Informatica

White Paper

5 Top Ways to Build a Business Case for Integration Platform as a Service (iPaaS)

Quantifying the financial impact of enterprise integration, automation, legacy app modernization and GenAI app development

Where data & AI come to LIFE

Contents

Executive Summary

In the past, executing application and data integration projects was straightforward. Engineers dealt with only a few systems. Integrations were primarily static, requiring no adjustments for new systems coming online or going offline. Source and target systems were typically on-premises, making orchestration straightforward and stable over time. Today, the average enterprise deploys hundreds, if not thousands, of applications. Integration projects are more complex than ever.

Similarly, **data integration** tasks were clearly defined and relatively uncomplicated. Data was stored in a system of record — often a large, on-premises data warehouse. Periodically, data would travel to consuming systems such as finance or CRM applications. To facilitate this, data engineers created point-to-point integrations that would extract data from the source, transform it to make it usable and then load that data into a consuming system.

Both the source and consuming systems remained mostly unchanged over the years, requiring relatively few structural changes to the schema. There was little need to add, remove or adjust integrations frequently. Because data was typically not needed immediately, it would flow in a periodic batch, often overnight. This schedule left time for data engineers to identify mishaps and correct any errors.

These standardized and predictable processes now seem antiquated. Today's application and data engineers must contend with a wide range of systems, sources and targets. These include cloud data warehouses such as Snowflake, Databricks, Amazon Red Shift and Oracle BigQuery, plus data lakes, IoT devices, messaging apps and a range of public, private and hybrid clouds. Many companies still run mission-critical applications on legacy systems such as IBM mainframes or Oracle databases while also needing to interface these with modern RESTful APIs, microservices and cloud-native applications. Data and application architecture must support a wide range of ingestion patterns, and real-time or near real-time needs are common.

To compound the challenges, the business may require integrations to enter production rapidly — in days rather than months. Secure and/or encrypted data transport for sensitive information is the rule, not the exception. Despite the greater challenges and complexities, application and data engineering departments may be obligated to operate with less staff and lower budgets than in previous eras.

For application and data engineers, as well as other professionals in the field, the requirements are clear but daunting. How can they ensure reliable and secure event and process orchestration and timely, accurate data transmission in a heterogeneous, dynamic and possibly chaotic landscape? How can they maintain order and predictability in such a setting? And how can they do all of that while keeping costs under control?

Why Informatica iPaaS

The answer to these daunting challenges is Informatica Integration Platform as a Service (iPaaS), a cloud-based solution designed to facilitate the integration of applications and data across various environments — whether on-premises, cloud or hybrid. It provides tools for data integration, application integration, API management, workflow automation and generative AI (GenAI) applications. With iPaaS, organizations can connect a wide range of sources and targets on-premises or in the cloud, in virtually any technology ecosystem, while applying virtually any desired ingestion pattern or latency, with industry-leading scale, and all with proven security and observability. And with **CLAIRE®** AI automation and no-code GenAI application development, developers can launch integrations much faster and at a lower cost, helping application and data owners stay within their budgets.

Though the capabilities of iPaaS are clear and proven, organizations considering iPaaS may be required to quantify the expected financial impact to justify the technology investment. To do so persuasively, IT leaders, data officers and application owners must communicate the expected net value of the platform in a language and format that business stakeholders routinely use and understand. This paper details five opportunities to quantify value in a manner inspired by business value assessments (BVAs) we have done with clients.

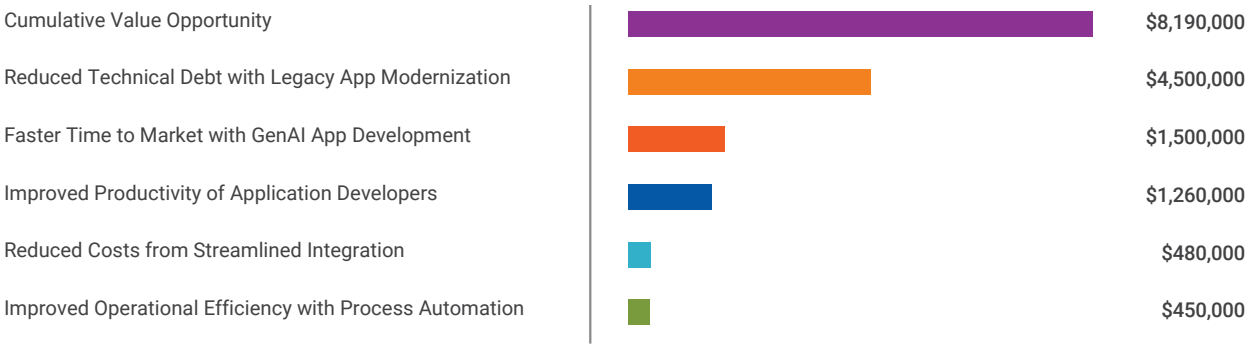
These opportunities are:

