

# 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.

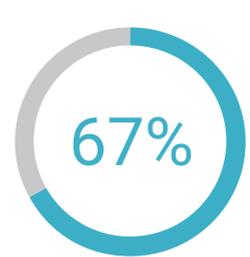
## The Journey to Gaining GenAI Value



75% of executives rank GenAI among their top three strategic priorities



25% report gaining value from their artificial intelligence (AI) investment



67% 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.**

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

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