



WHITE PAPER

# Rethinking integration in an AI-driven world

How Amplify Fusion empowers enterprises to govern,  
automate, and scale AI-fused digital experiences



The promise of AI is seductive: faster decisions, smarter automation, and infinite scale. The reality? Most organizations struggle to get past the prototype. That's not a model problem. It's an integration problem. Without a unified layer to connect AI models with the systems and logic that power the enterprise, intelligence stays siloed. Time to value slows. Risk multiplies.

Amplify Fusion was built to close this gap. It transforms fragmented environments into intelligent networks, embedding governance, observability, and automation into the fabric of how modern business gets done.

## The business imperative

AI has become more than a technology trend. It is now a core driver of enterprise performance. Organizations are turning to AI to accelerate decision-making, streamline operations, and unlock new opportunities. But successful AI adoption does not begin with the model itself. It starts with integration and the ability to connect intelligence to the systems, data, and workflows that power the business.

Enterprises must ensure model outputs are properly embedded into operational logic, accessible through the right channels, and monitored for governance and performance. These connections often span multiple layers, data exchange, service orchestration, and API exposure. And each layer introduces new challenges around consistency, compliance, and scalability.

What makes this even more complex is the fragmented nature of today's technology estates. Multiple teams operate across clouds, departments use different integration stacks, and governance is enforced inconsistently. The result is duplication, delay, and limited ability to scale AI with confidence.

Amplify Fusion helps enterprises move beyond tactical connections and establish a strategic foundation for intelligent flow orchestration. It creates a unified control layer where logic, data, and APIs work together to drive action across the business.

## The cost of fragmentation

Even the most advanced AI systems struggle to deliver value when their outputs remain isolated. Teams build parallel workflows. APIs are duplicated across environments. Data moves without context or control. Complexity increases and results become inconsistent.

Without orchestration, the process of executing critical workflows becomes chaotic. Organizations lose the visibility and control needed to ensure trust in automation. What's at stake is not just technical efficiency, but also the ability to deliver reliable and governed outcomes in an increasingly autonomous enterprise.

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According to Gartner<sup>®</sup>,  
*“AI and integration have a symbiotic relationship. AI fundamentally transforms how integration is done, and integration technologies are essential to the success of AI initiatives.”*

Gartner, How to Combine AI and Integration to Deliver Business Value, Andrew Humphreys, Keith Guttridge, Shrey Pasricha, 11 June 2025

## From integration to intelligence

Amplify Fusion is a composable orchestration platform built to connect models, systems, and services across hybrid environments. It provides a control layer that coordinates logic, synchronizes flows, and governs how intelligence is executed across the enterprise.

It's designed for modern use cases that blend AI-powered decisions, real-time signals, and system-level execution. Whether the use case involves contextual enrichment, event-based automation, or dynamic rule execution, Fusion provides the shared foundation to scale these flows with clarity and governance.

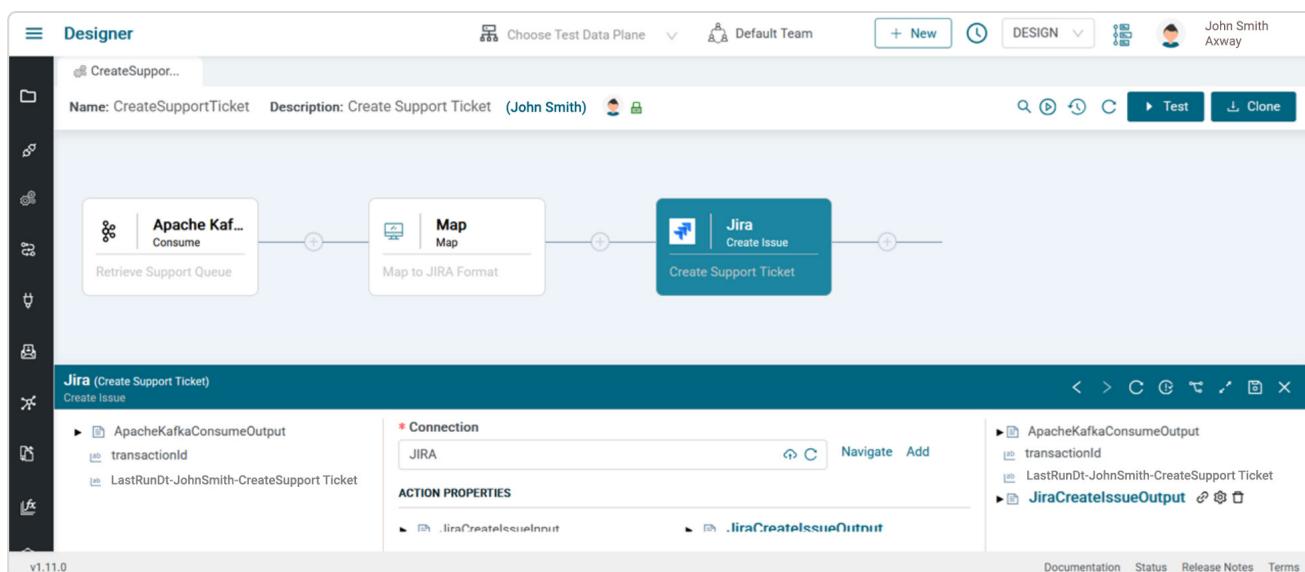
Fusion also ensures that APIs, services, and data flows are integrated and maintained end-to-end.

