



NUCLEUS  
RESEARCH

# IPAAS TECHNOLOGY VALUE MATRIX 2024

ANALYST

Alexander H. Wurm

## THE BOTTOM LINE

In 2024, organizations continued to adopt digital systems at an accelerated rate, extending the size and complexity of enterprise technology stacks. As a result, Integration Platform as a Service (iPaaS) solutions have become a core enabling technology, providing organizations with a centralized platform to connect applications, automate workflows, and monitor integration flows across disparate systems. Leaders in this year's value matrix include Boomi, Infor, Informatica, TIBCO, and Tray.io.



## OVERVIEW

The proliferation of cloud computing, hybrid IT environments, and Software-as-a-Service (SaaS) applications, now at several hundred for the average enterprise, continue to outstrip integration practices and push the limits of legacy technology (Nucleus Research X224 – *iPaaS Technology returns \$3.76 for every dollar spent* – December 2023). Consequently,

iPaaS platforms are increasingly viewed as a core enabling software, driving agility, scalability, and innovation within customer organizations.

Customer adoption of iPaaS solutions is also evolving. As integration activities extend beyond traditional IT teams to encompass business units and non-technical users, there's a growing emphasis on empowering citizen integrators and line-of-business personnel to orchestrate integrations. Vendors in the iPaaS market are responding to these evolving customer demands by driving product development and forging strategic ecosystem partnerships. They are enhancing their platforms with advanced features such as AI-driven data mapping and transformation, event-driven architectures, and real-time monitoring and analytics capabilities. Vendors are also fostering interoperability and extensibility through integrations with popular SaaS applications, cloud services, and industry-specific solutions. Select vendors are incorporating generative AI technologies to streamline integration development, testing, and monitoring processes, leveraging collected metadata over integration development practices. These capabilities can accelerate an organization's time-to-market for integrated services while enhancing reliability and minimizing operational costs associated. In the face of current market trends, vendors that effectively leverage generative AI to simplify integration processes are poised to differentiate themselves.

In this Value Matrix, vendors are positioned according to the relative usability and functionality of their respective solutions, as well as the value that customers realized from each product's capabilities (Nucleus Research X222 – *Understanding the Value Matrix* – December 2023) and presented as a snapshot of the current market rather than an empirical ranking of vendors. The arrows indicate perceived momentum in the indicated direction with respect to usability and functionality. Positioning and momentum are informed primarily by conversations with end-users, along with the most recently released capabilities and areas of vendor investment.

## LEADERS

Leaders in this year's Value Matrix include Boomi, Infor, Informatica, TIBCO, and Tray.io.

### BOOMI

Boomi is placed as a leader in the 2024 iPaaS Technology Value Matrix. Boomi offers a cloud-native iPaaS, delivering flexibility, scalability, and availability for organizations deploying applications and data across cloud and on-premises environments. Boomi utilizes its patented runtime engine to support a scalable and distributed architecture. Customers can also combine multiple runtime instances to create a clustered runtime to run multiple

Atom processes concurrently. The platform features a variety of capabilities supporting API management, application integration, ELT, electronic data interchange (EDI), B2B integration, master data management (MDM), data cataloging, and low-code automation, giving users a comprehensive toolkit supporting data integration, data management, and process automation. Boomi iPaaS also features over 500 prebuilt application connectors and starter processes to simplify integration development. With these capabilities, Boomi iPaaS enables citizen integrators and more technical developers to drive faster time to market for connected services.

Over the past year, Boomi has continued to extend the capabilities of the Boomi iPaaS platform with the following announcements and releases:

- **Event Streams.** Available through Boomi and in the AWS Marketplace, the vendor's multi-tenant enterprise message queuing and streaming service allows organizations to create integrations that are more resilient, scalable, and real-time than traditional point-to-point integration processes.
- **Boomi AI.** Leveraging anonymized metadata, patterns, and best practices from over 200 million integrations made with the Boomi platform, Boomi AI offers a simplified user experience that harnesses generative AI to connect and integrate applications, data, processes, people, and things across organizations.
- **Boomi GPT.** Boomi GPT brings a simple, conversational experience to the Boomi platform. With Boomi GPT, organizations can leverage generative AI to integrate and automate faster, further accelerating the delivery of connected services.
- **New ISO Certifications.** Boomi's ISO 27001 and 27701 certifications demonstrate the company's continued commitment to information security and privacy compliance.
- **StateRAMP Authorization.** Achieving StateRAMP Authorization reflects Boomi's commitment to data security and compliance, and to delivering a secure and reliable solution that government agencies can use to safeguard their data and operations.

