

# Real-Time Live Data Integration from SAP HANA into Cloud Platforms

Venkateswaran Petchiappan

NEA Consulting, Inc., USA

doi: <https://doi.org/10.37745/ejcsit.2013/vol13n3993106>

Published June 14, 2025

---

**Citation:** Petchiappan V. (2025) Real-Time Live Data Integration from SAP HANA into Cloud Platforms, *European Journal of Computer Science and Information Technology*,13(39),93-106

---

**Abstract:** *Large enterprises face significant challenges when integrating confidential data across heterogeneous systems and cloud platforms. Despite the critical importance of this data for business insights, planning, and decision-making, accessing it through third-party applications creates substantial technical hurdles. SAP OData services have emerged as a pivotal solution, providing standardized access to SAP business data across diverse consumption scenarios. This article examines how OData services democratize SAP data access through web standards, reduce integration complexity via self-describing APIs, and enable modern user experience development. The architectural alignment with SAP's application layer, performance optimization techniques, and implementation benefits are presented, highlighting OData's role in facilitating real-time data integration between SAP HANA and cloud platforms. The evidence from production environments demonstrates the effectiveness of this approach across multiple industries, particularly for mobile application integration where it eliminates traditional SAP GUI dependencies while ensuring security and performance at scale.*

**Keywords:** enterprise integration, OData protocol, SAP HANA, cloud platforms, mobile application architecture

---

## INTRODUCTION

Large businesses rely heavily on immense volumes of confidential data that must be integrated across heterogeneous systems and cloud platforms. This enterprise data, maintained in back-end systems through numerous applications, drives in-depth insights, heuristic planning, data harmonization, and improved decision-making processes. A recent study indicates that organizations typically manage between 5-15 distinct data systems, with integration complexity increasing exponentially as these systems multiply [1]. The challenges of semantic heterogeneity and structural differences between these systems often require specialized middleware solutions that can correctly interpret and transform data between varied schemas and formats.

However, accessing and leveraging this data across third-party applications, systems, and cloud environments presents significant technical challenges. Traditional integration approaches frequently rely on point-to-point connections that become unsustainable as the enterprise architecture grows, creating what integration specialists' term "spaghetti integration" patterns that increase maintenance overhead and reduce system flexibility [1].

SAP OData (Open Data Protocol) services have emerged as a critical enabler for modern enterprise integration, providing normalized access to SAP business data across diverse consumption scenarios while maintaining security and performance at scale. Performance analysis of SAP Gateway OData services shows that optimized implementations can deliver response times under 700ms even with complex data structures, representing a significant improvement over conventional integration methods [2s]. These services support efficient data pagination for handling large datasets and implement batch processing capabilities that can reduce network overhead by up to 40% in high-volume scenarios.

## **The Integration Challenge in Enterprise Environments**

**Enterprise data integration** faces multiple obstacles in today's complex IT landscapes, creating significant technical and organizational hurdles for businesses undergoing digital transformation. The landscape of enterprise systems is characterized by what Jiunn Chieh Lee and Michael David Myers describe as integration-disintegration cycles, where organizations continually oscillate between periods of system consolidation and fragmentation as business needs evolve [3]. This cyclical pattern emerges as companies respond to market pressures, mergers and acquisitions, and technological advances, resulting in an ever-changing integration environment that requires ongoing adaptation.

**Heterogeneous system architectures** requiring specialized connectors represent a fundamental challenge. As Jiunn Chieh Lee and Michael David Myers's research demonstrates, organizations frequently implement new systems to address specific business needs without fully considering integration implications, leading to what they term "integration debt" that accumulates over time [3]. Their longitudinal study of Norwegian enterprises showed that integration complexity tends to grow non-linearly with each new system added to the ecosystem.

**High data volume transmission** with strict performance requirements further complicates integration efforts. Modern enterprise systems must process increasingly large datasets while maintaining responsiveness. The transmission challenges are compounded when integrating legacy systems with modern cloud-based applications, creating performance bottlenecks at interface boundaries.