- Reduced costs with streamlined integration
- Improved operational efficiency with process automation
- Improved productivity of application developers
- Reduced technical debt with legacy application modernization
- Faster time to market with GenAI application development

A Business Value Assessment

This paper focuses on a hypothetical enterprise-level medical technology provider considering the iPaaS solution to meet its current and expected integration needs. We will also show how organizations of other sizes might realize value by leveraging iPaaS.

Yearly Informatica iPaaS Value (Medium Scenario)



In the following sections, we provide additional details regarding the assumptions, data and calculations used to quantify the value opportunities listed above. In each case, we will apply three potential benefit scenarios — low, medium and high — to estimate the range of potential outcomes that we expect would arise in an organization investing in iPaaS.

Value Opportunity One

Reduced Costs from Streamlined Integration

Business users may uncover an urgent need to leverage new applications and data sources for operational, analytical or reporting purposes. In an environment using only legacy integration tools, sharing information with a partner, onboarding a new customer or a distributor, orchestrating a variety of events across applications or enriching data with industry information may seem simpler with hand coding rather than waiting for IT to build, test and deploy a point-to-point integration. In this benefit, we estimate the time and cost that might be reduced or totally avoided if they leverage iPaaS to integrate the relevant applications and data sources rather than using manual approaches.

Reduced Costs from Streamlined Integration

In many organizations, end users act as occasional and de facto developers. Though building a reliable and scalable integration may be the most sound way to join applications or share data between sources, end users may attempt a workaround. It may seem more expedient to manually code events between applications or to join data together in an Excel or Access database and then attempt to make sense of it. Or a user may attempt to hand code a point-to-point integration or construct a message bus. These tactics may work, at least for a short time, but will be less reliable and repeatable in the long run. They also won't scale to accommodate additional requirements, add to technical debt and run a constant risk of failure, particularly if whoever built the integration leaves the organization.

Informatica iPaaS makes it simple to transmit and share the flow of control and data on a one-time or ongoing basis. iPaaS contains self-service tools, so business users can design integrations using a drag-and-drop, point-and-click interface and manage integrations on their own. And iPaaS offers 400 out-of-the-box connectors for frequently used systems, making it easy to configure a custom connector when needed.

This benefit estimates the value of reducing the effort exerted by business users integrating applications and data using non-purpose-built tools or manual methods, because iPaaS makes it easier to do so promptly, reliably, transparently and securely at scale.

	Low	Medium	High	Notes
Number of ad hoc integration projects/month by end users		500		Estimate per data management leadership
Average time required/project (hours)		2		Estimate per cloud IT leadership
Estimated reduction in end user time required	70%	80%	90%	Assuming most (not all) time may be avoided
End user time freed for other work per year (hours)	8,400	9,600	10,800	Calculation
Average end user fully-burdened cost/hour	$50	$50	$50	Per HR report
Annual associated value	**$420,000**	**$480,000**	**$540,000**	**Calculation**

Value Opportunity Two

Improved Operational Efficiency with Process Automation

Occasionally, end users may resort to workarounds to resolve integration-dependent business requirements. We explored time spent manually joining applications and data in the first value opportunity. Another common approach is using offline processes and channels to execute multi-step business tasks, which requires many individuals and handoffs. In our experience, the advanced capabilities of iPaaS enable the rapid and reliable joining of systems, thus freeing those users from managing various task components.

This tactic has an operational impact, and we will illustrate this financial impact below. Beyond the measurable benefits, there is also significant value in mitigating risks associated with unreliable and disjointed integrations between applications. Without intelligent orchestration managing the handoffs between individuals, systems and applications, information silos form and the risk of adverse business impact grows.

Improved Operational Efficiency with Process Automation

Modern enterprises often have business processes that require multiple individuals or departments to take small-scale actions before handing off information to another participant. For example, employee onboarding is a common task that requires collaboration to share information between various functions, such as recruiting, IT, facilities, security, etc. Onboarding a new employee may start with HR writing a request document with basic employee information. HR might email the information to the IT department to provision a laptop and approve system access, triggering a handoff to facilities to provision a desk, who then passes the information along to security to issue an ID badge, etc. These handoffs often occur via email or shared drive, or sometimes with a printed piece of paper (even today). Each step requires manual effort, wastes time and causes frustration.

iPaaS offers a streamlined solution, facilitating the sharing of control and data residing in multiple sources in a simple, transparent and measurable way. And the best news: often, these workflows can leverage existing "recipes" rather than requiring you to build a new workflow from scratch. Recipes are preconfigured assets for common application integration functions, including process objects, connections and related processes. As illustrated here, leveraging these recipes and automation through iPaaS relieves users from cumbersome process steps and handoffs.

