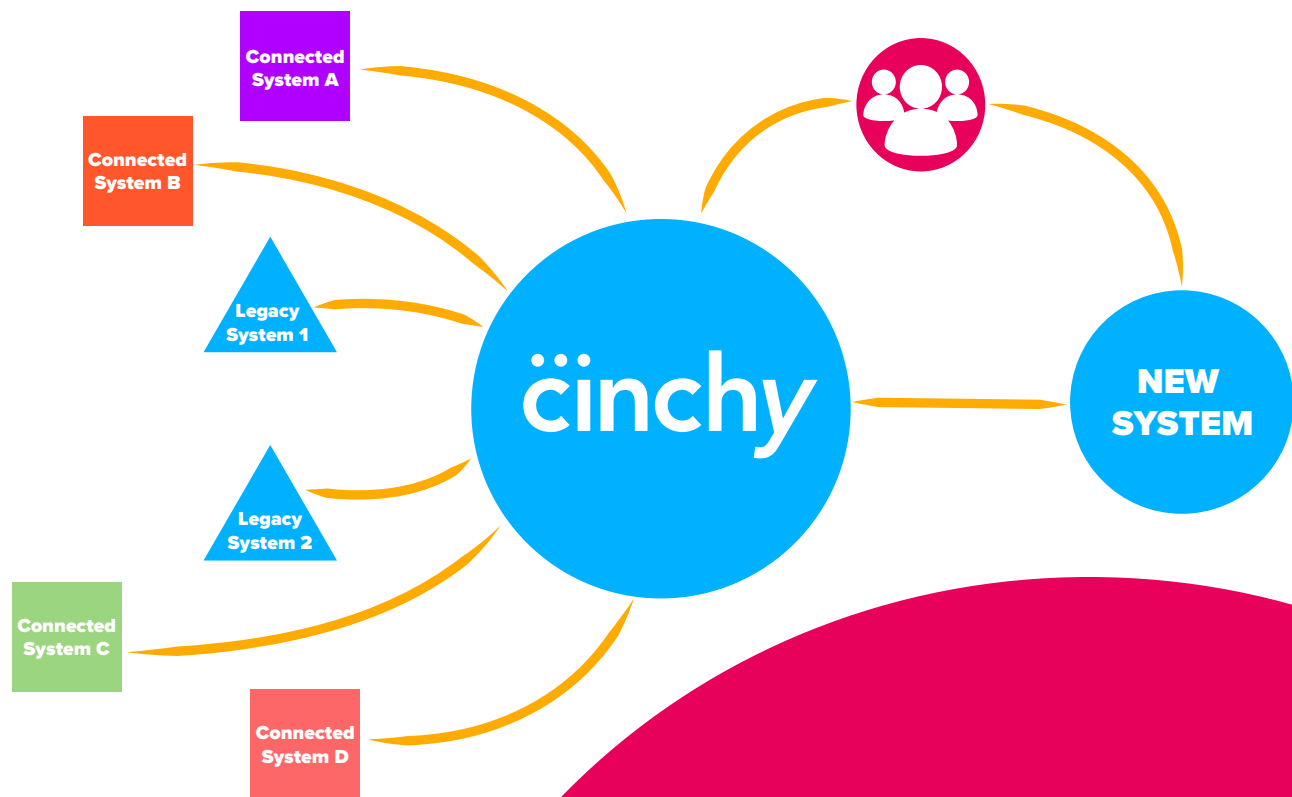


Consolidate Without the Chaos:



**How Cinchy Redefines
the Path to Systems
Unification**

Section 1:

Executive Overview – From Complexity to Simplicity

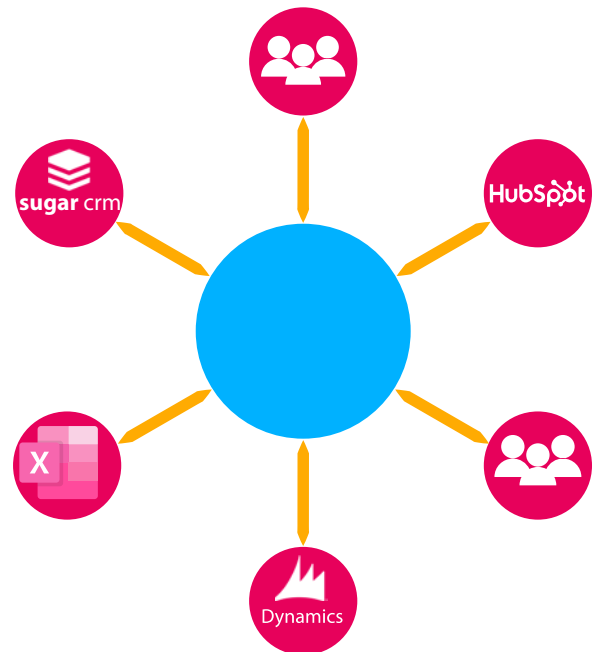
Consolidate Without the Chaos: How Cinchy Redefines the Path to Systems Unification

In today's fast-paced digital economy, companies face enormous pressure to unify fragmented systems, especially following mergers, acquisitions, or rapid growth. Yet, according to Gartner, ERP implementation failure rates can exceed 75%, and McKinsey finds that 70% of digital transformations fall short of their objectives. The culprit? A traditional systems consolidation approach riddled with migration dependencies, brittle integrations, and the dreaded “cutover pause” that brings business to a halt.

Introducing Cinchy

Cinchy flips the script on traditional IT integrations by enabling organizations to decouple migration dependencies. Rather than attempting a risky “big bang” cutover, Cinchy keeps all legacy systems, new systems, users, data, and solution gaps in perfect sync—through real-time, bi-directional updates, governed collaboration, and a vendor-agnostic data architecture.

This approach not only accelerates timelines and reduces costs but also eliminates disruption while laying the foundation for scalable future innovation.



In the pages that follow, you'll learn how Cinchy enables CIOs, CTOs, and enterprise IT leaders to achieve successful system consolidation through a radically different methodology—one that:

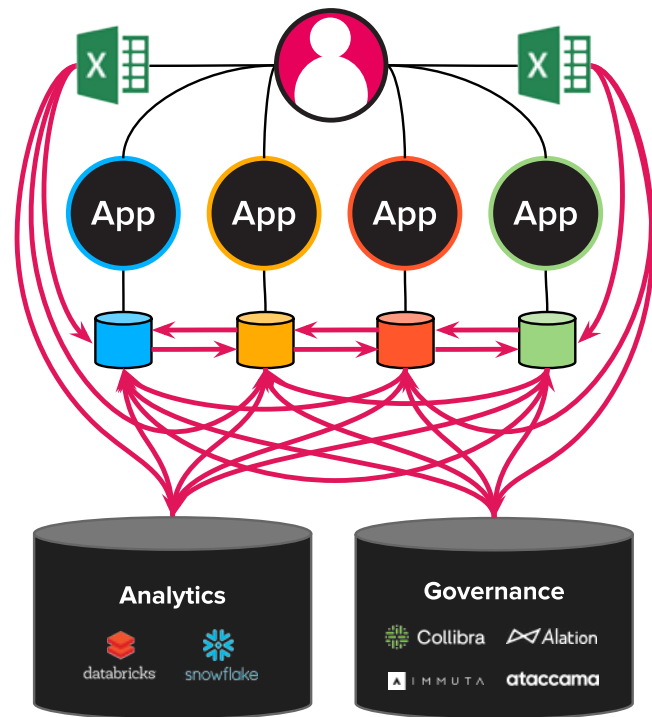
- **Avoids costly, ad hoc integrations**
- **Reduces project risk**
- **Accelerates ROI**
- **Empowers data reuse, governance, and agility**

Whether you're unifying multiple ERPs after an acquisition or streamlining CRMs to eliminate redundancy, this guide will show you how to turn a risky transformation into a repeatable advantage.

