



















What matters to non-technical buyers

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	 61%	 34%	 5%	0%	0%
Pre-built integrations	 50%	 29%	 19%	 2%	0%
Monitoring and error management	 56%	 39%	 5%	0%	0%
Ability to scale	 57%	 38%	 5%	0%	0%
Features/functionality of integrator.io (iPaaS) platform	 42%	 33%	 20%	 3%	 2%

Source: TechValidate survey of 62 users of Celigo. Sample comprised of Accounting Directors, Accounting Managers, Administrative Directors, Business Directors, Business Operations, Business Project Managers, CEOs, CFOs, Co-Founders, Consultants, Controllers, COOs, Customer Support Managers, Customer Support Representatives, Executives, Finance Managers, Finance Professionals, Financial Analysts, Financial Directors, Human Resources Directors, Marketing Managers, Operations Directors, Operations Managers, Sales Managers, Senior Executives, and Vice Presidents at IT organizations.

