Informatica

Solution Brief

Easy, Efficient, Enterprise-Grade API, App Integration, Automation and GenAI App Development with Informatica iPaaS

Why Your Choice of Integration and Automation Technology Makes a Difference

As digital transformation sweeps through the business landscape, you may find yourself immersed in technological evolution and adaptation. **The proliferation of software as a service (SaaS) applications is staggering, with an average of 473 applications now integral to enterprise operations.**[1] This surge is paralleled by the sprawl of application programming interfaces (APIs), with the total number of APIs worldwide (public and private) approaching 200 million, and large enterprises (10,000+ employees) managing over 250 internal APIs, facilitating seamless connectivity and functionality. **Line of Business Owners continue adopting more tools, but by 2024, 48% of enterprise apps remained unmanaged.**[2] Shadow IT has made up about half of the average SaaS portfolio for the past three years, reflecting both rapid adoption and management challenges. All this change is happening because enterprises are rapidly transforming themselves and moving towards cloud computing.

Your choice of integration and automation technology becomes critical in this dynamic landscape. You need to be efficient and agile in this fast-moving digital world. You can accelerate innovation by intelligently connecting all your data, applications and people; enhancing operational efficiency through end-to-end business process automation; and unlocking value by modernizing legacy applications for the cloud.

You may also be actively seeking ways to develop generative artificial intelligence (GenAI)-powered applications without manual coding. This task typically demands specific expertise and a significant time investment to achieve enterprise-grade excellence.

The significance of integration platform as a service (iPaaS) solutions is pivotal in shaping how you tackle integration, automation and the development of GenAI applications. The right iPaaS technology choice can make a critical difference in enabling your enterprise to thrive amidst the relentless pace of technological change.

Informatica iPaaS for Integration, Automation and GenAI App Development

Informatica iPaaS provides enterprise-grade integration, automation and GenAI application development, all powered by **CLAIRE®**, our cutting-edge AI engine. As illustrated in Figure 1, the **Informatica Intelligent Data Management Cloud™** (IDMC) showcases robust support for iPaaS services, ensuring streamlined operations and enhanced productivity across the enterprise ecosystem.

[1] https://persuasion-nation.com/saas-statistics/

[2] https://productiv.com/blog/saas-statistics-that-every-it-manager-should-see/

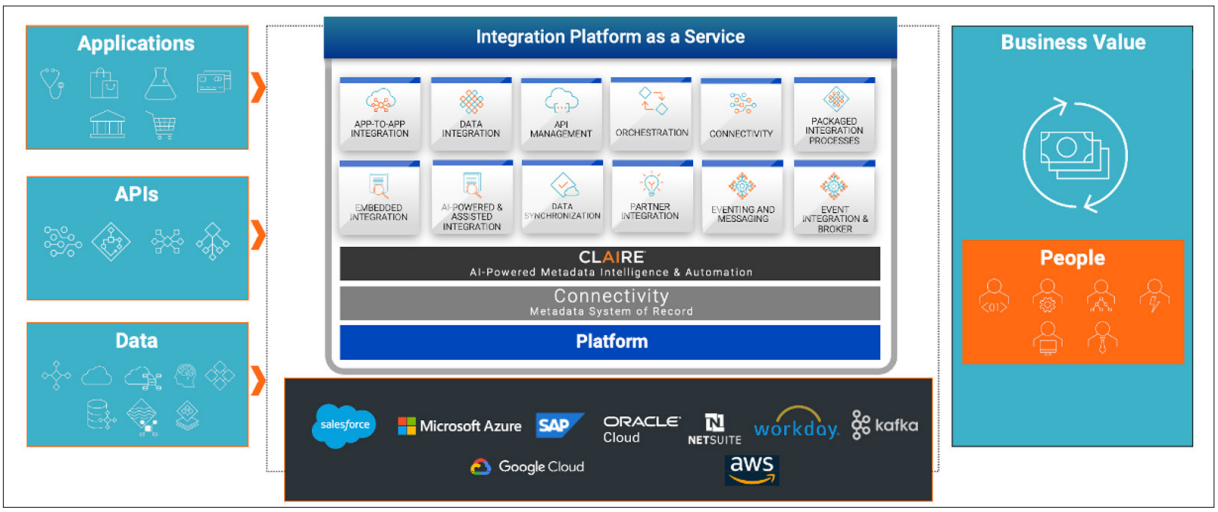

Figure 1: Details of the Informatica iPaaS offering.