Looking for a smarter way to consolidate?

[Request a Demo](#)

to explore Cinchy's unique approach in action.



Traditional Consolidation

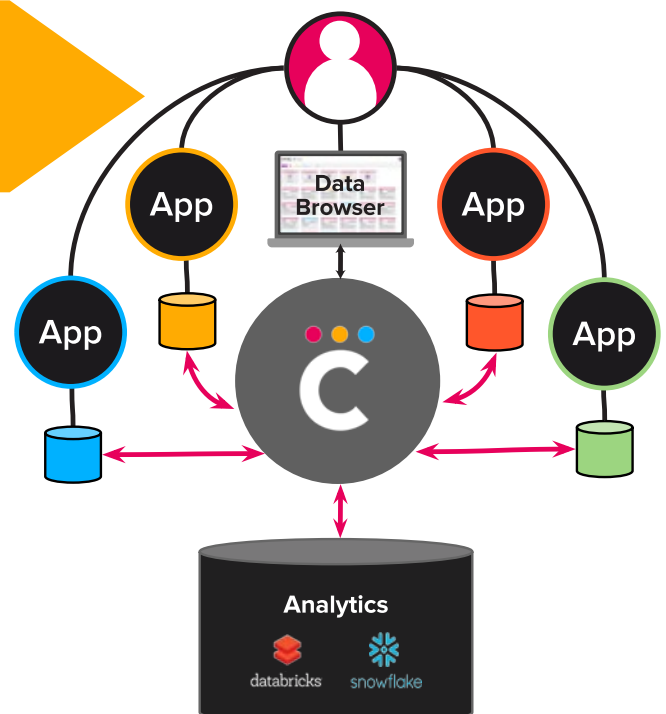
Traditional consolidations have bottlenecks and data silos, cutover risk, manual integrations, spreadsheets and downtime.

- **According to Gartner, ERP implementation failure rates can exceed 75%**
- **Global consultancy McKinsey estimates that more than 70% of all digital transformations fail.**
- **Approximately 45% of system consolidation projects run over budget.**

Cinchy's Decoupled Model

Real-time data sync across systems, governed collaboration, no "Big Bang" cutover pause, and a simplified architecture.

- **25% savings in cost/effort**
- **20% time savings on integrations**
- **Removal of tight application coupling**



Section 2:

The Systems Consolidation Problem

When Integration Becomes the Enemy: Why Traditional Consolidation Fails

For enterprises undergoing digital transformation, especially those navigating mergers, acquisitions, or legacy modernization, systems consolidation is unavoidable. Unfortunately, so are the failures. According to McKinsey, over 70% of digital transformations fall short. Nearly half of consolidation projects run over budget, and the reasons are consistent: complexity, dependency, and disruption.

The Pain Points Behind the Numbers

1. Data Silos and Fragmentation

Every business acquisition, system upgrade, or departmental rollout adds more data silos. These silos—often spreadsheets, custom applications, or legacy systems—are incompatible, ungoverned, and disconnected. As a result, operations lose visibility, and leaders can't make decisions with confidence.

2. Cutover Risk and Migration Dependencies

In a traditional approach, data is a moving target. Teams must time their migrations perfectly to avoid downtime, requiring painstaking coordination across business units, IT, and vendors. One misstep during cutover can derail the entire initiative.

3. Manual Integration and Mapping

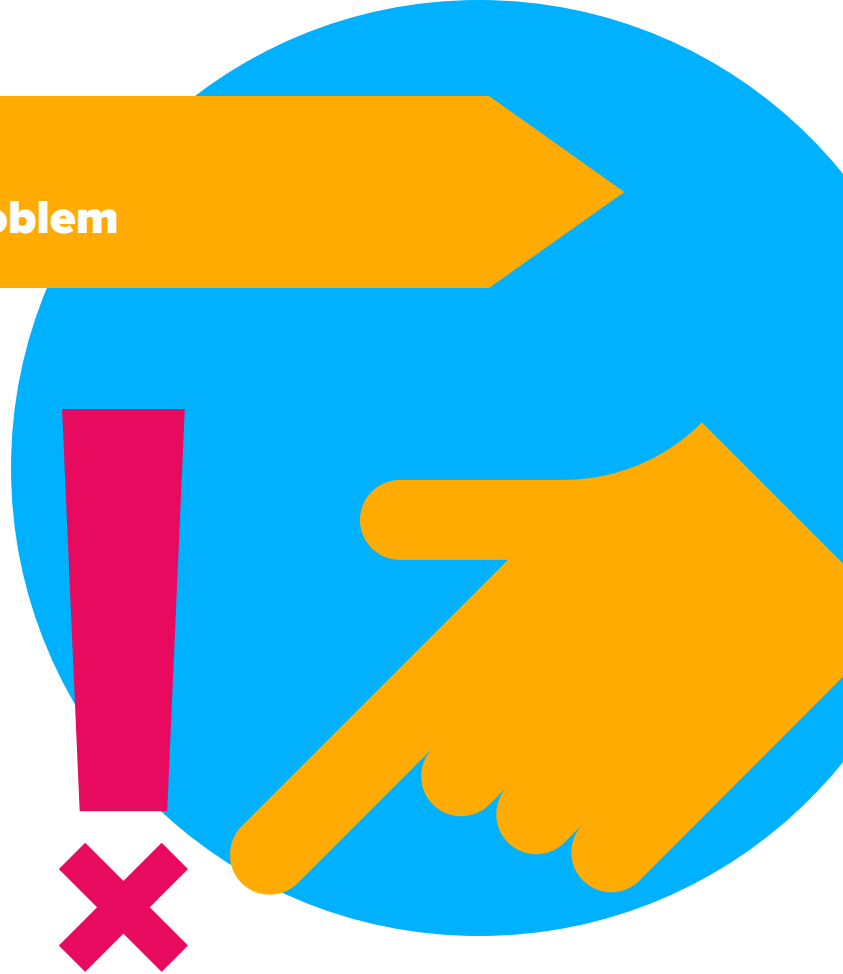
Most consolidations still rely on spreadsheets, point-to-point integrations, or custom ETLs. These brittle connections are expensive to build, hard to maintain, and prone to failure as systems evolve.

