

Cloud Application Integration

Modernize Your Data, API and Application Integration
in a Multi-Cloud and Hybrid Environment

Automate Business Processes, Accelerate Transactions and Fuel Real-Time Analytics

Enterprises are rapidly expanding their application and data footprints to multiple cloud deployments. At the same time, they are retaining their mission-critical apps and data on-premises. It is not uncommon that a business process, like an order flow, traverses through multiple applications — order entry, pricing, CRM and inventory management — in real-time. These applications and the corresponding data repositories, such as order databases, pricing databases and customer databases, are typically deployed in a distributed manner — some on-premises and others on disparate public or private cloud infrastructures. For an order process to be completed successfully, the applications and the corresponding databases must be tightly integrated. Existing enterprise integration technologies are rigid, expensive to maintain and too slow to respond to the speed and requirements of the new business.

The Informatica® Cloud Application Integration (CAI) service offers a single, trusted solution to support virtually any integration pattern, dataset, user type or endpoint to automate business processes, expedite transactions and enable real-time analytics. It is based on a modular, microservices-based architecture for agile support of future business requirements. It supports multiple new and unique integration patterns, which include on-premises to cloud real-time data integration, real-time/B2B application integration, process orchestration, data synchronization and more.

Key Benefits

- Implement processes and application programming interfaces (APIs) with zero code
- Build APIs with sophisticated data integration capabilities
- Leverage out-of-the-box connectivity to over 400 endpoints or develop your own in seconds
- Future-proof your integration needs with a microservices architecture
- Run your mission-critical apps on a high-performing, scalable, available platform supporting trillions of transactions per month
- Experience an industry-leading and comprehensive integration platform as a service (iPaaS) solution

The Informatica CAI provides a high-performant turbo-mode runtime with autoscaling, built-in resiliency, and robust support for low-latency, high-throughput applications and API integrations, scaling to meet the growing demands of cloud environments and enterprises of any size. It also offers CLAIRE® Copilot for application integration, which helps accelerate business automation and design application integration workflows. Using natural language and metadata intelligence, CLAIRE Copilot enables app-to-app integrations, mappings, insights and quick summaries — reducing development time by avoiding starting from scratch.

CAI provides a modern look-and-feel across all experiences tailored to user roles such as developers, citizen integrators and operators/administrators using a common user interface shell. It provides out-of-the-box integration to over 400 cloud and on-premises applications and databases for quick deployment. Users can integrate multi-cloud and hybrid applications without writing a single line of code. CAI is an industry-leading, comprehensive integration platform as a service (iPaaS) solution supporting cloud data integration, cloud application and process integration, API management, data quality and governance, master data management and data security, to name a few.

