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| iPaaS Technology Value Matrix 2025

ANALYST

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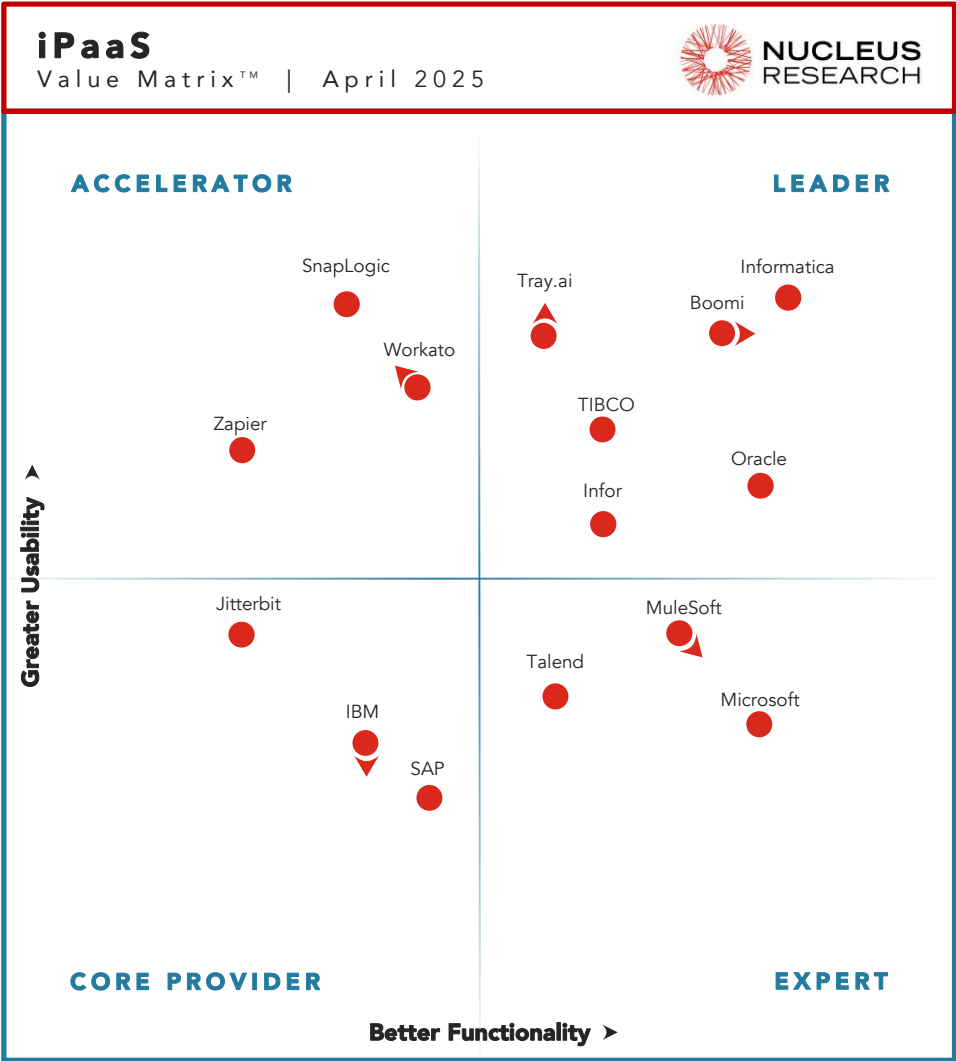
The Bottom Line

In 2025, iPaaS (Integration Platform as a Service) stands out as a core foundation of modern digital strategies, bringing together applications, data, and systems in real time inform day to day business to drive digital efficiency. Organizations face intense competitive pressure to unify on-premises, cloud, and emerging edge environments in ways that foster agility without sacrificing governance. This dynamic backdrop sets the stage for heightened differentiation, as providers accelerate their roadmaps with AI-powered and agentic automations, extensive connector ecosystems, and low-code/no-code capabilities. For organizations, the key is to select a platform that blends technical breadth with the usability required to transform integration efforts into strategic, scalable assets.

Market Overview

As business models become increasingly data-driven and decentralized, iPaaS platforms have become increasingly critical. At the same time, vendor offerings have reached a new phase of maturity marked by advanced AI, event streaming, and flexible deployment scenarios. From B2B EDI and IoT to low-code automation, iPaaS solutions are now expected to handle both high-throughput workloads and time-sensitive processes with minimal overhead. This has sparked fierce competition among vendors racing to deliver faster insights, enterprise-grade governance, and “out-of-the-box” interoperability. Beyond standard connectors, these platforms integrate machine learning (ML) capabilities, recommend best-fit data mappings, and automate workflow monitoring to ensure seamless orchestration of hybrid environments.