## INFOR

Infor is positioned as a leader in the 2024 iPaaS Technology Value Matrix. The vendor's iPaaS offering is available a component of the Infor OS platform encompassing two key products: Infor Intelligent Open Network (ION) and the ION API gateway. Through Infor ION, clients can integrate both Infor and non-Infor systems, supporting hybrid, edge, and multi-cloud strategies. Users can establish connections between applications and their corresponding business process events, automate data transfers across systems, monitor business exceptions, and activate workflows using an event-driven architecture. The ION API Gateway serves as a centralized hub for hosting Infor's RESTful APIs, enabling users to conveniently proxy and access third-party APIs. Additionally, the Infor OS Platform provides

'Big Data' management capabilities, facilitating data transformation across various formats and accommodates synchronous and asynchronous integration patterns. Furthermore, Infor OS integrates with Coleman AI, streamlining the training, retraining, and live assessment of machine learning models with intelligent automation tools, natural language processing capabilities, and machine learning functionalities tailored to diverse user roles.

Over the past year, Infor has continued to deliver improvements to Infor OS and its iPaaS offering.

- Infor launched Configuration Management functionality, enabling customers to copy resources from one of tenant to another and manage content across environments.
- Infor launched a Kafka Connector, providing extended support for event streaming. This will be generally available in H2 2024.
- Infor introduced Graph QL support in Backend as a Service.
- Infor released an auditing and monitoring service, enabling users to extract audit log data for the purpose of archiving, monitoring, or troubleshooting.
- Infor announced external user entity support via APIs.

## INFORMATICA

Informatica is placed as a leader in the 2024 iPaaS Technology Value Matrix as recognized for Informatica Intelligent Data Management Cloud (IDMC). Informatica IDMC is a comprehensive enterprise-grade platform, delivering support for data integration, application integration, business process automation, B2B integration, Pub/Sub architectures, streaming data handling, and API lifecycle management. The platform offers real-time application integration with pre-built connectors for cloud and on-premises environments, data integration capabilities enabling movement and synchronization of data between multiple sources and targets, and API lifecycle management for designing, implementing, and managing APIs across clouds and on-premises systems. Additionally, it streamlines business process automation, supports high throughput processing, ensures low latency for time-sensitive workloads, embraces CI/CD practices and DevOps principles, and fosters collaboration between business and IT teams with its support for low-code and no-code development. These capabilities are all delivered with flexible consumption-based pricing and overage protection to ensure efficient resource management.

Over the past year, Informatica has continued to deliver improvements to its intelligent data management cloud platform.

- Informatica bolstered its CLAIRE AI and machine learning platform with an AI copilot. This enables customers to automate various data management and applications

integration tasks while reducing complexity. Informatica also released CLAIRE GPT in private preview, enabling users to interact with and manage their data through a natural language interface and create mappings, quality rules, and governance artifacts rapidly.

