HFS

Krista's platform meets enterprises' urgent need to integrate AI at speed and scale

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Recent breakthroughs in generative artificial intelligence (GenAI) have opened a world of possibilities for businesses; it could impact and improve every process from the front office to the back. As executives rush to get their heads around GenAI, IT leaders face a sudden demand for AI from all parts of the business. They can't meet this rapidly rising demand with their current resources and methods, and existing pipelines are not agile and scalable enough to support integrating all the AI requests.

To cope with the increasing demand and variety of AI requirements, senior IT leaders must evaluate faster integration methods enabled by secure and easy-to-use features of a dedicated, enterprise-wide platform. Providers such as Krista can help fill this need.

Enterprises want to leverage AI more effectively to meet their strategic priorities

While many companies are still tentatively experimenting with AI, leaders are already doubling down on its transformative potential. Our latest Pulse survey indicates that enterprises are embarking on a wide range of initiatives to help meet their strategic priorities, and they all aim toward one goal: better usage of automation and AI. Note that we executed this study before the GenAI frenzy kicked off. As Exhibit 1 highlights, enterprises are focusing on improving the automation of processes and data and leveraging AI more effectively.
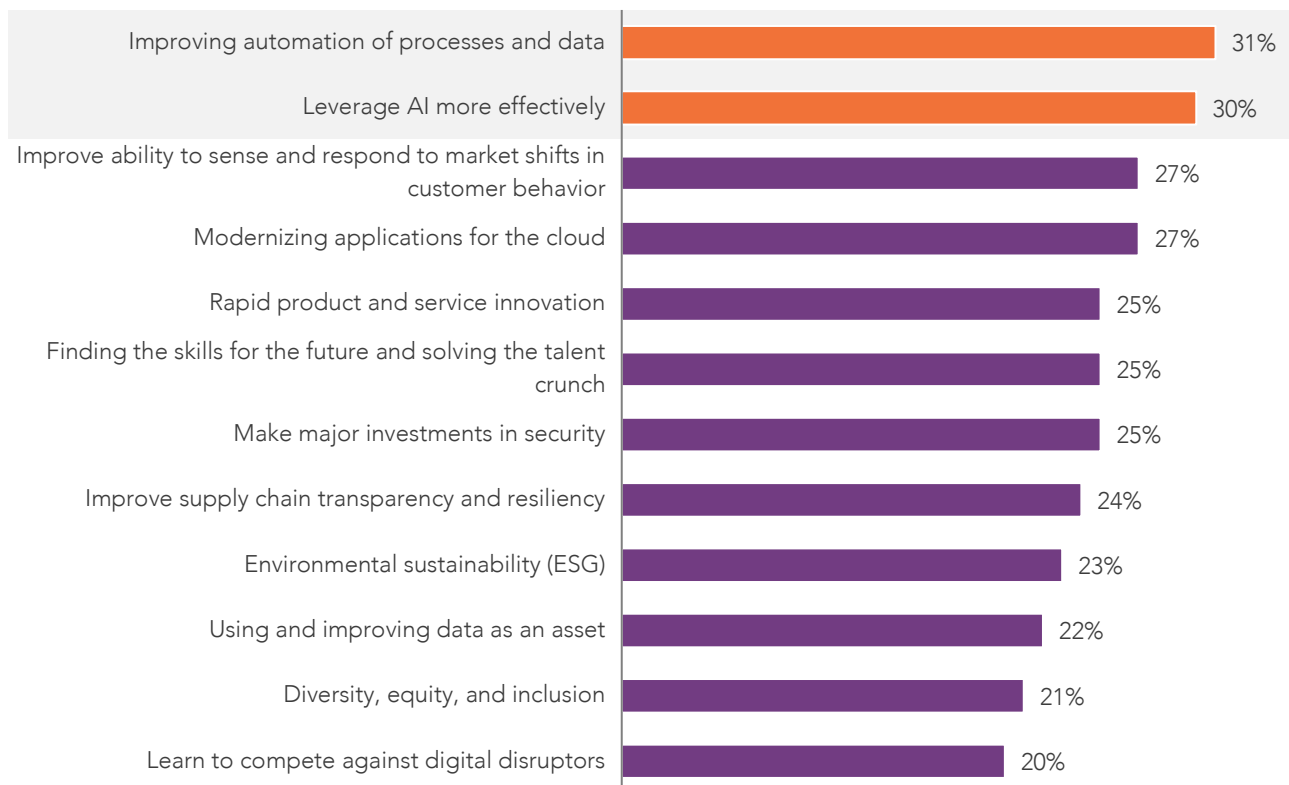
Old ways won't open new doors—traditional integration approaches are failing under the weight of AI demand

IT teams are inundated with requests to implement AI but simply can't deliver at the pace business leaders expect. The reality is that integrating a single AI technology is difficult, and orchestrating many of them is even more challenging.

Standard software projects take months. These projects require assembling teams, defining requirements, evaluating technology, setting up environments, building and integrating software, testing, and more. Enterprises don't have time or budget to implement AI on top of their IT backlogs.