The Informatica iPaaS offering is:

Easy: It streamlines experiences across various user personas. Whether it's business users or developers, the design-time interface in Informatica iPaaS provides modern, intuitive low-code/no-code tools and wizards, empowering your users to seamlessly design integrations, develop GenAI applications and automate business processes. It helps generate and automate end-to-end business processes, mappings and integrations using NLP based on rich metadata intelligence.

Efficient: It enables enterprises to achieve heightened productivity and automation. Through a range of tools such as wizards, templates and pre-built **recipes** for process automation, industry-specific use cases and GenAI needs, Informatica iPaaS expedites the integration and automation of business processes. With out-of-the-box connectivity to hundreds of systems, integration and automation become effortless.

Enterprise-grade: It provides scalability to manage large transaction volumes, millions of API calls and tens of thousands of users. It provides a high-performance turbo mode runtime with autoscaling and resiliency for scalable, low-latency, high-throughput applications and APIs. Additionally, it assists enterprises in governing, managing and tracking APIs meticulously throughout their lifecycle, ensuring compliance and security. Informatica iPaaS services are versatile and accommodate a range of integration patterns, including API, hub-and-spoke, event-driven, B2B, application, real-time, publish/subscribe (pub/sub), batch and data.

Key Capabilities

Informatica iPaas includes services to help you with:

Application Integration

Integrate applications, systems, services and data sources in real time to streamline and automate business processes, enable high-throughput processing with low latency for time-sensitive workloads, and support continuous integration and continuous delivery (CI/CD) practices alongside DevOps principles. It provides pre-built connectors for cloud and on-premises applications. You can drive integration for virtually all patterns, with real-time latency through a low-code, no-code design interface suited to your various personas to design integration workflows, develop GenAI applications, create APIs and orchestrate business processes.

Data Integration

Move, transform and synchronize structured and unstructured data between various sources and target systems to create valuable new data sets. It allows **data integration** on virtually any cloud with **extract, transform, load (ETL)**; **extract, load, transform (ELT)**; ecosystem ELT; Spark; or a fully managed serverless option. ELT processes are enhanced with Databricks Delta Lake and Google BigQuery integrations. Native SQL ELT enables efficient handling of large data volumes within data warehouses. Your users can also build and run advanced integrations at scale and handle workloads seamlessly with pre-built templates and reusable mappings.

No-code Enterprise GenAI Applications

Users can develop GenAI applications without needing coding expertise. With a user-friendly drag-and-drop interface, building GenAI applications at scale has never been more accessible. You can seamlessly deploy and operationalize artificial intelligence (AI) and machine learning (ML) models 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. It supports virtually all popular GenAI frameworks, such as retrieval-augmented generation (RAG), AI agents, fine-tuning and many more. You can harness the reusability to modernize your existing application/API integrations and easily orchestrate LLM calls and RAG pipelines based on your users' needs.

API Center

Design, implement, deploy, monitor, deprecate, secure, discover, reuse and retire APIs spanning multiple clouds and on-premises systems within and outside their firewalls. It also includes core API management capabilities such as gateway, registry, authentication, versioning and access control.

Orchestration and Human Workflow

Automate and orchestrate your business processes and workflows by seamlessly integrating diverse applications, systems and data sources, utilizing drag-and-drop functionalities. This automation accelerates time-to-market, diminishes manual errors and enhances resource allocation efficiency. Your users can also eliminate the need for human intervention by automating human workflows.

INFAConnect for Apps

It provides a connectivity framework that is open, self-service and extensible, facilitating community adoption by allowing the creation and deployment of connectors to integrate with applications.

Packaged Integration Processes

Boost implementation speed with single-click reuse of pre-built integrations for the most common app-to-app, process automation, horizontal and vertical business domain and GenAI use cases, including AI agents and multi-agents. You can accelerate your implementation timelines, reduce manual effort, boost productivity and enhance efficiency. 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.

B2B and Industry Solutions

With industry-leading data transformation and a gateway for B2B integration and data exchange, it enables you to streamline data exchange with your B2B trading partners. You are also empowered to get intuitive and comprehensive end-to-end visibility of each data exchange. Industry-specific templates and connectors from Informatica provide pre-built data services to simplify and expedite handling industry-specific data standards like HL7, FHIR, HIPAA, SWIFT and ACORD, supporting different industries (healthcare; retail and consumer packaged goods; banking and finance; and insurance) and different patterns (batch, API-driven and real-time).

Embedded Guides

Design guides facilitate interactive access to data and can be embedded in applications or hyperlinked in browser applications. This approach provides users with automated and guided workflows, ensuring seamless navigation through complex data sets. Additionally, interactive access to data is extended to users and applications via API-enabled services and data sources, fostering real-time connectivity and enabling dynamic data utilization.