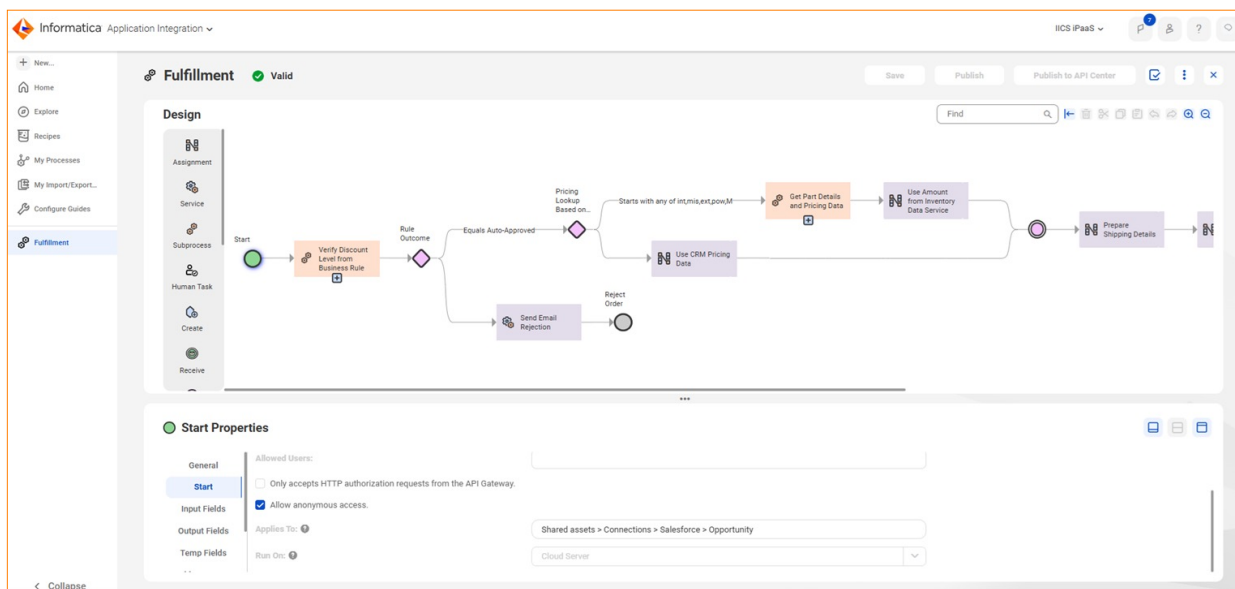


Figure 1: Define a business process without writing a single line of code.

Key Features

Low-Code/No-Code Integration Designer

Cloud users demand an easy-to-use web interface for creating integrations and automating processes. Informatica Cloud Application Integration Designer provides a modern, user-friendly interface and a copilot to accelerate cloud-based process development, enhancing end-user productivity and offering auto-mapping capabilities to automate object mappings. It enables the creation of integrations, workflows and processes within Informatica iPaaS, as well as embedded guides that can reside and run on other endpoints. Users can share their app processes as APIs with one click, making API creation simpler and faster. Additionally, it facilitates the design of a sequence of steps that specify a business process, connecting services, applications and APIs while accessing or updating data. These processes are defined with a drag-and-drop, low-code/no-code approach utilizing built-in wizards to significantly increase productivity. The interface caters specifically to technical power users — automation designers — who may not necessarily be developers but understand the business processes and services needed.

No-Code Enterprise GenAI Applications

Enterprises are currently developing generative artificial intelligence (GenAI) apps using complex hand-coding tools, which demand specialized skills, require significant effort and are not ready for enterprise-wide use. In addition, maintaining and supporting these hand-coded apps is expensive and complex. With the Informatica CAI easy-to-use, low-code/no-code development capabilities, enterprises can seamlessly build GenAI apps without any coding expertise via a user-friendly drag-and-drop interface; creating GenAI applications at scale has never been more accessible.

Enterprises can seamlessly deploy and operationalize virtually any AI or machine learning (ML) model with out-of-the-box large language model (LLM) connectivity to all major AI ecosystems (hyperscalars) through native or custom connectors, facilitating rapid prototyping and development. CAI supports popular GenAI use cases such as prompt engineering, retrieval-augmented generation (RAG), AI agents and fine-tuning. Enterprises can harness the reusability capability to modernize their existing apps or API integrations and can orchestrate LLM calls and RAG pipelines with ease based on their users' needs.

Self-Serve API and Application Integration Guides

Many organizations implement Salesforce in their call centers but soon realize they need access to data outside of Salesforce. API and application integration guides facilitate interactive access to data, which can be embedded natively within applications like Salesforce or hyperlinked in browser applications. Users, such as call center agents, are guided through various call scripts while accessing data from other systems — including on-premises and cloud-based systems — and all data related to each call is recorded automatically and accurately, either to Salesforce or external systems, as needed.

End users interact with data and applications in real-time, irrespective of the app or data location and without the need for simultaneous access to multiple applications. For example, a screen might display account details or prompt the user to confirm the status of a sales call. Behind the scenes, the user's process interacts with multiple applications or data repositories by extracting, presenting and updating data. API and application integration guides eliminate the need for end users to perform swivel chair integration, which is tedious and error prone.

Cloud application integration developers, citizen integrators or business analysts can create guides at design time without needing technical expertise or formal training. A screen step for end users to interact with backend applications and to access/review/update data can be defined with just a few clicks without the need for coding. Adding a step is as simple as defining the name of the next step. Guide designers can then simulate how a guide appears when it is run, either from the beginning or from any step. This ensures higher productivity and fewer errors. Guides run within Salesforce's mobile apps or the Salesforce Classic or Lightning experience.

