

# Automation, Orchestration & Your AI Transformation

Jitterbit's AI-infused platform offers a more strategic approach to application development, automation and integration

The future of application development, orchestration and automation will be powered by artificial intelligence – and Jitterbit is at the forefront of strategic AI development.

For the past several years, Jitterbit has focused on infusing AI into our product portfolio in a way that empowers anyone to integrate, automate and build applications. By unifying these capabilities within a single platform, **Jitterbit offers organizations undergoing business transformation even greater speed, efficiency and productivity.**

## Why Workforces Want AI

AI functions best as a force multiplier for human workforces, allowing them to work together in a way neither could alone. And employees are eager for this sort of collaboration: A recent Jitterbit survey found that **46%** of respondents anticipated less time spent gathering information, **33%** looked forward to more time to think through their work, and another **33%** hoped for more time to work on bigger projects.

This enthusiasm was even more pronounced among younger workers:

**98%**

of respondents between 18 and 25 said they wanted AI to teach them new skills.

## Jitterbit AI Technology Overview

Using natural language models, **Jitterbit AI strategically enhances our already robust integration and application development capabilities.** These advances will empower anyone to integrate, automate and build applications within a single platform.

- › **OpenAI Connectors:** Enables the connection of OpenAI and Azure OpenAI with other applications using the Jitterbit Harmony platform. *Available now*
- › **Connector AI Assistant:** Further simplifies the creation of iPaaS connectors for endpoints with REST APIs. By empowering even those with no coding knowledge, Connector AI Assistant will allow faster development of integrations between applications. *Currently in beta*
- › **App Builder AI Assistant:** Utilizes natural language to build and/or modify an application. It will also allow line-of-business owners and developers to design and build applications faster, accelerating time to value. *Currently in beta*
- › **AskJB:** Fields natural language queries of Jitterbit documentation and delivers precise, concise responses. This will ensure users at all experience levels can quickly and easily get the information they need. *Currently in beta*

**Jitterbit AI** will enable humans to converse with computers in natural language, **empowering employees** to address complex problems themselves instead of relying on experts. By expanding workforces' capacity to analyze, adapt and innovate, businesses will see a **significant increase in employee productivity and operational efficiencies.**



## AI Best Practices

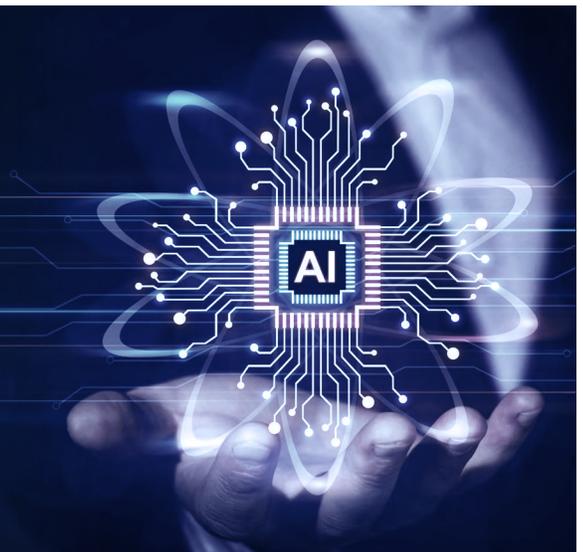
While AI has tremendous promise, it's not a one-size-fits-all solution. Getting the most out of AI will require companies to approach their own AI transformation strategically, and at their own pace. **The following best practices can help as you begin planning your AI strategy:**

- › **Emphasize the idea of an AI evolution, not revolution.**  
Rather than viewing AI as a “silver bullet” for maximum money, time and productivity, view your transformation as a journey.
- › **Start by examining data quality, availability, privacy and security.**  
Confirm data is “clean” and complete, and ensure integrity when combining and formatting data from multiple sources.
- › **Don't plan to “rip-and-replace.”**  
Issues with data quality and reliance on legacy systems make this approach unworkable for many businesses.
- › **Focus on integrating existing systems.**  
The average enterprise has nearly 1,000 apps, but less than a third are integrated.<sup>1</sup>
- › **Manage technical barriers related to legacy systems.**  
This includes compatibility, scalability and integration with existing systems, as well as legacy data stored in siloed applications.
- › **Utilize AI where it adds the most value.**  
This will help mitigate risk and ensure a smoother transition.
- › **View AI as a human teammate, not a human replacement.**  
By automating tasks, employees can focus on more intelligent, abstract and strategic initiatives.
- › **Develop your understanding of customer needs and behaviors during and after transformation.**  
For example, a chatbot that fails to provide accurate and relevant responses can frustrate customers and damage your brand reputation.
- › **Continuously monitor and update AI models** to ensure accuracy and relevance.

## Conclusion

While the hype surrounding AI can lead to unrealistic expectations, a pragmatic approach focused on practical applications and responsible deployment can yield substantial benefits.

**With Jitterbit's AI-infused iPaaS, API management, EDI and app development capabilities, you'll be able to leverage an AI strategy centered on your own unique needs and use cases — one that offers you the greatest choice and a smooth and successful AI transformation.**



<sup>1</sup> Tony Blair says 40% of public sector work can be done by AI. Is he right?  
<https://uk.news.yahoo.com/tony-blair-public-sector-work-ai-132824551.html>

For organizations ready to modernize and innovate, Jitterbit provides a unified AI-infused low-code platform for integration, orchestration, automation, and app development that accelerates business transformation, boosts productivity, and unlocks value. Learn more at [jitterbit.com](https://jitterbit.com) and follow us on [LinkedIn](#).