

What matters to non-technical buyers from Tech companies

Rank what criteria were important to you when comparing Celigo against other options?

	Very Important	Important	Somewhat Important	Not that important	Who cares
Ease of use	59%	38%	3%	0%	0%
Pre-built integrations	62%	22%	11%	5%	0%
Monitoring and error management	43%	46%	8%	3%	0%
Ability to scale	59%	30%	8%	3%	0%
Features/functionality of integrator.io (iPaaS) platform	40%	41%	14%	5%	0%

Source: TechValidate survey of 37 users of Celigo. Sample comprised of Accounting Directors, Accounting Managers, Business Operations, CEOs, CFOs, Co-Founders, Controllers, COOs, Customer Support Managers, Customer Support Representatives, Director of Marketings, End Users, Financial Analysts, Financial Directors, Human Resources Directors, Logistics Managers, Marketing Managers, Marketing Professionals, Operations Directors, and Operations Managers at IT organizations.

