

3 Ways to Boost Productivity with Hyperautomation

Sharpen your competitive edge with iPaaS



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™.

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Brett Roscoe

Group Vice President,
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“AI-fueled organizations typically do more than trust data; they demonstrate a willingness to quickly turn insights into action and rapid experimentation.”²

Introduction

Modern enterprises need hyperautomation to drive exceptional customer and employee experiences, let alone outperform the competition. In today's fast-moving and customer-driven world, hyperautomation empowers organizations to automate complex business processes and thrive in this digital-first economy. It's no longer enough to simply automate tasks. Now you must automate entire business processes. Advanced organizations are leveraging hyperautomation to increase productivity, boost customer service and improve speed to market.

As a forward-thinking leader, you are always looking for a competitive advantage. A way to stand out. A way to win. And hyperautomating business processes inside your organization can help by accelerating outcomes, optimizing resource investments and simplifying operations. Hyperautomation can also take disconnected applications and processes and connect them to work to your advantage, boosting your speed to market. Using the latest integrations, artificial intelligence (AI), APIs and software automation can give you the tools required to stay ahead of your competition.

We already know that organizations create hundreds of millions of applications and services. What you may not know is that 56% (up 4% since last year) of those applications are bought and managed by lines of business outside of the IT department.¹

This causes bottlenecks and chaos across organizations and, more importantly, inhibits the ability to connect applications to meaningful business outcomes.

Hyperautomation can help. To enable you to achieve meaningful business outcomes and accommodate sudden market shifts (such as a need to support remote work, generate online revenue or move to virtual learning), you must gain control of your data proliferation, application fragmentation and technology sprawl – all at the speed of now!



¹ [“The State of SaaS Sprawl in 2021,” Productiv, 2021](#)

² [“Becoming an AI-fueled Organization,” Deloitte, 2021](#)

Because of the explosion of both applications and data, any company embracing hyperautomation to achieve digital transformation needs iPaaS as a centralized data management and integration platform.

To Succeed in the Digital Economy, Take A Multi-Faceted Approach

Hyperautomation is one of the top trends mentioned in the Gartner Top Strategic Technology Trends for 2022 report.³ But it's not a single tool. Hyperautomation encompasses all the technologies mentioned above, especially AI and ML. Because of this, there are numerous capabilities that make hyperautomation possible, including API management, project management, business process automation (BPA) and, in particular, AI-powered **integration platform as a service (iPaaS)**.

iPaaS is a suite of cloud-native services that allows you to successfully achieve data integration, application integration and data management, whether your applications live in an on-premises, hybrid or multi-cloud environment. It is one of the most important tools in your hyperautomation toolkit.

Why is iPaaS so critical? In their rush to the cloud and their eagerness to compete in a digital landscape, many companies are experiencing out-of-control data proliferation, fragmentation and technology sprawl.

Precisely because of the dramatic growth of both applications and data, any company embracing hyperautomation to achieve digital transformation needs iPaaS as a centralized data management and integration platform to bring it all together.

Progress depends on all three components of people, processes and systems (technology). People are ultimately the reason for many hyperautomation initiatives. The digital tools that make up hyperautomation revolutionize work, giving hours and hours back to workers who can use them not just to further the interest of the businesses that employ them, but to get more engaged in the creative, intuitive work for which humans are designed. And hyperautomation provides an advantage to human innovation, accelerating people's time and investment for meaningful business results.

Why iPaaS Is Core to Hyperautomation Across All Industries

Let's now take a step back and look at the relationship between hyperautomation and iPaaS more carefully. According to Gartner, hyperautomation is a "business-driven, disciplined approach to IT that organizations use to rapidly identify, vet, and automate as many business and IT processes as possible."⁴ As we noted, hyperautomation involves the orchestrated use of multiple technologies, tools and platforms to achieve the speed and agility needed to meet changing market demands and minimize risk.

iPaaS fits into the hyperautomation narrative by standardizing and automating how organizations integrate applications and data. It both simplifies your ability to automate business processes and to share data across applications. By deploying an iPaaS solution, you can automate processes that were previously done manually, and minimize having to swivel between systems to cut and paste, send spreadsheets and other documents back and forth via email, or rekey data manually.