The following image shows the guide design process:

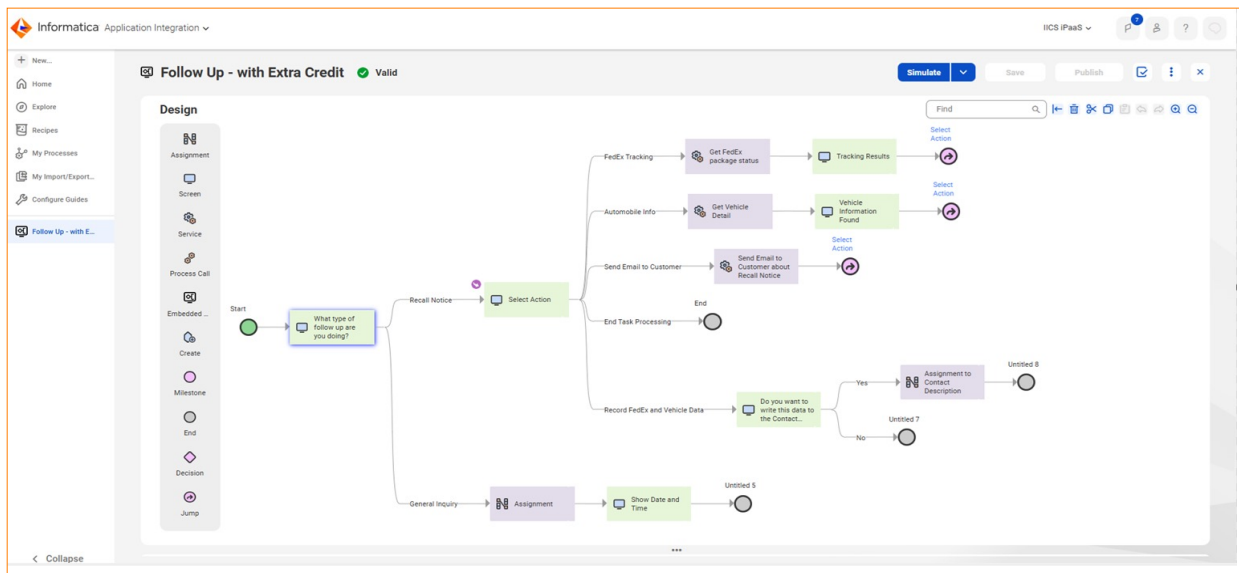
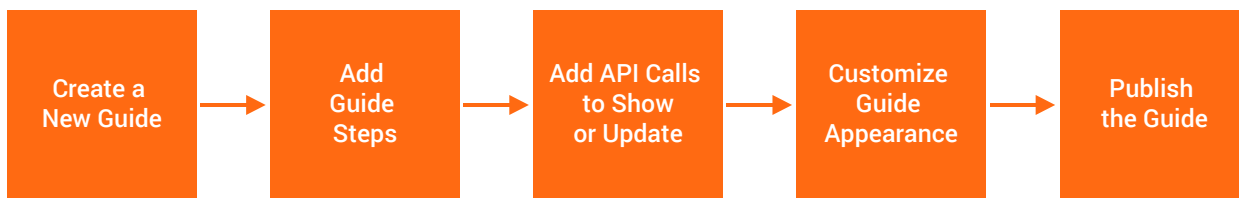


Figure 2: A guide driving the user from lead to opportunity.

Packaged Integration Processes

Packaged integration processes jumpstart development of common app-to-app, process automation, horizontal and vertical business domains, GenAI and ecosystem integrations, including AI agents and multi-agents. They also boost implementation speed with single-click reuse of pre-built integrations for the most common use cases. These processes enable an in-app user experience for seamless discovery and consumption of pre-built processes, and leverage crowd-sourced best practices and domain expertise for enterprise scale operations. In addition, they offer specific help documents, including how-to articles and ready-to-use downloadable solutions to provide further information. CAI users can now publish their own integrations as recipes and share them with the community via unlisted sharing, private (within your organization), or public sharing options.