Agentic AI and event streaming mark a critical milestone of iPaaS evolution. Vendors are rapidly integrating machine learning capabilities to automate data mapping, workflow monitoring, and hybrid environment orchestration.



Vendor roadmaps in 2025 respond to these pressures through three main themes: intelligent automation, open ecosystems, and unified management. Intelligent automation manifests in AI-driven design tools, generative models for API creation, and recommendation engines that optimize integration lifecycles. Openness is achieved through broad connector libraries, public APIs, and support for standards-based protocols that encourage integration with third-party systems. Finally, unified management means offering a single control plane for on-premises, cloud, and edge deployments, where teams can monitor integrations, build new workflows, and apply governance policies without friction. As cost efficiency remains an imperative, winners in the iPaaS arena will be those whose platforms combine performance with intelligent tooling—empowering organizations to confidently expand their automation horizons, reduce errors, and adapt to continuously shifting market demands.

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/features and areas of vendor investment.

Leaders

Leaders in the 2025 iPaaS Technology Value Matrix include Boomi, Informatica, Infor, Oracle, TIBCO, and Tray.ai.

Boomi

Boomi is recognized as a leader in the 2025 iPaaS Technology Value Matrix. Boomi's cloud-native iPaaS offers flexibility, scalability, and availability for organizations deploying applications and data across cloud and on-premises environments. The company's platform encompasses API management, application integration, data integration, EDI, B2B integration, master data management (MDM), data cataloging, task automation and low-code automation. With over 600 prebuilt application connectors and starter processes, Boomi enables both citizen integrators and technical developers to accelerate time-to-market for connected services. Over the past year, Boomi has expanded its capabilities, focusing on four strategic technology pillars

Intelligent automation is reshaping integration lifecycles. AI-driven tools, generative API models, and recommendation engines optimize workflows, reducing errors and accelerating deployment.

Leaders combine enterprise-grade functionality with user-friendly interfaces to support complex integrations across cloud, edge, and on-premises systems. They empower organizations to scale automation while maintaining ease of use.

closely intertwined with AI enablement, adoption, and governance: Integration and Automation, API Management, Data Management, and AI Management. The company has made substantial advancements in AI-driven enhancements, API management, and data management expansion.

Key highlights of Boomi's recent updates include:

► **Boomi AI.**

Leveraging insights from over 300 million deidentified integration patterns across 23,000+ clients.

► **Introduction of AI Agents.**

This includes Boomi GPT, Boomi DataDetective, Boomi Scribe, Boomi Answers, Boomi Resolve, Boomi DesignGen, and Boomi Pathfinder.

► **Launch of Boomi AI Studio.**

This includes Agent Control Tower to govern Boomi and 3rd party agents, Agent Designer, and Agent Garden to simplify build, test, and manage agents, and an agent marketplace to access and discover agents from Boomi and partners.

► **Strategic acquisitions.**

Boomi acquired APIIDA and Cloud Software Group's Mashery for enhanced API lifecycle experiences and broader API discovery and federation capabilities. Boomi also acquired Rivory to bolster its data movement and integration capabilities.

► **DataHub enhancements.**

Focus on improving data lineage and metadata management capabilities

Boomi AI leverages insights from over 300 million deidentified integration patterns across 23,000+ clients. This data-driven approach enhances automation and optimization, enabling organizations to streamline complex workflows with precision.

Informatica

Informatica is placed as a leader in the 2025 iPaaS Technology Value Matrix as recognized for the Informatica IDMC platform. IDMC is an enterprise-grade platform offering extensive capabilities in data integration, application integration, business process automation, B2B integration, EDI, Pub/Sub architectures, and API lifecycle management. It supports real-time application integration with pre-built connectors for both cloud and on-premises environments, enabling data movement and synchronization across multiple sources and targets. The platform also emphasizes API lifecycle management

for designing and managing APIs across hybrid systems. By streamlining business process automation, enabling high-throughput processing, ensuring low latency for time-sensitive workloads, and embracing CI/CD practices alongside DevOps principles, IDMC fosters collaboration between business and IT teams through its low-code/no-code development tools. Delivered with flexible consumption-based pricing and overage protection, IDMC ensures efficient resource utilization for enterprises.

Over the past year Informatica has introduced several enhancements to IDMC:

► **AI-Driven data management.**

Informatica expanded its CLAIRE AI platform with new features like CLAIRE GPT, now globally available. This enables users to interact with data through natural language interfaces while leveraging actionable rule recommendations for improved data quality.