	Low	Medium	High	Notes
Total number of processes eligible for streamlining		50		Estimate per project office
Average volume per month per process		25		Estimate per project office
Average steps or handoffs per process		5		Estimate per project office
Total steps/handoffs per year		75,000		Calculation
Expected reduction in steps/handoffs	50%	60%	70%	Assuming most steps/handoffs will be avoided in future state
Total steps/handoffs avoided per year	37,500	45,000	52,500	Calculation
Average duration per step/handoff (minutes)	15	15	15	Estimate per project office
Total hours of effort avoided/year	9,375	11,250	13,125	Calculation
Average fully burdened hourly compensation	$40	$40	$40	Average compensation per HR
Annual associated value	**$375,000**	**$450,000**	**$525,000**	**Calculation**

Value Opportunity Three

Improved Productivity of Application Developers

Organizations with significant integration requirements may overlook the specific needs of the application development community. When that happens, it's a no-win situation. Developers may be frustrated by repetitive and uncreative chores, and organizations may see lower productivity from their technical staff than otherwise expected. iPaaS provides a range of capabilities specifically designed to empower the development community to be as productive as can be reasonably expected.

Improved Productivity of Application Developers

Developers using integration tools that are legacy, not purpose-built or made up of a hodgepodge of tools deployed in specific environments are likely to spend significant time building and maintaining point-to-point integrations. This involves repetitive manual tasks and requires them to stay proficient in the various tools or business processes specific to each integration.

In organizations that have standardized on iPaaS, however, developers can leverage a variety of advanced features and capabilities to simplify routine tasks. iPaaS includes powerful process design and process development tools in a user-friendly low-code/no-code graphical user interface (GUI). iPaaS also delivers prebuilt templates for non-technical users to enable self-serve capabilities. These and many other features collectively culminate in faster development, reducing the time needed to execute integration tasks by up to 80%.

In this value section, we estimate the impact of empowering developers with a feature-rich cloud integration platform, enabling them to be as productive as possible.

	Low	Medium	High	Notes
Number of developers in organization		30		Per HR report
Average % of time engaged in integration tasks		75%		Estimate per data management office
Total FTE developers		22.5		Calculation
Expected improvement in production with iPaaS	30%	40%	50%	Being more conservative than 80% benchmark
FTEs made available for value-added work	6.75	9.0	11.25	Calculation
Average annual fully-burdened compensation	$140,000	$140,000	$140,000	Per HR report
Annual associated value	**$945,000**	**$1,260,000**	**$1,575,000**	**Calculation**

Value Opportunity Four

Reduced Technical Debt with Legacy Application Modernization

Many organizations aspire to transform their legacy, on-premises applications into cloud-based apps that are more versatile, secure and agile. According to one estimate, legacy application modernization will grow to $39.62 billion by 2029.[1] Organizations wanting to modernize isn't surprising, as it is hard to compete in a dynamic business environment while leveraging static, monolithic systems and repositories.

The challenge for these organizations lies in undertaking these critical initiatives in a way that does not disrupt operations or squander the massive investment they have made in legacy systems over decades. Fortunately, iPaaS offers a path toward realizing the promise of modernization without sacrificing past investment or generating more technical debt.

[1] **"Application Modernization Services Market," MarketsandMarkets, 2024.**

Reduced Technical Debt with Legacy Application Modernization

On one hand, it may be tempting for an organization to continue development on legacy platforms. Legacy systems are typically stable and highly trusted. Although long-standing point-to-point integrations operate on a batch basis, they generally work. With critical business processes running on these legacy systems, there may be an impulse to keep the status quo.

