



# Pillar Sync

*Connect. Scale. Delight.*

## **Your Enterprise Integration Specialists**

*Seamless, reliable connectors that power your product roadmap and delight your customers.*

## **White-Label Enterprise Integrations**

Deep-Research Findings & Recommendations

# Agenda

## Context & Objectives

Background and goals of this research

## Vendor Analysis

Landscape, shortlist, and cost comparison

## Implementation Strategy

Roadmap, tooling, and delivery model





# Context



## High Volume Need

250+ native SaaS  
connectors yearly



## White-Label Requirement

Must appear built in-house



## Enterprise Standards

SOC 2, ISO 27001, data-residency



# Objectives

## **TCO Analysis**

Estimate 3-year total cost per vendor

## **Invisibility Score**

Evaluate white-label capabilities

## **Security & Technical Fit**

Compare vendor compliance profiles

## **Build Plan**

Recommend phased approach and tech stack

|                        |  |
|------------------------|--|
| Brand-Safe OAuth & UI  | Ability to cloak vendor branding in consent screens & portal |
| Contractual NDA Safety | MSA/DPA clauses that might expose Acme's identity            |
| Security Posture       | SOC 2 Type II, ISO 27001, GDPR/CCPA compliance               |

## Evaluation Criteria



### Cost Efficiency

3-year TCO analysis



### White-Label Capability

Invisibility to end users

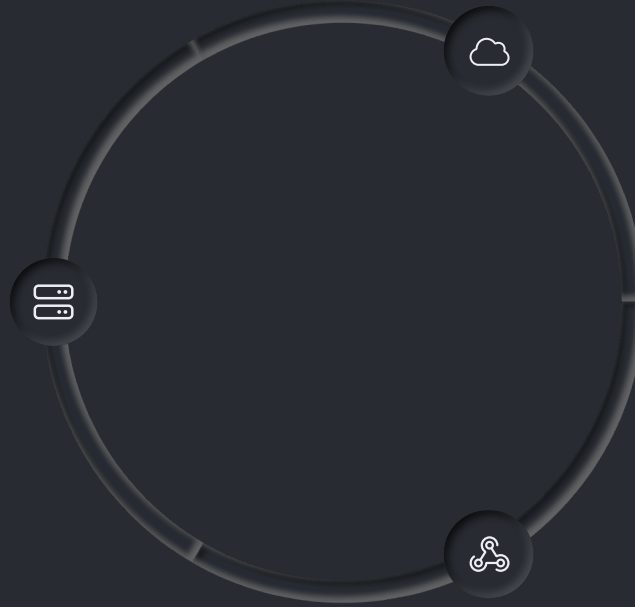


### Security Compliance

Enterprise standards met

# Vendor Landscape

**Self-Host / Export**  
Nango OSS, Paragon on-prem



## Cloud White-Label

Tray.io, Unified.to, Cobalt, Knit, Kombo

## Unified-API Only

Apideck, Merge.dev

| Range      | ✓ | ✓ | ✓ | ✓ | SOC 2, GDPR |
|------------|---|---|---|---|-------------|
| Paragon    | ✓ | ✓ | ✓ | ✓ | SOC 2, ISO  |
| Tray.io    | ✗ | ✗ | ✓ | ⚠ | SOC 2, GDPR |
| Unified.to | ✗ | ✗ | ✓ | ⚠ | SOC 2       |

# Short-Listed Leaders

400+

Connectors

Available across top vendors

\$50K

Minimum Cost

Entry-level implementation

\$500K

Maximum TCO

Enterprise-grade over 3 years

# Nango Overview

## Open-Source

Unified API  
platform



## Deployment

Docker/K8s in  
VPC



## TCO (3-yr)

Low (\$50–300K)



## Note

Requires in-  
house DevOps



# Paragon Overview



## Embedded iPaaS

On-prem option available



## Deployment Options

Private cloud or on-prem appliance



## TCO (3-yr)

Mid-High (\$300–500K)

# Other Vendors Summary


| Vendor        | TCO Range  | Key Notes                       |
|---------------|------------|---------------------------------|
| Tray.io       | \$300-450K | Strong UI, cloud-only           |
| Unified.to    | \$90-200K  | Usage-based, data-path exposure |
| Cobalt & Knit | \$30-100K  | AI-assisted, emerging security  |



