

# Accelerate Application Integration and Hyperautomation With Informatica's iPaaS

## Key Benefits

- Implement processes and APIs with no-code/low-code
- Build APIs with sophisticated integration capabilities
- Leverage out-of-the-box connectivity to hundreds of apps/databases or develop your own in 30 seconds
- Future-proof your integration needs with a microservices-based architecture
- Support your applications on a platform that runs trillions of transactions per month
- Take advantage of the industry's leading and most comprehensive iPaaS platform
- Support your CI/CD and DevOps practice

## Next-Gen iPaaS for Application Integration and Hyperautomation

Cloud is an accelerator for every digital transformation. But many enterprises have an application stack that consists of legacy on-premises systems (such as Siebel, PeopleSoft and homegrown applications) that are inflexible, brittle and expensive to maintain. To gain the business agility they need, enterprises are turning to modern, cloud-native applications like Workday, Salesforce and others. Enterprises are also looking towards adopting hyperautomation to drive exceptional customer and employee experiences. The challenge is doing so quickly — and successfully.

Digital transformation initiatives may stall or fail if enterprises operate their business-critical applications and processes in silos. Enterprises need to integrate all their applications and automate end-to-end business processes with real-time data flows. This provides a unified view across business operations, processes and systems to meet the demands of today's digital-first economy. Enterprise-wide hyperautomation delivers orchestrated business processes, automated workflows across multiple applications and real-time data processing. An iPaaS solution is intended to help enterprises drive agility to create a competitive advantage by hyperautomating critical business processes and integrating applications at the speed of now.

## Informatica's iPaaS Delivers Key Capabilities for Application Integration and Hyperautomation

### Single Intelligent Platform for Application Integration and Hyperautomation

The Informatica® iPaaS solution is built for multi-cloud ecosystems and on-premises environments. As a microservices-based architecture, it enables enterprise-scale integration and support for all data management patterns such as master data management, data quality, data catalog, API and application integration, data governance and many more. Enterprises can now connect hundreds of applications and services from cloud and on-premises environments via self-service, discovery-centric marketplaces and business interoperability portals — all within a single platform unifying API creation and management, data set processing, event processing and more. It supports any integration pattern, user type or endpoint to hyperautomate business processes, expedite transactions and enable real-time analytics. Enterprises can expose and monitor event APIs and process APIs in real time and easily automate their user workflows and business processes that span cloud and on-premises applications. The iPaaS solution also provides capabilities such as serverless execution of customer payloads, commercial-grade trust certification, high availability and business continuity and advanced security (platform, network, infrastructure).

### **Codeless Intelligent Application, Process and Data Integration**

With Informatica's modular design environment, enterprises can implement and manage intelligent application integrations, data integrations, automation of business processes, APIs and guides without code. Now you can connect and orchestrate real-time data or services from cloud applications such as Salesforce, Workday and many more, with on-premises data sources like Oracle or SAP or API-based REST (XML or JSON) and SOAP services. This empowers integration architects, data stewards and even non-technical business users to easily build, assemble, monitor and maintain integrations and APIs.

### **Intelligent Automation of Business and Data APIs**

Informatica's iPaaS enables the intelligent automation of business and data APIs to provide unprecedented productivity. Enterprises can now integrate applications and synchronize data across multiple applications in real time with automatic mappings. It can drive important business processes that span cloud and on-premises assets, applications and data services, such as discount approval, order-to-cash or service-call resolution. It can also manage complex interactions between systems and human workflows. Enterprises can automate their data ingestion, propagation and business processes using Informatica's simplified orchestration capabilities.

### **Intelligent API Access to Any Data**

Enterprises can monitor business services and manage and control API usage in real time. With an API call, enterprises can orchestrate, ingest, synchronize, replicate, transform and lift and shift any data, residing anywhere — cloud or on-premises, inside or outside your firewall — at any speed (with any specified latency or in real time). Enterprises can also choose to deliver data, process and event services as APIs to be consumed by applications and partners. Access to your APIs is controlled, throttled and monitored. Simply put, you can create your data as an API in a secure, well-managed manner. Informatica's cloud-native solutions enable lines of business to share data with each other and transform business processes in real time. It provides a no-code activation of business and data APIs using single-click activation of processes and data sources such as APIs. This empowers businesses to react to business events in a timely way.