Integration Hub

Replace messy point-to-point integrations that span multi-cloud and on-premises systems with a publish/subscribe architecture, where data sources only publish data once for all subscribers.

CLAIRE® AI Engine

The Informatica Cloud Application Integration (CAI) CLAIRE Copilot accelerates business automation and application integration by generating app-to-app integrations, providing insights and summarizing complex processes via natural language — reducing development time by eliminating the need to start from scratch. It also delivers instant answers by leveraging content from the Document Portal, Knowledge Base and How-to Library.

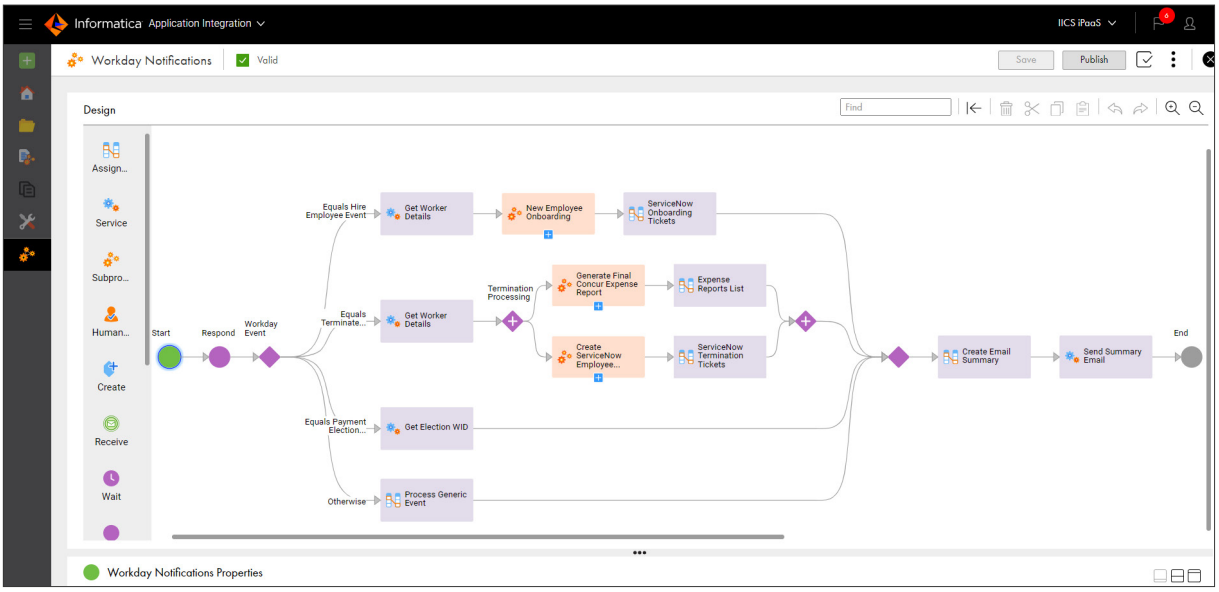

Figure 2: A screen showing how Informatica can connect to any type of patterns, data and users.

A Comprehensive Enterprise-Grade iPaaS Solution

Informatica iPaaS stands out as the most comprehensive enterprise-grade integration and automation solution due to its extensive range of application integration, data integration and GenAI application-building capabilities that meet the complex needs of modern enterprises.

Supports Virtually Any Integration Pattern

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).

High Throughput and Work at Enterprise Scale

The robust Informatica platform processes over 100 trillion transactions a month. It provides a high-performance turbo mode runtime with autoscaling and resiliency for scalable, low-latency, high-throughput applications and APIs, ensuring that it can handle large volumes of data efficiently, making it suitable for businesses operating at enterprise scale. Its optimized processes enable high throughput, allowing organizations to rapidly integrate, process and analyze data without compromising performance. Additionally, the platform promotes reusability by modernizing existing app/API integrations with GenAI capabilities, as well as offering serverless and on-premises deployment models to accommodate different deployment scenarios, ensuring flexibility and scalability for enterprises building GenAI applications.

Govern, Manage and Track APIs Through Their Lifecycle

Informatica iPaaS provides you with comprehensive tools for API governance, management and tracking throughout their entire lifecycle. This ensures that your APIs are developed, deployed and maintained according to enterprise standards and compliance requirements, enhancing security, reliability and consistency.

