



Informatica®

eBook

10 Must-Have iPaaS Recipes for GenAI and Intelligent Automation

Where data & AI come to **LIFE**™



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The Role of Recipes in Modern iPaaS

With 1300% growth in SaaS application adoption since 2015 and enterprises with over 1000 employees using about 177 SaaS applications, you have a lot to manage as an application owner.¹

The growing number of SaaS applications and data formats your business runs on makes **data integration** more challenging to standardize than ever. And though the demand for seamless integration across multiple applications is urgent, more than half of organizations (55%) still struggle to manage their proliferation of SaaS applications.²

Add a stream of powerful new **generative AI** (GenAI) applications into that mix. Gartner® predicts that by 2026, more than 80% of

enterprises will have used generative AI APIs or models, and/or deployed GenAI-enabled applications in production environments, up from less than 5% in 2023.³

Yet, the reliability of the results (43%) and the quality of the data (38%) have become challenging hurdles to overcome in demonstrating the business value of AI initiatives, according to a recent survey. This correlates back to the data you're feeding into your GenAI apps.⁴

And while you're being asked to deliver faster value from technology investments, you're also constantly battling practical challenges such as seamless app-to-app integration, the lack of **AI-ready data**, staff data literacy levels, regulatory and scalability issues, workflow

¹BetterCloud, *The State of SaaSOps*, 2024.

²Ibid.

³ Source: Gartner, *Hype Cycle for Generative AI*, Arun Chandrasekaran, Leinar Ramos, November 14, 2024.

⁴ Informatica, *CDO Insights 2025*.

What is an iPaaS recipe?

Recipes are predefined and repeatable integration solutions designed to connect, automate and standardize business processes across cloud and on-premises systems and applications.

This includes application integration for seamless data and process orchestration across:

- SaaS and software applications
- APIs
- Databases
- data lakes
- data warehousing platforms
- business processes
- B2B assets
- GenAI
- large language models (LLMs)

The Role of Recipes in Modern iPaaS

(continued)

automation and a lack of maturity and interoperability within some of the technology. To maintain consistent data integration, you need to connect new applications, automate increasingly complex workflows and streamline diverse business processes.

The promise of exponential returns continues to propel the growth of both SaaS adoption and GenAI pilots. So, you need to focus on identifying tools that enhance project efficiency, effectiveness and scalability and help make your data more reliable, accessible and actionable. Much of that comes down to smarter **application integration** and **process automation** to fuel your projects with continuous, business-ready, real-time data.

iPaaS recipes have emerged as a game-changing business workflow and process automation solution. They offer an effective way to connect, automate and standardize business processes that require integration across multiple applications. These pre-built process integration packages address the challenges posed by traditional (manual or customized) data and application integration, enabling faster deployment and the seamless, intelligent automation of business workflows.



How Application Owners Are Using iPaaS Recipes

Recipes have become the preferred choice for an increasing number of application owners because they:

- **Democratize integration** and implement workflows with a no-code guided user experience.
- **Enhance productivity** with a one-click integration setup for automation, customization and documentation of complex workflows.
- **Allow you to run** GenAI applications and process automation on a scalable, adaptable, enterprise-grade platform.
- **Enable you to stay cost-effective** and operationally efficient.
- **Accelerate time-to-value** with pre-built templates to rapidly integrate diverse applications and automate workflows.
- **Modernize existing implementations** into GenAI apps with minimal effort and seamless, secure deployment.

At Informatica, we have witnessed the rapid rise of recipes, with hundreds downloaded from our extensive **ready-to-use library** since launch.

Our users are experimenting with recipes to see how much time and effort they can shave off app-to-app integration, workflow automation and process orchestration while enhancing project outcomes and time-to-value.

- **Common recipes:** Automate standard enterprise processes and app-to-app integration scenarios using pre-built solutions instead of starting from scratch.
- **Industry-specific recipes:** Offer tailored solutions for key integrations specific to various industries such as healthcare, retail, the public sector and financial services.
- **GenAI-powered recipes:** Enhance and automate workflows through out-of-the-box connectivity to LLMs and AI models.