- Informatica launched Model Serve, a cloud native MLOps solution that simplifies model deployment. This helps enterprises scale their AI adoption combining development and operations technologies that are essential to high-performing AI solutions.
- Informatica extended INFACore, enabling developers to use their programming language or IDE of choice, without context switching for building AI pipelines. With last year enhancements INFACore integrates with AI ecosystems like Databricks and features dynamic pipeline generation for data preparation.
- Informatica announced options for fine tuning AI models and building GenAI applications using orchestrations of LLMs via Cloud Application Integration. These advancements offer Informatica customers seamless connectivity to LLMs through APIs, alongside intuitive visual interfaces and API governance capabilities, ensuring secure and efficient GenAI application development.
- Informatica released multiple industry-specific solutions for its iPaaS platform, streamlining data integration processes by addressing complex standard structures and enhancing functionalities like parsing, validation, and error handling. For Informatica customers, these solutions deliver streamlined operations across various industries, with pre-defined data services, connectors, and templates tailored to sectors such as retail, healthcare, finance, and insurance, thus facilitating efficient handling of industry-specific data standards like EDI X12, HL7, FHIR, HIPAA, NACHA, SWIFT, and ACORD.
- Informatica introduced its NextGen API Gateway alongside API Center. This innovation enables Informatica customers to run internet-scale applications while efficiently managing and governing custom 3rd party APIs, ensuring heightened security and scalability for their operations.
- Informatica announced improved support for Snowflake environments with the general availability of Informatica Superpipe for Snowflake, the release of Informatica Enterprise Data Integrator in public preview, and the launch of Cloud Data Integration Free within Snowflake Partner Connect. Informatica also extended connectivity support to Apache Iceberg on Snowflake.
- Informatica also launched Informatica iPaaS on Oracle Cloud Infrastructure (OCI), Azure Native Services, and AWS for all major regions.

## TIBCO

TIBCO is placed as a leader in the 2024 edition of the iPaaS Technology Value Matrix. TIBCO's iPaaS offering, the TIBCO Platform, caters to a diverse user base ranging from business professionals to technical developers, accommodating various integration use-cases. It supports multiple integration patterns, including application integration, B2B integration, edge processing, IoT integration, streaming use cases, web and mobile integration, and process automation. Designed for on-premise and hybrid environments, TIBCO supports legacy interfaces, industry protocols, and file-based systems alongside modern cloud-based technologies. Time to value is a cornerstone of TIBCO, driven by a broad selection of pre-built connectors, as well as pre-built and customizable application templates that adhere to enterprise patterns. The platform provides multiple development experiences including model-driven development and no-code event-driven design. Deployment options span across a multitude of environments, including on-premises, TIBCO Cloud, preferred IaaS or PaaS providers, serverless architectures, containers, and edge devices. In all, TIBCO Integration is a versatile and extensible solution, ensuring that organizations can efficiently address their integration needs with agility and precision.

Product updates in the last 12 months include:

- TIBCO is investing in a real-time and composable data platform that brings together a set of TIBCO capabilities - including integration and messaging, event processing and business process automation - into a single pane of glass. The TIBCO platform will connect all of these existing capabilities together to simplify development and operations to accelerate broad and complex digital initiatives.

## TRAY.IO

Tray.io is placed as a leader in the 2024 edition of the iPaaS Technology Value Matrix as recognized for the Tray Universal Automation Cloud. The Tray Universal Automation Cloud is a single, unified code base that provides experiences for developers with Tray Code, business technologists and integration specialists with Tray Build, and front-line workers with Tray Chat. This platform serves as an API-first integration and automation solution, providing users with a user-friendly, web-based no- and low-code builder. Tray's hallmark feature is its intuitive drag-and-drop interface, enabling users, regardless of technical expertise, to design workflow processes, connectors, and business logic. With access to the platform's connector library, citizen users can easily establish connections to REST, SOAP, and GraphQL endpoints. For adept developers and IT teams, Tray.io also offers advanced capabilities facilitating automation and integration at scale. These include cooperative workspaces, log streaming, error management, rollback history, and on-premises connectivity options. All experiences are built on a unified intelligence layer, Merlin AI, and

unified integration, automation, connectivity, and activation capabilities underpinned by a single enterprise core. Tray's pricing and packaging are also optimized for this suite of capabilities, providing a single task-based pricing model that enables customers to consume any of the vendor's capabilities without having to deal with complex add-ons.