4. Business Disruption

To move users, data, and business processes to a new platform, many organizations must temporarily halt operations. This “cutover pause” is not only disruptive—it's risky, expensive, and often unacceptable in today's always-on economy.

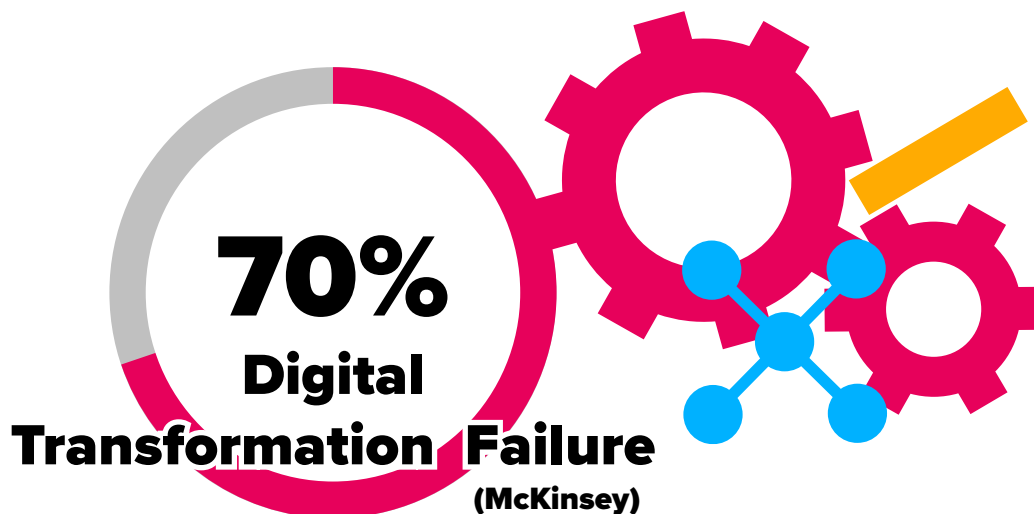
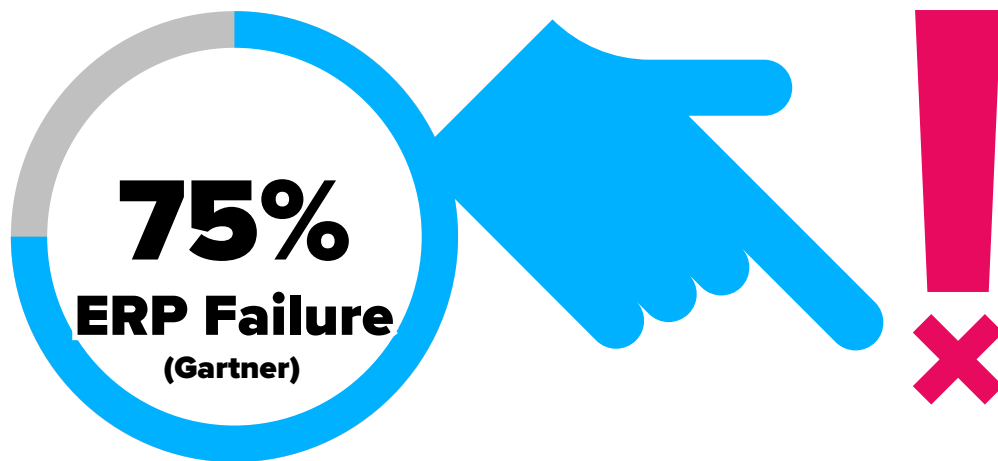
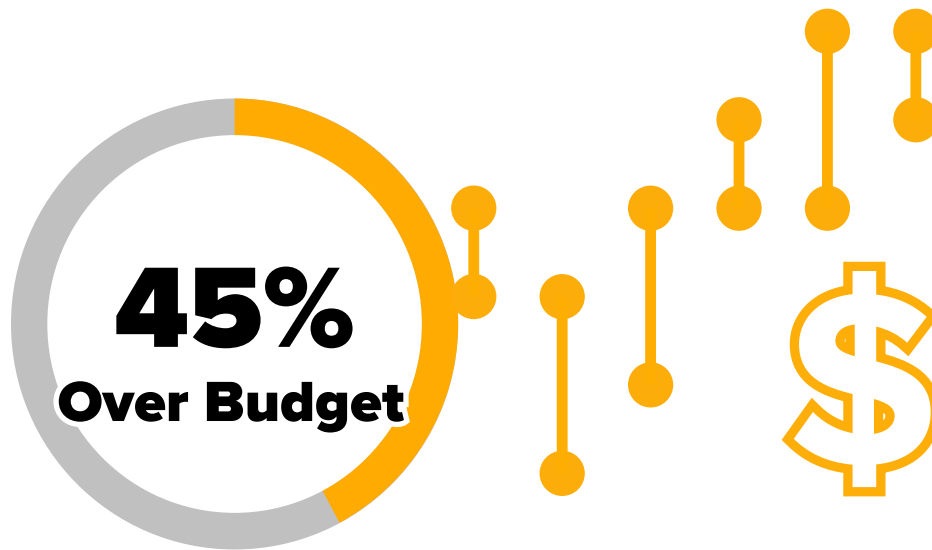
5. Governance Gaps and Compliance Risks

Without a unified governance model, data quality and security suffer. Consolidated systems become a patchwork of inconsistent controls, making regulatory compliance harder and eroding trust in enterprise data.



