12	17
Integration App	92%	8%	1.0	100%	0%	0%	0%	3	9
Entri	100%	0%	1.1	100%	0%	0%	0%	3	6
hotglue	100%	0%	1.5	78%	22%	0%	0%	3	6
Apideck Unify	100%	0%	3.1	100%	0%	0%	0%	5	6
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
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)
Cyclr	90%	10%	2.3	93%	7%	0%	0%	7	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	47%	12
Albato	62%	5
Prismatic	39%	9
Cobalt	51%	6
Paragon	59%	6
Knit API	42%	6
Peeklogic Connector: Salesforce & Jira | NetSuite | Azure DevOps	64%	6
klamp	73%	7
Alloy Automation	38%	7
Konnectify	87%	4
Integration App	36%	4
Entri	32%	5
hotglue	70%	9
Apideck Unify	51%	8
Boomi	63%	11
Nango	74%	10
Frends	55%	21
Tray.ai	59%	12
Pandium	59%	5

(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)
Cyclr	53%	12
Appmixer	36%	12
APPSeCONNECT	45%	15
Flatfile	61%	N/A
Syncari	68%	9
API Fuse	N/A	N/A
Average	55%	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 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	1,115	71,727
Albato	Albato	2019	37	2,592
Prismatic	Prismatic	2019	62	5,706
Cobalt	Cobalt	2018	35	4,045
Paragon	Paragon	2019	120	6,823
Knit API	Knit API Private Limited	2023	39	2,662
**Peeklogic Connector: Salesforce & Jira	NetSuite	Azure DevOps**	Peeklogic	2015	83	4,009
klamp	Klamp Inc	2022	20	5,438
Alloy Automation	Alloy	2019	38	19,403
Konnectify	Konnectify	2021	38	2,967
Integration App	Integration App		19	3,955
Entri	Entri	2017	19	614
hotglue	hotglue	2019	20	2,452
Apideck Unify	Apideck	2020	24	1,975
Boomi	Boomi	2000	2,463	98,951
Nango	Nango	2022	8	1,991
Frends	FRENDS	1988	269	12,134
Tray.ai	Tray.io	2012	149	21,220
Pandium	Pandium	2018	17	2,178

*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
Cyclr	Cyclr	2013	40	1,948
Appmixer	client IO s.r.o.	2014	1	601
APPSeCONNECT	APPSeCONNECT Corp	2022	100	13,855
Flatfile	Flatfile	2018	69	7,561
Syncari	Syncari	2019	41	8,307
API Fuse	APIFuse	2019	4	83

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