Contextualize GenAI and LLM Support

Informatica iPaaS enables seamless deployment and operationalization of AI/ML models at scale, leveraging out-of-the-box LLM connectivity to all major AI ecosystems (hyperscalars) through native or custom connectors. Its metadata-driven intelligence layer empowers AI-driven development by providing insights and facilitating rapid prototyping, thus accelerating time-to-market for innovative solutions. Informatica iPaaS provides pre-built recipes for common GenAI patterns like RAG and AI agents, expediting development cycles and reducing time-to-market. It offers robust support for all popular GenAI frameworks and maintains platform neutrality to effectively support different LLMs and cater to diverse use cases.

Low Latency/Real-Time Response for Time-Sensitive Workloads

Informatica architecture is designed to deliver low latency and real-time response. It is ideal for handling time-sensitive workloads, facilitated by a low-code, no-code interface accessible to all user types. Whether processing financial transactions, analyzing streaming data or powering real-time business processes that span multiple applications, Informatica ensures that critical tasks are executed promptly and efficiently.

CI/CD and DevOps to Manage, Collaborate and Govern Integrations and GenAI Application Lifecycle

Informatica recognizes the importance of CI/CD practices and embraces DevOps principles to effectively manage, collaborate and govern integrations and the GenAI app lifecycle. It also provides APIs to control, manage, and monitor process executions for efficient and automated CI/CD operations. By automating deployment pipelines, facilitating collaboration between development and operations teams and promoting iterative development cycles, Informatica streamlines the integration process and improves overall efficiency.

Facilitates Diverse User Profiles

Informatica iPaaS offers comprehensive support for low-code and no-code development, enabling users with varying technical backgrounds to participate in the integration design and development process, such as building GenAI applications, developing APIs, etc. By abstracting complexity and minimizing the need for manual coding, Informatica accelerates development cycles and promotes collaboration between business and IT teams.

Platform Security, Worldwide Deployment and Multi-Cloud Support

Security and Compliance

Informatica iPaaS incorporates robust security capabilities, ensuring compliance with regulatory standards and data protection policies. In addition, Informatica has received multiple third-party attestations, memberships and industry certifications, including General Data Protection Regulation (GDPR), FedRAMP, HIPAA, HITECH, AICPA SOC, AICPA SOC2, AICPA SOC3, Cloud Security Alliance (CSA), Cyber Essentials Plus, Data Privacy Framework Program, etc. Informatica iPaaS protects customer data with the most pervasive compliance and security capabilities.

Global Presence

Our worldwide deployment gives Informatica iPaaS presence in 26 countries and includes participation in Amazon Web Services (AWS), Microsoft Azure, Google Cloud and Oracle.

Multi-Cloud Support

Informatica iPaaS offers out-of-the-box (OOTB) connectivity to over a thousand systems, applications and data sources. This broad range of pre-built connectors, accelerators and multi-cloud integration tools simplifies integration efforts, allowing you to easily connect and exchange data between disparate systems without needing custom development.

AI-Assisted Platform and Flexible Pricing

AI-Assisted Platform

By leveraging unified metadata intelligence, CLAIRE utilizes petabytes of metadata from over 100 trillion customer transactions per month.

CLAIRE

With CLAIRE, you can streamline data management and application integration, cutting complexity, scaling up and accelerating data delivery to teams. It collects rich metadata and user behavior insights to improve our data recommendations, insights and automation services. It automatically generates API implementations from API definitions, ensuring seamless matching and validation of request and response schemas. It can also automatically detect sensitive data in API interactions using privacy policy guidelines.

Flexible Pricing

Informatica's consumption-based pricing is based on the Informatica Processing Unit (IPU), which allows customers to scale up or down to meet business demands. The IPU model allows you as a customer to "consume" iPaaS services at your own pace. Small, medium or large-scale initiatives can be accommodated with a cloud-friendly, usage-based, comprehensive, predictable, flexible and elastic consumption model that measures "usage" intelligently by integration pattern and established industry norms. Informatica provides detailed heuristics for accurate forecasting, rich dashboards for in-depth telemetry and illustrative estimation examples to bolster confidence and demonstrate value to customers. It also provides overage protection, so you are not "nickel and dimed" if you go over your allotment.

Next Steps

Thousands of customers trust Informatica to tackle their toughest integration and automation challenges — and they've been leveraging all the benefits of the cloud to make their companies thrive. But don't take our word for it. See first-hand how Informatica iPaaS solution works, and try it free for 30 days by visiting:

https://www.informatica.com/trials/api-and-application-integration.html

Learn More

To discover additional resources and connect with our team, visit our **website**.

Where data & AI come to LIFE™

Informatica

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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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