Why Systems Consolidation Fails

- *The odds are against you—unless you change the game.*

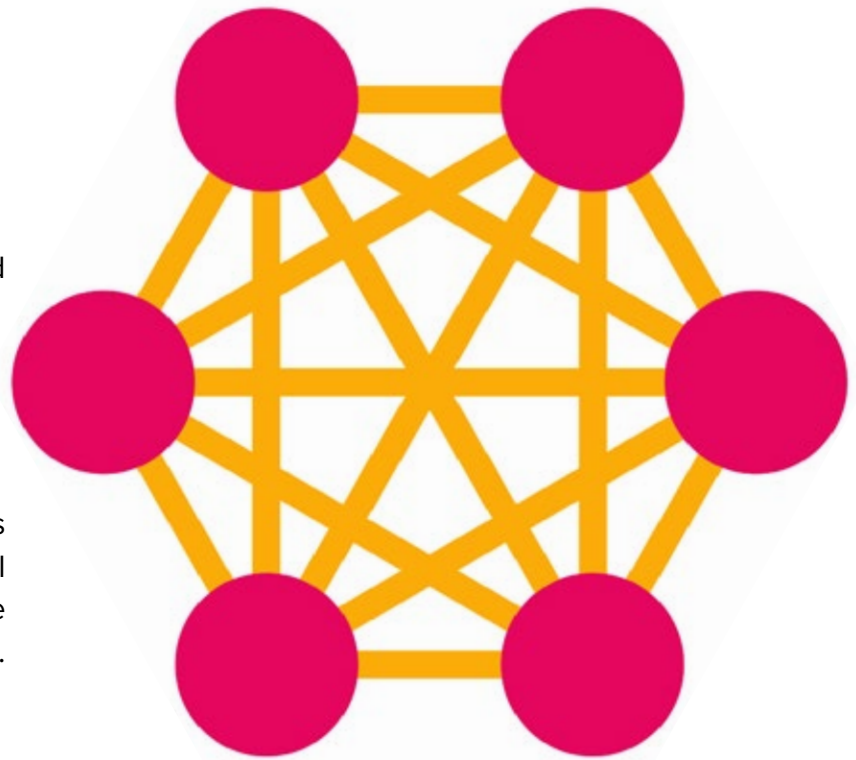


Section 3:

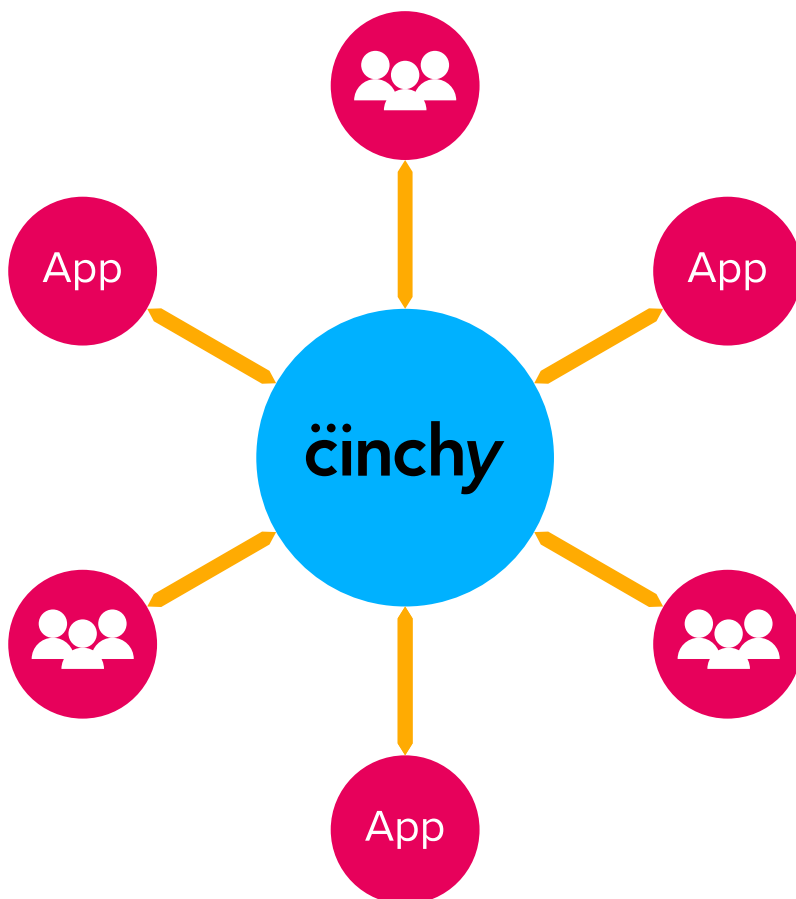
A New Approach – Cinchy's Data Collaboration Platform Advantage

No More “Big Bang”: How Cinchy Redefines Systems Consolidation

After decades of failed integrations and fractured IT landscapes, a new approach to system consolidation has emerged—one that rewrites the rules by **removing the very dependencies that cause failure**. Cinchy introduces a Data Collaboration architecture that lets organizations consolidate systems without the costly complexity of traditional migrations. No more brittle integrations, no more rigid cutovers, and no more business disruption.



Traditional Way



Cinchy's Way

What is Data Collaboration?

At the heart of Cinchy is Data Collaboration, a revolutionary approach that treats data as a networked, governed, and reusable asset—not something locked inside systems or subject to endless migration. Unlike middleware or traditional ETL tools, Data Collaboration enables real-time updates across legacy and new systems simultaneously.

The Data Collaboration Advantage: What Makes It Different

1. Bi-Directional Synchronization

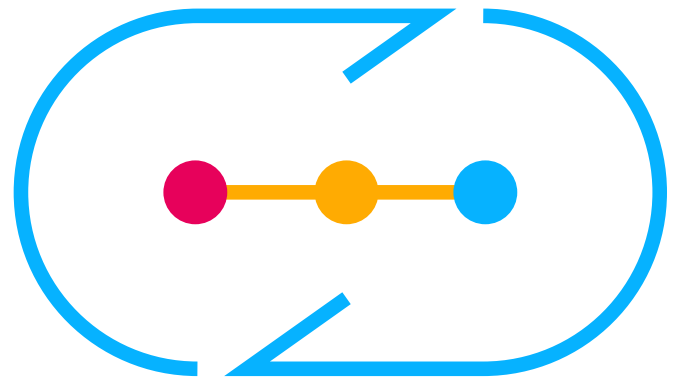
Cinchy keeps data flowing in both directions across old and new systems throughout the project lifecycle. This eliminates the need for a “Big Bang,” allowing seamless coexistence and reducing pressure on IT teams.

2. Decoupled Migration Dependencies

You no longer need to coordinate users, data, business processes, and integrations all at once. Cinchy lets you break the dependency chain, tackling each component on your terms.

3. Collaborative Data Cleanup with Governance

Users can review and clean data in a real-time workspace with version control, auditability, and granular access permissions, ensuring quality and compliance from day one.



4. No-Code Integration of Functionality Gaps

Instead of building custom apps to address new system limitations, Cinchy allows business teams to fill in gaps using no-code solutions that are governed and secure.

5. Reusable Data Products

The data liberated through Cinchy isn't just used once. It becomes a vendor-agnostic, governed resource for future initiatives—from analytics to AI readiness to regulatory reporting.

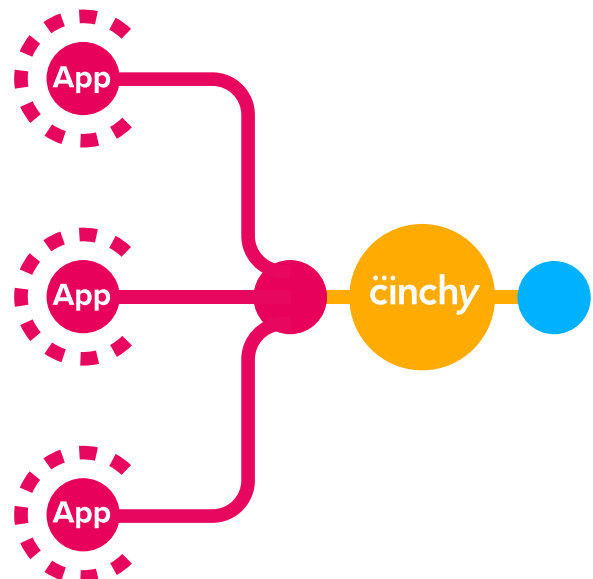
Outcome: Consolidation Without Disruption

The result? A system consolidation approach that is **simpler, faster, and safer**. Projects complete with less time and cost compared to traditional methods. More importantly, they're resilient—built on a foundation of governed, reusable, synchronized data.