Exhibit 1: More effective usage of AI is one of the two most crucial value-creation levers for enterprises

What initiatives are you currently undertaking to help meet your organization's strategic priorities?
Total percentage of rank 1, 2, and 3

Initiative	Percentage
Improving automation of processes and data	31%
Leverage AI more effectively	30%
Improve ability to sense and respond to market shifts in customer behavior	27%
Modernizing applications for the cloud	27%
Rapid product and service innovation	25%
Finding the skills for the future and solving the talent crunch	25%
Make major investments in security	25%
Improve supply chain transparency and resiliency	24%
Environmental sustainability (ESG)	23%
Using and improving data as an asset	22%
Diversity, equity, and inclusion	21%
Learn to compete against digital disruptors	20%

Sample: 602 executives across Global 2000 enterprises
Source: HFS Research, 2023

The AI landscape is changing daily, complexity is exploding, and data governance procedures aren't robust enough yet. Enterprises need a different approach to accelerate the delivery of AI at speed and scale. The winners will be those recognizing traditional integration platforms and methods won't cut it and adopting new technologies to accelerate their AI progress.

Context is king in the AI era, and when it comes to trusting data, it's all about context

Delivering accurate responses requires connecting AI to multiple data sources and systems and providing context about the company's processes and rules.

Deploying GenAI effectively in an enterprise context requires providing context, not just data. For example, if an employee asks, "What is the policy on submitting mobile phone expenses?" simply providing a generic policy statement won't be useful. The correct response depends on context from the expense management, payroll, and HR systems: Who is the employee? What country and business unit do they work in? Who is their manager?

The AI needs this contextual understanding to provide an appropriate, tailored response and suggest relevant next steps. Without context, AI systems just generate generic plausible-sounding answers that will inevitably fail or mislead. The leaders will be those that invest in connecting AI to the systems and data that provide a full understanding of the user and business scenario. Integrating with production systems in real-time is crucial to delivering real value from AI.

Krista positions AI iPaaS as an enterprise AI orchestrator with security and governance at the forefront

Dallas, Texas-headquartered Krista wants to reshape the automation debate. It blends natural language understanding (NLU) with low-code software and machine learning development to automate complex processes. Krista's AI iPaaS (integration platform as a service) has been created with one goal in mind: Help enterprises take advantage of the full potential of a wide range of AI, including natural language processing and the capabilities of GenAI, without having to worry about integration complexities or scalability.

Krista's AI iPaaS integrates and deploys third-party AI technologies and machine learning algorithms with existing systems of engagement and record, enabling a business to speed up the time to value. The platform provides hundreds of pre-defined connectors to help quickly deploy AI into a process or a department. Krista's conversational AI interface offers role-based security access and event logging to help enterprises govern data and embed compliance into the processes. The platform ultimately aims at ensuring that AI technologies are secured and used effectively across the enterprise.

Integrating GenAI with Krista's AI iPaaS provides context and the "next best action"

As highlighted before, integrating AI in real-time with production systems provides tailored responses and the next best actions. If an employee asks Krista about mobile phone expense policies, Krista looks up the context of who the employee is and what policies apply to them. Only then does Krista provide a personalized response and suggest relevant next steps. Krista does not give generic responses but tailors answers and suggestions based on the context of the individual and situation, delivering personalized and useful guidance to users. Leaders implementing AI connected to enterprise systems that provide context, enabling tailored responses and impactful next actions, will ensure a seamless and governed adoption.

The Bottom Line: With the onslaught of GenAI, enterprises must proceed at pace to seamlessly integrate a broad set of AI capabilities. Krista's AI iPaaS might be the right starting point.

The frenzy around GenAI has compressed innovation cycles to levels that were unthinkable just a year ago. Enterprises can no longer afford to sit on the fence on AI or provide only lip service. To stay competitive, enterprises must recognize the urgency of securely orchestrating the integration of AI into their operations, leveraging dedicated platforms such as Krista's AI iPaaS to provide much-needed controlled acceleration. GenAI's success won't be decided by the capabilities of foundational models but by effective integration and governance. For its part, Krista must demonstrate its solution works for the enterprise. Enterprise leaders are hungry for case studies to give them the confidence to move forward.

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Tom Reuner is an Executive Research Leader at HFS. Tom is responsible for managing the HFS IT Services practice with coverage areas including cloud native, application modernization, and quality assurance. Furthermore, Tom covers the emerging ecosystems of ServiceNow, Salesforce, and Pega. Leveraging his long entrenchment in the automation community, Tom drives HFS' thought leadership on automation. A central theme of his research is the orchestration and increasing interdependency of approaches such as RPA, AIOps, Observability, and AI. He is also managing the Top 10 program to ascertain consistency and thought-leadership.

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David leads our Emerging Technology Practice – tracking OneOffice enablers from automation and AI, to data and design thinking, integration, process orchestration, workflow and intelligence. He is deeply engaged in research into business value delivered by SaaS, and also leads our HFS Hot Vendors program.

Experienced in start-up, scale-up and large-scale digital transformation programs, he has led digital development at the UK's fastest-growing media company, founded and grown digital consultancies across Europe and worked with world-class companies as a director in digital strategy advisory at a tier-1 services provider.

About HFS

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HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, Digital OneOffice™ and OneEcosystem™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation and Process Intelligence, Blockchain, the Metaverse and Web3. HFS has deep business practices across all key industries, IT and business services, sustainability and engineering.