How Application Owners Are Using iPaaS Recipes (continued)

You may be wondering: which recipes were the most popular? Our ready-to-use recipes fall into three categories: common, industry-specific and GenAI-powered.

The numbers reveal that **GenAI recipes were the most downloaded**. This is no surprise, considering 87% of companies who have adopted GenAI or have plans to do so will be increasing their investments in 2025, including 25% who will increase their investment significantly.⁵

Below is a countdown of the 10 most downloaded recipes that Informatica customers are using.

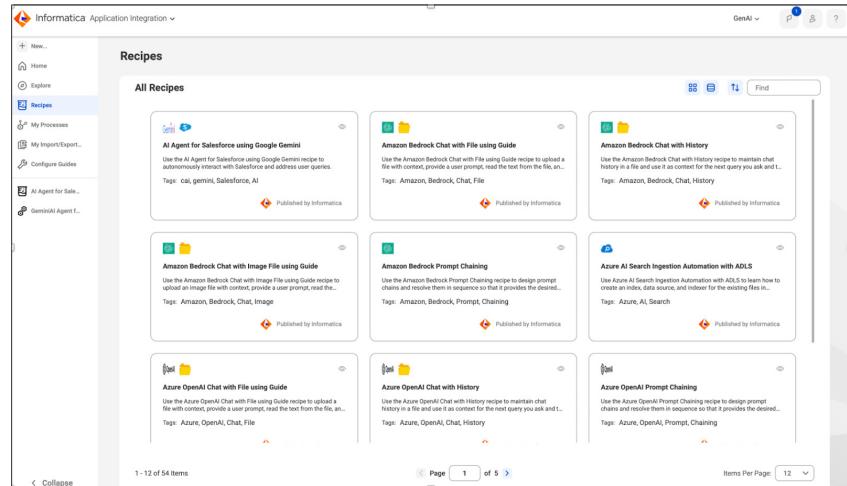


Figure 1: The home screen showing all our recipes.

⁵ Ibid.

Counting Down the Top 10 Most Popular Informatica Recipes

#10: GeminiAI Prompt Chaining

This recipe helps AI generate more detailed and accurate responses by sequentially linking (or chaining) prompts to deliver a highly curated response.

Use Cases

This recipe enhances the relevance of AI-generated responses in scenarios where the sequence of questions and answers needs to be maintained and all relevant information must be considered. For example, in customer support, AI can provide more contextually relevant and conversational answers. In technical support, it can troubleshoot complex issues by considering all pertinent information in the correct sequence. It can also help medical professionals ensure they review a patient's entire medical history and other relevant information for diagnosis and treatment.

How it Works

The recipe, called by Guide or HTTP request, collects multiple prompts or a series of questions from a user and arranges these questions in the correct sequence. This process is called prompt chaining. The LLM then uses this sequence to generate a more comprehensive and contextually accurate response.

When a user sends a query, the process first sets the behavior and topic and then provides additional instructions to answer the query. After

receiving a response, the user can ask a new question without changing the topic.

Outcomes

By linking related questions, the GenAI app can provide more contextually relevant responses to a complex series of queries, improving decision-making outcomes. Being able to ask new questions without changing the topic also enhances user satisfaction.

Learn more about the [GeminiAI Prompt Chaining](#) recipe.