³ [Gartner "Top Strategic Technology Trends for 2022." As on 19th April 2022](#)

⁴ ["Gartner IT Glossary, 'Hyperautomation.'" As on 19th April 2022](#)

Hyperautomation is a business-driven, disciplined approach to IT that organizations use to rapidly identify, vet, and automate as many business and IT processes as possible.⁶

Organizations are increasingly finding iPaaS indispensable, as indicated by its dramatic sales growth rates. According to ReportLinker, the iPaaS market is expected to increase to \$13.9 billion by 2026, at a very aggressive 30.3% compound annual growth rate (CAGR).⁵

And this is happening across all industries. Indeed, these apps and services will be defining the new minimum competitive requirements for every industry on the planet. In this white paper, we'll show how hyperautomation and iPaaS – as part of a cloud-native data management platform – enable organizations to overcome three critical challenges on their journey to respond quickly to customer requirements and win.

- **Connect applications to business outcomes.** With the acceleration of application sprawl, companies are losing track of how individual apps drive value for the business – much less how they all fit together to improve the customer experience or bottom line.
- **Automate business processes.** Even with the rapid growth of apps, there are too many gaps between them for end-to-end automated workflows. Too many emails need to be cut and pasted and spreadsheets manually updated. With this comes inefficiencies, a waste of human talent, and errors – lots of errors.
- **Achieve the speed and agility needed to meet changing market demands and minimize risk.** Organizations write too much custom code to connect apps and data. This creates silos and unpredictable performance. A lack of control over the app and data environments makes it difficult for IT to respond quickly to shifts in business direction.



Data and Business Challenges Blocking the Road to Digital Nirvana

These three challenges are serious. Without addressing them, you'll lose to more enlightened competitors who "get it." You, meanwhile, will be stuck in a place where apps are out of control, with no visibility or control of the data flow across the organization.

⁵ ["Integration Platform as a Service Market with COVID-19 Impact Analysis, by Service Type, Deployment Model, Organization Size, Vertical and Region - Global Forecast to 2026," ReportLinker, 2021](#)

⁶ ["Gartner IT Glossary "Hyperautomation." As on 19th April 2022](#)

Analyst recognition:
Gartner® named
Informatica an 8-time
Leader in the 2021
Magic Quadrant™ for
Enterprise iPaaS.⁷

Challenge 1: Connect Applications to Business Outcomes

Not only are apps proliferating in this easy-to-deploy cloud and software-as-a-service (SaaS) era, but they're not being managed effectively — if at all.

How do you oversee this rapidly expanding number of applications? Who is directing them, pulling them together and connecting them? And who is monitoring the data — making sense of it and finding actionable insights amid the sprawl and silos?

The bottom line is, too many platforms and too many users are adding chaos to the IT landscape. And while many apps still reside on-premises, multi-cloud ecosystems are growing, causing more challenges with managing applications across the enterprise, from data center, to cloud, to the network edge.

With true governance and oversight, you can increase IT productivity and react swiftly to satisfy new business requirements, such as shifting to remote work or virtual learning. Plus, you can have a 360-degree view of your company's processes, helping you more effectively run your business.

The answer is **application integration**. This capability — an integral aspect of iPaaS — ensures app consistency and context within all your enterprise apps to build, deploy and manage real-time integration processes. The key to app integration is app consistency. Because you're in a position where you have all these apps, and you don't know what data is going into it, what value it provides to the business, and how it's connected to business outcomes, you need to put up guardrails.

You need an iPaaS solution that automates the real-time synchronization of data within apps that prevents misalignment, ensures unity and — most importantly — creates trust.