Tray.io has continued to innovate in order to drive value for its current and prospective users over the past year. Announcements include:

- **Merlin AI.** A new platform service for Tray Code, Tray Build and Tray Chat. In Tray Build, Merlin provides a conversational experience for business technologists to build and iterate workflows using natural language. It securely and transparently connects to an LLM, mapping integration steps into workflow tasks and connectors. It's underpinned by the Tray Enterprise Core that provides explainability, trust, security, and audit trail.
- **Tray Chat.** Tray Chat is a new no-code end-user experience, a digital assistant designed for business users and managers, built on Merlin AI for transient automations. It's designed to reach a new class of users who can automate and integrate on-demand. Tray Chat converts natural language requests, such as requesting the top leads from a CRM sent to Slack or auto-routing service desk escalations. It handles authentication and connectivity, and builds an execution plan, executing the plan on demand.
- **Tray Code.** Tray Code provides a full range of APIs to enable developers to build integrated applications. It includes Connectivity API that provides a single, flexible JSON schema and standard REST interface, unlocking a gateway to over 600 applications, databases, and services with only three API calls; Authentication API, which securely stores and manages multiple authentications across integrations, and a Trigger API, to develop responsive, event-based application across any app, database, or service.
- **Insights Hub.** Tray Insights Hub provides observability and instrumentation to enable the management of automation and integration at scale, with interactive dashboards, drill-down KPIs, and visualizations around adoption, usage, success, errors, the workflow runs, volume trends, processing time, and more. Administrators can slice and dice by time frame, workspace, project, and workflow and drill down into underlying logs and details.
- **Tray API Management.** This service provides full REST API publishing, governance, access control, rate limiting, security, and more. Teams can use Tray's unified builder to collaborate across skillsets, compose automations, and turn workflows into APIs.
- **Tray Connector Developer Kit (CDK).** Tray's contemporary CDK provides OpenAPI import to define operations, enabling teams to build once and use it across all Tray



UAC capabilities, including automation, integration, and APIM. Tray CDK has been designed from the ground up for maintainability with Node, TypeScript, and CLI

- **Composition-centric UX.** Tray delivered a new user experience woven into Tray Build, centered around composability, providing a singular repository and experience to centralize and manage every building block for maximum reuse and collaboration during development. The new user experience makes it simple to assemble integrations for every composable component, including Snippets, APIs, Templates, and Callables, to maximize reuse and composability across all Universal Automation Cloud capabilities.

## EXPERTS

Experts in this year's Value Matrix include IBM, Microsoft, MuleSoft, and Oracle.

### IBM

IBM is placed as an expert in the 2024 iPaaS Technology Value Matrix. IBM App Connect, IBM's Integration Platform as a Service (iPaaS) solution, facilitates connectivity and workflow automation across heterogeneous environments. With an intuitive drag-and-drop interface, users can develop integrations, leveraging AI-driven mapping recommendations for enhanced efficiency. Featuring a repository of prebuilt connectors and customizable templates, users can link SaaS applications and construct automated workflows. Further, the platform offers hybrid management capabilities, empowering administrators to oversee integrations across cloud and on-premises infrastructures, curbing operational expenses and administrative burdens. Additionally, IBM App Connect provides visualization and dashboard tools, providing insights into integration flow performance and health to ensure optimal operational visibility and control.

Over the past year, IBM has continued to deliver improvements to its iPaaS offering:

- IBM announced its acquisition of Pliant, bolstering its portfolio to offer enhanced security solutions to customers. This acquisition is expected to empower customers with advanced security technologies and expertise, ensuring protection of their digital assets and data in an increasingly complex threat landscape.
- IBM expanded its partnership with AWS enabling clients in the UK, Germany, France, and Denmark to purchase IBM software through the AWS Marketplace, streamlining procurement processes and accelerating deployment processes.

- IBM has announced the acquisition of StreamSets and webMethods from Software AG to bolster its application modernization and integration platform. This move provides clients with integration and API management tools for their hybrid multi-cloud environments.

## MICROSOFT

In the 2024 edition of the iPaaS Technology Value Matrix, Microsoft is ranked as an expert with its Azure Integration Services (AIS). Microsoft's iPaaS offering, Azure Integration Services (AIS), encompasses four primary components: Azure API Management, Azure Logic Apps, Azure Service Bus, and Azure Event Grid. Azure API Management facilitates traffic management, access control, and integration optimization, supporting various frameworks like .NET and Java. It enables users to create managed APIs atop backend applications, integrating seamlessly with Service Bus, Logic Apps, and other services. Azure Logic Apps provides a no-code environment for automating business processes, offering over 200 pre-built connectors for swift integration across diverse environments. Azure Service Bus delivers dependable cloud messaging for both on-premises and cloud software, ensuring scalability and consistent performance. It complements API Management by addressing asynchronous integrations, boasting high availability and built-in disaster recovery. Azure Event Grid enhances message retrieval efficiency by eliminating the need for polling, enabling event-based handling for quicker response times.