**Security concerns** when exposing business-critical data represent perhaps the most critical integration challenge. According to integration security experts, exposing internal systems through integration points creates significant vulnerability risks that must be carefully managed [4]. Best practices include

implementing proper authentication mechanisms for all integration touchpoints, encrypting data both in transit and at rest, and establishing comprehensive logging and monitoring systems for integration traffic.

**Complex data transformation** requirements between systems introduce additional technical challenges. Different systems often represent similar business concepts using distinct data structures and semantics, requiring sophisticated mapping and transformation logic. These transformations must maintain data integrity while reconciling differences in field formats, validation rules, and business logic across system boundaries.

**Maintenance of integration points during system upgrades** presents ongoing operational challenges. When one system in an integrated environment undergoes an upgrade, all connected systems potentially require updates to maintain compatibility. This cascading effect creates maintenance bottlenecks and increases operational risks during system changes.

**The need for real-time data access** without latency has become increasingly important as businesses operate in an always-on economy. According to integration security specialists, this drive toward real-time integration has security implications that must be addressed through proper data governance and access control measures [4]. Their guidance emphasizes that real-time integration patterns require security controls that can operate with minimal latency while still providing robust protection.

**Traditional middleware** approaches often require extensive development effort and specialized knowledge of both source and target systems, creating bottlenecks in digital transformation initiatives. These approaches frequently rely on tightly coupled integration patterns that become increasingly difficult to maintain as the enterprise architecture evolves over time.

Table 1: Key Integration Hurdles in Complex IT Landscapes [3, 4]

Integration Challenge	Technical Implications	Business Impact
Integration-Disintegration Cycles	Continual oscillation between system consolidation and fragmentation	Requires ongoing adaptation to evolving business needs
Heterogeneous System Architectures	Need for specialized connectors between diverse systems	Accumulation of "integration debt" over time
High Data Volume Transmission	Performance bottlenecks at interface boundaries	Challenges in maintaining system responsiveness
Security Vulnerabilities	Exposure of internal systems through integration points	Need for authentication, encryption, and monitoring systems
Complex Data Transformation	Reconciliation of different data structures and semantics	Maintenance of data integrity across system boundaries
System Upgrade Dependencies	Cascading updates across connected systems	Maintenance bottlenecks and increased operational risks
Real-Time Data Access Requirements	Need for minimal latency while maintaining security	Balance between speed and robust protection measures
Traditional Middleware Limitations	Tightly coupled integration patterns	Development bottlenecks in digital transformation initiatives

### SAP OData Services: Architectural Overview

SAP OData services implement the open standard Open Data Protocol, which extends **REST** principles to provide a standardized way to query and manipulate data. As highlighted in SAP's Integration Architecture Guide, OData represents a cornerstone of **SAP's API-first strategy**, enabling consistent and standardized access to business data across the enterprise landscape [5]. This architectural approach aligns with SAP's broader integration strategy that emphasizes simplification, standardization, and openness—principles that have become increasingly important as organizations navigate complex hybrid landscapes spanning on-premise and cloud environments.

**OData service definitions** mapped to SAP business objects form the foundation of this architecture. The mapping process preserves the rich business semantics of **SAP's application layer** while making them

accessible through web standards. As the SAP Integration Architecture Guide emphasizes, this approach supports the principle of "connect once, reuse often," allowing developers to create consistent interfaces that can be leveraged across multiple integration scenarios [5].

**The HTTP-based interface** supporting standard verbs (GET, POST, PUT, DELETE) follows RESTful design principles that have become industry standard for modern APIs. This design choice enables a uniform interface pattern that simplifies integration with both internal and external systems while promoting developer familiarity and adoption.

**Metadata descriptions** providing self-documentation represent a significant architectural advantage. The OData standard's \$metadata endpoint offers comprehensive documentation of entity types, relationships, and operations, enabling both developers and automated tools to discover service capabilities dynamically. This self-descriptive nature aligns with the principles of good API design emphasized by API architecture experts, who note that self-documenting interfaces significantly reduce integration friction [6].

