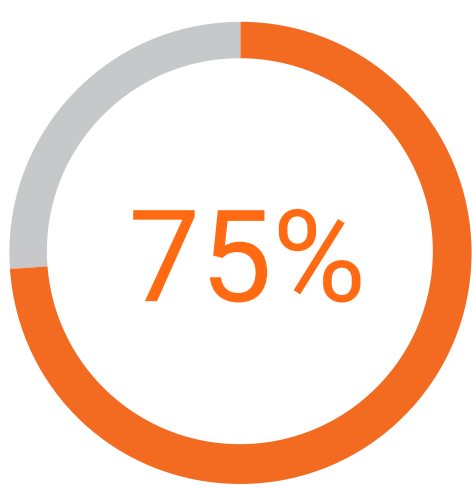


iPaaS: The Backbone for Deploying GenAI Applications

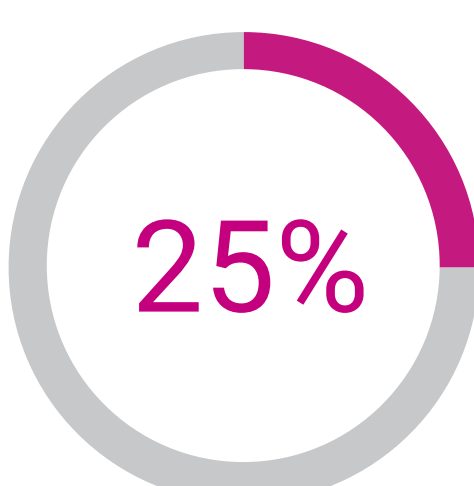
For application owners, generative AI (GenAI) opens opportunities to improve productivity by automating repetitive coding tasks and speeding up app development. While the benefits of this technology are clear, many find it challenging to integrate GenAI apps into existing systems and transition pilots to production.

As you experience the ups and downs of GenAI app deployment, take some time to explore key stats, challenges and Integration Platform-as-a-Service (iPaaS) use cases and benefits.

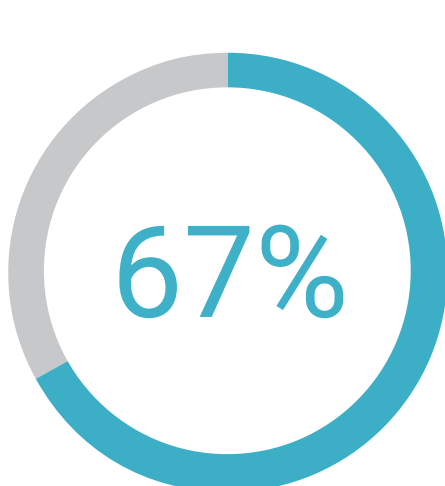
The Journey to Gaining GenAI Value



of executives rank GenAI among their top three strategic priorities



report gaining value from their artificial intelligence (AI) investment



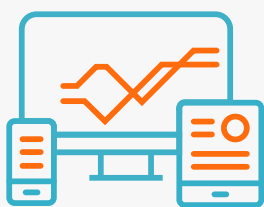
have been unable to scale half of GenAI pilots into production

3 Ways to Use iPaaS for GenAI



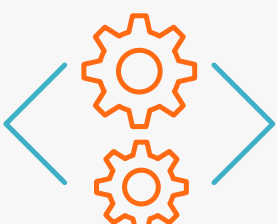
Conversational AI

Seamlessly integrate AI chatbots with internal knowledge bases and large language models (LLMs), ensuring accurate, real-time and personalized customer interactions at scale.



Personalized Content Creation

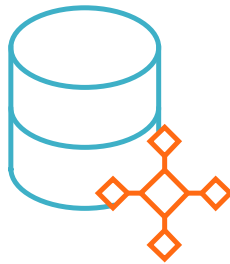
Connect diverse customer data sources to generate targeted, personalized marketing content quickly and consistently.



Streamlined Software Development

Accelerate development with iPaaS-powered automated data integration, transformation and governance, enabling faster, scalable and secure AI-driven coding and workflows.

4 GenAI App Integration Challenges



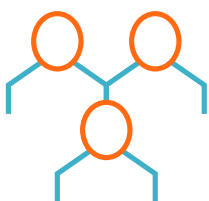
Lack of Data Confidence

Poor data quality, silos and governance issues limit AI model performance and trustworthiness.



Moving from Pilot to Production

Many organizations struggle with standardizing processes for model building, training, deployment and monitoring, resulting in stalled projects.



Talent Shortage

GenAI app development requires specialized coding skills, which are in high demand and difficult to find.



Rapidly-Evolving Technology

Constant changes in technologies, tools and best practices create uncertainty and make development difficult.

Push Forward with AI-Powered iPaaS



Aggregates, transforms and secures AI-ready data from diverse sources to ensure high-quality inputs



Empowers technical and non-technical users to build, deploy and scale GenAI apps



Uses multiple LLMs and keeps up with the swift evolution of GenAI

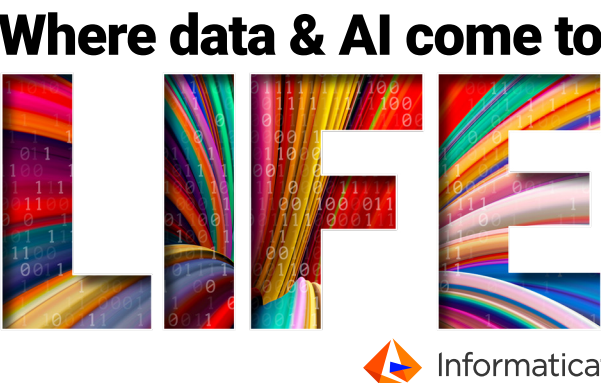


Enables systems and applications to seamlessly integrate, interact and share data

Make your GenAI ambitions a reality with iPaaS.

LEARN MORE

Source: Informatica, An Application Owner's Primer for GenAI and iPaaS, 2025



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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