Announcements throughout the past year include:

- Microsoft introduced .NET Framework Custom Code for Azure Logic Apps, enabling the invocation of compiled .NET Framework code within workflow actions. Microsoft AIS customers stand to benefit from enhanced extensibility and control within Azure Logic Apps workflows, leveraging the capability to integrate custom .NET Framework code alongside existing functionalities.

## MULESOFT

MuleSoft is an expert in the 2024 iPaaS Technology Value Matrix. MuleSoft's Anypoint Platform is an integration platform as a service (iPaaS) solution that excels in API-driven connectivity, facilitating integration of applications and data flows across environments, spanning both on-premises and cloud infrastructures. This comprehensive platform support business automation, legacy system modernization, B2B EDI, IoT, and DevOps capabilities. Customers can leverage its versatility to deploy APIs and integrations across various environments, including CloudHub infrastructure, private clouds, and private data centers through Runtime Fabric, as well as on-premises via frameworks like Docker and Kubernetes. MuleSoft support various integration use cases, catering to citizen integrators and seasoned

developers alike. Its support for API management, IoT, CDC, and orchestration ensures flexibility in addressing integration needs. The platform offers efficiency gains through prebuilt Catalyst Accelerators, connectors, and templates, enabling users to streamline project development cycles. Anypoint Studio, a component of MuleSoft's offering, provides support for complex integrations, allowing developers to create APIs and integrations graphically or in XML. The platform's SDK enables technical and non-technical users to connect applications, systems, and data through prebuilt connectors or customized templates for tailored integrations. Furthermore, MuleSoft supports comprehensive integration testing, continuous integration and continuous deployment (CI/CD) pipelines, and features a marketplace for discovering and reusing APIs, templates, and connectors.

Recent product updates and enhancements include:

- Einstein Copilot, an AI assistant integrated across Salesforce applications, equipped with natural language processing capabilities to automate actions. By leveraging MuleSoft APIs, MuleSoft Anypoint Platform customers can extend Copilot's functionality to interact with enterprise systems securely, enabling data access and action execution across the technology stack.
- Mulesoft introduced Anypoint MQ Cross-Region Failover, providing automatic failover capability to maintain communication integrity across interconnected applications, particularly in scenarios where the primary region experiences service disruption.
- Mulesoft released Generative Flows for Anypoint Code Builder, leveraging OpenAI's GPT models, tailored to the Mule domain-specific language, and enhanced with validation layers, to streamline integration development by enabling natural language-based code generation.

## ORACLE

Oracle is positioned as an expert in the 2024 iPaaS Technology Value Matrix, recognized for Oracle Cloud Infrastructure (OCI) integration services. OCI Integration Services is an integration platform that consolidates various functionalities, including API management, application integration, data integration, event streaming, and process automation. It facilitates connections between ERP, HCM, and CS solutions through application adapters, drag-and-drop capabilities, B2B integrations, and electronic data interchange (EDI). The platform's business process management supports BPMN and DNN process models, while also offering insights into digital processes. To expedite return on investment, OCI Integration Services provides prebuilt connectors for both SaaS and on-premises applications, along with templates for process automation and a user-friendly low-code UI. For developers seeking more tailored capabilities, Oracle offers the Oracle SOA Suite,

which includes enterprise service bus, managed file transfer, and enhanced support for B2B and EDI integration.

Oracle has continued to innovate throughout the past year to enhance the value proposition of OCI integration services.

- Oracle introduced code backup and versioning through the copy projects feature, alongside solution templates for efficient development through parameterization and reuse of integration patterns.

## ACCELERATORS

Facilitators in this year's Value Matrix include SnapLogic, Zapier, and Workato.

