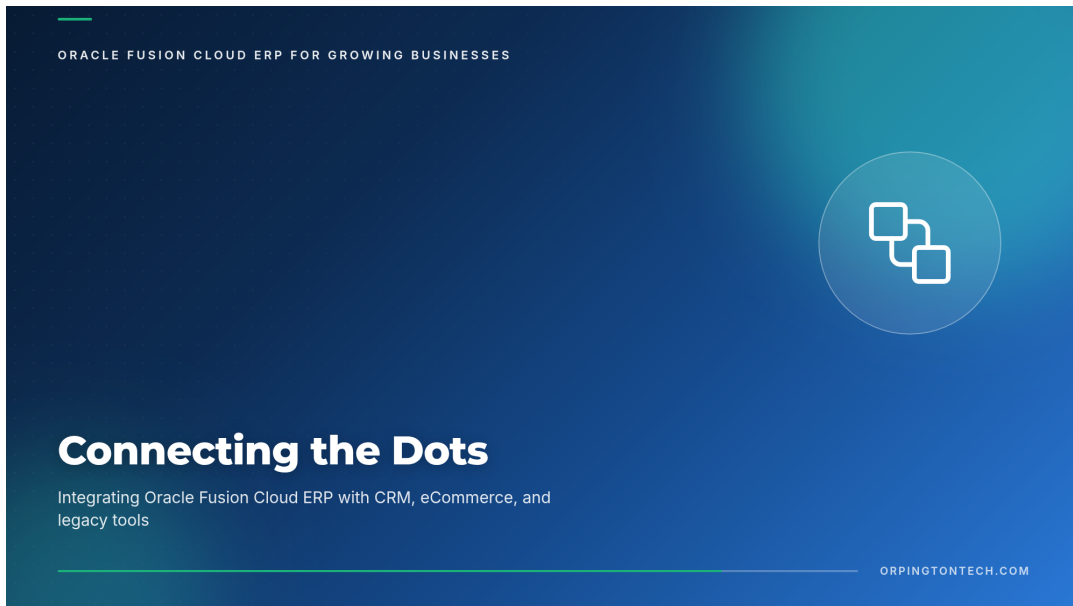




ORACLE FUSION CLOUD ERP FOR GROWING BUSINESSES

Connecting the Dots: Integrating Oracle Fusion Cloud ERP with CRM, eCommerce, and Legacy Tools

Buying good software and connecting it well turn out to be two different projects

It's a strange feature of modern business software that companies can spend heavily on excellent individual systems — a strong ERP, a well-regarded CRM, a modern eCommerce platform — and still end up worse off than the sum of those parts, simply because none of them talk to each other. A sales rep works from CRM data that doesn't reflect actual inventory. An eCommerce order doesn't automatically create a record in the ERP, so someone re-keys it manually, introducing the exact kind of error the software was supposed to eliminate. Each system, in isolation, works exactly as designed. Together, they don't function as a business.

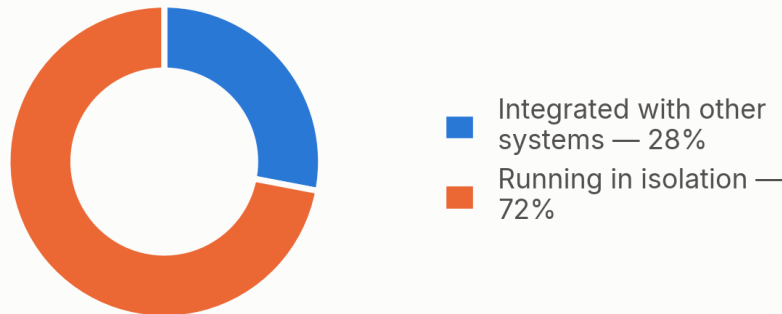
The scale of the disconnection problem is bigger than most people assume

The average enterprise runs on the order of 897 separate software applications, and only about 28% of them are actually integrated with each other in any meaningful way. Just 2% of organizations have successfully connected more than half of their applications. This isn't a problem unique to large, sprawling enterprises, either — 55% of distributors, according to one 2026 industry survey, have invested in core systems like ERP, CRM, eCommerce, and analytics without ever fully integrating them, meaning the disconnection problem shows up just as often at companies with a much smaller

technology footprint than the "897 applications" figure implies.

Most Enterprise Applications Still Don't Talk to Each Other

Share of a typical enterprise's ~897 applications that are actually integrated



Roughly three-quarters of enterprise applications operate without meaningful integration to the rest of the technology stack.

Source: DreamFactory, 2026.

The consequences compound in ways that are easy to underestimate. Ninety-five percent of IT leaders now identify poor integration as the single biggest barrier to adopting AI effectively – a telling statistic, because it means the current wave of AI investment many companies are making is being built on top of the same fragmented data foundation that's caused reporting and reconciliation headaches for years. AI can't meaningfully analyze or act on data it can't reliably access.

72%

of the average enterprise's software applications run in isolation, disconnected from the rest of the technology stack – meaning most companies' 'system of record' is really several partial records that don't fully agree.

