

SUPER IPaaS: A GROWING IT INTEGRATION TREND

AN EMERGING CATEGORY HARNESSSES AI TO TRANSFORM BUSINESS OPERATIONS

SUMMARY

Traditional integration platform-as-a-service (iPaaS) offers foundational capabilities for app and data integration across multiple environments but falls short in supporting complex integrations, advanced data management, real-time processing, and AI and machine learning (ML). By contrast, the emerging “Super iPaaS” category goes further, introducing enhanced features to support the most involved integrations, refined API management, and AI and ML for automation. It is not merely an integration platform but a comprehensive solution that caters to technical nuances and the modern business’s evolving needs.

This paper evaluates this new category, giving details on specific problems it addresses and the benefits it can deliver for a business. It also considers the challenges of implementing Super iPaaS and suggests a set of evaluation criteria to help organizations determine whether a move to Super iPaaS is right for them.

COMPARISON: IPaaS VERSUS SUPER IPaaS

iPaaS enables the connection of diverse and complex data sources and systems while greatly reducing the need for in-house development and maintenance. The utility of iPaaS extends to integrating various cloud and on-premises applications via API management and data mapping. (Note that not all iPaaS vendors offer capabilities for both creating and managing APIs.)

Users of all skill levels benefit from having access to low- or no-code platforms, although advanced tooling options are also available. iPaaS platforms typically offer monitoring, analytics, and governance for the secure optimization of integration flows, thus ensuring scalable, reliable, and adaptable handling of fluctuating workloads.

Clearly, iPaaS is meeting an important need for enterprise IT. The global iPaaS market was valued at \$6.68 billion in 2022; is projected to reach \$61.67 billion by 2030, growing

at a CAGR of 32.47% from 2023 to 2030. The largest market is North America, while the fastest-growing is the Asia-Pacific region.¹

If traditional iPaaS is growing so quickly, why are enterprises turning to Super iPaaS? It's because they understand how the requirements of modern IT operations now extend beyond the capabilities of traditional iPaaS. In the coming years, businesses are likely to lean increasingly toward Super iPaaS to navigate the complexities of a data-driven, multi-cloud, and hybrid environment. The 32% CAGR of traditional iPaaS signifies its relevance and growth, but the evolution to Super iPaaS underscores the market's grasp of its more advanced needs and challenges.

A few examples will illustrate how iPaaS can improve a business function—and how Super iPaaS can transform it. For starters, traditional iPaaS facilitates data sharing between various systems like CRM and ERP using manually mapped data fields and basic automation scripts to update data at scheduled intervals. Super iPaaS goes beyond this with automated data mapping and real-time integration and data synchronization powered by AI, all of which ensures immediate and accurate data exchanges.

For another example, in the manufacturing sector, traditional iPaaS can integrate ERP with supply chain management and production systems to provide comprehensive information on procurement, production, and distribution. However, this integration often requires manual intervention for mapping data and scheduling updates. Super iPaaS introduces advanced automation for real-time integration, which significantly enhances efficiency without the need for manual intervention.

Finally, traditional iPaaS is used in healthcare to integrate electronic health record systems with patient portals and billing platforms, centralizing patient information. However, this integration relies on standard security protocols and often requires manual configuration. Super iPaaS advances this integration with automation and AI-driven security for real-time protection of sensitive data with minimal manual intervention.

¹ Kings Research, "Integrated Platform as a Service (iPaaS) Market," Yahoo Finance, November 10, 2023

SUPER IPAAS FEATURES AND BENEFITS

In an era when data is a pivotal asset, Super iPaaS ensures that businesses can integrate, manage, and leverage data across diverse environments, driving better outcomes for a competitive edge.

Let's consider Super iPaaS's primary functionalities.

ADVANCED INTEGRATION CAPABILITIES

A Super iPaaS platform links B2B applications, data, and events to any device, application, or system. This enhances an organization's ability to use data strategically, improving business decision-making by consolidating applications and data into a unified platform.

GENERATIVE AI AND ML

Super iPaaS employs both machine learning and generative AI to automate and optimize data-mapping processes. These advanced technologies enhance performance and pinpoint areas for improvement, leading to increased accuracy and efficiency.

MULTI-CLOUD AND HYBRID SUPPORT

Super iPaaS supports multi-cloud and hybrid environments by integrating applications across on-premises, private cloud, public cloud, and hybrid infrastructures using numerous pre-built connectors. A distinct feature supporting hybrid and multi-cloud environments is the ability to deploy integration services to any location with a single click, automatically incorporating all necessary dependencies. This simplifies and accelerates the integration of a variety of applications and data sources, reducing complexity and time requirements.

USER EXPERIENCE

Super iPaaS features a simplified and intuitive UI/UX, making it easy for users to create, manage, and monitor integration tasks. It aims to eliminate the need for specialized skills and enables customization options to cater to various user requirements.

SECURITY AND COMPLIANCE

Security is central in Super iPaaS, which ensures data protection, privacy, and compliance through enhanced protocols—including end-to-end encryption. The service also offers smarter access controls, enabling precise management of user access permissions to further protect data integrity and privacy.

INTELLIGENCE AND ANALYTICS

The advanced intelligence in Super iPaaS, powered by machine learning, creates insightful predictive analytics to enable data-driven decision-making.

REAL-WORLD APPLICATIONS OF SUPER IPAAS

The adoption of Super iPaaS is most likely in industries with complex integration needs, large volumes of data, and a challenging or rapidly changing technology environment. Here are some examples of how Super iPaaS can be used across various industries and job functions.