However, this approach overlooks the advantages of versatile cloud applications, which can reduce costs and improve time to market, scale, flexibility, observability and security. And with senior staff perhaps considering retirement, there may be a risk of losing the personnel who built these integrations. The key challenge is making the transition without disrupting the business or increasing dependence on outdated systems.

iPaaS can connect seamlessly to legacy, on-premises systems. It offers a single, integrated platform for API creation and management. This provides a vital connection between legacy and modern applications, gradually freeing users from static point-to-point integrations. A no-code interface empowers citizen integrators to contribute to the migration, and intelligent automation with automatic mapping helps maximize productivity. Out-of-the-box connectivity to over 400 endpoints and package integration processes (PIPs) accelerates development cycles and reduces the risk of custom connectors going awry. On top of this, using iPaaS, customers can replicate their data from legacy systems to modern systems, both as one-time replications in batch mode and real-time synchronization in the long term. Keeping legacy and modern systems running in parallel can help ensure no downtime due to instability in modern systems as they evolve to become systems of record.

These factors accelerate the initiative timeline and enable the use of legacy resources throughout the modernization journey. Though this may be an abstract value to quantify, one suggested framework is presented here.

	Low	Medium	High	Notes
Amount of legacy infrastructure investment		$12,500,000		Per HR report
% of legacy infrastructure that may be leveraged without a cloud integration platform		20%		Estimate per data management office
Remaining legacy infrastructure investment not currently leverageable		$10,000,000		Calculation
Total legacy infrastructure investment that may continue to be leveraged with iPaaS	30%	45%	60%	Being more conservative than 80% benchmark
Annual associated value	**$3,000,000**	**$4,500,000**	**$6,000,000**	**Calculation**

Value Opportunity Five

Faster Time to Market with GenAI Application Development

GenAI applications have been the subject of intense interest and attention in recent years. And this is no wonder: given the rapid advances in the field and the promise of fast, low-cost development of critical applications, many enterprises expect that GenAI will soon enable massive innovations, savings and efficiencies across its development landscape.

But less discussed is the reality that GenAI application development and maintenance typically require highly sought-after specialized technical expertise. The scarcity of this talent can result in considerably longer development timelines. Enterprises that use iPaaS, however, can leverage its features to accelerate time to market, enabling them to realize the value of the GenAI development during a period when projects would otherwise still be in development. In addition, GenAI applications can be developed using existing iPaaS technology.

Faster Time to Market with GenAI Application Development

The promise of GenAI applications is compelling, especially for organizations with extensive integration needs and a long queue of projects waiting for attention. Unfortunately, the promise of GenAI may be challenging to realize in a particular organization, given the need for specialized technical resources.

With iPaaS, however, the promises of GenAI become more attainable. iPaaS offers simple, low-code/no-code GenAI application development, so even users with little to no coding experience can rapidly build GenAI applications. By democratizing GenAI application development, iPaaS makes adding GenAI capabilities to existing applications easy. With out-of-the-box large language model (LLM) connections and recipes that offer prebuilt templates for GenAI, organizations can leverage rapid prototyping and development. Finally, iPaaS offers DevOps tools in a single suite for one-click transitions from a test environment all the way to production.

All of these features contribute to accelerating the launch of new integrations — as much as 64% faster, according to Nucleus Research.[2] Here, we present a framework for estimating the value of faster time to market for GenAI apps built with iPaaS.

	Low	Medium	High	Notes
Number of new GenAI apps desired/year		200		Estimate per data management office
Average development time/project (weeks)		15		Estimate per data management office
Expected reduction in average development time with iPaaS	40%	50%	60%	Note Nucleus 64% benchmark
Weeks of production generated/year	1,200	1,500	1,800	Calculation
Average business value realized/week of production	$1,000	$1,000	$1,000	Assumption (standard for organization)
Annual associated value	**$1,200,000**	**$1,500,000**	**$1,800,000**	**Calculation**

[2] Nucleus Research, Informatica: Reduce TCO with iPaaS Adoption, 2024.

A Representative BVA

Benefit quantifications like the five explored above comprise the heart of a **business value assessment (BVA)**. A BVA is a financial model built by analysts to help organizations determine if a proposed investment is in the best financial interest of owners, employees, partners, customers and other stakeholders.

A BVA often takes the form of **a return on investment (ROI) analysis.** The same document may also take the form of a **business case** or a **cost-benefit analysis (CBA)**. To avoid confusion, our practice is to use the terms "BVA," "business case," "CBA" and "ROI" interchangeably.

To illustrate how one may construct a BVA, in this paper we focus on a hypothetical representative organization considering Informatica iPaaS. This BVA for the representative organization leverages our experience in speaking with and building BVAs on behalf of hundreds of organizations over the past 13 years.