► **Enhanced data integration.**

The Fall 2024 release improved ELT processes with integration into Databricks Delta Lake and Google BigQuery. It also introduced native SQL ELT experiences and GenAI-powered automation recipes for real-time application integration.

► **Generative AI capabilities.**

Informatica launched features for fine-tuning AI models and building generative AI applications using orchestrations of large language models (LLMs). These advancements simplify connectivity to LLMs via APIs while ensuring security through visual interfaces and intuitive governance capabilities.

► **Industry-specific solutions.**

New pre-defined templates and connectors tailored to industries like healthcare, retail, finance, and insurance were introduced to streamline complex data standards such as HL7, FHIR, HIPAA, SWIFT, and ACORD.

► **Data governance enhancements.**

Updates to Data Governance & Privacy features provide federated control across multiple regions and domains. These improvements enhance workflow integration and offer tools like match tuning for better decision-making.

Informatica's updates focus on democratizing AI adoption, optimizing data integration processes, and addressing industry-specific challenges by leveraging advanced AI tools, enhancing governance capabilities, and expanding cloud compatibility.

► **Cloud integration expansion.**

Informatica extended its iPaaS availability across Oracle Cloud Infrastructure (OCI), Azure Native Services, AWS regions, and Snowflake environments. Notable releases include Informatica Superpipe for Snowflake and expanded support for Apache Iceberg.

Infor

Infor is placed as a leader in the 2025 iPaaS Technology Value Matrix. The vendor's iPaaS offering is a core component of the Infor OS platform, which includes the Infor Intelligent Open Network (ION) and the ION API Gateway. Through Infor ION, clients can integrate both Infor and non-Infor systems to support hybrid, edge, and multi-cloud strategies. This enables users to 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, allowing users to proxy and access third-party APIs with ease. Additionally, the Infor OS platform provides advanced data management capabilities that facilitate data transformation across various formats while accommodating synchronous and asynchronous integration patterns. Infor OS also integrates with the inhouse Infor AI module, enabling streamlined machine learning model training, retraining, and live assessment through intelligent automation tools, natural language processing capabilities, and machine learning functionalities tailored to diverse user roles.

Over the past year, Infor has introduced significant enhancements to its iPaaS offering and broader Infor OS platform:

► **Generative AI integration**

Introduced GenAI capabilities for tasks such as Python script generation and XSLT creation for ION Mapping.

► **Backend as a Service (BaaS)**

Enabled event-driven functions as APIs in a serverless architecture for greater scalability.

► **Advanced process mining.**

Launched tools to uncover process insights from Infor CloudSuite applications efficiently.

Industry-specific automations expand solutions for sectors like food & beverage, automotive, healthcare, and human capital management. These tailored tools streamline complex workflows and compliance requirements for specialized industries.

► **United notification center.**

Centralized business message hub ensures consistent communication across applications within Infor CloudSuite.

► **Data fabric enhancements**

Added streaming pipelines for ingestion and consumption of data across systems.

► **OneView redesign.**

Improved performance with Elastic Search upgrades and archiving data to Data Lake.

► **Industry-specific automations.**

Expanded automation solutions for industries like food & beverage, automotive, healthcare, and human capital management.

Oracle implemented advanced AI-driven data mapping and transformation capabilities in OCI Integration Services. These enhancements reduce manual effort, improve automation, and streamline complex integration processes for faster deployment.

Oracle

Oracle is positioned as a leader in the 2025 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:

► **Advanced AI integration.**

The vendor implemented AI-driven data mapping and transformation capabilities, improving automation and reducing manual effort in integration processes.

► **Enhanced security features.**

Introduced new security measures, including deprecation of legacy ciphers in API Gateway service, to strengthen data protection and compliance.

► **Improved data flow capabilities.**

Expanded database support for data flows and introduced new analytics functions, enabling more sophisticated data integration and analysis.

► **User experience enhancements**

Launched a redesigned interface for OCI Integration Services, focusing on improved usability and efficiency in integration development.

► **Expanded connector ecosystem.**

Added new pre-built connectors and updated existing ones to support a wider range of SaaS and on-premises applications, facilitating easier integrations across diverse IT environments.

TIBCO's platform unification consolidates its solutions into a single cohesive experience, simplifying development and operations for complex digital initiatives. This integration enhances usability and accelerates time-to-value for organizations managing diverse workflows.

