Informatica

Solution Brief

No-Code, Enterprise-Grade GenAI Apps with Informatica iPaaS

Keep Pace with the Superfast-Evolving GenAI Landscape

Keeping pace with the rapidly evolving generative AI (GenAI) landscape requires a new approach and mindset to building and managing applications. GenAI is a top priority as enterprises will build a plethora of apps in the next few years, all of which rely on data to succeed. With GenAI models and tools becoming available as application programming interfaces (APIs) in the public cloud, developers can easily build these applications without creating or operating their own models. In addition, effective data management is a key success factor in GenAI projects, with models relying heavily on data quality for efficiency and accuracy.

Here are some stats that paint this picture:

- According to a Boston Consulting Group survey, 89% of executives rank AI and GenAI as a top-three tech priority for 2024.[1]
- According to Deloitte, "25% of enterprises using GenAI have deployed AI agents in production as of 2025, and this is expected to grow to 50% by 2027."[2]
- According to Harvard Business Review, 93% of CDOs feel a data strategy is crucial to generative AI value.[3]

[1] https://www.bcg.com/publications/2024/from-potential-to-profit-with-genai.

[2] https://www.deloitte.com/global/en/about/press-room/deloitte-globals-2025-predictions-report.html.

[3] https://hbr.org/2024/03/is-your-companys-data-ready-for-generative-ai.

Key Benefits

- Empower non-technical users to build and deploy enterprise GenAI apps with a drag-and-drop, no-code experience
- Leverage out-of-the-box large language model (LLM) connectors and pre-built recipes to accelerate GenAI app creation
- Modernize existing implementations into GenAI-enabled apps with minimal effort
- Run GenAI apps on a scalable, enterprise-grade platform supporting trillions of transactions per month
- Ensure seamless, secure GenAI deployment with the cost-effective and comprehensive Informatica iPaaS solution

GenAI App Development and Deployment Challenges

- **Shortage of skilled resources** – Enterprises are currently developing GenAI apps using hand coding, which demands specialized skills. According to Datanami, "Companies are scrambling to hire people to build generative AI solutions."[4] The demand for such skills is sky-high, and the process of hiring these highly specialized resources is vague. Moreover, maintaining and supporting these hand-coded apps is expensive and accumulates substantial technical debt.
- **Lack of robust data strategy** – Data quality is one of the most significant challenges when realizing GenAI's potential, as poor data quality will yield poor outcomes. As a result, a robust data strategy is critical to derive value from GenAI.
- **Challenges in operationalizing enterprise-grade apps** – 80% of AI projects typically do not scale beyond a proof of concept or lab environment, as businesses often face challenges in standardizing model building, training, deployment and monitoring processes.[5] They lack the expertise, tools and framework needed to build GenAI applications on a large scale.
- **Ever-evolving GenAI tech** – GenAI is the fastest-developing area of AI and is valued at $71.36 billion in 2025. It's expected to grow at a compound annual growth rate (CAGR) of 43.4%, reaching $890.59 billion by 2032.[6] 17,200+ new GenAI startups have evolved since December 2023, creating more complexity for users to build and deploy GenAI applications.[7]

Due to the above, over 50% of enterprises that have built large AI models from scratch will abandon their efforts by 2028.[8]

Techniques Used in GenAI Application Development

Prompt Engineering refers to crafting clear prompts for AI language models to enable the generation of accurate and helpful responses. Informatica iPaaS offers a simplified way to orchestrate and govern LLM calls/prompts within a low-code/no-code environment through out-of-the-box LLM connectors.

Retrieval Augmented Generation (RAG) is a robust technique for integrating authoritative or proprietary data sources into GenAI models, thereby improving the accuracy, trustworthiness and context of LLM responses. Informatica iPaaS orchestrates automated, low-code LLM calls/RAG pipelines seamlessly using trusted knowledge sources via out-of-the-box LLM connectors to data sources for RAG, such as vector databases.

AI Agent/ReACT-Agent Systems are AI programs capable of autonomous decision-making on behalf of users, systems or other programs. Informatica iPaaS facilitates scalable, low-code, governed AI agent(s) trained on authoritative data and orchestrates AI agent(s) pipelines seamlessly via out-of-the-box LLM connectors. It also offers pre-built recipes to support popular AI agent frameworks, thus accelerating project initiation.