Centralized app integration calls for automation capabilities. The right solution can help you:

- **Make apps extensible.** Quickly connect to anything with a REST endpoint and build integration components that can be reused across the enterprise, providing the agility to react swiftly to changing market or business needs.
- **Ensure data quality.** Ensure that your data policy rules can be applied, and that apps can be deployed to specific domains with data dictionaries that eliminate duplicate and stale data. This means that data can be trusted as a basis for important business decisions.
- **Deliver real-time results.** Enable real-time decision-making by capitalizing on the ability to trigger outbound events from applications and to integrate with SaaS-based webhook callouts.

⁷ [Innovate with an 8-Year Leader in Enterprise iPaaS, Informatica, 2021](#)

Gartner Magic Quadrant for Enterprise Integration Platform as a Service, Eric Thoo, Keith Guttridge, Bindi Bhullar, Shameen Pillai, Abhishek Singh, September 29, 2021.

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“[Data] is the fuel that drives any risk assessment, pricing decision or customer interaction. For us, data can make the difference between landing a million-dollar account or losing it to a competitor.”

— Brad Foust,
Assistant Vice President,
Software Development,
National Interstate Insurance

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In Practice: Spotlight on National Interstate Insurance

As one of the leading specialty property and casualty insurance companies in the U.S., National Interstate Insurance wanted to improve application processing efficiency, from potential new insureds all the way through to policy issuance. Once they automated their application processes and integrated data sources with Informatica’s next gen iPaaS, they increased their organizational effectiveness and processing efficiency by up to nine times. In practical terms, this meant customers got a response more quickly — less time spent waiting on hold, more time getting the answer they needed. It meant loan agents spent less time on menial tasks — like email and spreadsheets — and could focus on strategic initiatives, such as expanding into new business models or territories.

From there they implemented Informatica Cloud Application Integration to synchronize Salesforce data in real time with an on-premises underwriting platform. Now employees can easily locate and act upon pertinent customer and policy data in real time or near real time. Being able to locate information from sales and service systems now takes minutes instead of days or weeks, allowing them to use that time to focus on more mission-critical initiatives.

Challenge 2: Automate Business Processes

Despite all the apps that are currently being deployed, a great deal of work within organizations is still manual. For example, a company might still be reliant on spreadsheets, paper invoices and email to supplement its various accounts payable apps and drive the entire process end to end. Same with many HR organizations: there is still too much paper and too much manual routing of resumes and benefits documents through email.

Not only does this inefficient, manual work produce a tremendous number of errors, but it can also cause employee burnout, leading to loss of productivity and costly turnover. That’s why integrating apps to create end-to-end automated business processes is so important.

But it’s much more than simply automating spreadsheets and email. In today’s SaaS-based world, a typical “knowledge worker” may interact with a dozen or more applications. Apps like Teams, OneDrive, Google Apps, Slack and Jira are supposed to help productivity, but often create even more data silos. We need to empower individuals not just to squeeze the manual tasks out of email. We need to increase the efficiency of all employees, regardless of what apps and systems they use.

Lastly, there is the “users” problem. Too often, IT organizations see themselves as suppliers of services which are consumed by employees or “users.” To be successful, leading organizations must break that model and democratize the development of business automation — powering people to self-serve and automate themselves. After all, they know their workflows and processes better than anyone in IT. All they want — and need — is better automation tooling.

The response to this challenge is **business automation**.

“What once took days or weeks is now possible in a fraction of the time thanks to the automation and integration we’ve achieved with Informatica.”

— Paul Luc,
Application Supervisor,
National Interstate Insurance

Implementing the business automation capabilities of a leading iPaaS solution enables you to address these issues by:

- **Delivering a low-code/no-code user interface.** Low-code/no-code tools are all the rage right now, primarily because of the shortage of qualified IT developers. Such tools put coding in the hands of business users by wrapping a point-and-click interface around the technical functionality of programming tools.