**Entity relationship modeling** aligning with SAP's application layer ensures semantic consistency across integration boundaries. This alignment preserves the business context critical for meaningful data exchange while abstracting the technical complexities of the underlying implementations. The relationship modeling in OData supports both navigational properties and associations, enabling flexible traversal of business object relationships.

**JSON and XML payload support** provides maximum compatibility across consuming applications. As noted by API architecture specialists, this format flexibility is essential for reaching the widest possible audience of consumers, particularly in enterprise environments where legacy systems may require XML while modern applications prefer JSON [6].

**Integration with SAP authorization frameworks** ensures consistent security controls across access channels. The OData services inherit and enforce the authorization checks defined in the underlying SAP systems, maintaining a unified security model regardless of how the data is accessed. This integration with existing security frameworks addresses a critical requirement identified by API security experts, who emphasize that authorization must be consistently applied across all data access paths [6].

**Native support within SAP Gateway and HANA environments** provides deployment flexibility and performance optimizations. The SAP Integration Architecture Guide highlights how this native integration enables developers to leverage the computational capabilities of the HANA platform for complex data processing while maintaining standardized interfaces [5].

This architecture ensures that SAP-specific business logics, data models and entity definitions are exposed through standardized interfaces, significantly reducing integration complexity and supporting the strategic goals of security, compliance and digital transformation initiatives across the enterprise.