TIBCO

TIBCO maintains its position as a leader in the 2025 edition of the iPaaS Technology Value Matrix. The TIBCO Platform, its flagship iPaaS offering, serves a wide spectrum of users from business professionals to technical developers, addressing various integration scenarios. 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 remains a cornerstone of TIBCO's approach, driven by an extensive selection of pre-built connectors and customizable application templates adhering to enterprise patterns. The platform offers multiple development experiences, including model-driven development and no-code event-driven design. Deployment options span across diverse environments, including on-premises, TIBCO Cloud, preferred IaaS or PaaS providers, serverless architectures, containers, and edge devices. Overall, TIBCO Integration continues to be a versatile and extensible solution, ensuring organizations can efficiently address their integration needs with agility and precision.

Key updates over the past 12 months include the following:

► **Platform unification.**

The TIBCO Platform, launched in June 2024, unifies TIBCO solutions into a single, cohesive experience, simplifying development and operations for complex digital initiatives.

► **Control plane enhancement.**

Introduction of an intuitive Control Plane tailored for IT operators to effortlessly manage, monitor, and optimize TIBCO assets across different environments.

► **Control tower implementation.**

New Control Tower enables discovery and management of existing on-premises assets without disruption or migration requirements.

► **Developer experience reimagination.**

The TIBCO Platform provides a redesigned developer experience to accelerate application development.

► **Cross-environment observability.**

End-to-end observability across TIBCO capabilities for quick detection and resolution of critical runtime and performance issues.

► **AI-driven enhancements.**

Continued investment in AI-driven experiences within TIBCO Cloud Integration, including smart data-mapping capabilities and intelligent analytics dashboards.

TIBCO's platform unification consolidates its solutions into a single cohesive experience, simplifying development and operations for complex digital initiatives. This integration enhances usability and accelerates time-to-value for organizations managing diverse workflows.

Tray.ai

Tray.ai is placed as a leader in the 2025 iPaaS Technology Value Matrix. the Tray Universal Automation Cloud serves as a single unified platform that caters to developers with Tray Code, business technologists and integration specialists with Tray Build, and front-line workers with Tray Chat. As an API-first integration, automation, and agent development solution, it remains a user-friendly platform featuring a web-based no- and low-code builder. Its hallmark drag-and-drop interface empowers users of all technical levels to design workflow processes, connectors, and business logic seamlessly. With an extensive connector library, users can easily establish connections to apps, databases, LLMs, REST, SOAP, and GraphQL endpoints. Advanced capabilities for developers and IT teams include cooperative workspaces, log streaming, error management, rollback history, and on-premises connectivity options—enabling automaton, integration, and agent development at scale. Built on the unified

intelligence layer Merlin AI, the platform integrates automation, connectivity, API Management, and AI capabilities underpinned by a single enterprise core for governance and scale. Tray's transparent task-based pricing model ensures customers can access all features without complex add-ons. With a series of AI innovations and with the introduction of Merlin Agent Builder and Agent Accelerators, Tray provides the leading platform for no-code agent development. In 2025, Tray continues to differentiate itself as a composable AI integration platform designed for speed, flexibility, and scalability.

Tray.ai has delivered significant advancements over the past year to enhance functionality and usability across its platform:

► **New composable AI integration platform.**

The platform now includes Merlin Intelligence AI Services such as Merlin Build for AI-augmented development, Merlin AI Palette for infusing AI into business processes (e.g., IDP and Text Analysis), and Merlin Agent Builder for agent development.

► **Merlin IDP.**

Advanced document processing capabilities allow users to extract structured data from unstructured formats like PDFs or images using natural language queries—streamlining tasks like invoicing and order processing.

► **AI workflow documentation.**

Gen-AI auto-documentation generates real-time narratives for workflows, ensuring maintainability while enhancing collaboration across teams.

► **Data transformation inline functions.**

Excel-like flexibility allows users to perform complex multi-step data transformations within workflows without requiring scripts or code.

► **Vector tables.**

Native support for vector embeddings enables advanced AI applications such as RAG pipelines, fraud detection, and search optimization—all without external database dependencies.

► **Merlin guardian.**

Built-in obfuscation, masking, and tokenization ensure data security in AI integrations while maintaining compliance with TRISM standards.

Tray.ai introduced a composable AI integration platform powered by Merlin Intelligence AI Services, including Merlin Build, Merlin AI Palette, and Merlin Agent Builder. These tools enable AI-augmented development, infuse AI into business processes, and streamline agent creation, enhancing scalability and flexibility for enterprises

► **Step isolation for debugging.**

Enhanced testing tools allow users to isolate execution points within workflows for targeted debugging—accelerating development cycles for AI projects.

► **File management enhancements.**

Autonomous file processing capabilities enable agents to manage tasks like extracting text or validating structures from unstructured file types (e.g., invoices or creative assets).