According to Mendix’s⁸ State of Low-Code 2021 report, 77% of enterprises have already adopted low code to meet this shortage, and 75% of IT leaders say it’s a trend they “can’t afford to miss.”

Using low-code/no-code tools, business users can quickly create process flows that eliminate manual business processes. Such tools should offer data synchronization “wizards” that help you align data from different apps, ensuring they meet your organization’s data quality standards.

The right solution:

- **Provides prebuilt accelerators.** Accelerators are out-of-the-box templates that quickly spin-up specific business automations. Leading iPaaS solutions will offer a “marketplace” of connectors, vertical templates and accelerators that make it easy to connect apps, data, processes and people.
- **Offers extensive and simple monitoring.** Typically, software vendors force a choice: either you give your developers freedom with no governance over their activity, or you clamp down on productivity to supervise and govern their work. Democratizing integration and governance — enabling wizard-driven interfaces and self service for non-tech workers and developers alike — provides the best of both worlds: more governance and more productivity.

Ultimately, business automation is about reducing the need for human intervention in workflows by automating traditional business practices. It is achieved by enabling business users’ self-service access to low-code/no-code tools that allows them to intelligently create, test and run cross-team business processes.

⁸ [“Mendix is a Leader for the Third Year Running in the 2021 Gartner® Magic Quadrant™ for Enterprise Low-Code Application Platforms.” See more: Mendix, 2021.](#)

“By connecting our order management system to the customer order tracking system, Informatica plays a major role in making the shopping experience intuitive, transparent and user-friendly. As a result, sales went up in some areas, creating an incremental increase in total e-commerce revenue.”

— Carlo Varano, Director, Application Systems, Reitmans Ltd.

In Practice: Spotlight on Reitmans Ltd.

Reitmans, a women’s specialty apparel retailer, wanted to deliver a seamless e-commerce experience as more customers moved to buying online. They accomplished this through Informatica’s iPaaS, which enables real-time integration between the order fulfillment system and the customer order tracking system, which improved shoppers’ experience from purchase through delivery.

The retailer also wanted to offer customers more flexibility and convenience, whether they shop online or on-site. By using automated batch integration, they can keep inventory, product information and supplier purchase orders updated, which sets the stage for new omnichannel models, including buy online pickup in store (BOPIS), a necessary pivot due to COVID-19.

Challenge 3: Quickly Meet Changing Market Demands While Minimizing Risk

The final challenge is that many apps have inconsistent integration mechanisms. This drives companies to code custom connections, which in turn leads to disparate, siloed solutions. This limits your ability to holistically control and monitor apps and data. The result? Unpredictable performance. Business results get delayed — and the “speed of now” is lost.

The solution to this roadblock? **API-driven workflows and integrations.**

If you think about a digital enterprise as the human body, with each part as a functioning unit — hands as CRM, brain as the ERP — then APIs are the arteries and veins through which the data flows to those systems. They are the connective tissue that makes everything run.

To do pretty much anything in this digital world — from placing an order on an e-commerce site, to submitting a homework assignment, to making an airline reservation — you must leverage APIs.



To execute digital transformation initiatives and realize new business opportunities, organizations need technical agility when it comes to systems and processes. What is holding them back? Large, monolithic, brittle and isolated on-premises ERP, HCM, SCM and CRM applications.

Given line-of-business managers can deploy a new application with the swipe of a credit card, new apps are finding their way into organizations at unprecedented rates. In 1990, the average enterprise had only five to 10 different enterprise applications. Today, the average enterprise uses hundreds of cloud applications.⁹

APIs tie together those disparate applications and business processes, breaking down organizational and application silos that lead to poor customer experiences. With API-based integration comes the need for API management. Here are the three critical functions of API management.