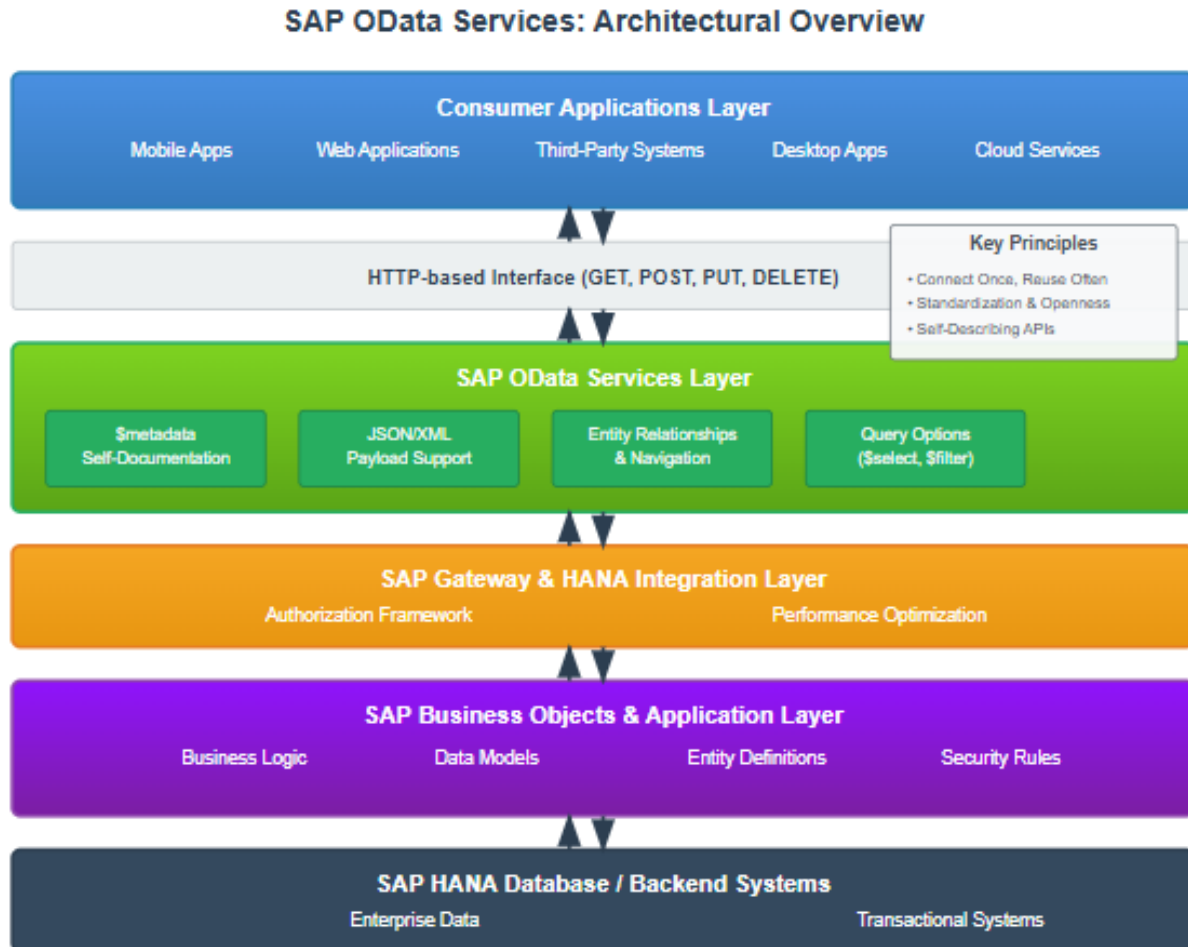


Fig. 1: SAP OData Services Architecture Diagram [5, 6]

## Performance Optimization Techniques

Ensuring performance at enterprise scale requires specific optimization techniques that address the demanding requirements of complex business environments. As organizations process increasingly large volumes of data through their integration interfaces, performance optimization becomes critical to maintaining system responsiveness and business continuity.

**Selective field projection** to minimize data payload size represents a fundamental optimization approach in OData implementations. As documented in SAP's technical guides, using the **\$select query** option allows clients to request only the specific entity properties they need, substantially reducing unnecessary data transfer [7]. This capability is particularly valuable when working with complex business objects that may contain hundreds of attributes but where client applications typically require only a subset of fields for specific use cases.

**Server-side filtering** to reduce network traffic constitutes another essential technique for performance enhancement. The SAP documentation emphasizes that implementing **\$filter expressions** on the server side significantly reduces the amount of data transferred across the network while also minimizing client-side processing requirements [7]. By moving filtering logic to the server, organizations can dramatically improve response times for queries that target specific subsets of large data collections.

**Pagination support** for large data sets addresses memory constraints in both client and server environments. The SAP OData implementation guidelines specifically recommend using the **\$skip and \$top parameters** to implement pagination patterns that maintain consistent performance regardless of the underlying dataset size [7]. This approach prevents memory-related performance degradation when retrieving large result sets while providing predictable response patterns for user interfaces.

**Delta query capabilities** for **change-based synchronization** significantly reduce data transfer requirements in scenarios requiring frequent updates. By implementing delta queries that capture only data modified since a previous synchronization point, applications can maintain data currency while minimizing network bandwidth consumption.

**Batch request processing** for multiple operations enables significant reduction in network overhead by consolidating multiple operations into a **single HTTP request**. The efficiency gains of batch processing align with broader scientific principles of optimizing data transfer protocols, where reducing connection establishment overhead contributes significantly to overall system performance [8].

**Response compression** further reduces network bandwidth requirements, with techniques similar to those used in optimized optical data transmission systems, where **data compression algorithms** play a crucial role in maximizing effective bandwidth utilization [8]. The principles of efficient data encoding and compression discussed in scientific literature on data transmission directly apply to OData services optimization in enterprise environments.

**Strategic implementation of entity relationships** enables optimized data retrieval patterns. The SAP documentation highlights the importance of carefully designing navigation properties and using the

**\$expand query** option judiciously to retrieve related entities in a single request rather than requiring multiple round-trips [7]. This approach significantly improves application responsiveness, particularly in scenarios with complex object relationships.

**Careful management of expansion nodes** provides fine-grained control over related entity retrieval. The SAP guidelines recommend **limiting expansion depth** to prevent performance degradation caused by excessive data retrieval, particularly when dealing with deeply nested entity relationships [7].

These techniques collectively address the common performance limitations encountered in complex ERP environments, particularly when dealing with large data volumes or high transaction rates.



