Why Sitecore Connectors?
Sitecore
Put It Forward vs. ESB
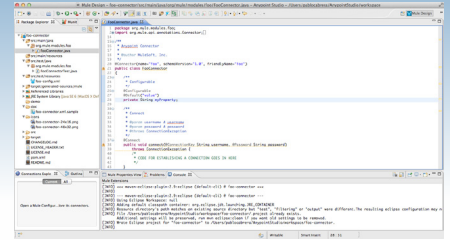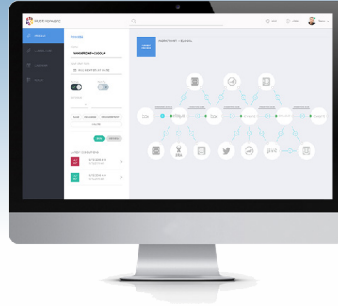
	Put It Forward	ESB
EASY TO USE	✓	X
PRE-BUILT SITECORE CONNECTORS	✓	X
CODE FREE	✓	X
UNIFIED API MANAGEMENT	✓	X
END POINT MAINTENANCE	✓	X
ONE TO MANY ARCHITECTURE	✓	X
OPEN DEVELOPER ENVIRONMENT	✓	X
NATIVE INTEGRATIONS	✓	X
HUNDREDS OF PRE-BUILT CONNECTORS	✓	X
EMBEDDED ORCHESTRATION	✓	X
EMBEDDED DATA GOVERNANCE	✓	X
DASHBOARD ANALYTICS	✓	X
COMPLETE DATA SERVICES	✓	X
EMBEDDED INTELLIGENCE	✓	X
SCALABLE PRICING MODEL	✓	X

Put It Forward®   **ESB**

	Citizen Integrator	Coding Professional
Easy to use	Designed for anyone that understands the data - from the analyst to the developer.	Requires years of professional coding experience to understand the tools and api's.
	Partner Defined Connectors	**On Your Own**
Pre-built Sitecore connectors	Specified and developed for Sitecore for integration.	Build it and maintain it yourself while tracking api changes.
	Configuration Driven	**Build Your Code**
Code Free & Reusable	Reusable pre-built configuration based connectors .	Build every integration end-point every time.
	Unified	**Divided**
Unified API Management	Normalized and consistent API's across our entire ecosystem.	Connectors built to different specifications and depth.

	Put It Forward	ESB
	Provided	**On Your Own**
End Point Maintenance	Dedicated internal teams who ensure end point maintanence, versioning and vendor compliance so you don't have to.	Your developers are required to manage every update from the vendors and then for it to be retested end to end.
	Many to Many	**Point to Point**
Scalable Architecture	Re-use existing connectors and integrations to get instant scale across multiple environments.	Each integration is a source to target integration that must be restarted with each new application.
	Open API	**Closed**
Open Developer Environment	The environment is open to be integrated into other environments by an exposed service set for quick drag and drop.	Massive 500-900MB proprietary SDK's with deep Java and vendor specific knowledge is required.
	In Application Use	**Nothing**
Native Vendor Integrations	Leverage the integrations right inside of the application.	Build your own if possible.
	Data Process Orchestration	**3rd Party Application Needed**
Embedded Orchestration	Cross data process orchestration embedded into the platform management function	Requires a 3rd party tool.
	Reporting, Analytics and Notifications	**3rd Party Application Needed**
Embedded Data Goverance	End to end data governance, lineage and exception management available at all times to manage quality and compliance.	Requires multiple 3rd party tools.
	Complete Data Services	**3rd Party Application Needed**
Complete Data Services	Data preparation, normalization, profiling and staging included in the solution	Requires multiple 3rd party tools.
Hundreds of Pre-Built Connectors to extend Sitecore	340+	30-158
	Scalable and Flexible	**Locked - All In**
Pricing Model	Pricing that scales with use, by component and type of use. On-demand with multi-deployment models for cloud, private cloud and on-premise	All or nothing models plus developer teams needed to use it. Requires on premise deployment or hybrid to address incomplete roadmap