Experts

Experts in the 2025 iPaaS Technology Value Matrix include Microsoft, MuleSoft, and Talend.

Microsoft

In the 2025 edition of the iPaaS Technology Value Matrix, Microsoft maintains its position as an expert with its Azure Integration Services (AIS). AIS continues to offer a suite of tools for enterprise integration, including Azure API Management, Azure Logic Apps, Azure Service Bus, and Azure Event Grid. These components enable seamless traffic management, no-code process automation, reliable cloud messaging, and efficient event-driven architectures. Azure API Management supports frameworks like .NET and Java for managed APIs, while Logic Apps simplifies business automation with over 200 pre-built connectors. Service Bus ensures dependable messaging across hybrid environments, and Event Grid enables real-time event handling for faster response times.

Key updates in 2025 include the following:

► **Enhanced Data Mapper UX (public preview).**

Azure Logic Apps introduced a refreshed Data Mapper user experience to simplify complex data transformations. This update improves usability and efficiency in designing workflows that integrate diverse systems and data formats.

► **Hybrid deployment model improvements.**

A public preview refresh of the hybrid deployment model for Azure Logic Apps now supports enhanced scaling mechanisms and integration with SMB storage. This allows businesses to run workflows across hybrid environments with greater flexibility and performance.

Experts focus on delivering highly functional platforms tailored to technical personas. These solutions emphasize advanced integration capabilities and customization, often requiring deeper technical expertise for optimal utilization.

► **AI-powered workflow enhancements.**

New connectors for Azure OpenAI and Azure AI Search enable enterprises to integrate AI capabilities directly into their workflows. These tools allow for tasks such as document parsing, tokenization, and intelligent automation within Logic Apps.

► **API management private endpoint (preview).**

The inbound private endpoint feature for API Management Standard v2 is now available in preview. This enables secure access to API gateways from private networks using Azure Private Link.

► **Cross-tenant integration.**

Logic Apps now supports cross-tenant integrations using Virtual WAN, enabling secure and scalable connections between multiple Azure tenants or external partners.

Experts focus on delivering highly functional platforms tailored to technical personas. These solutions emphasize advanced integration capabilities and customization, often requiring deeper technical expertise for optimal utilization.

MuleSoft

MuleSoft is placed as an expert in the iPaaS Technology Value Matrix for 2025 as recognized for its Anypoint Platform. MuleSoft's Anypoint Platform excels in API-driven connectivity, facilitating integration of applications and data flows across diverse environments, including on-premises and cloud infrastructures. This comprehensive platform supports advanced business automation, legacy system modernization, B2B EDI, IoT integration, and DevOps capabilities. Customers 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 caters to a wide range of integration use cases, serving both citizen integrators and seasoned developers. Its robust support for API management, IoT, CDC, and orchestration ensures flexibility in addressing complex integration needs. The platform offers significant efficiency gains through prebuilt Catalyst Accelerators, connectors, and templates, enabling users to streamline project development cycles. Anypoint Studio, a key component of MuleSoft's offering, provides support for sophisticated integrations, allowing developers to create APIs and integrations both graphically and in code. 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, advanced CI/CD pipelines, and features an expanded marketplace for discovering and reusing APIs, templates, and connectors.

Recent product updates and enhancements include:

► **Java 17 adoption.**

MuleSoft embraced Java 17, bringing significant improvements in memory management and performance, enabling developers to build more efficient and scalable applications.

► **AI-powered integration.**

The introduction of AI-powered tools, including enhancements to Anypoint Code Builder, has streamlined integration workflows and improved developer productivity.

► **Anypoint Code Builder enhancements.**

Significant updates include MUnit for coverage reports, direct deployment to CloudHub 2.0, and support for the latest Mule Runtime versions.

Event-driven architecture enhancements improve pub/sub messaging capabilities and add connectors for real-time streaming platforms like Apache Kafka. These updates enable businesses to build responsive systems capable of handling high volumes of event-driven data flows.

Talend

Talend is placed as an expert in the iPaaS Technology Value Matrix for 2025. Talend Data Fabric delivers a unified platform that consolidates a wide range of capabilities for modern data management and integration. With features such as API and application integration, data integration, data quality, and governance, it delivers a comprehensive middleware solution. Talend enables businesses to implement scalable modular APIs, point-to-point SaaS integrations, pub/sub messaging, and ESB use cases within event-driven architectures. Its intuitive tools and wizards simplify the development lifecycle, from design and testing to deployment, empowering teams to deliver faster and more reliable solutions.