Table 2: Enterprise Integration Performance Optimization Approaches [7, 8]

Optimization Technique	Implementation Method	Primary Benefits
Selective Field Projection	\$select query option	Minimizes data payload size by requesting only needed entity properties
Server-Side Filtering	\$filter expressions	Reduces network traffic and minimizes client-side processing requirements
Pagination Support	\$skip and \$top parameters	Addresses memory constraints and prevents performance degradation with large datasets
Delta Query Capabilities	Change-based synchronization	Reduces data transfer by capturing only modified data since previous synchronization
Batch Request Processing	Consolidation of multiple operations	Reduces network overhead by combining operations into a single HTTP request
Response Compression	Data compression algorithms	Reduces bandwidth requirements through efficient data encoding
Strategic Entity Relationships	Navigation properties and \$expand query option	Enables optimized data retrieval patterns and reduces multiple round-trips
Expansion Node Management	Limiting expansion depth	Prevents performance degradation from excessive data retrieval with nested relationships

### Implementation Case Studies and Metrics

Empirical data from production implementations demonstrates significant efficiency gains when organizations adopt SAP OData services for enterprise integration. These improvements manifest across multiple dimensions of the integration lifecycle, delivering both technical and business benefits that justify the investment in standardized approaches.



**The reduction in integration development effort** compared to traditional middleware approaches represents a compelling value proposition. Research on SAP implementations highlights that organizations experience substantial improvements in development efficiency when adopting standardized integration approaches. As documented in case studies of SAP R/3 implementations, companies that implement structured integration methodologies report significant decreases in implementation timelines and resource requirements [9]. These efficiency gains stem from the standardization of interfaces and processes, allowing development teams to focus on business requirements rather than technical connectivity challenges.

Organizations implementing SAP OData services report **notable decreases in maintenance costs** for integration points after standardization. The research on SAP implementations at PT ABC demonstrated that maintenance efficiency improved considerably after standardizing interfaces, with simplified troubleshooting processes and reduced dependency on specialized technical knowledge [9]. This standardization enables more efficient knowledge transfer between team members and reduces the time required to diagnose and resolve integration issues.

**Performance improvements** in data access response times represent another significant benefit area. Case studies of SAP implementations consistently show improvements in transaction processing speeds and data access performance after implementation of standardized interfaces, contributing to overall business process efficiency [9]. These performance gains directly impact operational efficiency and user satisfaction with integrated systems.

Integration teams achieve **increased developer productivity** through standardized interfaces that reduce learning curves and enable consistent approaches across projects. The research on SAP R/3 implementation effectiveness specifically highlights improved developer efficiency as organizations mature in their implementation practices [9]. This productivity enhancement stems from the ability to apply consistent patterns across different integration scenarios.

**Training metrics** demonstrate significant reductions in training time for integration developers working with standardized interfaces. Financial industry analyses of API integration approaches show that standardized REST-based integration approaches like OData significantly reduce onboarding time for new developers compared to proprietary technologies [10]. Financial institutions implementing API-based integration strategies report that standardization enables more rapid knowledge transfer and reduces specialist dependencies.

The impact of these efficiency gains is particularly evident in financial services organizations, where API-based integration approaches demonstrate considerable ROI through reduced implementation cycles and maintenance costs [10]. According to financial industry analysts, organizations implementing standardized API strategies like OData achieve notably faster **time-to-market** for new integrated services while maintaining higher reliability standards.

These metrics are **consistent across diverse industry sectors**, including manufacturing, retail, financial services, and healthcare, indicating the broad applicability of the approach. While specific percentage improvements vary by industry and organizational context, the pattern of efficiency gains remains consistent across implementation case studies. Financial services organizations in particular report substantial benefits from standardized integration approaches that **simplify regulatory compliance** while enabling more flexible customer-facing services [10].