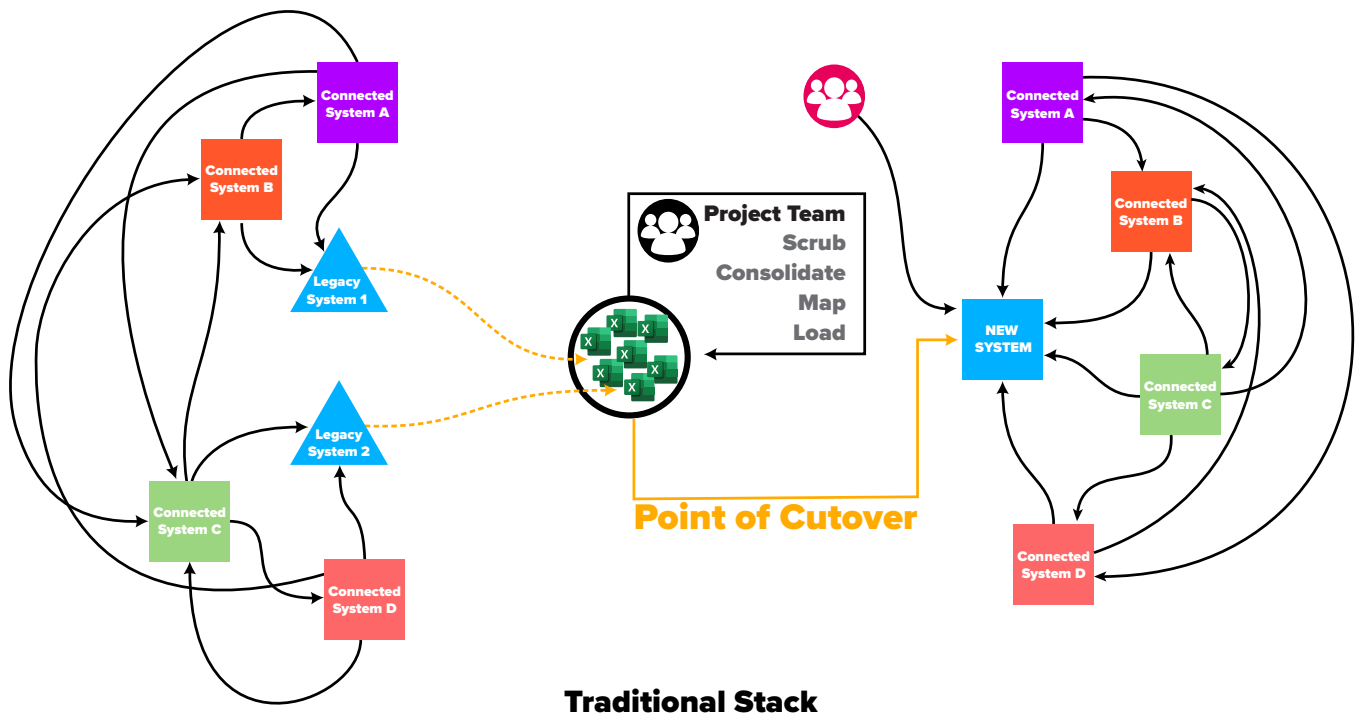
As Cinchy CEO Paul Patterson summarizes:

“Cinchy’s platform simplifies complex integrations and unifies data into a seamless network—accelerating system consolidation, reducing IT complexity, and ensuring scalability.”

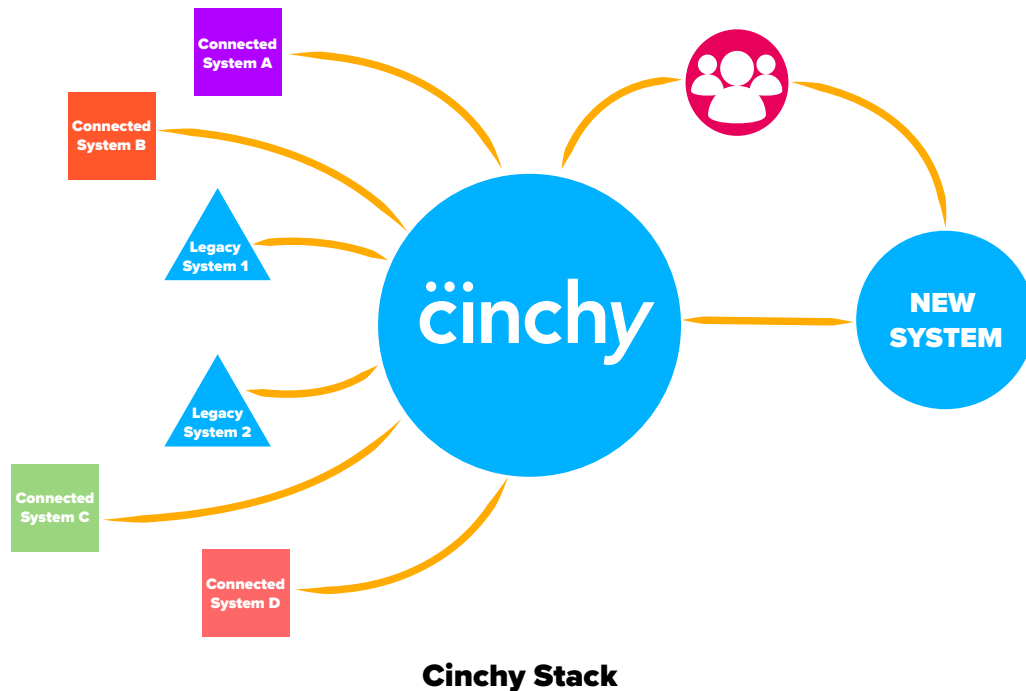
- Paul Patterson,
CEO, Cincy



How Cinchy Changes the System Consolidation Stack



- *No "Big Bang". No more moving target.*



Section 4: Cinchy's Consolidation Methodology

From Chaos to Control: A 5-Step Blueprint for System Consolidation with Cinchy

Traditional consolidation projects often resemble controlled chaos—too many moving parts, too many dependencies, and a high chance of failure. Cinchy replaces that uncertainty with a **repeatable, governed methodology** that eliminates the need for big-bang cutovers, minimizes disruption, and gets you to value faster.