- **Retailers** use Super iPaaS to integrate data from multiple platforms such as POS systems, e-commerce platforms, inventory management applications, and supply chains to show real-time inventory levels.
- **Telecommunications providers** can implement Super iPaaS to analyze customer interactions, as well as measure service usage patterns.
- **Financial institutions** can use Super iPaaS to integrate siloed systems from areas such as risk management, fraud detection, compliance, and banking for a single view of the customer's financial activity and to improve data protection.
- **Technology teams** use Super iPaaS to manage multiple computing environments while integrating applications and data across different cloud platforms and on-premises systems.
- **Marketing departments** can employ Super iPaaS to automate workflows, integrating data from CRMs, social media, content systems, and analytics tools to deliver personalized content and advertisements.
- **Data management** benefits immediately from Super iPaaS, which automates many steps in data governance, processing, and quality assurance to support efficient operations and digital transformation initiatives.

CHALLENGES OF ADOPTING SUPER IPAAS

The examples provided illustrate the enhanced productivity that can be achieved thanks to the advanced features of Super iPaaS. However, organizations adopting this platform do face some hurdles. The complex nature of migrating and integrating disparate systems can be an intimidating task for many organizations. Making the shift from traditional integration platforms to Super iPaaS can demand a significant upfront investment of time, expertise, and effort. Cost is another obstacle, as the implementation of Super iPaaS incurs expenses not only for the platform itself but also

for training and potential operational interruptions. The requirement for skilled professionals to manage Super iPaaS adds to the resource demands.

Security and compliance are additional concerns, given that the integration of multiple applications and data sources can bring the risk of data breaches if not properly managed. Moreover, internal resistance to change within organizations can hinder staff adoption of new technologies. Addressing these challenges requires a strategic approach to change management, including education, training, and user support.

COMPARING SUPER IPAAS VENDORS

Several companies already offer traditional iPaaS and are expected to transition to Super iPaaS platforms, including Software AG, IBM, Oracle, Salesforce (MuleSoft), Boomi, SAP, Microsoft, Workato, Informatica, TIBCO, Qlik (Talend), SnapLogic and Jitterbit. These vendors' solutions connect various applications, services, and data sources across on-premises, private cloud, and public cloud environments.

Super iPaaS providers will offer a comprehensive suite of tools that facilitate the integration of applications, data, B2B transactions, APIs, and events, whether in the cloud or on-premises. This suite should also ensure compliance with data regulations and include integrated automation through generative AI and ML.

Given that Super iPaaS is a relatively new category, many iPaaS vendors have not yet implemented the full suite of Super iPaaS tools. Each existing solution has its own strengths. For instance:

- **MuleSoft's** Anypoint Platform is known for API connectivity, **Boomi** for its flexibility in connecting applications, and **SnapLogic** for integrating cloud and on-premises applications.
- **Microsoft, Oracle, and SAP** are known for their extensive resources, ecosystems, and technology stacks.
- **Software AG** has emerged as an early vendor in the Super iPaaS category, offering a comprehensive suite of tools via its integration platform webMethods.io to facilitate the integration of data, B2B transactions, events, and apps; AI/ML automation; API management; and low-code application development.
- **IBM** App Connect enables hybrid integrations for modern SaaS applications and complex environments.
- **Jitterbit's** Harmony iPaaS platform focuses on quick and efficient application, data, EDI, and API integrations.

- **Informatica**, known for its data integration and strong AI and ML features, has partly transitioned to Super iPaaS.

All these companies have significant experience in supporting enterprise customers, with the technical capabilities to match, although Software AG appears to be the pioneer in the Super iPaaS category so far.

EVALUATING SUPER IPAAS FOR YOUR ORGANIZATION

Where is Super iPaaS headed as a solution and a market? It continues to grow rapidly, especially given constant advances in AI and machine learning. Today's automated data mapping and real-time threat detection will be succeeded by even more sophisticated functionality in the years to come as emerging technologies further enhance Super iPaaS.

The inherent flexibility and adaptability of Super iPaaS also prime it to make the most of new developments across the technology landscape, from faster edge computing to improved wireless communications and beyond. As mentioned earlier, this will be especially valuable in industries and functions with a strong need to manage complex IT environments or a keen appetite to adopt new technologies to improve business performance.

When selecting a Super iPaaS vendor, an organization must consider the platform's functional capabilities to ensure that it offers advanced integration and automation enhanced by AI and ML. The solution must deliver robust security and compliance to protect the organization's data and support adherence to regulatory standards. The right Super iPaaS solution will also enable rapid scalability and customization to address any emerging business and technical needs and support future innovation efforts.

As with any vendor selection, it is important to consider the provider's reputation, the quality of its support services, and the likely timeline and cost for implementation. These factors, along with the estimated total cost of ownership, should be balanced against the anticipated ROI to assess the feasibility of a solution and the value it will bring to the organization over time.

The ROI from Super iPaaS is realized through operational efficiencies, cost reductions, better decision-making, increased revenue, improved customer experience, and overall competitive advantage. Businesses can quantify this ROI by measuring specific KPIs related to each of these areas attributed to the implementation of Super iPaaS.

Super iPaaS is revolutionizing application and data integration and augmenting business functions to enable data-driven strategies and rapid responses to evolving market conditions and customer demands. It is more than an upgrade to existing iPaaS—it's a fundamental shift toward more agile, insightful, and competitive business operations.

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