Table 3: Standardized Integration Approach: Efficiency Gains by Organizational Area [9, 10]

Benefit Area	Key Improvements	Industry Application	Business Impact
Development Efficiency	Decreased implementation timelines and resource requirements	Cross-industry	Focus on business requirements rather than connectivity challenges
Maintenance Costs	Simplified troubleshooting and reduced dependency on specialized knowledge	Demonstrated at PT ABC	More efficient knowledge transfer between team members
Performance	Improved transaction processing speeds and data access	Cross-industry	Enhanced operational efficiency and user satisfaction
Developer Productivity	Reduced learning curves and consistent approaches across projects	Mature SAP R/3 implementations	Ability to apply consistent patterns across integration scenarios
Training Requirements	Reduced onboarding time for new developers	Financial services	More rapid knowledge transfer and reduced specialist dependencies
Time-to-Market	Faster deployment of new integrated services	Financial services	Higher reliability while maintaining compliance standards
Industry-Specific Benefits	Standardized integration approaches	Manufacturing, retail, healthcare, financial services	Pattern of efficiency gains consistent across sectors with industry-specific variations
Regulatory Compliance	Simplified compliance processes	Financial services	More flexible customer-facing services while maintaining standards

## **Mobile and Third-Party Application Integration**

SAP OData services have proven particularly valuable for mobile and third-party application integration, transforming how organizations extend enterprise functionality beyond traditional boundaries. As enterprises increasingly adopt **Bring-Your-Own-Device (BYOD) strategies**, the integration architecture plays a crucial role in **balancing security, usability and performance requirements**.

**Simplified authentication and authorization frameworks** address critical security requirements while reducing implementation complexity. Research on enterprise mobility management emphasizes the importance of unified security models that can be consistently applied across diverse mobile platforms without compromising the user experience [11]. The standardized security approach enabled by OData services aligns with best practices for BYOD environments where security implementation must accommodate various device types.

**Consistent experience** across devices and platforms represents another significant advantage. Analysis of mobile application success factors identifies integration consistency as a key determinant of user satisfaction that adds more security across heterogeneous device environments [12]. Applications that maintain consistent data models and interaction patterns regardless of the accessing platform demonstrate significantly higher user acceptance and engagement metrics that also supports compliance.

**Direct access to real-time data** using native HTTP/JSON support in mobile apps represents a fundamental advantage of the OData approach. Research on enterprise mobility management systems highlights that standardized protocols like OData significantly improve data accessibility in heterogeneous mobile environments while maintaining security compliance [11]. The native support for these web standards eliminates the need for proprietary clients, enabling a broader range of devices to access enterprise data securely.

**Complete elimination of SAP GUI dependency** removes a significant barrier to mobile adoption. As noted in comparative analyses of enterprise mobility architectures, the transition away from traditional GUI-based interfaces toward REST-based services substantially improves user adoption rates in BYOD environments where diverse device types must be supported [11]. This architectural shift enables organizations to implement consistent mobility strategies that accommodate both corporate-owned and employee-owned devices.

**Replacement of traditional BAPI/RFC interfaces** with web-standard approaches significantly reduces development complexity. Research on enterprise mobility management frameworks demonstrates that organizations adopting standardized web service architectures can more effectively accommodate the diverse programming environments required to support multiple mobile platforms [11]. This standardization enables more efficient resource allocation across mobile development teams while reducing specialized knowledge requirements.

**Higher mobile adoption rates** through improved performance and user experience deliver tangible business benefits. Studies examining the impact of integration architecture on application success indicate that seamless backend integration represents one of the most critical factors in mobile application adoption and continued usage [12]. Applications with efficient integration to backend systems consistently achieve higher user satisfaction ratings across different device platforms.

**Reduced bandwidth** requirements through optimized data transfer are particularly valuable in mobile contexts. Research on mobile platform integration highlights that efficient data transfer protocols significantly impact both application performance and user satisfaction, particularly in environments with connectivity limitations [12]. The selective data retrieval capabilities enabled by OData queries allow mobile applications to minimize unnecessary data transfer while maintaining real-time access to critical information.