This five-step blueprint is designed for CIOs and IT leaders looking to consolidate systems—particularly CRMs or ERPs—across business units, geographies, or after M&A activity.



Step 1: Assess & Prioritize Systems

Objective: Identify consolidation opportunities and sequence them based on value and complexity.

Cinchy helps IT teams **profile data across legacy systems**, understand dependencies, and map where reuse is possible.

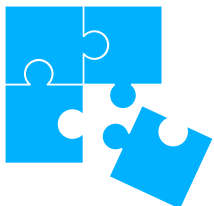
- **Surface gaps in data quality**
- **Flag systems with overlapping functions**
- **Identify early wins to prove value**



Step 2: Liberate the Data

Objective: Connect and sync source systems into the Cinchy Data Collaboration platform. Unlike traditional migration, Cinchy decouples hard dependencies, enabling live **bi-directional synchronization** from day one.

- **No Big Bang cutover event, reduced friction**
- **Real-time data sync across systems**
- **Legacy systems stay operational while being phased out**



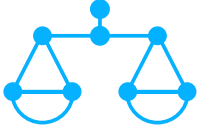
Step 3: Consolidate Experiences, Not Systems

Objective: Deliver unified workflows and data views while systems remain in transition.

Using Cinchy's no-code platform, organizations can create business-ready views, dashboards, and apps without waiting for backend migrations to complete.

- **Solve functionality gaps without building custom apps**
- **Let users interact with consolidated data early**
- **Increase change adoption with no disruption**

Step 4: Embed Governance from Day One



Objective: Ensure security, quality, and compliance throughout the process.

With **embedded access controls, versioning, and data lineage**, governance becomes proactive rather than reactive.

- Ensure only authorized users can interact with sensitive data
- Maintain audit trails and policy enforcement
- Improve compliance posture throughout the project

Step 5: Decommission or Re-purpose Legacy Systems



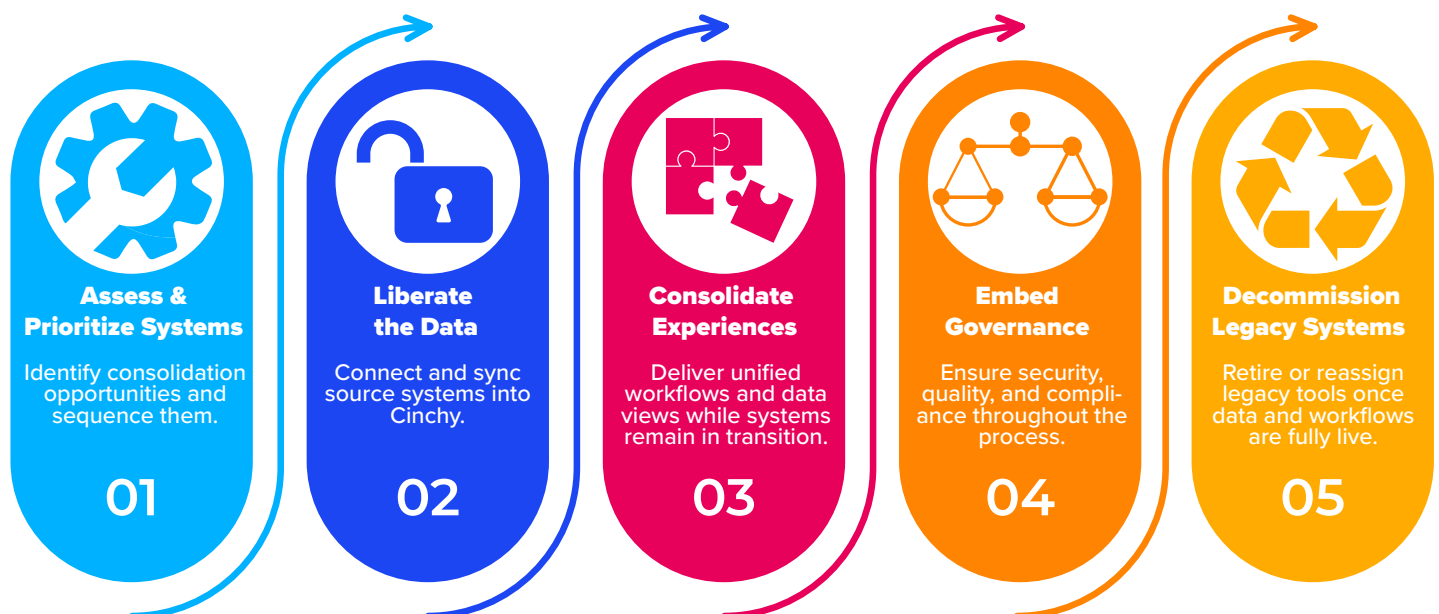
Objective: Gradually retire or reassign legacy tools once data and workflows are fully live in Cinchy and/or the new target system.

Because the data remains **in sync**, this transition happens **organically and incrementally** — without risk or disruption.

- Keep data in synch to minimize disruption
- IT resources freed for innovation
- Reuse data for future transformations

Methodology in Practice

This is the very approach one customer used to consolidate multiple business units into a unified ERP system while maintaining global operations without downtime. Instead of forcing all teams to change at once, they synced legacy and new systems with Cinchy—removing blind spots and accelerating adoption across countries.



Cinchy's 5-Step Consolidation Blueprint

Section 5:

Real-World Use Cases – Consolidation Without Compromise

From Theory to Impact:

How Cinchy Enables Consolidation at Scale

Use Case 1: ERP Consolidation Across Acquired Businesses

Industry: Manufacturing

Challenge: M&A-driven fragmentation across ERP systems

Region: Global Operations

Systems Affected: ERP, spreadsheets, siloed operational applications

The Problem:

After acquiring several companies, one customer faced growing complexity across its global operations. Each acquisition introduced new teams, applications, and disconnected processes. With data scattered in spreadsheets and siloed tools, the supply chain and financial visibility suffered.

The Cinchy Solution:

The customer adopted Cinchy's Data Collaboration platform to consolidate operations under a single ERP system. By keeping legacy systems in sync, they avoided the risks of a "cutover pause." Teams collaborated in Cinchy to cleanse and normalize data in real time, while governance ensured quality and security. CRMs or ERPs—across business units, geographies, or after M&A activity.

Business Outcomes:

- Increased supply chain efficiency
- Accelerated ERP adoption across global units
- Material impact on operational cost and revenue
- 25% savings in cost and effort



Use Case 2: CRM Consolidation After M&A

Industry: Technology

Challenge: Unifying CRM systems across multiple acquired brands

Region: North America

Systems Affected: Salesforce, HubSpot, custom CRMs

The Problem:

A fast-growing tech company acquired several startups, each with its own CRM. Sales data was fragmented, customer insights were incomplete, and marketing automation suffered. A traditional approach would have required migrating each system into a single platform—risky and slow.