## Scaling AI with orchestrated control

Every intelligent flow introduces new dimensions – from input collection and enrichment to model evaluation, system activation, and compliance logging. These components must work in sync, securely and efficiently. Amplify Fusion makes this orchestration possible.

For AI-driven workflows, Fusion supports retrieval-augmented generation (RAG) and automated activation of downstream systems, and will soon be able to support prompt guards and prompt templates. For example, when a customer submits a complex service request, Fusion can enhance the AI prompt with account metadata, prompt enrichment, internal documentation queries to provide accurate context (RAG), and automatically trigger follow-up actions – such as creating a support ticket, notifying the account manager, and updating the CRM – based on the AI's response.

All of this happens in real time, is governed by enterprise policies, and is fully observable from end to end.



*This flow is used to read information about support tickets in Kafka, map it to the format that Jira supports and then create a support ticket in Jira.*

## The strategic role of APIs in the AI ecosystem

As AI becomes embedded in enterprise operations, APIs play an essential enabling role – not as the focal point, but as the connective tissue that allows intelligence to flow, scale, and adapt. APIs provide the formal interface between models, data sources, business services, and external systems. They make it possible to expose AI-powered functionality to downstream applications, orchestrate system interactions, and govern how intelligence is accessed across environments.

In the context of AI initiatives, APIs support key capabilities such as:

- Connecting models with business applications
- Routing enriched requests across orchestration layers
- Controlling access to decision logic and automation assets
- Logging, securing and versioning interactions involving AI

APIs also ensure reusability. Once exposed, intelligent services – such as a scoring engine or classification model – can be shared across teams and embedded in multiple workflows through consistent interfaces.

While Amplify Fusion governs how these flows operate internally, Amplify Engage provides the interface to expose them externally through secure portals, discovery experiences, and API productization frameworks. Together, they ensure that intelligence is not only executed responsibly but also consumed efficiently.

## Enabling autonomous workflows

Digital transformation is moving toward autonomous orchestration – workflows that are triggered by real-world events, guided by machine learning, and executed without direct intervention. These flows require constant coordination across data, models, APIs, and systems.

Amplify Fusion is designed to support this shift. Its event-driven architecture listens to signals across the organization. It routes actions to the right service or system, applies logic as needed and enforces policies to ensure traceability and security. Its low-code interface allows teams to design adaptive flows, while governance ensures consistency across departments.

Whether managing an intelligent assistant, automating supply chain logic, or triggering policy-based decisions, Amplify Fusion ensures that autonomy is executed with control, accountability and business context.

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*Exercise robust API management to provide access controls and a managed catalog of APIs suitable for AI consumption.*

Gartner, Hype Cycle for APIs, 2025,  
Steve Schwent, Shameen Pillai, 8 July 2025

## What makes Amplify Fusion different

Amplify Fusion is more than a traditional integration tool. It is an orchestration layer purpose-built for modern enterprise intelligence. It enables:

- End-to-end coordination of system and model-powered workflows
- Reusable governance frameworks across distributed teams
- Native orchestration for semantic prompts, RAG flows, and intelligent agents
- Real-time visibility across execution logic, latency, and compliance boundaries
- Seamless integration of APIs as reusable, policy-controlled assets

## From insight to action

As organizations embrace AI, what determines value is not the model itself but how intelligence flows through the business and contributes to the company goals. Amplify Fusion provides the structure, control, and orchestration to make that flow seamless, secure, and business-aligned.

But orchestration alone is not enough. To maximize impact, digital services must also be discoverable, governed, and accessible across internal and external ecosystems. This is where [Amplify Engage](#) plays its critical role. While Fusion manages intelligent orchestration within the enterprise, Amplify Engage provides the interface for consumption — exposing APIs and services through secure portals, enabling self-service capabilities, facilitating role-based access, enforcing lifecycle policies, and supporting monetization where needed.

From orchestration to exposure, internal processes to external products, execution to engagement, Amplify Fusion — together with Amplify Engage — form a modular, scalable foundation for an AI and API business model that enables enterprise intelligence and innovation at scale.

Let Axway help you reimagine enterprise integration in an AI-driven world.

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