- **Discovery.** Enable end-to-end API lineage from catalog-based marketplaces including API throttling, policy adherence and performance optimization.
- **Security.** Disable personally identifiable information (PII) sharing (inbound and outbound) and monitor inbound and outbound traffic.
- **Scalability.** Manage low-latency runtimes and gain the ability to monitor and scale via K8-based deployments.

Without consistent API integrations, you lose business agility and productivity. The end goal is API-based integration with scalable, custom APIs that can be leveraged for a variety of use cases. Your iPaaS solution should allow you to easily create, deploy, host, secure and monitor new APIs.



“It’s not just the housing that we provide to people, it’s also that we help in building and in some cases rebuilding their lives, which is really, empowering for our communities.”

— Amramanjari Singh,
Data Quality Manager,
Metropolitan Thames
Valley Housing

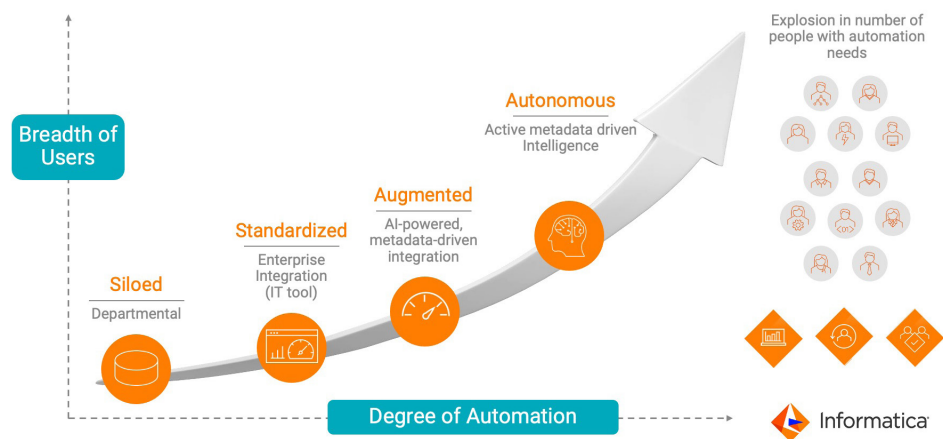
In Practice: Spotlight on Metropolitan Thames Valley Housing

To help address England’s housing crisis, Metropolitan Thames Valley Housing (MTVH) needed customer and property data to be trusted, available and up to date. They deployed Informatica’s iPaaS infrastructure to create a centralized repository of high-quality data, including tenant and property data across the entire organization. It also provided data transparency to the business. The result? Improved timeliness of response and service.

But the gains weren’t just about systems and processes. There were people involved. Real people who were suffering because they lacked shelter. By putting hyperautomation to work, Metropolitan Thames Valley Housing was able to fulfill the very human side of its mission: to help ease the misery of homelessness.

Another goal MTVH had was to give housing officers and other employees fast, self-service access to the data they need to be effective. With Informatica Cloud Integration Hub, they were able to orchestrate data flows to enable a publish-subscribe data model. This ultimately helps their team save time, be radically productive and make more-informed decisions — all of which has a very human impact on the region.

Enterprise Scale Hyperautomation Across Multi-Cloud, Inter-Cloud, and Hybrid for All



⁹ [“12 SaaS Statistics That Every IT Manager Should See in 2022,” Productiv, 2022](#)

Leverage industry-leading integration and API services, built on a foundation of AI-powered hyperautomation.

Connect to Any Data, Any User, Any Pattern with the Informatica Data Management Cloud

You need a leading solution that will enable you to connect any data, any user, any pattern. You also want to deploy APIs, not more developers. That means you want Informatica's next generation iPaaS, which is part of the Informatica Intelligent Data Management Cloud (IDMC).