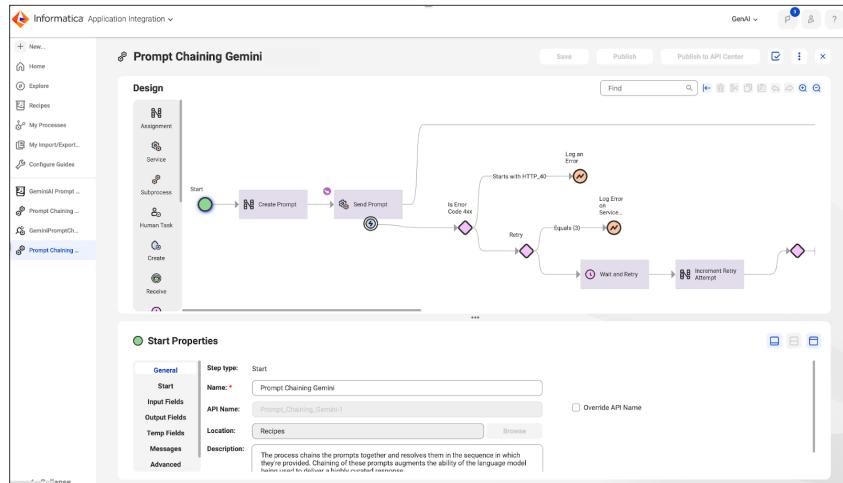


Figure 2: The design of the Gemini AI Prompt Chaining recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#9 Convert Patient Admission Data from HL7 ADT A01 to FHIR R4

Use Cases

The recipe enables interoperability between systems using different healthcare standards. It converts patient registration data from the HL7 ADT A01 message format to the FHIR R4 standard for use by applications on the FHIR standard.

How it Works

When a patient is admitted to a hospital, an Electronic Health Record (EHR) system based on the HL7 standard creates an admission record. The doctor then orders lab tests for this patient, and the event generates a message in the practice's EHR system using the HL7 standard, which the recipe collects.

However, the patient needs to visit an external lab for the tests, which operates solely on the FHIR R4 standard. To share the patient's admission data with the external lab, the recipe converts the patient data into the FHIR standard.

Once it converts the HL7 message to the FHIR standard, the practice and the lab can exchange data seamlessly.

Outcomes

This industry-specific recipe automates patient data transfer between different healthcare systems accurately and consistently. It speeds up patient care and ensures a smooth, error-free experience for healthcare workers and patients.

Learn more about the [Convert Patient Admission Data from HL7 ADT A01 to FHIR R4](#) recipe.

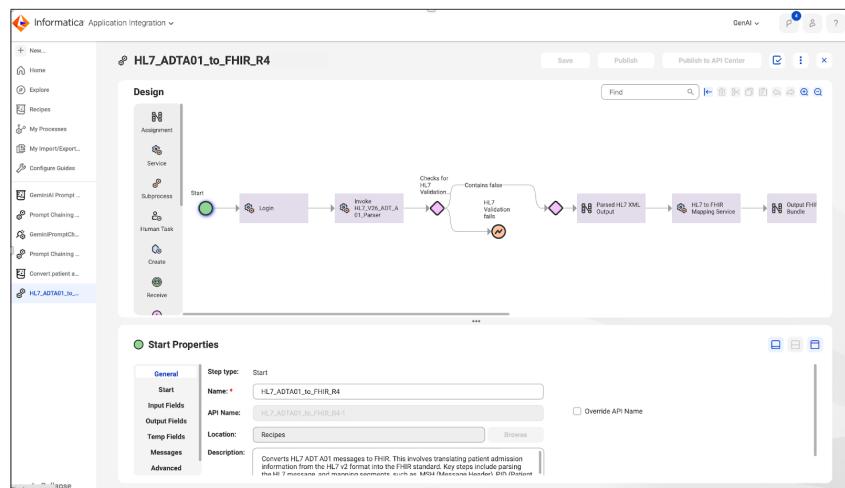


Figure 3: The design of the Convert Patient Admission Data from HL7 ADT A01 to FHIR R4 recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#8 Synchronize Workday Hired Employees with ServiceNow Users

This recipe keeps employee information updated across the Workday human resources management system and the ServiceNow service management platform.

Use Cases

Automatically sync new employee details from Workday to ServiceNow, giving new hires access to resources without adding to the manual workload of HR.

How it Works

Based on REST and SOAP APIs, the recipe can be called by an HTTP request. It synchronizes new hires from Workday with users in ServiceNow by searching for all new hires created or updated during the previous period in Workday.

