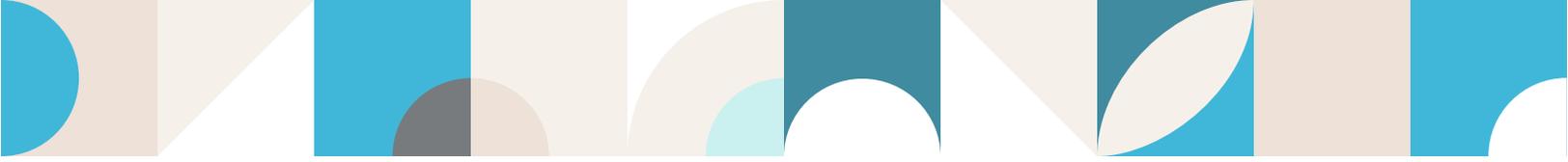# Advanced AI powers smart B2B integration

Strategic AI solutions that turn complex integration problems into competitive wins

The rise of artificial intelligence has captured the attention of consumers and businesses alike. Today, the newest developments in machine learning and artificial intelligence have changed the way we interact with each other and digital systems.

Artificial intelligence has now evolved beyond simple language models to agentic systems that operate autonomously and can collaborate with other AI models and APIs. This advancement opens new opportunities for competitive advantages for businesses that implement AI in smart and secure ways, navigating challenges and the rapid pace of AI development. Intelligent automation can improve process efficiency, lower the need for manual labor, and add an additional layer of security to your systems.

Axway advances new capabilities through AI-powered B2B integration solutions, adding mapping assistants, low-code development tools, configuration guidance, and operation chatbots tailored to customers' portfolio needs. With Axway, businesses accelerate deployment, and improve system reliability while maintaining security and performance.

Success in this AI-driven era starts with understanding the transformative forces that reshape how organizations operate digitally.

Fast-paced evolution of artificial intelligence

The latest grand evolution of artificial intelligence is large-language models, or LLMs. These models are a type of generative artificial intelligence that uses deep learning algorithms and natural language processing to generate human-like interactions. Some of the most well-known LLMs are chatbots like ChatGPT, developed by OpenAI, and Gemini, developed by Google. But AI models have now evolved far beyond OpenAI's original GPT-3.5, released as ChatGPT in late 2022.

AI assistants add layers on top of traditional LLMs, providing augmented logic and memory. Multimodal models can now perceive and generate images, audio, and data just as easily as text. Some AI models have been adapted for specific domains and industries: for example, healthcare, legal, or financial services. These domain-specific models can be particularly valuable for B2B integration platforms, where AI's industry expertise enhances data mapping accuracy and partner onboarding efficiency.

Agentic AI

One of the latest developments in the artificial intelligence industry is agentic AI. Unlike generative AI, which creates new content like text, images, or videos, agentic AI are autonomous systems that can operate independently and self-perfect with specific goals in mind. These agentic AI models implement traditional LLMs that help them interact through natural language, understand complex instructions, ask questions, and communicate their findings in a human-like way. Through these capabilities, agentic AI models learn dynamically and adapt in real-time without human input. Such models are now used in self-driving cars, robot-performed surgeries, and other forms of advanced AI. In B2B integration scenarios, autonomous systems accelerate partner onboarding by creating and validating data maps for new partners, and provide ongoing configuration optimization.

Model Context Protocol

The development of agentic AI opens the way for multi-agent communication: several AI models can coordinate and communicate with each other, providing more advanced automation capabilities. As of now, the most mature multi-agent protocol is the Model Context Protocol, or MCP. It standardizes how LLMs access external tools and data, allowing for a secure and consistent way for AI agents to interact with internal services. MCP is often described as a missing link between AI agents and APIs, providing a common "language" and security framework to connect AI with APIs, legacy applications, file systems, databases, and more. MCP enables the true integration of external and back-end systems into chatbots, allowing AI users to communicate with enterprise systems in a natural, human-like manner.

AI and humans

Modern development in artificial intelligence and the widespread use of AI models is a heated topic in society and business, particularly concerning the so-called "sentience" of AI models and the potential replacement of "natural, human intelligence." Businesses shouldn't look at AI as a potential replacement for the human workforce. A more realistic way to look at AI is as a powerful instrument that can help humans and amplify them through human-AI collaboration. AI can help eliminate or minimize mundane tasks, repetitive actions, and human error, freeing up resources for more strategic thinking and high-value judgment. Human-AI collaboration is at the core of B2B integration solutions, where AI handles routine data transformation and mapping, while humans focus on strategic partnerships and business optimization.

Careful integration over quick-fix solutions

The evolution of AI doesn't come without its unique challenges. As models become more advanced, one may hardly skip the public debate around the troubles or even dangers that AI may bring to our society.