Product Category

Product Category

145.80




Product Category

7551,785




Product Category

178.50




Product Category

196,100



Product Category


196,100



Product Category

Product Category


\$179.00



Product Category

Product Category


\$153,985



Product Category

Product Category


\$178,50



Product Category

Product Category


\$148,300



Product Category

Product Category


\$148,300



Product Category

Product Category


\$176.00



Product Category

Product Category


\$153,985



Product Category

Product Category

\$738.50



Product Category

Product Category


\$148.50



Product Category

Product Category

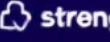
\$148.50



Product Category

Product Category


\$175.00



Product Category

Product Category

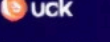
\$753,790



Product Category

Product Category


\$151,700



Product Category

Product Category

\$175,500



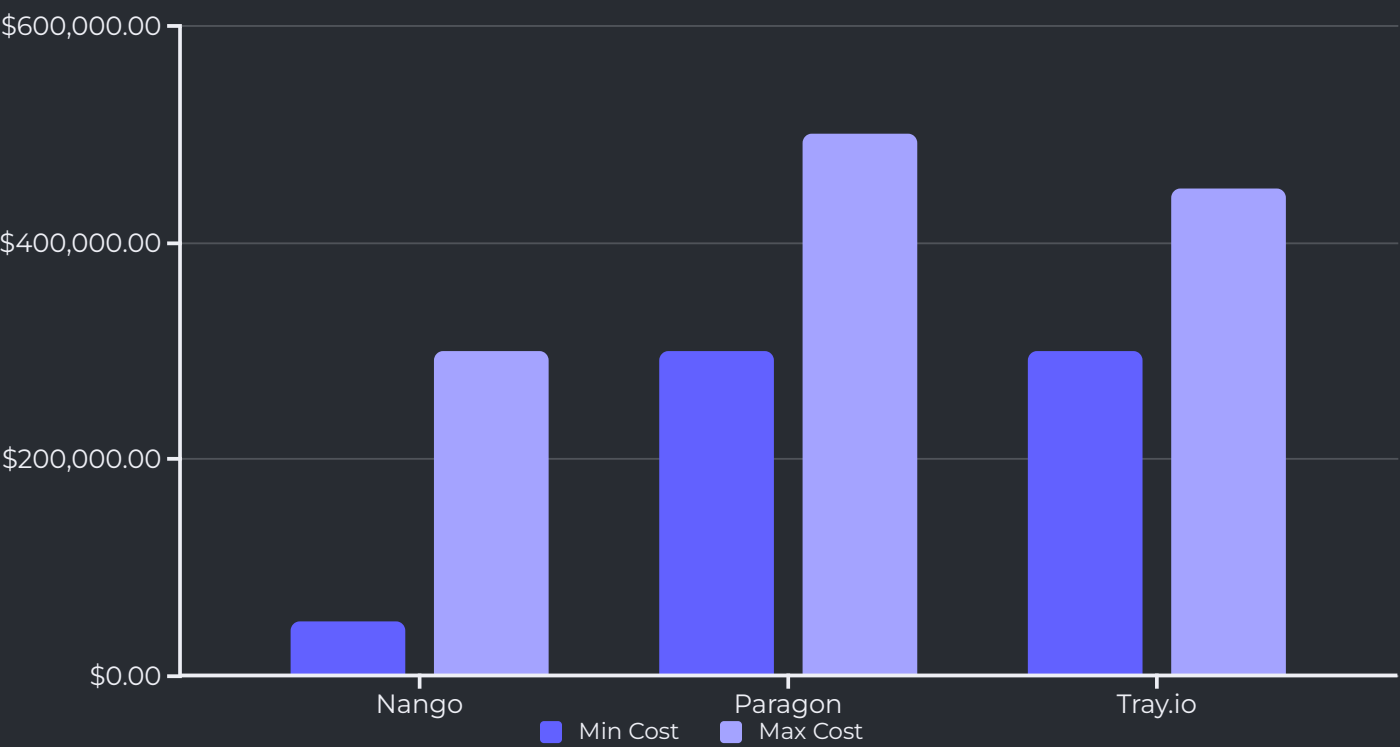
Product Category

Product Category

\$175,500

# 3-Year Cost Comparison

| Vendor     | Low Scenario | Medium Scenario | High Scenario |
|------------|--------------|-----------------|---------------|
| Nango      | \$50 K       | \$150 K         | \$300 K       |
| Paragon    | \$120 K      | \$300 K         | \$500 K+      |
| Tray.io    | \$180 K      | \$300 K         | \$450 K       |
| Unified.to | \$80 K       | \$135 K         | \$200 K       |
| Merge      | \$100 K      | \$250 K         | \$350 K       |