### **Automated Governance and Quality**

Enterprises can drive agility with intelligent automation of business and data APIs to provide unprecedented productivity. And they can leverage cloud-native data quality tools, resilient data hubs and build services and APIs to be reused across teams. When enterprises start on their application modernization initiatives, governance, policy control and quality are core checklist functionalities. Examples include API access, data privacy and determining single sources of truth. Informatica's enterprise-class governance allows these controls to be distributed through the organization — even providing non-technical business users the ability to make certain policy decisions. Features such as AI-driven discovery, search and profiling ensure organization-wide trust in the data, which is critical to any application integration and hyperautomation effort.

## Key Benefits of Informatica's iPaaS

### Simplicity

Informatica's iPaaS empowers enterprises to take the fastest path to hyperautomation with simplified integration.

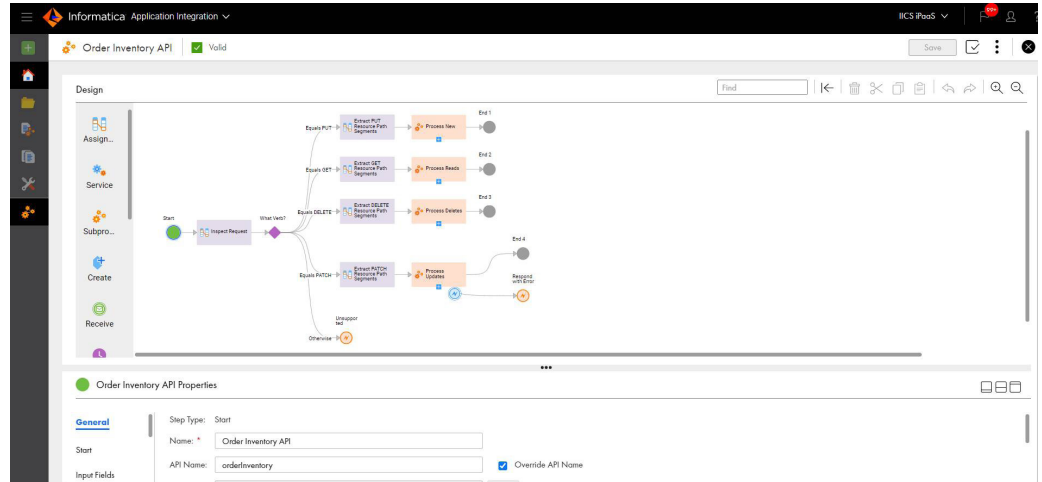


Figure 1. Process Designer.

- **Single platform** for API creation and management, data set processing, event processing, and process integration and hyperautomation
- **No-code/low-code UX** with easy drag-and-drop design experience supports a range of skillsets
- **Cloud-native** integrated versioning, automated SDLC, customizable continuous integration and continuous delivery (CI/CD) and no-build deployment
- **Single-click** activation of Data API Providers

### Productivity

Informatica's iPaaS solution fosters intelligent automation of business and data APIs to provide unprecedented productivity, collaboration and governance.

The screenshot displays the Informatica Application Integration Processes Explorer interface. The top bar shows 'Informatica Application Integration' and 'iPaaS'. The main workspace is titled 'Explore' and shows a list of processes. The 'Expedited Purchase' process is selected, and a context menu is open over it, showing options like 'Properties...', 'View', 'Edit', 'Publish', 'Unpublish', 'Properties Detail...', 'Check In', 'Check Out', 'Undo Check Out', 'Unlink', 'Pull', 'Rename...', 'Copy To...', 'Move To...', 'Export...', 'Show Dependencies', 'Permissions...', and 'Delete'.