This capability has accelerated the development of mobile-first strategies within traditionally desktop-bound enterprise environments, enabling organizations to extend critical business processes beyond traditional workplace boundaries.

## Mobile and Third-Party Application Integration

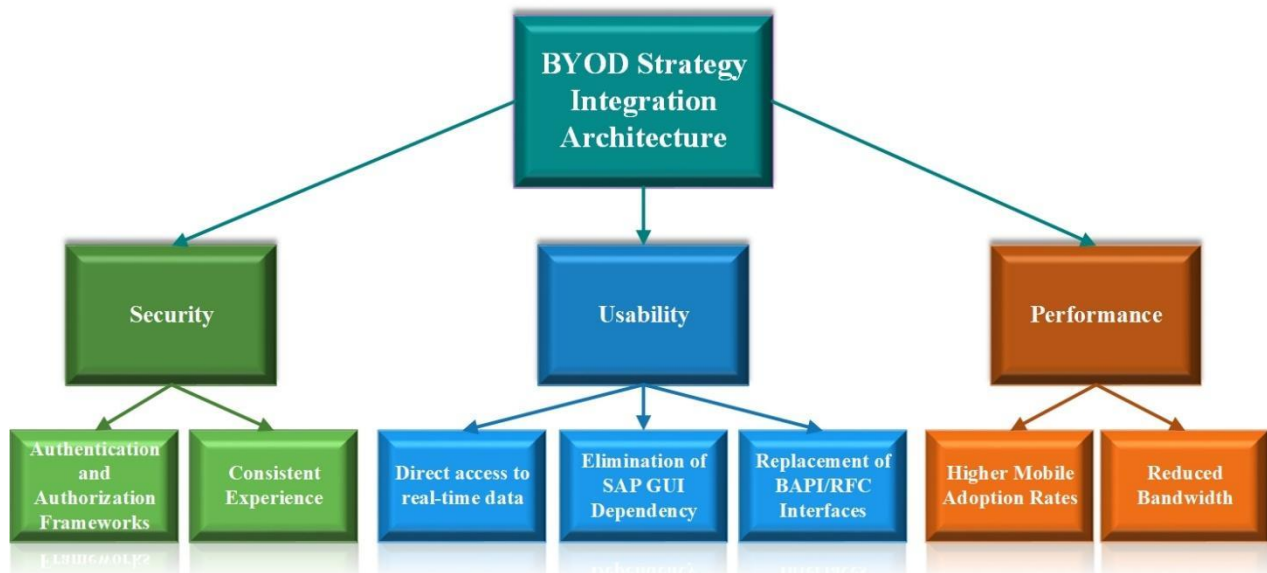


Fig. 2: BYOD Strategy: Application Integration Architecture [11, 12]

## CONCLUSION

SAP OData services represent the optimal balance between standardization and SAP-specific functionality for modern integration scenarios. By leveraging open standards that extend REST principles, organizations

can significantly reduce development and maintenance efforts while improving system performance and user experience. The architectural approach ensures that business logic and data models remain accessible through consistent interfaces regardless of the consuming application or platform. Performance optimization techniques address the challenges of enterprise-scale deployments, enabling efficient handling of large data volumes and high transaction rates. Implementation metrics across diverse industries confirm the broad applicability of this approach, with consistent benefits in development efficiency, maintenance costs, and system performance. Perhaps most significantly, OData services have transformed mobile integration possibilities, enabling direct access to real-time data using native web standards while maintaining robust security controls. As enterprises continue their digital transformation journeys, OData services provide a proven path for integrating SAP data into modern application ecosystems, balancing standardization with the specialized requirements of complex business environments.