In this hypothetical example, **CST Health and Diagnostic (CST)**, is a diversified and global life science and clinical research company. CST traces its origins to its founders, who were distinguished researchers at a university laboratory in Philadelphia, Pennsylvania, in the 1930s. The company started out producing advanced laboratory equipment, supplies and chemicals. Over time, the company broadened its product set to include medical diagnostic equipment; reagents for research and medical diagnostic applications; and research and trial management software and services. The company now employs over 8,500 full-time employees in its Philadelphia research headquarters and regional offices in Ventura, Atlanta, London and Singapore.

As CST's product set and scope of operations have grown, its board has become concerned that its IT and data operations lack the responsiveness, reliability and security to meet current and expected business and regulatory needs. The company has entered, grown and departed several lines of business rapidly over the years, and the pace of its dynamic business practices is expected to increase. Furthermore, the company has added research partners, customers and distributors over time, each of which requires some sort of application and data integration activities.

The company has invested heavily in legacy platforms over the years, and it hopes to realize the value of a modern, cloud-based IT infrastructure without compromising its past investments. CST expects that to operate profitably in the future, it will need to orchestrate many complicated integration events and add a wide range of new data sources with minimal delay. They would find it unacceptable if it takes weeks or months to build, test and launch a new integration into production.

In summary, IT leaders think that the company's approaches to integration are insufficient, in that they:

- Require a significant level of manual effort to build and maintain integrations for a range of applications and data types, sources and targets across a variety of on-premises and cloud repositories
- Consume the time of a large staff of highly compensated professionals who tend to be proficient on a single solution or platform
- Require so much lead time and coordination that rapid responses to market opportunities are next to impossible
- Are prone to failure, requiring significant time to diagnose and fix
- Are difficult to scale and incur technical debt as new solutions and platforms are added to the environment

Jacob Rojas, the company's newly hired VP of enterprise applications, suspects that iPaaS would offer a simple, high-productivity, scalable, cost-effective, secure and versatile platform to meet the company's needs. But he needs to persuade his leadership team that the projected benefits of iPaaS exceed the expected costs.

Jacob tasks his project office with building a BVA of iPaaS to apply financial scrutiny before committing to an investment. Julia O'Donnell, a senior analyst on the team, agrees to take on the project.

Julia engages in discussions with personnel in several departments — application owners, IT, data operations, research and development, enterprise architecture, finance, procurement and others.

Based on those conversations, Julia constructed five financial benefits, or use cases, as the basis of those opportunities. We depicted these benefits earlier in this paper.

A summary of expected benefit magnitudes over five years across three scenarios is presented below. This estimated cash flow takes into account the time required to deploy iPaaS, with diminishing value realized in the first year but growing to full impact in year two and beyond.

Low Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Reduced Costs from Streamlined Integration	$210,000	$420,000	$420,000	$420,000	$420,000	**$1,890,000**
Value Opportunity #2: Improved Operational Efficiency with Process Automation	$187,500	$375,000	$375,000	$375,000	$375,000	**$1,687,500**
Value Opportunity #3: Improved Productivity of Application Developers	$472,500	$945,000	$945,000	$945,000	$945,000	**$4,252,500**
Value Opportunity #4: Reduced Technical Debt with Legacy App Modernization	$1,500,000	$3,000,000	$3,000,000	$3,000,000	$3,000,000	**$13,500,000**
Value Opportunity #5: Faster Time to Market with GenAI App Development	$600,000	$1,200,000	$1,200,000	$1,200,000	$1,200,000	**$5,400,000**
Total Value Opportunity	**$2,970,000**	**$5,940,000**	**$5,940,000**	**$5,940,000**	**$5,940,000**	**$26,730,000**