# Secrecy & NDA Safety

## Self-Hosted Options

Nango & Paragon: Full control, no vendor cloud → 

- Complete data isolation
- No third-party exposure

## Cloud-Only Vendors

Logs & endpoints expose Acme → 

- Requires strict MSA addenda
- Higher risk of exposure

## Contract Requirements

"No-Reference" clause needed

- Sub-processor lists limited
- Agency-only disclosure

## What We Measured

True on-prem or SDK ex

Ability to cloak vendor t

MSA/DPA clauses that n

SOC 2 Type II, ISO 2700

Throughput, SLA, conn

US/EU only (no India/RO

## Pros & Cons Summary

### Nango Pros

- Lowest TCO
- Full code export
- 400+ connectors

### Nango Cons

- DevOps overhead
- Limited enterprise SLA
- UI customization needed

### Paragon Pros

- Turnkey UI
- Enterprise SLA
- Fast time-to-market

### Paragon Cons

- Higher license fees
- Less flexibility
- Vendor lock-in risk



# Risk Register



## Platform Lock-in

Mitigate via code-export & OSS fallback



## Security Incidents

Zero-trust, encrypted secrets, 24/7 monitoring



## API Breakages

Automated contract-tests & nightly checks



## Compliance Gaps

On-prem deployments for data-residency

# Implementation Roadmap





# Phase 1: Setup & Pilot

## Infrastructure Deployment

Deploy in private VPC

## White-Label Configuration

Custom domains, OAuth apps

## Pilot Development

3 connectors (CRM, ERP, Comm)

## Validation

Security & performance testing

# Phase 2: Scale & Operate

**CI/CD Pipeline**  
Automated connector builds

**Delivery Pipeline**  
5-10 connectors weekly

**Testing Framework**  
Automated validation

**Intake Process**  
Request prioritization





# Tooling & Infrastructure



**Kubernetes**

Horizontal scaling



**Terraform/  
Pulumi**

Infrastructure as  
code



**Vault/  
AWS Secrets**

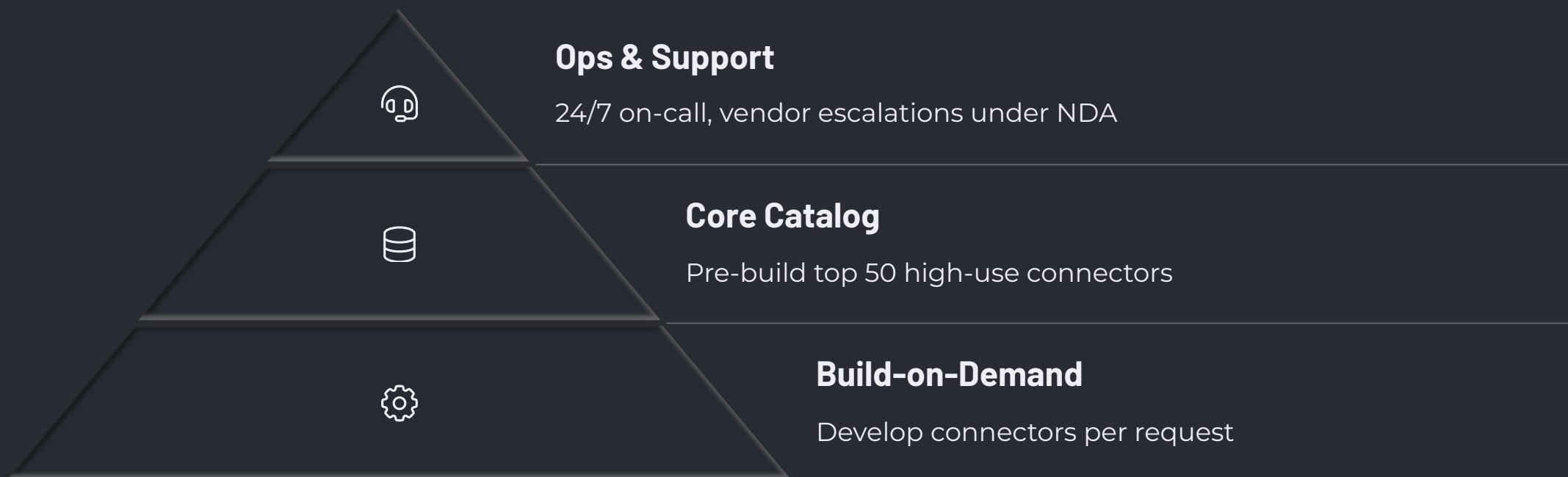
Credential  
management



**Prometheus/  
Grafana**

Monitoring &  
observability

# Delivery Model



# Recommendations & Next Steps



## **Finalize Vendor**

Discussions with Paragon & Nango



## **Negotiate Agreements**

"No-reference" and data usage clauses



## **Execute Pilot**

First 3 connectors within 12 weeks



## **Secure Funding**

Align pricing model with budgets



## **Launch GTM**

Market as invisible integration partner

# Contact Us



## Expert Team

Dedicated integration specialists



## Secure Infrastructure

Enterprise-grade security



## Customer Success

White-glove support experience



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[www.pillarsync.com](https://www.pillarsync.com)