The process searches for a matching user in ServiceNow by Workday ID. If the user exists, it updates the user's details. Otherwise, it creates a new user.

Outcome

Elevate new employee onboarding experiences with immediate access to the resources they need in ServiceNow without adding to HR's workload. Automate process workflows, reduce manual errors and ensure compliance and privacy for employee data at scale.

Learn more about [Synchronize Workday Hired Employees with ServiceNow Users](#) recipe.

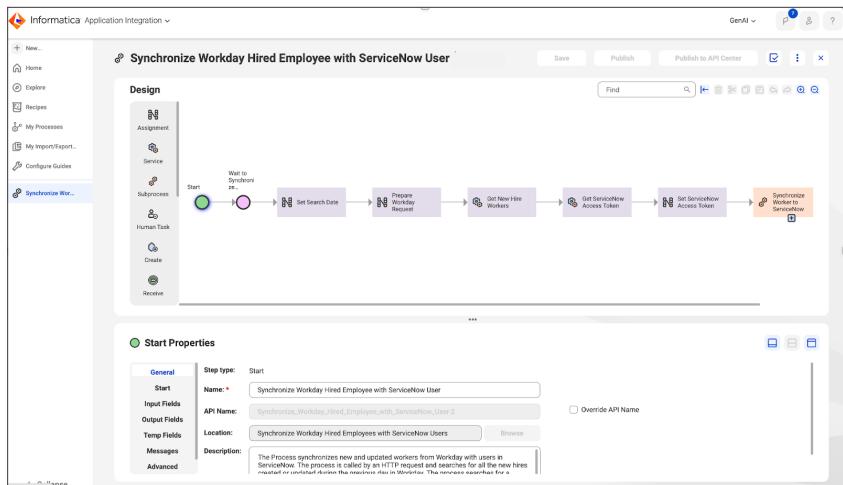


Figure 4: The design of the Synchronize Workday Hired Employee with ServiceNow User recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#7 GeminiAI Chat with History

This recipe helps build an automatic and scalable process that makes conversations with AI more context-aware and continuous. It enhances AI interactions by maintaining a history of previous conversations as context to deliver more comprehensive responses for subsequent queries.

Use Cases

This recipe is helpful if you need to maintain context across multiple interactions. For example, in customer support, healthcare, financial advisories and educational services, each interaction builds upon the context of previous interactions.

How it Works

This recipe process is called by an HTTP request using the User_Prompt, Path_To_File_With_History and User_ID input parameters.

When a user starts a chat, a file is created to keep track of the question-and-answer history. Each time a new question is asked, the system uses the chat history to understand the context and provide more relevant answers.

When a query comes in, the system checks for a file. If no file exists or the file is empty, the process creates a file or prepares a request without history and writes the user input and AI response to it.

If the file has history, the process updates the file and appends the new question and answer. A Secure Agent needs to be set up to store and retrieve the history.

Outcome

By keeping track of conversation history, the AI can provide more personalized, contextually aware responses. This reduces the workload for human agents while delivering a more consistent and engaging customer experience.

Learn more about [GeminiAI Chat with History](#) recipe.

