

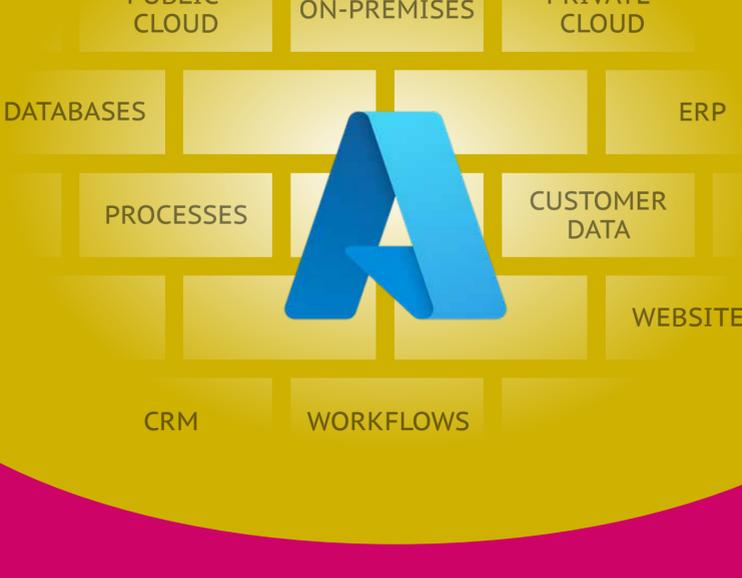


# How to SIMPLIFY complex integration with Azure

The best feature of Azure is that it's an incredibly powerful toolset that you can use to build anything you want. BUT this is also a feature that makes it very complex.

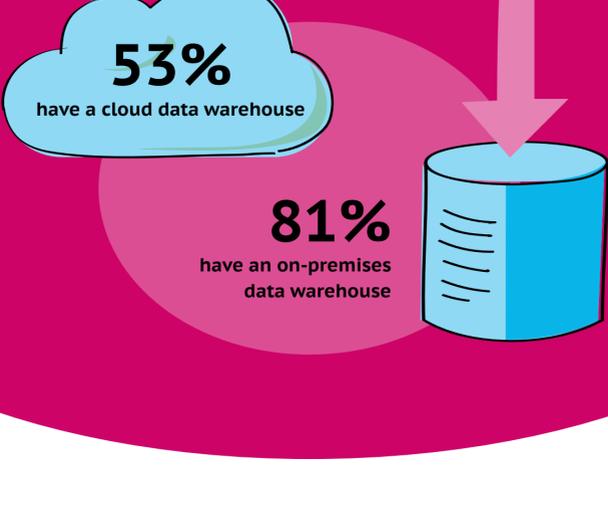


Integrations were hard enough when everything was on-premises. With applications and data platforms now spread across on-premises and cloud, the complexities just keep increasing.



More than ever, customers need integration platforms to be simple to build, run and support.

For example, TWDI's integration survey found that in Azure environments



## What does all this mean for the potential Azure customer?

Azure provides a rich toolset to tackle all of these issues, but customers need guidance on the right blend of Azure Integration Services for their particular integration project.

[The Gartner Magic Quadrant for Enterprise Integration as a Service from 2021 shows that Microsoft still has ground to gain](#)

At 345 we believe the Azure integration capability is so powerful it should be leading the pack. But customers may need more help to simplify their approach to integration.

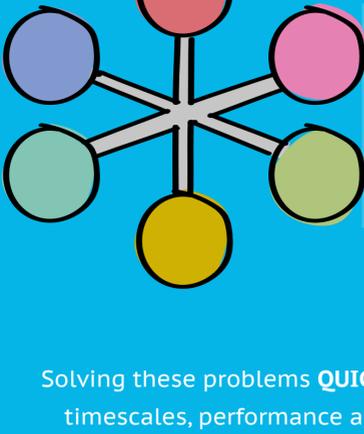
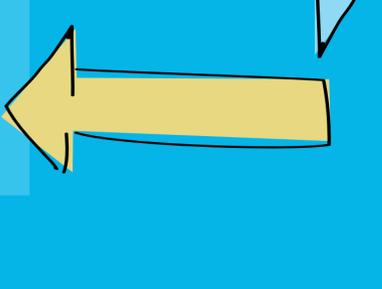
- Cost
- Timescales
- Performance
- Security

## What problems can quickly simplifying integration solve?



**Efficiently taking stock** files from a mixture of owned and third party warehouses and passing to an ERP for a global drinks manufacturer.

**Quickly developing a common API** for a leading grocer to handle multiple data requests removing the need for one API per call. Allows development teams to self-serve as needed.



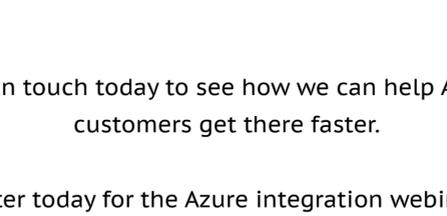
**Using publish/subscribe model** to remove 38 point to point integrations for a leading grocery retailer.

Solving these problems **QUICKLY** with certainty around cost, timescales, performance and security gives customers a **FASTER ROUTE TO AZURE INTEGRATION SUCCESS.**

## How did they do it?

**345 AIR** is a ready-made package for implementing our Azure reference architecture that makes it easier for Azure customers to run integration scenarios, POCs and production builds.

Using **345 AIR** you can confidently say how long their integration projects will take, show how to secure them and tell customers how much they cost. This all makes it easier for the customer to buy an Azure integration solution.



## What's not to love?

Get in touch today to see how we can help Azure customers get there faster.

Register today for the Azure integration webinar for Microsoft Cloud Solution Architects.