Source: DreamFactory, 2026

Why Oracle Fusion Cloud's approach to integration matters here

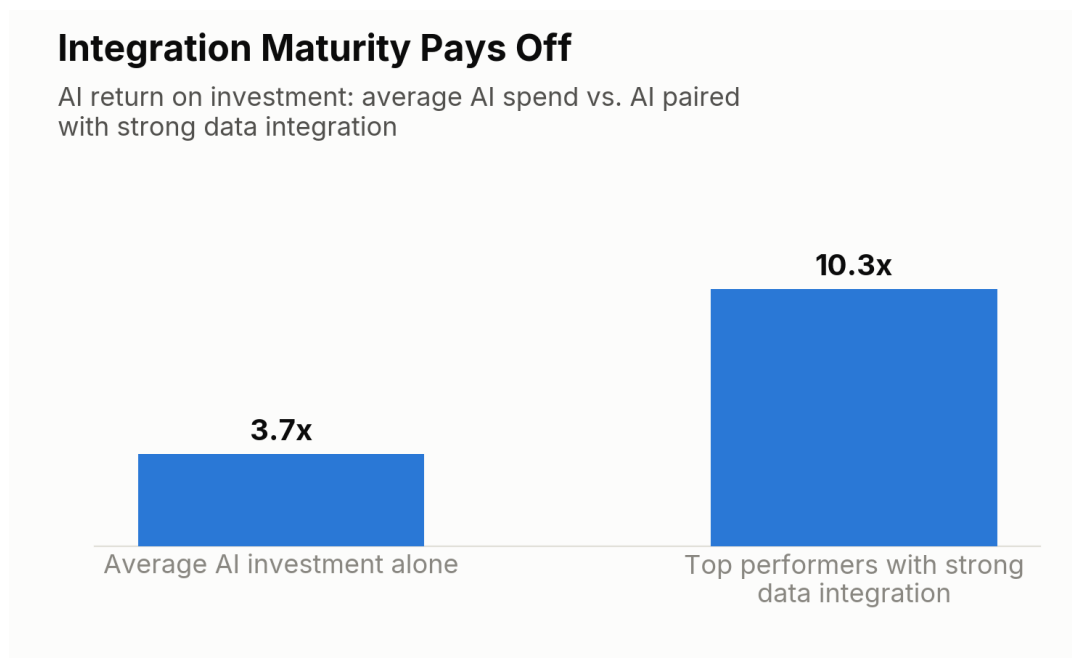
Fusion Cloud ERP is built with a fairly extensive set of pre-built connectors and a modern API layer specifically to reduce the amount of custom integration work needed to connect it to the other systems a business already depends on – a CRM for sales, a specialized eCommerce platform, an industry-specific tool that does one thing better than any generalist ERP module could. Rather than requiring a bespoke, point-to-point integration built from scratch for every connection (traditional

integration builds of this kind can take up to 12 weeks each), a well-architected integration strategy uses these APIs to keep data synchronized close to real time across the systems a company actually uses day to day.

This matters more than it might sound like it should, because the value of accurate, real-time data inside the ERP depends entirely on that data actually being complete. An ERP with perfect financial and inventory data that doesn't know about orders coming through the company's eCommerce store isn't giving anyone the full picture — it's just moved the fragmentation problem one layer deeper.

The return on getting integration right

The financial case for investing properly in integration is more substantial than it might appear at first glance. Organizations with mature data integration practices report achieving 354% ROI within three years on that integration work alone. The gap shows up even more starkly once AI enters the picture: companies pairing AI investment with strong data integration report an average ROI around 10.3 times their spend, compared with roughly 3.7 times for AI investment made in isolation, without the underlying data foundation to support it. It's a useful reminder that integration isn't a supporting technical detail; it's often the actual source of value that gets attributed, incorrectly, to whatever flashier technology sits on top of it.



*Well-integrated data infrastructure can outperform standalone technology investments that lack the same connectivity.
Source: DreamFactory, 2026.*

Where companies tend to get this wrong

The most common mistake is treating integration as an afterthought — something to figure out after the ERP itself is configured and live, rather than as a core part of the initial implementation scope. This almost always costs more in the end, because retrofitting integrations onto a system that's

already in production, with real data flowing through it, is meaningfully riskier than designing them in from the start.

The second common mistake is over-customizing integrations to preserve an old, inefficient process rather than taking the opportunity to simplify it. If a legacy system required three manual approval steps because of a limitation that no longer exists once everything is connected in real time, replicating those three steps in the new integrated environment usually just carries forward old inefficiency in a more expensive form. Integration projects work best when they're an opportunity to ask whether an existing process still makes sense, not just a technical exercise in connecting Point A to Point B exactly as they were before.

What's next in the series

Getting individual systems talking to each other well is largely a foundation for something bigger: a business that can actually scale — adding locations, entering new markets, or absorbing an acquisition — without its systems becoming the bottleneck. That's the subject of the next article in this series.

Sources

1. 37 Enterprise Data Integration Statistics (2026), DreamFactory — <https://www.dreamfactory.com/hub/enterprise-data-integration-statistics/>
2. Wholesale Digital Transformation Statistics and Trends for 2026, Xorosoftware — <https://xorosoftware.com/wholesale-digital-transformation-statistics/>