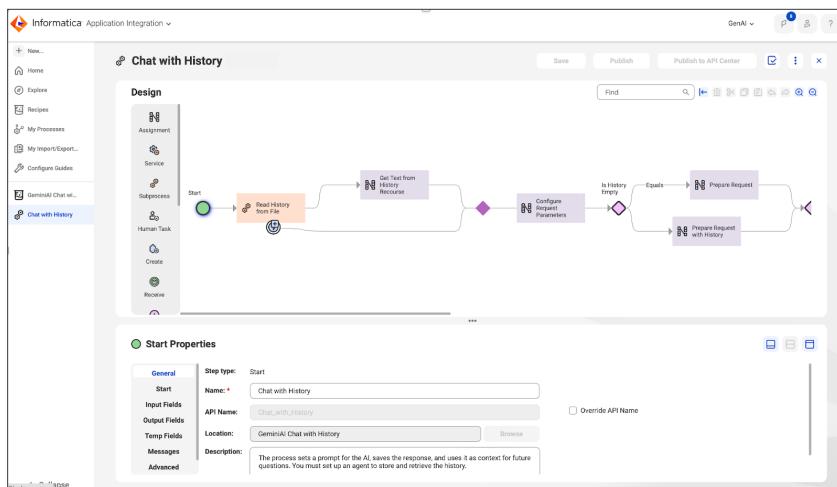


Figure 5: The design of the GeminiAI Chat with History recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#6 Simple RAG Consumption with Pinecone

This recipe is based on REST or SOAP API endpoints in any API client, including cURL, Postman, SOAP UI, any programming language or using a web browser by passing the input parameters. It enhances how AI systems understand and respond to user queries by leveraging **Retrieval Augmented Generation (RAG)** techniques.

Use Cases

This recipe improves the quality and relevance of AI-generated responses in everything from customer support to knowledge management and in industries ranging from healthcare to financial and legal services. For example, AI customer service agents can provide contextually relevant answers to customer queries by retrieving similar past interactions.

How it Works

When a user submits a query, the process converts it into a vector (a numerical representation of the text) and uses it to conduct an intelligent search of the company's databases for similar vectors (past queries). It retrieves the top matches, filtered by a cutoff score, and uses them to form context.

This context and the original query are passed to an LLM to generate a precise response matching the context used. To ensure the process works correctly, an index needs to be created in Pinecone, and text must

be added to the context. The Gemini Embeddings process then converts the context into vectors.

Outcome

The recipe reduces the effort required to search for and compile information, allowing employees to focus on more strategic tasks, improving decision-making and enhancing customer or user experiences.

Learn more about [Simple RAG Consumption with Pinecone](#) recipe.

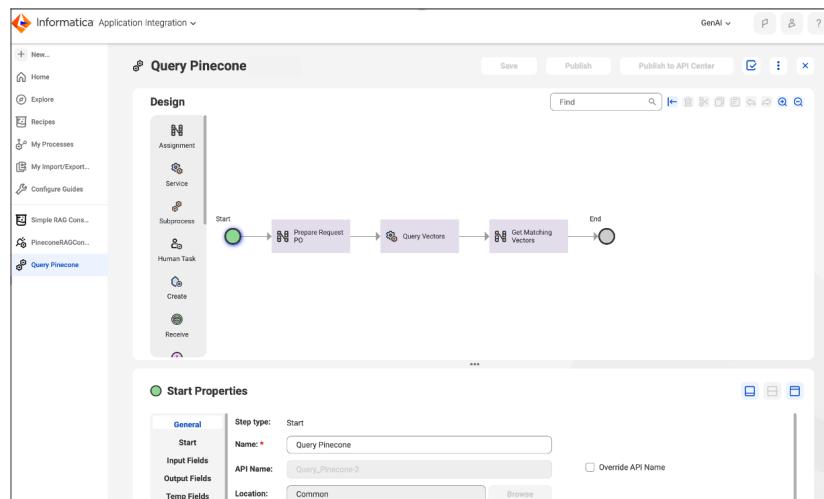


Figure 6: The design of the Simple RAG Consumption with Pinecone recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#5 Synchronize Salesforce Contacts with Database Contacts

This platform event-based recipe helps synchronize Salesforce contacts with database contacts using Salesforce and JDBC Connectors.

Use Cases

You can use this recipe to automatically synchronize Salesforce contacts with internal database contacts to keep contact information consistent across both. For example, you can sync Salesforce contacts with internal CRM databases to give sales and support teams access to the latest information. Or sync Salesforce and email marketing systems with the most current contact information to improve campaign results.

How it Works

When a contact is created or updated in Salesforce, it triggers a platform event that the recipe uses to start a process. The process searches for a matching contact in the database using the contact ID from Salesforce.