### SNAPLOGIC

SnapLogic is placed as an accelerator in the 2024 edition of the iPaaS Technology Value Matrix. SnapLogic's iPaaS solution consolidates application integration, data integration, API management, and AutoSync functionalities in a single platform. This unified offering empowers organizations to tackle multiple integration, automation, and management challenges through a single solution. At its core, the platform facilitates the seamless flow of enterprise data by providing capabilities for integration, automation, and orchestration. Notably, SnapLogic prioritizes user-friendly tools that enable individuals from various departments and roles to participate in integration processes, including citizen integrators across HR, sales, marketing, IT, and finance domains. Central to SnapLogic's approach are its 700+ pre-built intelligent connectors, dubbed "snaps," which expedite integration processes.

SnapLogic has continued to innovate throughout the past year to enhance its value proposition.

- SnapLogic introduced a no-code generative AI development platform, allowing rapid development of high-performing conversational interfaces without the need for extensive coding expertise.
- SnapLogic's integration of Anthropic's Claude 2 model through AWS's Bedrock service empowers SnapLogic customers to streamline integration pipeline development, data documentation, and SQL query generation.
- SnapLogic partnered with Acolad providing customers with pre-built integration connectors for instant document translation, allowing any SnapLogic user to

immediately add Acolad's multi-level AI-powered translation service to new and existing integration pipelines without any coding knowledge.

- Snaplogic announced SnapGPT, allowing employees of any technical proficiency to create workflows and data pipelines in natural language. This innovation reduces IT backlogs, accelerates development cycles, and enhances integration efficiency.
- SnapLogic introduced Integration Nation, a community program offering streamlined access to resources, enhanced discussion areas for thought leadership and business solutions, comprehensive architecture guidance, and improved event engagement opportunities.

## WORKATO

Workato is recognized as an accelerator in the 2024 iPaaS Technology Value Matrix. Workato's iPaaS solution offers a suite of capabilities for business process and workflow automation by linking applications and data through various triggers, connectors, and actions. The platform caters to various integration use cases, supporting polling, API endpoints, real-time webhooks, scheduled events, and on-demand interactions. With an emphasis on accessibility for technical and non-technical users, Workato provides an intuitive interface alongside low-code tools, enabling streamlined integration development and deployment. Moreover, the platform accommodates a spectrum of integration scenarios including API management, Robotic Process Automation (RPA), Extract, Transform, Load (ETL), Business-to-Business (B2B), and Internet of Things (IoT) integrations. Functioning as a fully managed elastic platform, Workato prioritizes scalability while mitigating ongoing maintenance and administrative overheads through automated resource provisioning and load balancing mechanisms. Additionally, the platform incorporates automatic version control, facilitating iterative development and enabling users to revert to previous iterations without data loss. Complementing its offerings, Workato provides the Workbot platform, enabling customers to automate workflows within Slack.

Recent product updates and enhancements include:

- Workato announced Workflow Apps, offering IT and business teams the ability to construct workflow applications without coding.
- Workato incorporated OpenAI's models into the Workato platform, empowering customers with simplified tools to build automations and integrations.
- Workato introduced AI@Work, enabling seamless integration of generative AI into automation workflows. This empowers users to build smarter processes using natural language with Workato Copilots, infuse AI capabilities into automations with AI Connectivity, and streamline work automation through conversational interaction via WorkbotGPT, all under the governance and operational framework of GEARS.

## ZAPIER

Zapier is placed as an accelerator in the 2024 iPaaS Technology Value Matrix. Zapier is an integration platform capable of automating business processes by utilizing a range of "Zaps", triggers, and actions, which can connect user applications and automate various workflows and tasks. With low-code tools, Zapier simplifies the task of developing integrations and managing APIs, allowing users to streamline data flows and connect applications easily. It also allows users to add actionability to their data processes such as sending emails, saving attachments, creating meetings, and more. Zapier combines automation and integration with tools that do not require technical expertise. This approach allows businesses to work with existing resources and do more with less. While Zapier is primarily designed for the citizen developer, its technical users can also benefit from advanced features such as the Paths tool that enables more complex integrations with conditional logic. The platform also includes tools such as Filter, which facilitates conditional logic, and Delay, which allows users to control automation timing. The platform employs a variety of triggers and actions to initiate and execute tasks, with extensive customization options available to tailor workflows to specific business needs. Zapier's iPaaS architecture ensures scalability and reliability, with built-in error handling mechanisms to mitigate potential issues during data transfer and processing. Additionally, the platform provides monitoring and analytics tools to track workflow performance and identify optimization opportunities.