Competitive advantage doesn't come from simply using AI. It comes from using AI in smart and secure ways, building trust and compliance, and avoiding overreliance.

Pace of change

As the AI technology is moving at an accelerating speed, fresh models get discontinued within months. At this pace of development, by the time some businesses decide on the model that they want to use, it can already become outdated. As AI becomes more popular among people and businesses, computing demands and costs that enable AI are growing. To add fuel to this fire, new technology rapidly outpaces government regulation, as most jurisdictions find the concept that they need to legislate on hard to grasp and approach.

Agent autonomy

AI's autonomous and nontransparent decision-making brings additional issues. Autonomous agentic AI can self-perfect and develop independently without human interference — but when agents chain multiple steps, the so-called "black box" problem makes it hard to understand why an agent took a particular action. When something goes wrong, who should take responsibility for an unintended action that the AI took in the pursuit of self-perfection? This technical glitch can cause real-life legal and ethical problems with negative consequences for businesses and their brands.
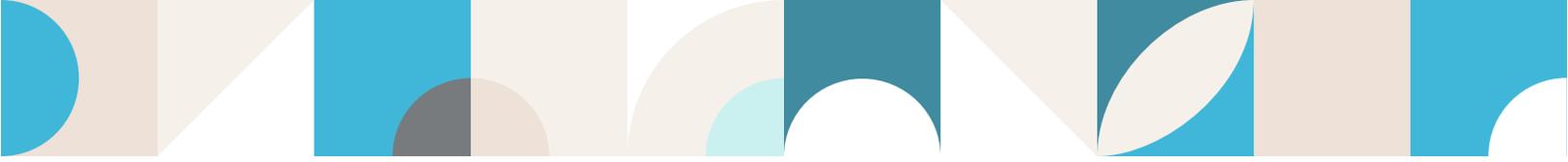
Security

One of the most pressing AI challenges is security. A properly used AI can help maintain the security of your systems. But it can also become its downfall if it is misused. Enterprise-grade AI systems will involve every aspect of our work, including sensitive proprietary data. AI learns on it, stores it, and uses it to perform tasks and to provide required outputs. Before implementing AI into their systems, businesses need to have existing and established data security policies, like data handling or role-based access control. While implementing AI, these policies and instructions need to be updated with new AI-centric protocols, like prompt guardrails.

Part of life

Challenges associated with the adoption of AI shouldn't be easily dismissed. While pursuing new opportunities to gain a competitive edge through the use of AI, businesses need to make wise and rational decisions, relying on facts about the challenges of new technologies and ways to overcome these dangers.

These challenges, however, also shouldn't cause an innovation dilemma. Widespread usage of AI has gone far beyond the proof of concept, soon to become a household technology like broadband internet. Instead of focusing on predicaments of AI, companies need to look for intelligent ways to adapt their systems and security policies to the new technology — or engage in a very risky gamble of becoming obsolete within a few years.

With the correct approach, these complexities are manageable. But the unprecedented opportunities AI presents are not optional.

61.2% of respondents cited not taking advantage of AI capabilities as their biggest concern with current B2B Middleware Software that is older than 5 years.[1]

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1   DC Tech Supplier, The State of B2B Integration: Results from AI-Enhanced Connectivity Survey, #US53196825, Feb 2025

Not just another tool in your toolbox

Artificial intelligence shifts how companies operate. It gives leaders unprecedented opportunities to gain a sustainable competitive advantage. Intelligent automation can lower operational inefficiencies, accelerate time-to-market strategies, and act with remarkable data-driven precision while reducing room for human error. Businesses need to act fast to adopt this innovation, or they risk falling behind the competition.

Process efficiency. LLMs simplify complex tasks, reduce manual efforts, and help bridge knowledge gaps, allowing for faster onboarding of new employees using natural language.

Improved usability. Intelligent assistants can use natural language to interpret and understand technical issues, making interfaces smarter, more intuitive, and more accessible for users of all levels and skill sets, not just the tech-savvy.

Increased engagement. AI can transform internal and external experiences, helping your sales team engage clients more effectively or improving employee satisfaction, increasing measurable ROIs like productivity, job satisfaction, and performance.

Resource allocation. Teams can use LLMs for more human, technical, or operational resource allocation, and get recommendations for better platform configurations, workload optimization, or potential for infrastructure downsizing.

Additional security. AI can provide an extra set of eyes that work 24/7 without a need for weekends or sleep, analyzing patterns that humans can miss, detecting threats, flagging anomalies, and helping teams enforce compliance in real time.

New automation. LLMs can take on redundant and rule-based activities like invoice processing, customer intake forms, or report generation, managing repetitive tasks, and optimizing business processes.

While being a powerful and helpful tool, AI stands out from the crowd of modern IT solutions. Mixing AI into the digital B2B infrastructure can bring tangible, revenue-based results across the entire enterprise.