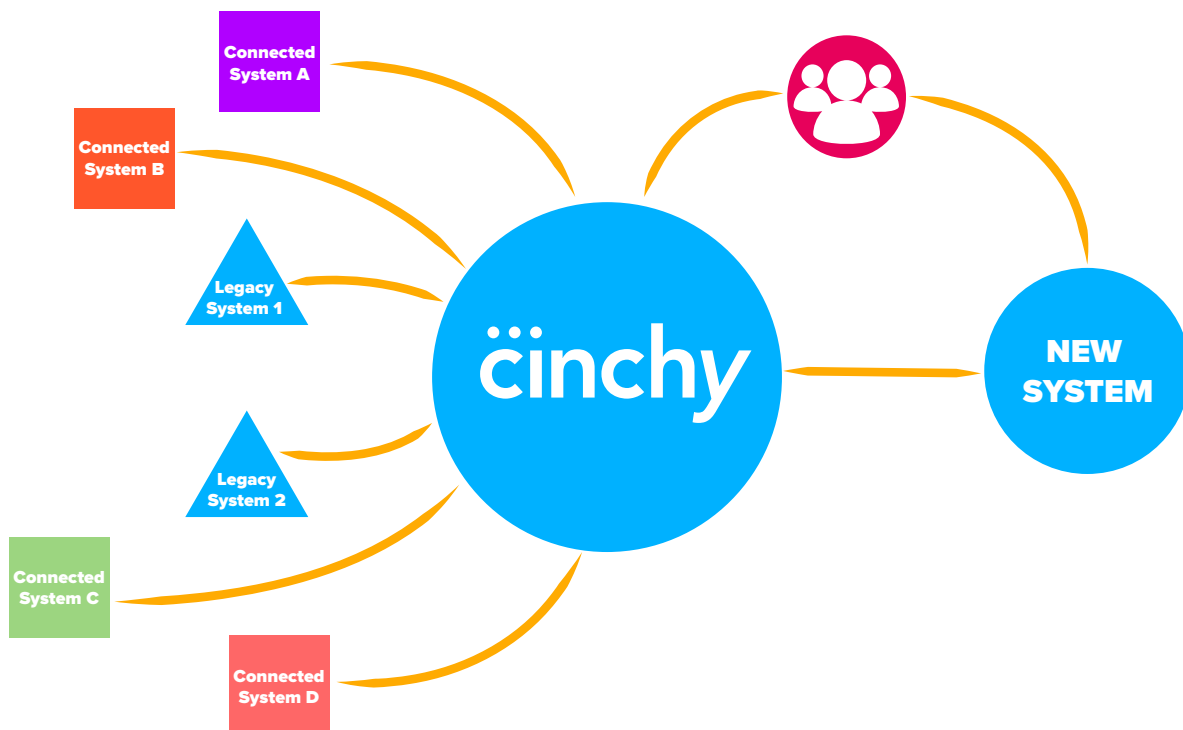
The Cinchy Solution:

Using Cinchy, the company linked all CRM systems into a central data network without interrupting operations. Sales and marketing teams immediately gained access to a unified customer view while legacy CRMs continued to function in parallel. Data was cleaned collaboratively with version control and auditability.

Business Outcomes:

- Unified customer profiles across brands
- Faster pipeline execution and reduced churn
- Real-time marketing automation using governed data
- CRM cutover completed gradually, with no downtime

This use case shows how Cinchy's approach to decoupling migration dependencies provides agility at every stage—making post-M&A integration smoother, faster, and far less risky.



Section 6:

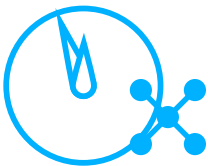
ROI and Strategic Impact – Consolidation That Pays Off

Less Risk, More Return:

The Business Value of Consolidating with Cinchy

System consolidation has long been associated with pain: blown budgets, operational downtime, and delayed value realization. But it doesn't have to be. Organizations that use Cinchy not only avoid the most common project pitfalls—they unlock tangible, **strategic benefits** that multiply over time.

Whether consolidating ERPs, CRMs, or other enterprise systems, Cinchy delivers **quantifiable ROI** in three key areas: **faster time to value**, **lower total cost**, and **greater future agility**.



1. Faster Time to Value

Traditional migrations can take 12–24 months or more. With Cinchy's real-time data sync and decoupled approach:

- Projects complete more than 20% faster
- Teams realize benefits **before** legacy systems are shut down
- Early user adoption rises due to no disruption or “change freeze”



2. Lower Cost, Fewer Resources

Legacy integrations are expensive. Cinchy eliminates redundant middleware, reduces integration rework, and avoids big-bang go-lives.

- **25%+ reduction** in cost and effort
- Fewer IT hours required for data cleansing, mapping, and testing
- Fewer tools to license, maintain, and secure



3. Reuse, Scale, and Future-Proofing

Unlike one-off integrations, Cinchy creates **reusable data assets** that support future solutions:

- Data remains **vendor-agnostic** and compliant
- New systems or apps can plug in instantly
- Enables **ongoing innovation**: AI readiness, regulatory reporting, master data management

Section 7:

Getting Started with Cinchy – Your Next Step Toward Simpler Consolidation

Start Smart. Move Fast. Scale with Confidence.

You don't need a massive transformation plan to start seeing value with Cinchy. Whether you're preparing for an M&A-driven consolidation, migrating a legacy ERP, or unifying customer data, Cinchy makes it easy to start **right-sized** and scale on your terms.

The path to consolidation success begins with a simple step: **liberating your data** from system constraints and unlocking real-time collaboration. From there, you'll reduce dependencies, accelerate delivery, and build a foundation for long-term agility.

Engagement Options

1. Start with a Pilot or Proof-of-Concept

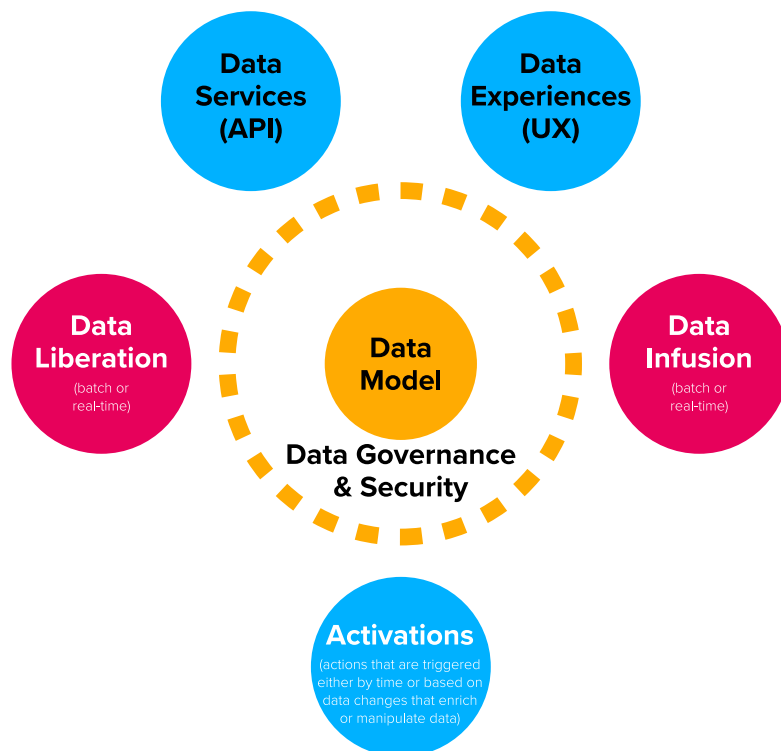
Quickly validate the value of Cinchy in a low-risk environment by applying it to a specific consolidation use case—such as syncing two CRM instances or integrating legacy data into a new ERP.