Recent product updates and enhancements include:

► **Enhanced API lifecycle management.**

Talend expanded its API capabilities by integrating advanced lifecycle management tools into its Cloud API Services. These updates streamline API design, testing, deployment, and monitoring while supporting industry standards like OAS 2.0. This ensures faster implementation of APIs for both internal use and external monetization opportunities.

► **Event-driven architecture enhancements.**

Talend introduced new features to support event-driven architectures, including improved pub/sub messaging capabilities

and enhanced connectors for real-time streaming platforms like Apache Kafka. These updates enable businesses to build more responsive systems that can handle high volumes of event-driven data flows.

► **Low-code API developer improvements.**

With updates to its low-code environment, Talend now allows developers to create APIs up to 80% faster by reducing manual coding requirements. Enhanced visual tools simplify complex integrations involving JSON, AVRO, XML, and B2B formats while embedding enterprise-grade data quality at every step.

► **Microservices optimization.**

Talend optimized its microservices framework to improve scalability and reusability. This includes better support for modular APIs and the ability to expose data assets securely for internal teams or partners. These improvements reduce operational costs while accelerating time-to-market for new applications.

Accelerators excel in democratizing integration workflows by offering intuitive drag-and-drop interfaces and extensive connector libraries. They enable business users to design automations independently, reducing reliance on IT teams.

Accelerators

Accelerators in this year's iPaaS Technology Value Matrix include Snaplogic, Workato, and Zapier.

Snaplogic

SnapLogic is positioned as an accelerator in the 2025 iPaaS Technology Value Matrix. Its platform consolidates application integration, data integration, API management, and AutoSync functionalities into a single solution, empowering organizations to address integration and automation challenges efficiently. SnapLogic's emphasis on user-friendly tools enables participation from diverse roles across HR, sales, marketing, IT, and finance. The platform's 700+ pre-built intelligent connectors, known as "snaps," streamline integration workflows while supporting scalability and operational agility. By prioritizing accessibility and efficiency, SnapLogic continues to help enterprises modernize their integration architectures.

Notable updates throughout the past year include:

► **Enhanced generative integration.**

SnapLogic introduced new Snaps to the Azure OpenAI LLM Snap Pack, enabling advanced generative AI workflows. These updates include tools for managing contextual knowledge bases via Azure OpenAI Assistant and dynamic orchestration features like the

Threads API for storing message histories. These enhancements improve API-driven automation and streamline enterprise integrations.

► **Expanded API lifecycle management.**

The platform added new public APIs to automate integration asset management and API lifecycle processes. Organizations can now programmatically export/import individual assets (e.g., pipelines, tasks) and create temporary test environments for seamless deployment transitions.

► **Improved observability tools.**

SnapLogic enhanced its monitoring capabilities with updated metrics pages for memory usage insights and activity logs for tracking changes to pipelines, Snap Packs, and API policies. These tools provide better visibility into integration environments, helping teams optimize performance and ensure compliance.

► **Support for vector databases.**

SnapLogic added Amazon OpenSearch Snap Pack support, enabling users to manage vector embeddings for GenAI applications like enterprise chatbots or knowledge assistants based on proprietary data. This feature strengthens SnapLogic's ability to handle advanced data-driven use cases.

► **Quality assurance APIs.**

A new "Check Pipeline Quality" API was introduced to evaluate automation workflows against corporate quality guidelines before production deployment. This ensures robust pipeline development while reducing errors in critical integrations.

SnapLogic's enhanced generative integration tools, including new Snaps for Azure OpenAI LLM Snap Pack, enable advanced AI workflows and dynamic orchestration. These updates streamline API-driven automation and improve enterprise integrations by leveraging contextual knowledge bases and message history management.

Workato

Workato is placed as an accelerator in the 2025 iPaaS Technology Value Matrix. Workato's iPaaS solution continues to offer a comprehensive suite of capabilities for business process and workflow automation by seamlessly linking applications and data through various triggers, connectors, and actions. The platform caters to a wide range of integration use cases, supporting polling, API endpoints, real-time webhooks, scheduled events, and on-demand interactions. With an ongoing emphasis on accessibility for both technical and non-technical users, Workato provides an intuitive interface alongside low-code tools, enabling streamlined integration development and deployment. 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.

Recent product updates and enhancements include:

► **API developer portal.**

Workato launched a new API developer portal featuring comprehensive API documentation, interactive testing capabilities, and customizable API catalogs to streamline the API discovery and integration process.

► **Intelligent Document Processing (IDP).**

This AI-powered solution utilizes advanced OCR and machine learning algorithms to extract, classify, and validate data from various document types.