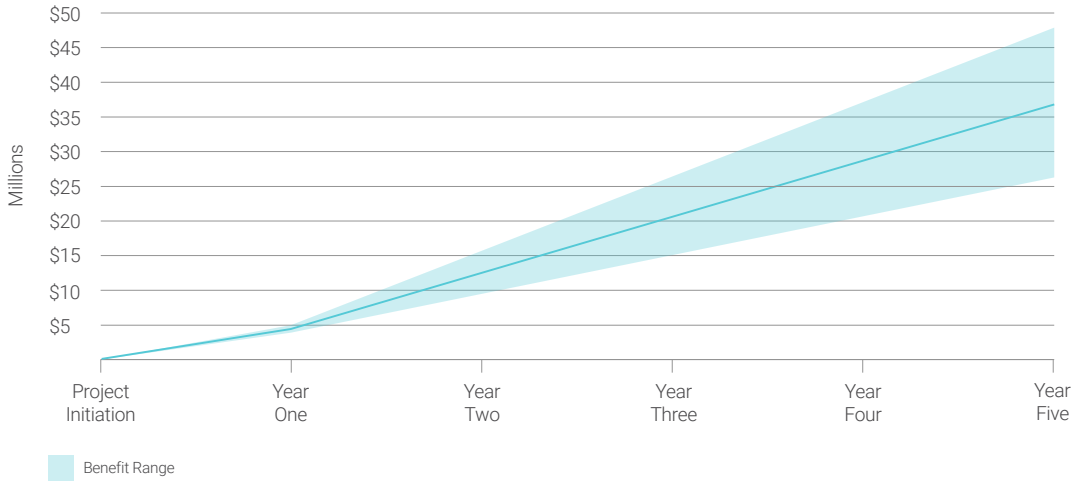
Medium Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Reduced Costs from Streamlined Integration	$240,000	$480,000	$480,000	$480,000	$480,000	**$2,160,000**
Value Opportunity #2: Improved Operational Efficiency with Process Automation	$225,000	$450,000	$450,000	$450,000	$450,000	**$2,025,000**
Value Opportunity #3: Improved Productivity of Application Developers	$630,000	$1,260,000	$1,260,000	$1,260,000	$1,260,000	**$5,670,000**
Value Opportunity #4: Reduced Technical Debt with Legacy App Modernization	$2,250,000	$4,500,000	$4,500,000	$4,500,000	$4,500,000	**$20,250,000**
Value Opportunity #5: Faster Time to Market with GenAI App Development	$750,000	$1,500,000	$1,500,000	$1,500,000	$1,500,000	**$6,750,000**
Total Value Opportunity	**$4,095,000**	**$8,190,000**	**$8,190,000**	**$8,190,000**	**$8,190,000**	**$36,855,000**

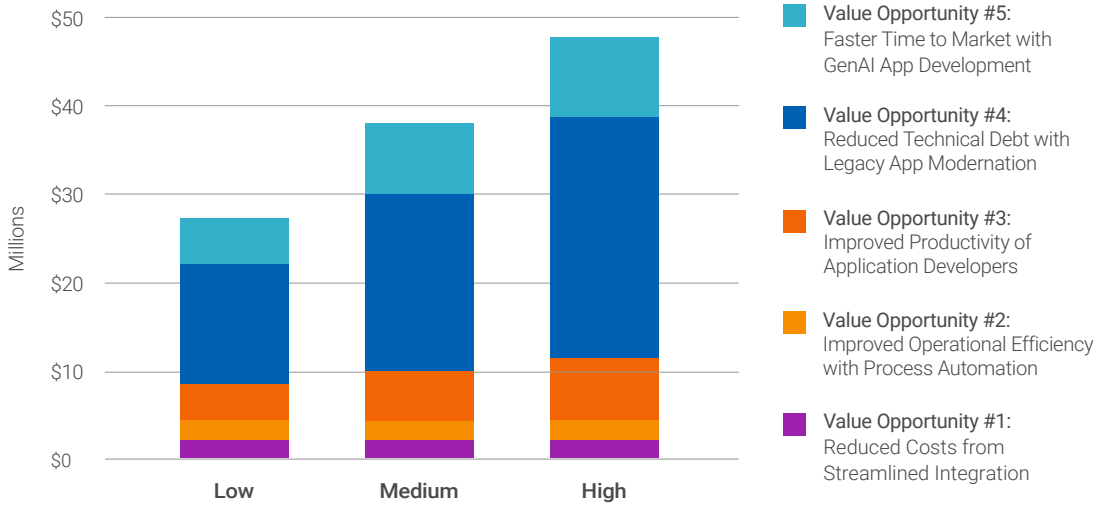
High Scenario

Projected Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Value Opportunity #1: Reduced Costs from Streamlined Integration	$270,000	$540,000	$540,000	$540,000	$540,000	**$2,430,000**
Value Opportunity #2: Improved Operational Efficiency with Process Automation	$262,500	$525,000	$525,000	$525,000	$525,000	**$2,362,500**
Value Opportunity #3: Improved Productivity of Application Developers	$787,500	$1,575,000	$1,575,000	$1,575,000	$1,575,000	**$7,087,500**
Value Opportunity #4: Reduced Technical Debt with Legacy App Modernization	$3,000,000	$6,000,000	$6,000,000	$6,000,000	$6,000,000	**$27,000,000**
Value Opportunity #5: Faster Time to Market with GenAI App Development	$900,000	$1,800,000	$1,800,000	$1,800,000	$1,800,000	**$8,100,000**
Total Value Opportunity	**$5,220,000**	**$10,440,000**	**$10,440,000**	**$10,440,000**	**$10,440,000**	**$46,980,000**

Value Opportunity Across Scenarios



Five Year Aggregate Value



The five expected value opportunities included in the BVA add up to a recurring annual benefit following deployment of between $5.9 million (low) and $10.4 million (high). If the costs of investing in iPaaS — inclusive of software subscription, services, training and any required infrastructure enhancements — are less than these aggregate projected benefits, then the investment is likely to be approved by a procurement or purchasing organization and to be accretive.