Seamless Connectivity Across Data, Applications and Systems

CAI provides out-of-the-box (OOTB) connectivity to hundreds of cloud and on-premises systems, applications and data sources, supporting advanced authentication mechanisms such as OAuth. This broad range of pre-built connectors, accelerators and multi-cloud integration tools simplifies integration efforts, allowing customers to easily connect and exchange data between disparate systems without the need for custom development:

- Build REST (XML/JSON, JSON/RPC, or SOAP) service integrations using a simple form. If the service offers a web services description language (WSDL) or Swagger interface document, the service connector can be created by importing the interface document. It also supports quick creation of user-led, on-demand service connectors and metadata-based connectors using Swagger, OpenAPI, WSDL, and Postman collection. Informatica has established a GitHub repository to publish service connectors. Customers and partners are free to use these definitions without restriction, including the rights to use, copy, modify, merge, publish and distribute these under a Massachusetts Institute of Technology (MIT) license. Contributions back to the community are encouraged to drive innovation and reduce perceived barriers to adoption.
- Utilize data service connectors and connect to Java Database Connectivity (JDBC), OData, SAP Table Reader, SAP Business Application Programming Interface (BAPI), Stored Procedure Input/Output, Workday and NetSuite (capable of various create, read, update and delete operations). To access OData streams from across the web and on-premises, use OData clients such as Salesforce Lightning Connect.
- Support for various messaging systems such as Kafka, RabbitMQ and SaaS applications like Salesforce Platform Events and Azure Service Bus on serverless platforms, including event connectors such as Java Message Service (JMS), Azure Service Bus, Azure Events Hub and Azure Data Lake Storage (ADLS) Gen2. Integration with messaging service is available using built-in legacy JMS, the new JMS connector built on an app connection framework, and Advanced Message Queuing Protocol (AMQP). Additionally, we also support Amazon Web Services Simple Queue Service (SQS) and Simple Notification Service (SNS) messaging services for queue and topic processing, as well as real-time email read via Internet Message Access Protocol (IMAP) protocol in email connections.

- Integrate content using file content listeners/writers to consume or deliver datasets held on file system, Amazon Simple Storage Service (S3) or file transfer protocol secure (FTP/s).
- Supports connectors for popular messaging and business applications like JIRA, Veeva, Shopify, Zendesk, ServiceNow, NetSuite, Marketo, Microsoft Teams, Slack and many more.
- Support for GenAI and ecosystem (hyperscalers) connectors, including NVIDIA Inference Microservices (NIM), AWS Bedrock, Google Vertex AI, Azure AI Search, Snowflake Cortex AI, SAP iDoc, Databricks MosaicAI, OpenAI and others.

Hybrid Runtime and Process Management Engine

The Informatica CAI runtime and process management engine (process server) can scale to meet the demands of the cloud and enterprises of any size. It supports both on-premises and serverless deployment models. The system ensures business continuity and is deployed as a cluster in failover mode to guarantee high availability for on-premises execution. It securely partitions users into discrete tenants. CAI supports a single-tenant architecture through the on-premises model and a multi-tenant architecture through the serverless model. In this multi-tenant architecture for the serverless deployment model, each tenant shares hardware and software resources but has its own private and secure access to the process server.

It also offers a high-performance **turbo mode runtime** with autoscaling, built-in resiliency, and robust support for low latency and high throughput applications and API integrations, scaling to meet the growing demands of cloud environments and enterprises of any size. Additionally, it provides real-time integration via APIs, messaging, and publish/subscribe (pub/sub), plus a serverless option for efficient integration.

CLAIRE Copilot for Application Integration

Informatica CAI offers CLAIRE Copilot, a powerful assistant that accelerates business automation and application integration design. Using natural language and metadata intelligence, it enables app-to-app integrations, mappings, business insights and quick summaries of complex CAI processes — reducing development time by eliminating the need to start from scratch. CLAIRE Copilot also delivers instant answers by leveraging content from the Documentation Portal, Knowledge Base and How-to Library. By democratizing access and utilizing context-aware intelligence, it boosts productivity and supports error-reducing implementations with enhanced intent classification for complex, context-rich interactions.