If a matching contact is found, the process updates it using new information from Salesforce. If no match is found, the process creates a new contact in the database. This synchronizes the contact information in Salesforce and the database without manual intervention.

Outcome

Keeping contact information consistent across Salesforce and other internal business databases at scale, with no manual intervention, frees up resources and improves data quality.

Learn more about [Synchronize Salesforce Contacts with Database Contacts](#) recipe.

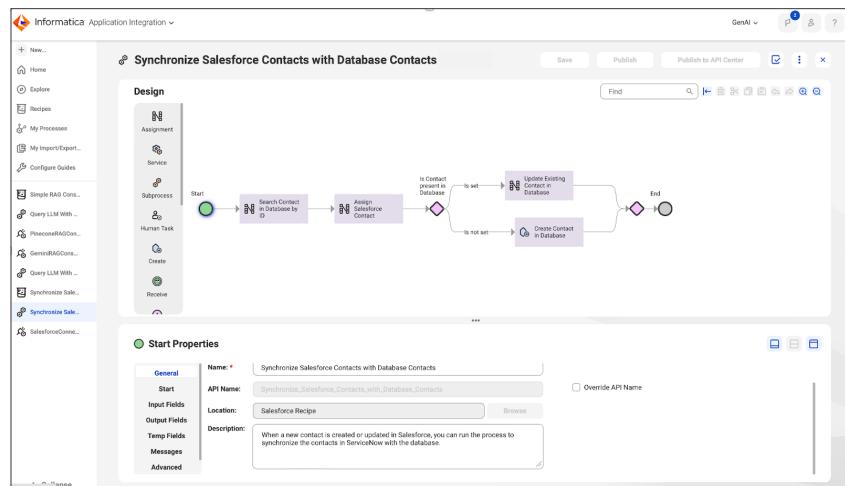


Figure 7: The design of the Synchronize Salesforce Contacts with Database Contacts recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#4 GeminiAI Chat with File

This recipe allows users to interact with an LLM by providing a file and asking questions based on the file's contents. It uses the Run option, REST or SOAP API endpoints in any API client, such as cURL, Postman, SOAP UI, or through any programming language.

Use Case

By asking the Gemini LLM to extract information from company or industry-specific files, you can analyze complex legal, medical or financial documents, summarize lengthy reports, get answers to specific troubleshooting questions from user manuals and more.

How it Works

You can upload a file containing the information you need help with. This could be a text document, spreadsheet, JSON file, etc. Then, you provide a prompt related to the file's content, such as, "What are the key points in this report?"

The recipe reads and extracts the text from the uploaded file by parsing the file format. It feeds the extracted text into the Gemini LLM, which uses AI to generate a relevant response to the user's prompt. If the file is missing or empty, the process is terminated with an appropriate message.

Outcome

This enables you to utilize information from industry or company-specific documents to make quicker decisions and improve productivity.

Learn more about [GeminiAI Chat with File](#) recipe.



Figure 8: The design of the GeminiAI Chat with File recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#3 Loan Processing with GenAI

This industry-specific recipe, based on REST and SOAP APIs, automates the evaluation of loan applications using advanced AI capabilities. It checks each application against a set of defined parameters and autonomously approves it, flags it for manual review or rejects it.

Use Cases

Businesses can streamline the loan approval process at scale to save time and drive accuracy. Aside from automated loan approval against predefined criteria, it also improves risk assessment outcomes, provides documentation for regulatory compliance and improves the efficiency of manual reviews by providing detailed background information.

How it Works

The process is called by an HTTP request with basic information about the loan request as an incoming parameter. After an initial verification, the process confirms the application submission via email, generates a loan ID and verifies employment details.

The process then performs a credit check to assess risk by calling the LLM and summarizing the application. If the applicant's credit score exceeds the benchmark, the system automatically approves the loan and sends the applicant an approval email with the document for e-signature. If not, it sends an email stating the loan application is under review. The system simultaneously sends an email to the reviewer with

the loan request. Once the reviewer approves or rejects the loan, the applicant gets an approval or a rejection email accordingly.