Summary

The examples explored above demonstrate how a representative organization might generate a positive financial return by leveraging iPaaS to meet its current and expected integration needs. This is a hypothetical exercise informed by our experience of conducting BVAs in partnership with many organizations across a wide range of sectors and scales.

Our experience has been that an exercise like this may understate the value that may be realized by an organization that decides to modernize and standardize its integration platform on iPaaS. The Informatica iPaaS platform offers far more than just integration capabilities, unlike that from other vendors, including other cloud services readily available on the same platform: **data quality**, **B2B data exchange**, **integration hub**, **data governance**, **data marketplace**, **master data management** and many others. This means that future application integration and data management requirements can more readily be met with the flexibility of a modern, integrated platform.

To summarize: in any organization, there are likely to be readily apparent opportunities to generate value. However, there are likely advanced application and data integration needs in the near or distant future that may be unlocked thanks to the broader toolset of Informatica iPaaS. It is therefore a reasonable assumption that the value of iPaaS to an organization will grow over time.

Get In Touch

Informatica helps organizations of varying sizes and industries around the globe generate more value from their data. If you'd like to discuss a business value assessment specific to your organization, please **visit our data integration and engineering webpage** for more information.

Appendix

A. BVA Best Practices

Over the course of their operations, organizations may encounter opportunities to reap a potential benefit in the future after committing funds today. Often, these opportunities relate to the potential acquisition of a solution or a technology platform. Determining whether to move forward or to stay put can be difficult. How can an organization evaluate the investment opportunity in an analytical, dispassionate way and increase the likelihood of making the right financial decision?

BVAs are built by companies **looking to make informed decisions about the deployment of their financial resources**, particularly in resource-constrained environments. Given that an enterprise likely cannot fund all possible projects it is considering, a BVA is a tool to aid in rational decision-making on investments of sufficient magnitude.

While conducting several hundred BVAs at Informatica, we have compiled best practices that we recommend to organizations considering a technology acquisition:

Best Practice #1: Be conservative in all projections and assumptions

The mindset of being consistently conservative means making projections that represent the highest likely expected costs and lowest likely expected benefits. A BVA that produces impressive financial metrics despite a conservative mindset can be very persuasive. On the other hand, a BVA that relies on aggressive assumptions is analytically dubious and unlikely to withstand scrutiny from an attentive reviewer. Exaggerated projections undermine the credibility of the analyst; there is no easier way for a financial gatekeeper to reject a cost-benefit analysis than to declare that the projections aren't credible.

Best Practice #2: Emphasize transparency in all values and calculations

If a reviewer evaluating a BVA cannot easily ascertain how an assumption is determined or how a calculation is derived, then the reviewer may become concerned that an insufficiently conservative approach has been embraced. Even if the reviewer does not harbor this suspicion, an opaque analysis risks muddying the narrative of the planned project. The best practice is to generously annotate the sources, assumptions and calculations that form the basis of a cost-benefit analysis.

Because of its transparency, Excel is typically a better format than a "black box" online calculator.

Best Practice #3: Follow up and measure post-implementation results

A commonly overlooked but critical component of the business value assessment is to track actual project outcomes and financial impact. That this is rarely accomplished is understandable; in a busy environment, the analyst often moves to the next opportunity without circling back to assess the actual outcomes of earlier projects.

This is unfortunate. By tracking actual results, analysts can measure the accuracy of initial projections. Analysts may adapt their BVA methodology and practices in response to those findings. With post-implementation reviews, analysts may produce future BVAs that are more meaningful and reliable than would have otherwise been the case.

Best Practice #4: Use Scenarios to Reflect Ranges of Potential Outcomes

Even if you have perfect clarity about the current state, and even if you have relevant post-implementation results that you can reference, you can rarely predict the future with absolute precision. It is far more credible (and honest) to admit the inherent uncertainty of projecting the future state across a range of potential scenarios.

Our practice is to model three potential scenarios of the future state. Our experience over the years has been that reviewers of BVAs appreciate the perspective offered by a range of potential outcomes.

B. Value Grid for the Informatica iPaaS

The representative BVA we depict in this paper describes the process of building a hypothetical business case for an enterprise considering Informatica iPaaS.

