synqly | We Connect

The Integration Prioritization Scorecard

Score any integration request in under two minutes. Stop debating tactical versus strategic.

Score 12+: build it. | 9 to 11: Crawl-level only. | 0 to 8: decline.

DIMENSION	0 No	1 Weak	2 Strong	3 Definitive	SCORE
DIMENSION 01 **ICP fit** How closely does the requesting customer match your ICP?	Outside ICP	Adjacent vertical	Core ICP	Core ICP and referenceable	
DIMENSION 02 **Market requirement** How many ICP buyers need this integration to consider you?	One customer asked	A few accounts asked	Category buyers expect it	Disqualifying without it	
DIMENSION 03 **GTM leverage** What partner go-to-market does this unlock?	None	Joint logo at most	Co-marketing or marketplace	Co-sell, marketplace, and partner field	
DIMENSION 04 **Roadmap alignment** Does this reinforce or distract from your platform vision?	Distracts from roadmap	Adjacent to roadmap	Reinforces roadmap	Foundational to platform vision	
DIMENSION 05 **Build depth needed** What is the minimum viable integration that proves value?	Run-level (deep, costly)	Walk-level (bidirectional)	Crawl-level (read-only)	Already covered by unified API	
DIMENSION 06 **Maintenance posture** Who owns this integration after we ship?	No owner identified	Squad owns ad hoc	Dedicated integration team	Lifecycle-managed with ARR attribution	
TOTAL SCORE				/ 18 max	

DECISION RULES

12 – 18
Build it.
Fund as a strategic line item. Wire usage telemetry and ARR attribution from day one.

9 – 11
Ship Crawl-only.
Read-only, MVI scope. Set explicit conditions for graduating to Walk or Run.

0 – 8
Decline politely.
Offer a roadmap conversation, an MCP-style workaround, or a partner referral. Document the no.

> "A 'yes' to an off-ICP integration is a 'no' to focus."

Doug Cahill, Independent Industry Analyst
Formerly Enterprise Strategy Group, TechTarget, Threat Stack, Bit9/Carbon Black

GO DEEPER

1. Watch the on-demand fireside chat with Doug Cahill
2. Read the full framework on synqly.com/blog
3. See the Synqly Mesh Integration Platform in action

Source: 2026 research with cybersecurity product leaders by Doug Cahill, Independent Industry Analyst. © 2026 Synqly. Distribute freely.