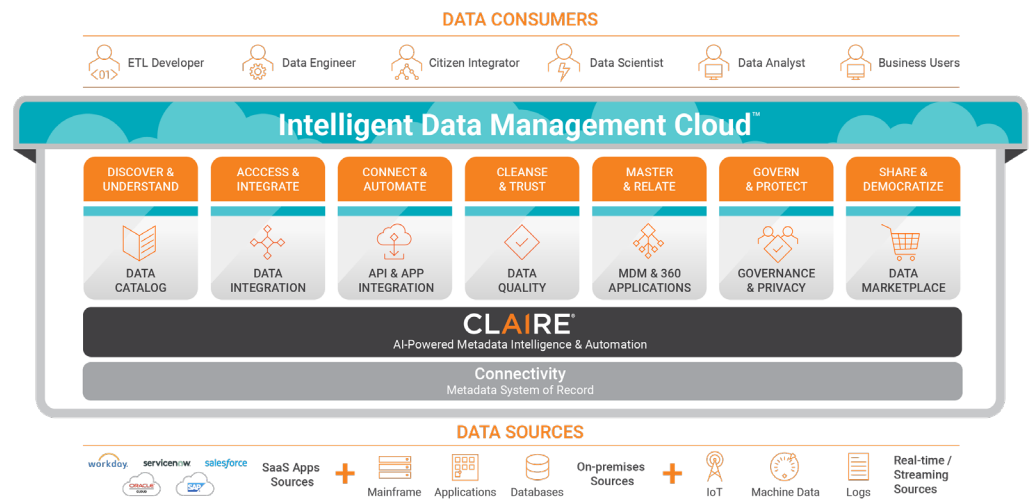
Our vision is guided by three main principles: simplicity, intelligent automation and scale. And our consumption-based pricing model allows companies to innovate and explore with many entry points.

IDMC is built on a modern tech stack that is:

- Cloud-native
- Microservices-based
- API-driven
- Multi-cloud

It also has a continuous integration (CI)/continuous delivery (CD) pipeline that delivers monthly new features and improvements in a way that doesn't disrupt users.

IDMC can connect data from any system to any other system – a requirement for the modern



enterprise, which operates in a hybrid, multi-cloud environment.

Informatica's IDMC is the single and most complete platform to meet your hyperautomation needs.

The Journey Has Just Begun

The industry is fond of talking about the digital transformation "journey," as if there was a precise destination and therefore an end to seeking how to fully optimize operations in a digital world. Increasingly, we know that's not the case. Climb one mountain, and there's another one behind it. Take moving to a cloud-native environment. That was supposed to solve several critical technical and business challenges for enterprises. Now we see that in doing so it has raised others.

With the tsunami of apps and data coupled with the accelerated movement to cloud, enterprises today need tools that will grow with them. They need to build hyperautomation strategies that open possibilities, not close them down. Informatica's IDMC is an integral part of such a forward-looking strategy.

IDMC addresses the three urgent challenges raised in this white paper by providing:

- 1. Application integration:** IDMC offers a point-and-click, drag-and-drop, easy-to-use interface for application orchestration. It allows you to take an automated approach to integrating business processes that span applications while automating user workflow access to any data, at any time.
- 2. API-driven workflows and integrations:** IDMC provides secure operations with AI-powered personal information identification and blocking. It delivers observability capabilities that reach far beyond log-based monitoring and debugging. Response caching and API versioning, and a self-service API developer make API integrations easy.
- 3. Business automation:** In addition to the low-code/no-code tools mentioned earlier, IDMC can automate and integrate business processes that span applications, whether they are on-premises or in the cloud.

Hyperautomation gives you access to the best technological tools that can streamline previously time-consuming — and costly — processes. But the third part of the equation — the people part — is the most important of all. Businesses are increasingly recognizing that hyperautomation is not about replacing their human workers, but about assisting them to do higher-value and more rewarding work. By giving your workforce the gift of performing more engaging and meaningful work, you will enrich their lives, making them happier and less stressed. You will have a more competitive organization, and a more human one, too.

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