Outcome

Streamlining and automating the complex loan evaluation and approval workflow makes the business process faster, more efficient and less prone to human error, driving better agent and customer experiences.

Learn more about [Loan Processing with GenAI](#) recipe.

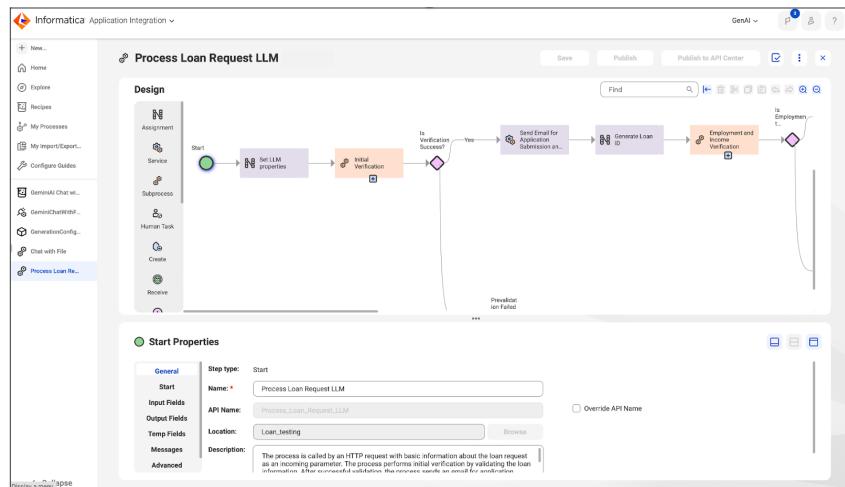


Figure 9: The design of the Loan Processing with GenAI recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#2 Verify Email

Based on REST and SOAP APIs, this recipe supports correlation for long-running transactions. These processes remain active for an extended period until a specific event occurs. The user then needs to take action to complete the transaction.

Use Case

This recipe automates long-running transactions, such as form submissions, user authentication, customer sign-ups, order confirmations and similar situations requiring user interaction for verification. This is useful across business functions like marketing, sales, data privacy compliance and customer support. For example, marketing teams can use it to automate user registration and database management for reactivation campaigns and newsletter subscriptions.

How it Works

The process supports correlation and a long-running transaction using an email ID, modifying its behavior (outcome) based on an external event occurring while the process is still in transit.

The process is called by an HTTP request with the email ID as an incoming parameter. When the email verification process is invoked, the user receives an email to verify or reject the email. The process keeps running until an email response is received. After the user clicks the 'verify or reject' link in the email, the event is correlated, and the remaining process continues.

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Outcome

Automated user authentication ensures the system runs predefined business workflows only for verified email users. This recipe allows you to maintain accurate email lists, improve efficient communication and enhance customer satisfaction.

Learn more about the [Verify Email](#) recipe.

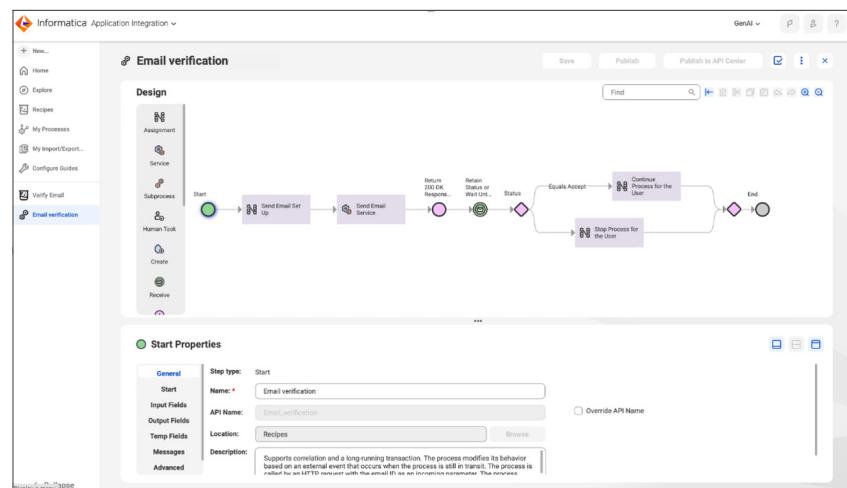


Figure 10: The design of the Verify Email recipe.