Processes [7] 1 selected	Name	Type	Updated On	Description	Tags
<input type="checkbox"/>	AutoApprovalDetermination	Process	Jun 27, 2019, 1:02 AM	Rule-based determination. Test with ID: 001F0000013oH5KIA2	Rule Services
<input checked="" type="checkbox"/>	Expedited Purchase	Process	Mar 6, 2020, 1:02 PM	Main process. It is responsible for creating opportunities in the CRM...	
<input type="checkbox"/>	Fulfillment	Process	Mar 3, 2020, 2:06 PM	Fulfills orders coming from multiple channels (API and B2B). Fulfill...	
<input type="checkbox"/>	GetPartDetails	Process	Mar 4, 2020, 8:58 AM	Lists parts. Input required: Sku Returns: make, model, year ...	
<input type="checkbox"/>	Order Processing	Process	Mar 7, 2019, 10:32 A...	Listens to the AMQP shippingDetails topic	
<input type="checkbox"/>	Process B2B Requests	Process	Nov 19, 2018, 5:54 A...	Received EDI purchase orders from B2B Gateway	
<input type="checkbox"/>	Scheduled Execution	Process	Jun 2, 2020, 8:58 AM	Serves no other purpose than to be scheduled to invoke the Expedi...	

Figure 2. Integrated integration with source control.

## About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud.™ Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable and your possibilities are limitless. Informatica. Cloud First. Data Always.™

- **Intelligent recommendations** powered by the metadata-driven intelligence of Informatica's CLAIRE® AI engine for rapid development
- **Data APIs** for real-time data propagation and access, supporting providers and consumers
- **Business APIs** for modern business operations and flexibility
- **Dynamic mapping, maplets, parameterization and subprocesses** for higher reusability
- **Self-service** wizard-based builders, cloud-native designers and built-in debugging and testing

## Scalability

Informatica's iPaaS delivers the scale and speed the business requires.

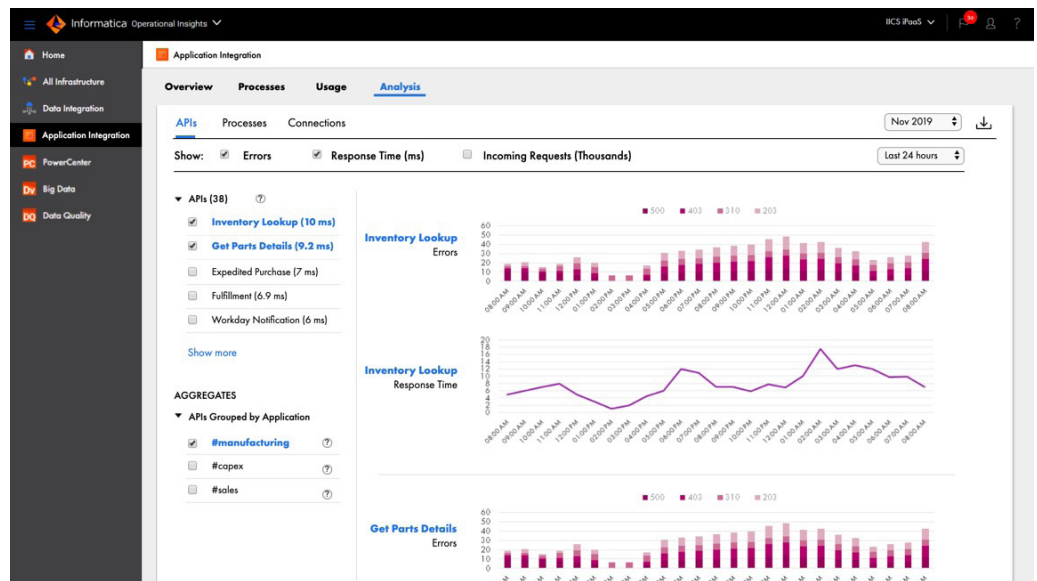


Figure 3. SLA-based monitoring.

- **15+ trillion** transactions per month
- **Multi-cloud and hybrid deployments** for highly resilient/persistent stateful processes
- **Purpose-built tools** for all personas, from developers to citizen integrators, to scale your speed of delivery and maintenance
- **Ops-centricity** for monitoring, runtime measurement, API protection in the cloud and on premises and anomaly detection
- **Third-party** partner and supplier gateway and portal

## Learn More

To learn more about Informatica's iPaaS for Application Integration and Hyperautomation, please visit: [www.informatica.com/solutions/application-integration-and-hyperautomation](https://www.informatica.com/solutions/application-integration-and-hyperautomation). For a free 30-day trial, register at [www.informatica.com/trials/application-integration-and-hyperautomation](https://www.informatica.com/trials/application-integration-and-hyperautomation).



**Worldwide Headquarters** 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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