## REFERENCES

1. Beauden John, "Challenges and Solutions in Data Integration for Heterogeneous Systems," ResearchGate, 2025. [Online]. Available: [https://www.researchgate.net/publication/389856499\\_Challenges\\_and\\_Solutions\\_in\\_Data\\_Integration\\_for\\_Heterogeneous\\_Systems](https://www.researchgate.net/publication/389856499_Challenges_and_Solutions_in_Data_Integration_for_Heterogeneous_Systems)
2. Eginnovations, "OData Service Statistics Test," SAP Community, 2025. [Online]. Available: <https://www.eginnovations.com/documentation/SAP-ABAP-System/oData-Service-Statistics-Test.htm>
3. Jiunn Chieh Lee and Michael David Myers, "The Challenges of Enterprise Integration: Cycles of Integration and Disintegration Over Time," ResearchGate, 2004. [Online]. Available: [https://www.researchgate.net/publication/221598847\\_The\\_Challenges\\_of\\_Enterprise\\_Integration\\_Cycles\\_of\\_Integration\\_and\\_Disintegration\\_Over\\_Time](https://www.researchgate.net/publication/221598847_The_Challenges_of_Enterprise_Integration_Cycles_of_Integration_and_Disintegration_Over_Time)
4. Teja Bhutada, "Integration Security: Key Measures and Best Practices for Enterprises," Exalate Blog, 2025. [Online]. Available: <https://exalate.com/blog/integration-security-best-practices/>
5. Hammad Sharif, "SAP Integration Architecture Guide," SAP Community, 2024. [Online]. Available: <https://community.sap.com/t5/technology-blog-posts-by-members/sap-integration-architecture-guide/ba-p/13955539>
6. Catchpoint, "API Architecture Patterns and Best Practices," Catchpoint, 2025. [Online]. Available: <https://www.catchpoint.com/api-monitoring-tools/api-architecture>
7. SAP, "Optimize Performance During OData Service Calls," SAP, 2024. [Online]. Available: [https://help.sap.com/docs/SAP\\_MARKETING/e68e4c8c856d429b85c2a7370c3553ae/8bb7c158663e49409cc119b51b9c5f91.html](https://help.sap.com/docs/SAP_MARKETING/e68e4c8c856d429b85c2a7370c3553ae/8bb7c158663e49409cc119b51b9c5f91.html)
8. Shiwen Song et al., "A bandwidth allocation scheme based on GRU traffic prediction in passive optical networks," Optics Communications, 2025. [Online]. Available: <https://www.sciencedirect.com/science/article/pii/S0030401824009593>
9. Anneke WANGKAR, "Analysis of The Effectiveness of Implementation SAP R/3 In PT. ABC," Journal of Governance Taxation and Auditing, 2022. [Online]. Available:

[https://www.researchgate.net/publication/366393358\\_Analysis\\_of\\_The\\_Effectiveness\\_of\\_Implementation\\_SAP\\_R3\\_In\\_PT\\_ABC](https://www.researchgate.net/publication/366393358_Analysis_of_The_Effectiveness_of_Implementation_SAP_R3_In_PT_ABC)

10. Sarah Lee, "5 Key API Integrations Boosting Efficiency in Finance 2023," Number Analytics, 2025. [Online]. Available: <https://www.numberanalytics.com/blog/api-integrations-efficiency-finance-2023>
11. Dragan Perakovic, Sinisa Husnjak and Ivan Cvitić, "Comparative analysis of enterprise mobility management systems in BYOD environment," ResearchGate, 2014. [Online]. Available: [https://www.researchgate.net/publication/269337883\\_Comparative\\_analysis\\_of\\_enterprise\\_mobility\\_management\\_systems\\_in\\_BYOD\\_environment](https://www.researchgate.net/publication/269337883_Comparative_analysis_of_enterprise_mobility_management_systems_in_BYOD_environment)
12. Benedict Bender, "The Impact of Integration on Application Success and Customer Satisfaction in Mobile Device Platforms," ResearchGate, 2020. [Online]. Available: [https://www.researchgate.net/publication/338903408\\_The\\_Impact\\_of\\_Integration\\_on\\_Application\\_Success\\_and\\_Customer\\_Satisfaction\\_in\\_Mobile\\_Device\\_Platforms](https://www.researchgate.net/publication/338903408_The_Impact_of_Integration_on_Application_Success_and_Customer_Satisfaction_in_Mobile_Device_Platforms)