Axway maps the future

Leveraging AI has become a necessity not only for businesses but for your technology providers. Cutting through the noise, Axway is using AI to create actionable opportunities for companies. In the B2B integration space, AI can drive business advantage through intelligent problem-solving and process optimization, aligning new developments with seemingly unsolvable pain points. Right now, Axway is adopting new capabilities to deliver new functionality for our customers.

B2Bi Mapping Assistant

One of the most time-consuming processes in B2B integration is mapping data between partners, be it for existing partners or onboarding new partners. Setting up a new map often requires hours of repetitive, mundane tasks, and the end result may have inconsistencies and errors — making it a perfect task for an AI assistant. Axway B2Bi Mapping Assistant can help create new maps or troubleshoot existing maps, performing time-consuming testing and validation.

This approach speeds up new partner onboarding. It also helps your systems maintain consistency in data mapping, minimizing discrepancies and ensuring smoother transitions. Similarly, when you or your partner upgrades their B2Bi software systems, moves to another system, or adapts legacy systems to newer software, exporting and importing maps may become a problem. At Axway, we are also working on applying this technology to assist with map migrations between different solutions. Such an assistant may help alleviate this headache using AI. All of that can be done via communicating with a chatbot using human language.

B2Bi Component Development Assistant

AI can help you create custom integration solutions. This assistant guides teams through the complex problems of the development process, reducing the time and expertise that is traditionally required for complex development projects.

Custom solutions developed with the help of the AI assistant are optimized for scalability and performance. Teams can leverage AI to build custom APIs as a part of their integration components. These APIs can serve as bridges between disparate business systems, allowing businesses to create integration points that support internal operations and external partnerships. Businesses benefit from faster project delivery, reduced dependency on technical skills, and faster responses to changing business requirements — achieving better return on integration investments while maintaining high-quality standards.

B2Bi Configuration Assistant

The Configuration Assistant helps simplify the complex process of integration system setup by providing configuration recommendations through a human-language interaction. This AI chatbot understands your specific business goals and can suggest appropriate system configuration options to achieve those goals efficiently. Teams can simply describe what they want to accomplish, and the assistant can provide clear, actionable guidance.

Implementing this assistant makes the UI more friendly for your company, lowering the technical training requirements and the number of implementation delays. Using the Configuration Assistant, companies can achieve faster deployment of integration solutions, align them with business objectives, improve user adoption rates — ultimately accomplishing better business outcomes with lower implementation costs.
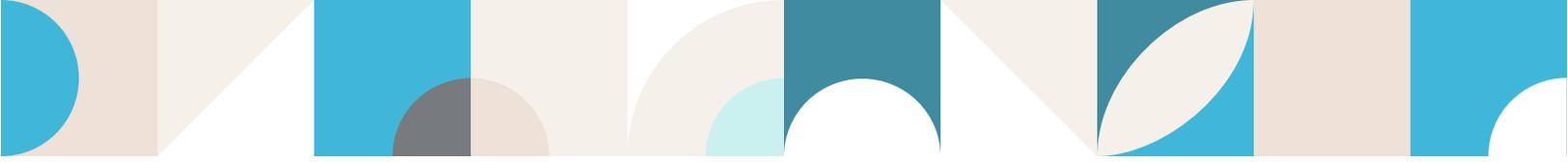
Operation AI Chatbot

AI chatbots deliver intelligent system management that allows integration platforms to run smoothly. These AI-powered tools can continuously troubleshoot common issues, automatically create support cases, and work toward resolution without waiting for human intervention. They also analyze usage patterns over time and adjust deployment parameters and infrastructure based on those patterns, ensuring optimal performance.

Beyond reactive problem-solving, these operators can update and upgrade applications and infrastructure with minimal manual intervention. Businesses gain more predictable operations, reduced maintenance costs, fewer service interruptions, and faster problem resolution — ultimately enabling more reliable business processes and better customer experiences.

From challenge to competitive advantage

The fast evolution of artificial intelligence, from the introduction of traditional LLMs to more advanced multi-agent protocols, is changing what is possible in B2B integration. Rapid technological change, agent autonomy, and security challenges create complexity — but strategic advantages of AI-powered integration outweigh concerns if AI is approached thoughtfully. Organizations with robust B2B infrastructure gain measurable benefits from implementing AI, including increased efficiency, increased engagement, and reduced costs.[1]

Axway continuously evolves its solutions, staying aligned with market trends and customer needs. AI-enabled capabilities advance through different development stages and through close collaboration with early adopters. Axway creates safe, secure, and powerful B2B integration solutions to make that happen.

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1   The AI tools described above are at different stages of development - from available for testing to future concepts. Please contact the Axway team to find out more and discuss the tool you are looking for.

Ready to power smart B2B integration with advanced AI?

Contact Us