Counting Down the Top 10 Most Popular Informatica Recipes (continued)

#1 AI Agent for Salesforce Using Google Gemini

Based on REST and SOAP APIs, this recipe lets you use the Gemini AI Agent framework to automate and enhance interactions with Salesforce using a list of Salesforce Object Query Language (SOQL) queries and address user queries autonomously.

AI Agent for Salesforce Using Google Gemini is the most downloaded Informatica iPaaS recipe

Use Cases

This recipe has applications for business users who interact with Salesforce. This includes customer support teams retrieving relevant information from Salesforce, lead management teams supplementing contact information to follow up on leads, data analysis teams querying Salesforce to generate reports and marketing teams needing to personalize offers.

How it Works

When you make a query, the recipe uses the Google Gemini LLM to understand it and generate a list of specific questions (SOQL queries) needed to retrieve relevant data from Salesforce. The process runs each SOQL query sequentially against the Salesforce database, using each result as context for the next LLM query.

This loop continues until the system has processed all user queries. After processing all the SOQL queries, the system sends a final query to the LLM. The LLM then uses the aggregated context to provide a detailed and accurate response to the original query.

Outcome

This recipe lets you build a repeatable and scalable process for users to query the AI agent and get contextualized responses autonomously rather than manually compiling Salesforce data. This saves time, drives productivity and leads to better decision-making.

Learn more about the [AI Agent for Salesforce Using Google Gemini](#) recipe now!

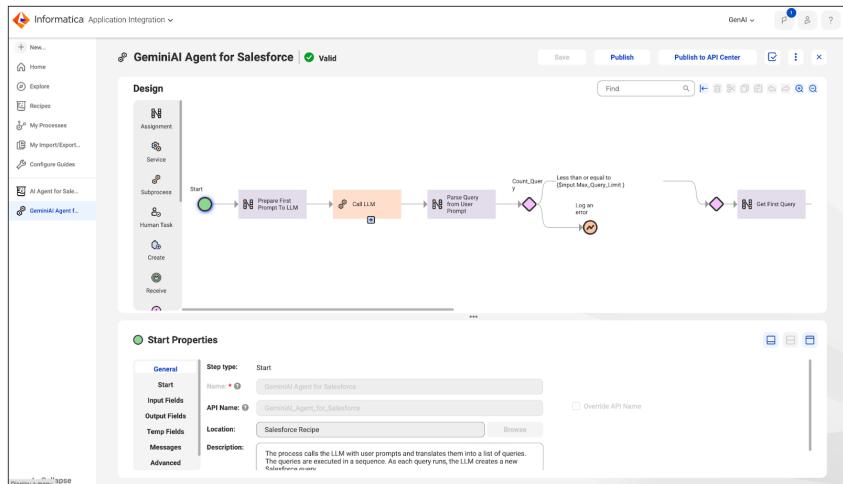


Figure 11: The design of the AI Agent for Salesforce Using Google Gemini recipe.

Get Started with iPaaS Recipes

Stop spending time and resources building integrations from scratch, especially for standard business processes such as incident management or integration with your RAG. Instead, download Informatica iPaaS pre-built, reusable recipes to jumpstart your GenAI application development and workflow automation.

Improve developer productivity and empower non-technical business users to build integrations with Informatica recipes. Try an iPaaS recipe from our [ever-expanding library of ready-to-use recipes](#). Get started with a [free 30-day trial](#) now.



About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

Informatica. Where data and AI come to life.™

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