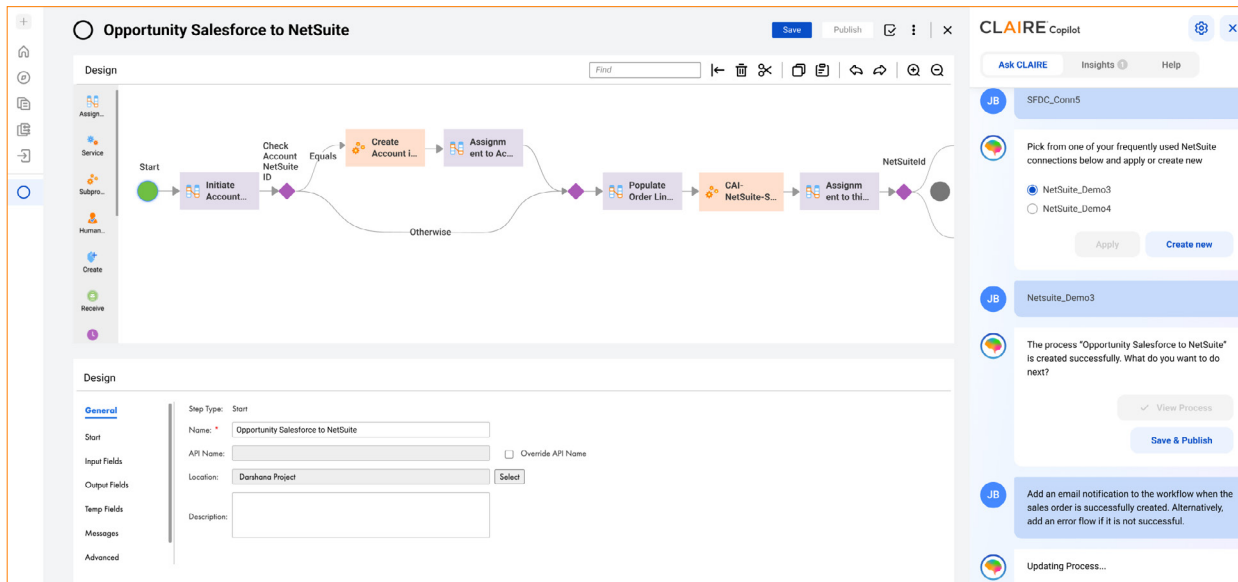


Figure 3: CLAIRE Copilot for application integration helps create Salesforce-to-Netsuite-opportunity integrations.

Centralized Process Operations

CAI provides a process console, which serves as a central location to configure and manage process server instances and their deployed resources. It enables the scheduling of integrations, workflows, and processes and the deployment of new or updated processes. It monitors end-to-end integration workflows and assets through the user interface (UI), as well as provides APIs to control, manage and monitor process executions thereby enabling automated continuous integration and continuous delivery (CI/CD) operations. Tenants can perform root cause analysis if a process exception occurs and then take corrective actions. Process rewind — a process exception management feature — offers the ability to visually rewind a process to a specific activity and redo the work without invoking any built-in compensation logic, giving organizations unprecedented flexibility in managing and running in-flight processes.

Process Developer

Development teams must often work on multiple projects, including Java, service-based development and orchestration. They shouldn't have to adopt new development tools whenever they switch between projects. For this purpose, Informatica also offers Process Developer, a rich Eclipse-based integrated development environment (IDE) intended for developers that incorporates the Business Process Model and Notation (BPMN), Business Process Execution Language (BPEL) and BPEL Extensions for People (BPEL4People) standards. Its optimized and easy-to-use features make it easy for developers to create business process applications quickly. It automates business processes and user workflows with the application integration designer and facilitates human intervention through human workflows. Additionally, it enables multi-pipeline orchestration with decision trees, process management and notifications.

Highest Level of Security

Customer data and workload security are considered design principles at every stage of the application integration lifecycle. In addition to being General Data Protection Regulation (GDPR)-compliant, the Intelligent Data Management Cloud™ (IDMC) has been certified for AICPA SOC, AICPA SOC2, AICPA SOC3, FedRAMP, Cloud Security Alliance (CSA), HIPAA, HITECH compliance, Cyber Essentials Plus and Data Privacy Framework Program.

Cloud and On-Premises Interaction

CAI is built for hybrid and multi-cloud environments. Incoming service and API requests to a cloud-deployed process (depicted below) can originate from a cloud or on-premises consumer over JSON/RPC SOAP and REST (XML/JSON). These either initiate a new process or represent a callback or an event the process is waiting to receive. The API gateway secures and applies various access policies to provider APIs. Invoking cloud-based services (ex. Salesforce or NetSuite) employs the security mechanism offered by that service. REST (XML/JSON) or JSON/RPC services exposed by customers are secured using HTTPS basic-auth or handled by third-party OAuth providers. SOAP services exposed by customers are secured using basic auth at the HTTPS layer. Additional forms of authentication are available via Web Services Security (WS-Security) in the form of WS-Security tokens, while Username, X.509 and SAML token formats are supported.

