

Welcome to the CIO Hour!

June 2024

Integrations 101

Today's Panel



RICHARD REYES

Vice President, Digital Strategy, ConnexFM
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Rick is an accomplished executive with domestic and international experience in interconnected information management disciplines that deliver leading edge technology solutions with commitment, shared purpose, and achievement of enterprise goals. Rick is also the author of *DX Strategy: Thinking about Digital Transformation*. In his book he discusses how organizations can formulate a transformation strategy in order to capitalize on emerging technology capabilities.



JOSH CARLSON

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Josh Carlson founded PerByte in 2011. Bringing over 20 years of experience in leading software projects and consulting teams Josh loves to design creative and beautiful solutions to the problems that associations face. His current work passion is designing solutions that can withstand the test of time and the change that comes with the evolving association industry. Outside of work Josh enjoys hanging out with his family and staying fit.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: Integrations 101

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. Is Social Media The New Google? Gen Z Turn To Google 25% Less Than Gen X When Searching

<https://www.forbes.com/advisor/business/software/social-media-new-google/>

2. Amazon's ditching the plastic air pillows in its boxes

<https://www.cnbc.com/2024/06/20/amazon-plastic-air-pillows-to-be-replaced-with-paper-filler.html>

3. US government warns key open source programs aren't sufficiently protected

<https://www.techradar.com/pro/us-government-warns-key-open-source-programs-arent-sufficiently-protected>

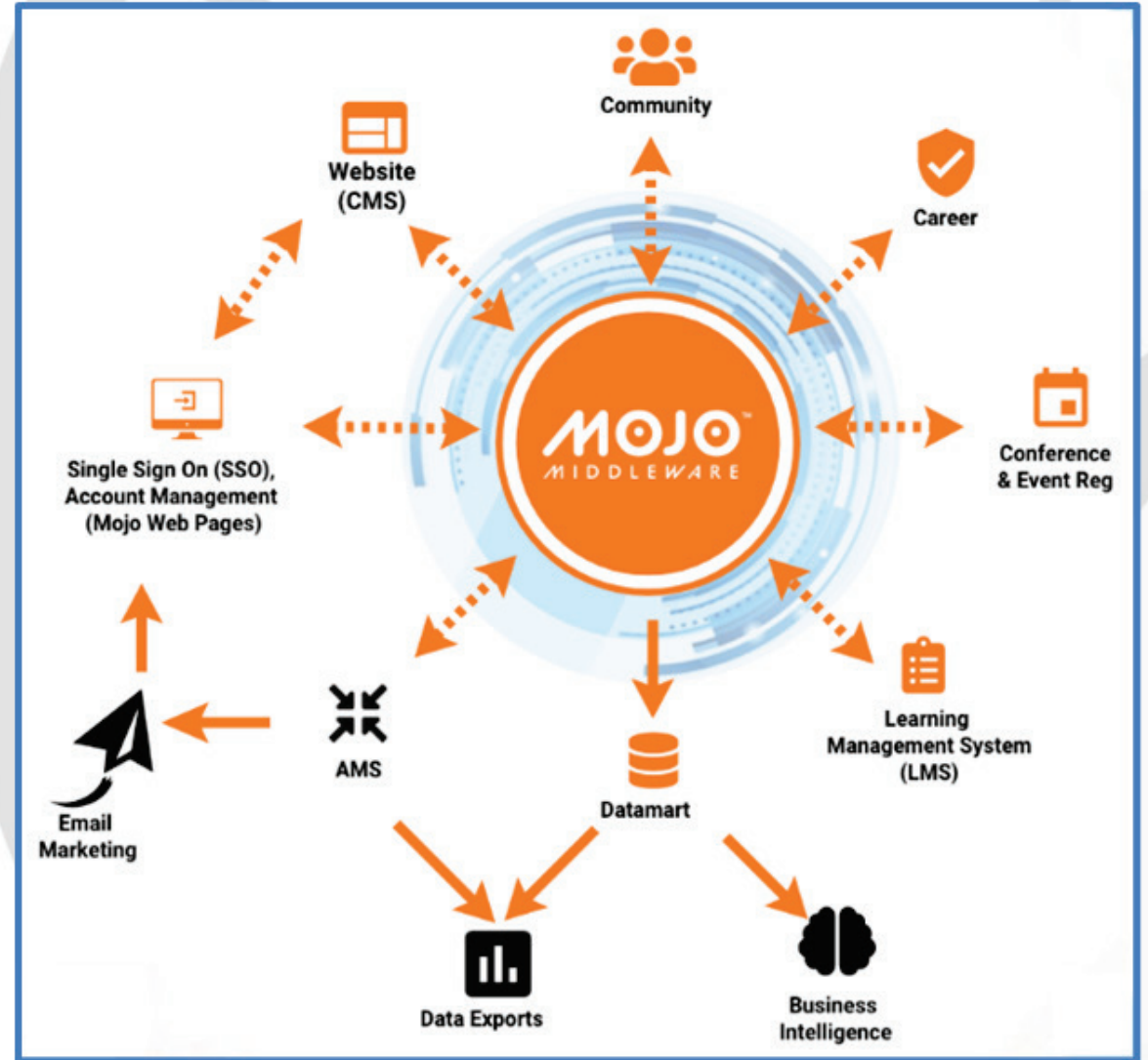
4. Businesses aren't investing in good enough technology, and employees are voting with their feet

<https://www.techradar.com/pro/businesses-arent-investing-in-good-enough-technology-and-employees-are-voting-with-their-feet>

Today's Topic: Integrations 101

A “Connected” Environment

- Orange arrows represent API connections between systems.
- Connections can be one-way or bi-directional.
- Data governance / data management is important.
- Target getting the right data to the right place at the right time!



On to Your Questions...

What is an API (and what is SSO)?

What is the difference between Middleware vs. iPaaS?

What are some of the options available for integrations that associations use?

Most integrations seem to favor cloud based. Please talk about integrating cloud <> on premise also.

What resources should an association have available when they want to look at integrating systems together?

Is it usual and customary for a platform provider to limit the number of API calls made per second?

Our AMS provider is doing this and it causes problems in the synchronization with our CMS. Grrrr.

Are there things you should be thinking about contract wise related to APIs and integrations?

Are there any negatives that we should be aware of related to integrations?

When you hear a vendor say “we have an API for that” what do you think?

Let's talk technical debt!

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



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Final Thoughts

- Join us August 8th for Managing Ch-Ch-Ch-Ch-Changes In Association Projects
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.