[4] https://www.datanami.com/2024/02/07/hiring-genai-talent-its-a-matter-of-degree/.
[5] https://aitalentflow.com/truth-about-ai-model-deployment-80-models-never-make-production/
[6] https://www.marketsandmarkets.com/Market-Reports/generative-ai-market-142870584.html.
[7] https://springsapps.com/knowledge/how-many-generative-ai-startups-are-there-latest-statistics-in-2024.
[8] https://www.moveworks.com/us/en/resources/blog/measuring-ai-investment-roi.

How Can Informatica iPaaS Help?

1. Democratize GenAI:

- **Make GenAI accessible for varying skill levels:** The GenAI tool should cater to pro-code, low-code and no-code users alike across your organization.
- **Simplify operationalizing LLMs:** Allow users to deploy LLMs without relying heavily on IT or data science teams.
- **Facilitate rapid prototyping and experimentation:** Leverage AI-assisted app and API development for faster innovation.
- **Provide pre-built recipes and templates:** Utilize common patterns to accelerate the creation of GenAI applications.

2. Contextualize GenAI:

- **Leverage enterprise data:** Integrate base models with enterprise data for more relevant insights.
- **Combine multiple GenAI base models:** Avoid reliance on a single LLM and benefit from the strengths of different models.
- **Support popular LLM frameworks:** Adapt to different frameworks such as RAG, fine-tuning and AI agents.
- **Prioritize data sensitivity, privacy and ethical usage:** Establish control over training LLMs to protect enterprise interests.

3. Operationalize GenAI with Enterprise-Grade Scalability:

- **Manage the GenAI app lifecycle:** Implement CI/CD and DevOps practices for efficient development and deployment.
- **Ensure scalability, observability, security and cost governance:** Utilize built-in large language model operations (LLMOps) capabilities to maintain a healthy application ecosystem.
- **Future-proof solutions:** Minimize reliance on single LLMs and ensure minimal code change for seamless integration.
- **Promote reusability:** Modernize existing implementations into GenAI-enabled applications with minimal effort.

Easy, Efficient, Enterprise-Grade Gen-AI Applications with Informatica iPaaS

Easy – No coding or GenAI knowledge required. Our drag-and-drop user interface (UI) empowers 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.

Efficient – Informatica iPaaS drives development/deployment efficiency with out-of-the-box development acceleration capabilities, such as recipes and connectors. Customizable templates, pre-built recipes and drag-and-drop interfaces enable users to adapt quickly and iterate when developing GenAI applications. In addition, users can take their GenAI apps quickly to production with built-in tools.

Enterprise-Grade – You can deploy your GenAI apps easily with built-in tools on a platform that scales to petabytes of data and trillions of transactions per month, supporting tens of thousands of end users. In addition, Informatica provides 99.9% availability, security, governance and access control.

Cost-Effective – Building GenAI applications traditionally can be costly, requiring investment in skilled developers, infrastructure and resources. However, Informatica iPaaS offers a more cost-effective solution, especially for businesses looking to start small and scale over time. Building, deploying, operationalizing, monitoring and updating the apps is super-fast and easy, driving further cost savings.

Low-Risk – With the leading, comprehensive, cloud-native data management offering from Informatica and the highest data quality, your models will not hallucinate. In addition, with the scale and reliability of our platform, you can take these models to production easily and quickly without any risk to your application's ability to handle heavy loads or high numbers of users. Moreover, leveraging different LLMs and keeping up with the breakneck pace of GenAI evolution eliminates the risk of getting stuck with outdated technology. Lastly, data security and privacy risks are significantly reduced with robust data governance, data masking, encryption and access control capabilities to ensure sensitive information is protected and compliant with regulatory standards.

Next Steps

With Informatica iPaaS, users can quickly build and deploy GenAI applications at scale with a user-friendly drag-and-drop interface. It is easy to use and has no pre-requisite knowledge of programming languages such as Python. Enterprises can seamlessly build prototypes, connect to any LLM of their choice, do prompt engineering and contextualize LLMs using popular frameworks such as RAG, AI agent(s) and fine tuning. Enterprises can modernize and add GenAI capabilities to their existing applications with one click.

Building enterprise-grade GenAI applications has never been easier. Informatica offers an industry-leading data management platform to enable you to easily and efficiently build your enterprise-grade GenAI applications.

Learn More

To learn more about Informatica iPaaS for GenAI application development, please visit: **https://www.informatica.com/products/cloud-application-integration.html**

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Informatica

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