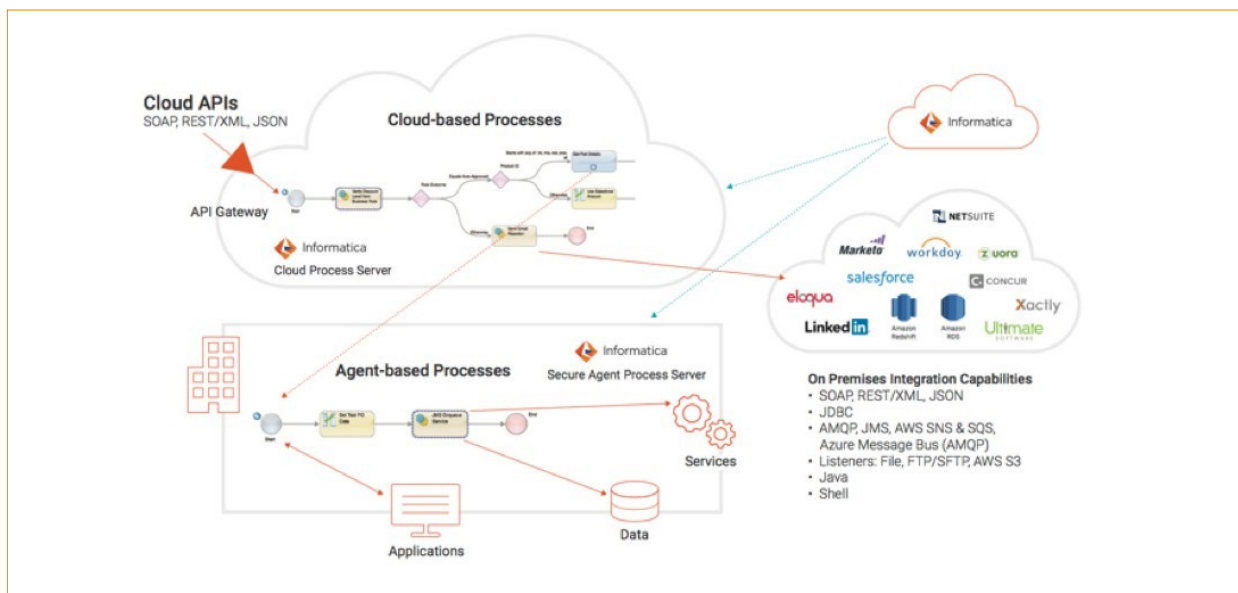


Figure 4: Informatica iPaaS, third-party (Salesforce, etc.) cloud and on-premises interactions managed by the Informatica Secure Agent.

Key Benefits

Support Virtually Any Integration Pattern, Data or User

Whether it's data integration, application integration, business process automation, B2B, pub/sub, hub-and-spoke, event-driven, streaming or API lifecycle, Informatica iPaaS supports virtually any integration pattern, data (structured, unstructured, locked and unlocked) and various user types (developers, Line of Business (LOB) users, application admins or citizen integrators).

Implement Processes, APIs and Guides Without Code

Build your integration applications and APIs with the Informatica Integrated Design Environment. Combine and orchestrate real-time data or services from cloud applications, such as Salesforce or Workday, with on-premises data sources like Oracle or SAP or API-based REST (XML or JSON) and SOAP services, even if they reside outside corporate firewalls. Develop various classes of APIs such as application, data service or dataset APIs. When you're ready to expose APIs to your partners, customers or within the enterprise, use the built-in API gateway to secure and monitor your REST, OData and SOAP applications and data APIs. In addition, developers, citizen integrators or business analysts can create guides at design time without technical expertise or formal training — no coding is required.

Automate Long-Running, Real-Time Processes

Essential business processes that span cloud and on-premises assets, applications and data services — such as discount approval, order-to-cash or service-call resolution — can take days or weeks to complete and involve complex interactions between systems and human workflows. Automate your data ingestion, propagation and business processes using the sophisticated orchestration capabilities of CAI.