The benefits illustrated in this paper may or may not be the same as the ones that your organization might experience, or that your organization most desires. At Informatica, we have seen this variety of value opportunities across the BVAs we've conducted; there is a very broad range of potential impacts resulting from more informed, secure, versatile and governed integration practices.

The value grid below depicts a selection of potential benefits of iPaaS in organizations across a range of scales:

Organizational Scale	Cost Controls	Revenue Enhancements	Productivity Impacts	Compliance and Other Impacts
Up to $1B Organization	• Reduced spend on integration solutions with a unified platform • Reduced production costs through enhanced transparency	• Accelerated time to value on integration initiatives • Improved awareness of market trends drives product innovation	• Improved productivity of application developers • Reduced effort in patching/upgrade activities	• Reduced outages that impact production • Improved employee satisfaction and retention
$1B-$10B Organizations	• Reduced spend on IT consulting resources • Reduced cloud processing expenditures	• Reduced frequency of customer-facing data outages or lack of availability • Met growing customer demands with elasticity	• Improved reusability to conserve development resources • Reduced integration level of effort with templates and AI/ automation	• Improved flexibility with access to complimentary services on platform • Reduced reliance on specific tenured personnel with industry-leading and standard service
$10+B Organizations	• Limit setting based on usage patterns and behavior • Reduced data center costs with advanced serverless deployment	• Improved tracking of subscription status/risk factors • Improved customer service through integrating additional data	• Enhanced business self-service • Improved operational efficiency with process automation	• Reduced risk of breach event with workload-level security • Improved management of customer privacy and communication preferences
Public Sector	• Use only what you need with consumption-based pricing • Reduced complexity of a single integration platform	• Improved responsiveness of citizen- and student-facing applications • Improved collaboration of departments to deliver citizen services	• Reduced effort managing cloud resources • Accelerated time to market with GenAI application development	• Improved ability to meet transparency/ reporting requirements • Improved real-time processes for public safety and emergency management responsiveness

C. Overview of Informatica iPaaS

Informatica iPaaS is an industry-leading, comprehensive integration solution. iPaaS supports cloud data integration, cloud application integration, process automation, API management, B2B integration and much more, all in a single, integrated platform. With iPaaS, organizations can meet virtually any current integration need while also preparing for future needs, thanks to a microservices architecture that can scale rapidly to meet business requirements as they emerge. iPaaS supports virtually any integration pattern, data set, user type or endpoint, enabling organizations to automate business processes, expedite transactions and unleash real-time analytics to foster data-informed decision-making. It allows users to access and ingest virtually all types of data, wherever and whenever needed. With iPaaS, organizations are more likely to deliver data that is fit for business use, on time and at scale, which enables data-informed decisions that drive the organization forward.

Among the features and capabilities of Informatica iPaaS are:

- Easy to use, low-code/no-code GenAI application development capabilities; with a user-friendly GUI interface, building GenAI applications at scale has never been easier or more accessible, even for non-technical personnel
- Process designer and process developer tools that help power users build and orchestrate multiple projects with maximum efficiency and accuracy
- A rich set of connectors, including out-of-the-box connectivity to hundreds of cloud and on-premises systems, a wide range of enterprise and middleware applications, data stores and analytics/BI tools
- DevOps efficiency leveraging a project/folder/asset import and export function to ensure continuous delivery through automation and offering external version support systems, releases and deployment pipelines
- AI-native at scale to automate thousands of manual tasks such as process orchestration and accelerate data-led transformations by applying AI and ML to data and metadata
- Security and trust as design principles to help ensure the highest level of security and compliance with many industry certifications and attestations
- Flexible, consumption-based pricing to easily scale operations up or down as needs change while maintaining continuous access to an array of industry-leading cloud services
- Ability to develop and deploy no-code, enterprise-grade GenAI applications with existing Informatica technology and resources

This white paper was jointly written by Informatica and **Blue Mesa Consulting, LLC**, a third-party provider of analytical services for the technology industry.

This white paper depicts potential future benefits for an imaginary organization but does not guarantee specific results that may be realized in a particular environment. Your actual costs and benefits may vary. Informatica and Blue Mesa Consulting make no representations that results of any magnitude will be achieved by an organization acquiring Informatica products.

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.™**

Worldwide Headquarters
2100 Seaport Blvd.
Redwood City, CA 94063, USA
Phone: 650.385.5000
Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871

informatica.com
linkedin.com/company/informatica
x.com/Informatica

CONTACT US

Where data & AI come to

IN09-5032-1124