► **Workato agentic.**

This innovative platform leverages natural language processing and machine learning to understand business intent and autonomously orchestrate multi-step processes across various applications and systems.

► **Virtual Private Workato (VPW).**

VPW offers a fully isolated environment with dedicated control and runtime planes, ensuring complete data and workload separation to meet stringent regulatory requirements in industries like finance and healthcare.

► **AI copilots.**

These AI-powered assistants utilize large language models and context-aware algorithms to provide intelligent suggestions for recipe building, data mapping, and connector development, significantly reducing the time and effort required for integration tasks.

Workato's updates focus on improving automation efficiency, security, and scalability across use cases by integrating AI-powered tools, enhancing connectivity, and offering isolated environments.

► **Enhanced connectors.**

These enhancements include support for new APIs, improved authentication methods, and more robust error recovery mechanisms to ensure seamless integrations with these popular enterprise applications.

► **Data tables.**

Introduction of batch actions and clear/skip semantics for better control during updates. This feature enables more efficient handling of large datasets, with optimized performance for bulk operations and granular control over data processing workflows.

Zapier's updates focus on expanding connectivity, refining customization tools, and improving reliability in automation workflows by simplifying integration processes and enhancing error management.

Zapier

Zapier is placed as an accelerator in the iPaaS Technology Value Matrix for 2025 as recognized for its iPaaS platform. The platform allows organizations to automate workflows through its extensive library of "Zaps," triggers, and actions. With its low-code tools, Zapier simplifies integration development and API management, enabling users to connect applications and streamline data flows without requiring technical expertise. The platform supports a wide range of automation possibilities, such as sending emails, creating meetings, and managing attachments, making it accessible for both citizen developers and technical users. Advanced tools like Paths for conditional logic, Filters for workflow customization, and Delay for timing control allow users to build complex automations tailored to their needs. Zapier's robust iPaaS architecture ensures scalability and reliability while providing built-in error handling and monitoring tools to optimize workflow performance.

Key updates delivered throughout the past year include the following:

► **Webflow API upgrade.**

Zapier transitioned from Webflow's V1 API to an enhanced version, supporting new webhook event types. This upgrade improves data handling and ensures seamless integration with Webflow workflows.

► **Expanded app ecosystem.**

Zapier added or updated integrations with 77 apps in March 2025 alone, including Bitrix24 CRM, Calendly, and ActiveCampaign. These updates enhance compatibility and provide new triggers and actions for deeper automation capabilities.

► **Dynamic filtering in interfaces.**

Zapier introduced dynamic filters within its Interfaces tool, enabling users to refine workflows with greater precision. This feature enhances customization options for complex integrations.

► **Improved error handling protocols.**

Enhanced error management features now allow users to proactively address disruptions within automated workflows. These updates improve reliability across integrations.

Core Providers

Core Providers in this year's iPaaS Technology Value Matrix include IBM, Jitterbit, and SAP.

IBM

IBM is placed as a core provider in the iPaaS Technology Value Matrix for 2025 as recognized for its iPaaS platform, IBM App Connect. This platform empowers businesses to connect applications and data across hybrid environments, offering support for multiple integration styles, including APIs, events, and microservices. With a drag-and-drop interface and AI-driven mapping recommendations, users can build integrations without extensive coding expertise. IBM App Connect also provides a library of prebuilt connectors and templates, enabling accelerated deployment of workflows. Its hybrid management capabilities allow organizations to oversee integrations across cloud and on-premises infrastructures, reducing operational complexity while ensuring performance visibility through advanced dashboards.

Updates throughout the past year include the following:

► **Expanded API management with new engagement features**

IBM API Connect Enterprise as a Service introduced new destination types for engagement, including webhook, Slack, PagerDuty, Kafka HTTP bridge, and IBM MQ. These enhancements improve API lifecycle management by enabling more versatile notification and alerting options for API consumers.

► **Advanced integration with Java 11 support.**

IBM App Connect now supports Java 11 alongside Java 8 in its integration servers. This update enhances performance, security, and modularity for integration solutions, allowing businesses to build more scalable and efficient workflows.

Core Providers deliver iPaaS capabilities, sufficient for many standard use cases, without the extensive feature set or cutting-edge interfaces found in more advanced solutions that often come at higher cost or administrative overhead"

► **Hybrid iPaaS enhancements.**

IBM launched a public preview of its Hybrid iPaaS platform, unifying integration patterns across APIs, events, applications, and data. This approach simplifies management across hybrid environments.