Integrate On-Premises, Cloud Messaging Systems

Use CAI to integrate your existing queuing and pub/sub messaging systems. CAI interoperates with various messaging systems, including JMS, AMQP AWS SNS/SQS and Microsoft Azure Messaging. When ready, you can phase out your enterprise service bus (ESB) and replace it with the CAI service for broader integration and hybrid capabilities. In addition, Kafka support by CAI significantly increases current message-based pub/sub interactions between data and applications. For example, bridging these message-based events with cloud integration offers unique flexibility to customers. Hub, for example, offers unique flexibility to customers.

Integrate Applications with Rich Connectivity

Choose from a vast array of connectors, or join hundreds of customers who have configured tens of thousands of custom connectors to integrate your data sets, applications and services anywhere: in the cloud or on-premises. A broad portfolio of connectors enhances developer productivity and can simplify integration with applications. Build your data APIs using sophisticated data integration capabilities, including synchronization, replication, transformation and mass ingestion.

Democratize Generative AI

CAI enables enterprises to build and deploy enterprise GenAI applications at scale with a user-friendly drag-and-drop interface. Its no-code capabilities empower a broader range of non-technical users — such as domain experts, business analysts and data engineers — to leverage GenAI technology for their specific needs without extensive programming knowledge.

Develop a Custom Connector in Seconds

CAI can define custom service connectors for custom API-based applications that do not include off-the-shelf connectors. You can use CAI to define custom service connectors and create “connectors on the fly” by either importing a WSDL/Swagger document or manually creating them in web form. It just takes a few clicks to create connectivity that behaves the same way as native connectors. Also, Data Access Service (DAS) is used for data-centric applications and accesses data using the OData protocol.

Speed Up Implementation and Improve Time-to-Value

Informatica Cloud Application Integration offers packaged integration processes (PIPs), which are pre-built integrations designed for common use case scenarios. These PIPs enhance developer productivity by enabling single-click reuse of pre-built integrations and can reduce development time by 65%, reducing weeks to days. This eliminates the need for organizations to develop integrations from scratch, thereby accelerating time-to-value.

High-Performant Application Integration Runtime

The Informatica CAI serverless turbo mode delivers high-throughput, low-latency API and application integration workloads with enhanced performance — up to five times more performant than other integration vendors. Featuring autoscaling to meet the demands of cloud environments and enterprises of all sizes, it ensures resiliency and optimizes runtime efficiency.

Accelerate Business Automation and Design Workflows

The Informatica CAI CLAIRE Copilot accelerates business automation and application integration by generating app-to-app integrations, providing insights and summarizing complex processes via natural language. By democratizing CAI access for citizen integrators, it boosts productivity and can automate manual tasks with context-aware, metadata-driven intelligence. This ensures best practices with precise, up-to-date information and supports error-reducing implementations with enhanced intent classification for complex interactions.

Support Your DevOps Practices

Easily enable your DevOps practices using the CAI project/folder/asset export and import function, which facilitates continuous delivery through automation with external version control systems, releases and deployment pipelines. In addition, headless software development lifecycle (no UI needed, given the use of APIs) for CI/CD support increases developer flexibility and efficiency. We also provide APIs to control, manage and monitor process executions for efficient and automated CI/CD operations. This helps teams with many developers and hundreds of integration artifacts fully automate backup and recovery to any source control system and continuously assemble and deploy across environments.

Where data & AI come to



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Informatica (NYSE: INFA), a leader in AI-powered enterprise cloud data management, helps businesses unlock the full value of their data and AI. As data grows in complexity and volume, Informatica's Intelligent Data Management Cloud™ delivers a complete, end-to-end platform with a suite of industry-leading, integrated solutions to connect, manage and unify data across any cloud, hybrid or multi-cloud environment. Powered by CLAIRE® AI, Informatica's platform integrates natively with all major cloud providers, data warehouses and analytics tools — giving organizations the freedom of choice, avoiding vendor lock-in and delivering better ROI by enabling access to governed data, simplifying operations and scaling with confidence.

Trusted by about 5,000 customers in nearly 100 countries — including over 80 of the Fortune 100 — Informatica is the backbone of platform-agnostic, cloud data-driven transformation.

Informatica. Where data and AI come to life.™

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