2. Scale to a Strategic Initiative

Expand to support enterprise-wide transformation, modernize data governance, or create reusable data products to support analytics, compliance, and operational excellence.

3. Leverage Cinchy and Partner Expertise

Get access to Cinchy's expert success team and its ecosystem of certified partners who can accelerate delivery, guide best practices, and support change management.



Who Should Get Involved

- **CIOs / CTOs** – Define consolidation strategy with data agility in mind
- **VPs of IT / Enterprise Architects** – Lead system mapping and delivery
- **Data Governance & Compliance Leaders** – Ensure quality and trust from day one
- **Business Stakeholders** – Participate in collaborative data cleanup and validation

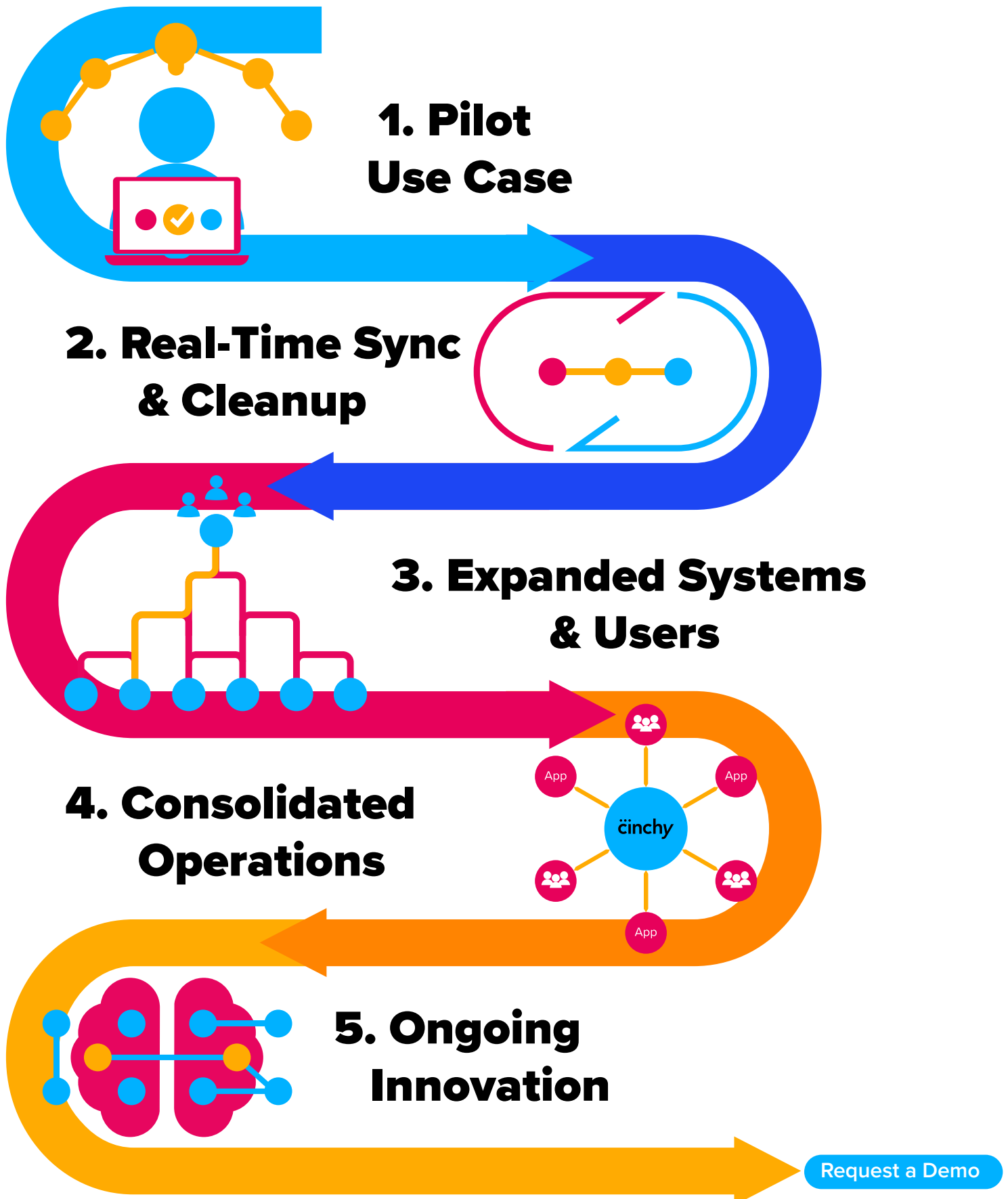
Your Call to Action

Ready to stop planning around risk—and start delivering value?

[Request a Demo](#)

To see how Cinchy helps you consolidate faster, cheaper, and without compromise.

Your Consolidation Journey with Cinchy



Section 8 : Appendix – Technical Foundations and Supporting Resources

Go Deeper: Glossary, Architecture, and Resources for the Curious CTO

Glossary of Key Concepts

Data Collaboration



An architectural approach that enables real-time, governed data collaboration across systems. Unlike traditional ETL or middleware, Data Collaboration makes data instantly usable without copying or duplicating it.

Bi-Directional Sync



The continuous flow of data updates between legacy and new systems, allowing them to remain in sync throughout a project—eliminating the need for a hard cutover.

Data Product



A reusable, governed, and business-ready view of data that can be used by multiple applications or teams. Data products are decoupled from systems and reflect the business's view of the data.

Cutover Pause



A traditional “go-live” event in which systems are turned off and new ones are turned on—often risky and disruptive. Cinchy eliminates “Big Bang” cutovers through real-time sync.

Federated Governance



An approach to data governance that applies policy and access controls across systems in a coordinated but decentralized way—balancing compliance and agility.

Cinchy Platform Architecture (Overview)

Core Components:

- **Data Network:**
The central fabric that links systems and users
- **Access Control Engine:**
Embedded permissions, auditing, and traceability
- **Data Collaboration Layer:**
UI for business users to view, clean, and govern data
- **Integration Hub:**
Connectors for real-time sync with systems like Salesforce, SAP, Workday, etc.

Inside Cinchy:

A Modern Dataware Architecture