► **Improved AI-powered data mapping.**

AI-driven suggestive data mapping in IBM App Connect has been optimized to accelerate development and testing of hybrid integrations. This feature enhances productivity by reducing manual effort in data transformation tasks.

► **Streamlined API lifecycle management.**

Migration tools and best practices for transitioning from legacy API management platforms to IBM API Connect were expanded. These updates simplify the process of creating secure, scalable APIs while leveraging IBM's advanced API governance capabilities.

Optimized AI-powered data mapping accelerates development and testing of hybrid integrations by automating data transformation tasks. This reduces manual effort and improves productivity for teams managing complex integration scenarios.

Jitterbit

Jitterbit is recognized as a core provider in the 2025 iPaaS Technology Value Matrix. The Jitterbit Harmony Platform continues to serve as a robust and unified solution for integration, automation, and application development. It offers a comprehensive suite of tools, including workflow automation, API management, low-code application development, and Electronic Data Interchange (EDI) capabilities. Designed to simplify complex business processes, Jitterbit supports diverse use cases such as Extract, Transform, Load (ETL), data cleansing, API lifecycle management, and Business-to-Business (B2B) integration. Its intuitive graphical interface empowers both technical and non-technical users to create and manage integrations efficiently. Additionally, Jitterbit provides prebuilt connectors for leading enterprise systems like Oracle Netsuite, SAP, Workday, Salesforce, Shopify, Microsoft Dynamics, and Adobe Commerce, ensuring seamless interoperability across platforms.

Highlighted updates throughout the past 12 months include:

► **AI infused capabilities.**

Jitterbit introduced new AI-driven features within the Harmony platform. These include the AI-Infused App Builder Assistant and API Manager, which leverage natural language processing (NLP) to enable users to create applications and APIs with ease. The AskJB AI assistant provides real-time guidance and information to enhance user experience.

► **Enhanced observability tools.**

The platform includes Agent Observability for monitoring of private agents. This feature offers over 50 metrics through pre-built dashboards for tools like Datadog and Elasticsearch.

► **Cloud datastore.**

A new cloud-based storage solution was launched to streamline data management within integration workflows. It supports GDPR compliance and acts as a central repository for structured or unstructured data.

► **Expanded connectivity.**

Jitterbit added prebuilt connectors for popular applications such as Amazon S3, Slack, ServiceNow, and Box. The Connector Builder tool allows users to create custom REST-based connectivity without coding.

► **Elevated security standards.**

Jitterbit achieved new certifications including ISO 27017 and ISO 27018 compliance, along with NZISM certification for New Zealand and Australia. These advancements bolster the platform's security framework.

Jitterbit's updates emphasize usability, scalability, and security in integration workflows by combining AI-driven tools with enhancements to observability, connectivity, and compliance measures.

SAP

SAP is placed as a core provider in the iPaaS Technology Value Matrix for 2025 as recognized for its iPaaS platform. The SAP Integration Suite continues to focus on simplifying integrations between on-premises and cloud-based applications, emphasizing secure and certified data exchanges to enhance collaboration among SAP clients. This API-centric platform supports both modern and legacy systems, offering flexibility across various integration patterns, including B2B, business-to-government (B2G), mobile app integration, application-to-application, and IoT frameworks. With enterprise-grade governance, robust security measures, and scalable managed infrastructure, SAP underscores its commitment to delivering reliable integration outcomes. The platform also provides pre-built APIs from SAP and third-party vendors through the SAP API Business Hub, enabling faster customer deployments.

Highlighted updates throughout the past 12 months include the following:

► **Unified API and event catalog.**

A consolidated catalog of APIs and events has been introduced in the Developer Hub, providing developers with streamlined access to integration resources for building API- and event-driven solutions.

► **Advanced event mesh integration.**

Enhanced event-driven integration capabilities now include health monitoring through SAP Cloud ALM and SAP Focused Run, as well as migration support from Event Mesh to Advanced Event Mesh for real-time business processes.

► **Expanded adapter ecosystem.**

New adapters for Salesforce Pub/Sub, IBM MQ (JMS), and Snowflake have been added, along with support for advanced OAuth2 configurations and "exactly once in order" (EOIO) processing functionality to improve data reliability.

► **AI-powered integration optimization.**

Generative AI tools now assist with script optimization, semantic documentation of integration flows, and recommendations for modernizing legacy content, significantly enhancing developer productivity.

► **Migration modernization tools.**

Enhanced migration tools facilitate the transition from SAP Process Orchestration to the Integration Suite, including automated conversion of Java mappings to Groovy scripts and recommendations for standard integration content.

Over the past year, SAP has focused on enhancing integration efficiency, reliability, and its developer experience.