Updates throughout the past year include:

- Zapier introduced Canvas, an AI-powered flowchart tool designed to facilitate the planning and visualization of complex business processes, offering comprehensive mapping and editing functionalities for both Zapier-connected and non-connected components.
- Zapier introduced Chatbots, an AI-powered chatbot builder integrated into the Zapier Automation Platform, offering customers the capability to create personalized AI chatbots aligned with their brand identity and business objectives.
- Zapier acquired Vowel and launched Zapier Central, an experimental workspace merging AI intelligence with its core automation platform.
- Zapier introduced a sophisticated error handling feature, enabling users to manage unexpected disruptions within automated workflows. This enhancement includes comprehensive error management protocols embedded directly into Zaps, facilitating proactive responses to errors encountered throughout the automation process.

## CORE PROVIDER

Core Providers in this year's Value Matrix include Jitterbit, SAP, and Talend.

### JITTERBIT

Jitterbit is placed as a core provider in the 2024 iPaaS Technology Value Matrix. The Jitterbit Harmony Platform is a comprehensive iPaaS solution, delivering workflow automation tools, API management capabilities, low-code application development, and Electronic Data Interchange (EDI) functionalities. This platform serves as a catalyst for businesses aiming to streamline and automate their operations. Offering a suite of integration capabilities, Jitterbit supports multiple use cases including Extract, Transform, Load (ETL), data cleansing, API management, and Business-to-Business (B2B) integration. With its graphical interface, the Jitterbit API platform enables technical and non-technical users to develop and manage integrations. Additionally, Jitterbit provides prebuilt integrations for a various enterprise systems including but not limited to Oracle Netsuite, Coupa, Epicor, SAP, Workday, BMC Helix, Sage, ShipStation, Shopify, Salesforce, MS Dynamics, and Adobe Commerce, facilitating smoother interoperability across platforms.

Product updates in the last 12 months include:

- Jitterbit's introduced Harmony EDI, a self-managed, cloud-based electronic data interchange (EDI) solution integrated into the Jitterbit Harmony platform, facilitating data transfer between trading partners and merchants' systems.

### SAP

SAP is placed as a core provider in the 2024 iPaaS Technology Value Matrix. SAP Integration Suite is engineered to streamline integrations between on-premises and cloud-based applications with an emphasis on secure and certified data exchanges to extend collaboration among SAP clients. This platform provides organizations with an API-centric integration solution adept at accommodating modern and legacy systems. Embracing versatility, the suite supports multiple integration patterns, including B2B, business-to-government (B2G), mobile app integration, application-to-application, and IoT frameworks. SAP couples its solution advisory methodology with enterprise-grade governance, strong security measures, and scalable, reliable managed infrastructure, underscoring its commitment to delivering successful integration outcomes. SAP Integration Suite also features various pre-built APIs sourced from SAP and third-party vendors, readily accessible through the SAP API Business Hub to accelerate customer deployments.

Product updates in the last 12 months include:

- The integration of generative AI into SAP Integration Suite, primarily targeting coding assistance functionalities such as AI copilots for generating code and documentation, enhancing developer productivity and workflow efficiency within the suite.

## TALEND

Talend is placed as a core provider in the 2024 iPaaS Technology Value Matrix. Talend Data Fabric presents a unified platform consolidating an extensive range of capabilities for modern data management and integration. With a range of valuable features, including data integration, application integration, API management, data integrity, and data governance, the platform offers a comprehensive middleware solution. Customers can use Talend Data Fabric to orchestrate point-to-point SaaS integrations, construct scalable modular APIs, facilitate pub/sub messaging, and execute ESB (Enterprise Service Bus) use cases as part of their event-driven architecture strategy. Complementing these functionalities, Talend provides intuitive visualization tools and wizards that simplify the development lifecycle, encompassing design, testing, documentation, implementation, and deployment phases.

Talend has continued to innovate throughout the past year to enhance its value proposition.

- Qlik acquired Talend providing customers with access to a broader spectrum of product offerings, augmented support services, and escalated investments in innovation and research and development.