

# How to leverage product integration data to build cutting-edge AI features

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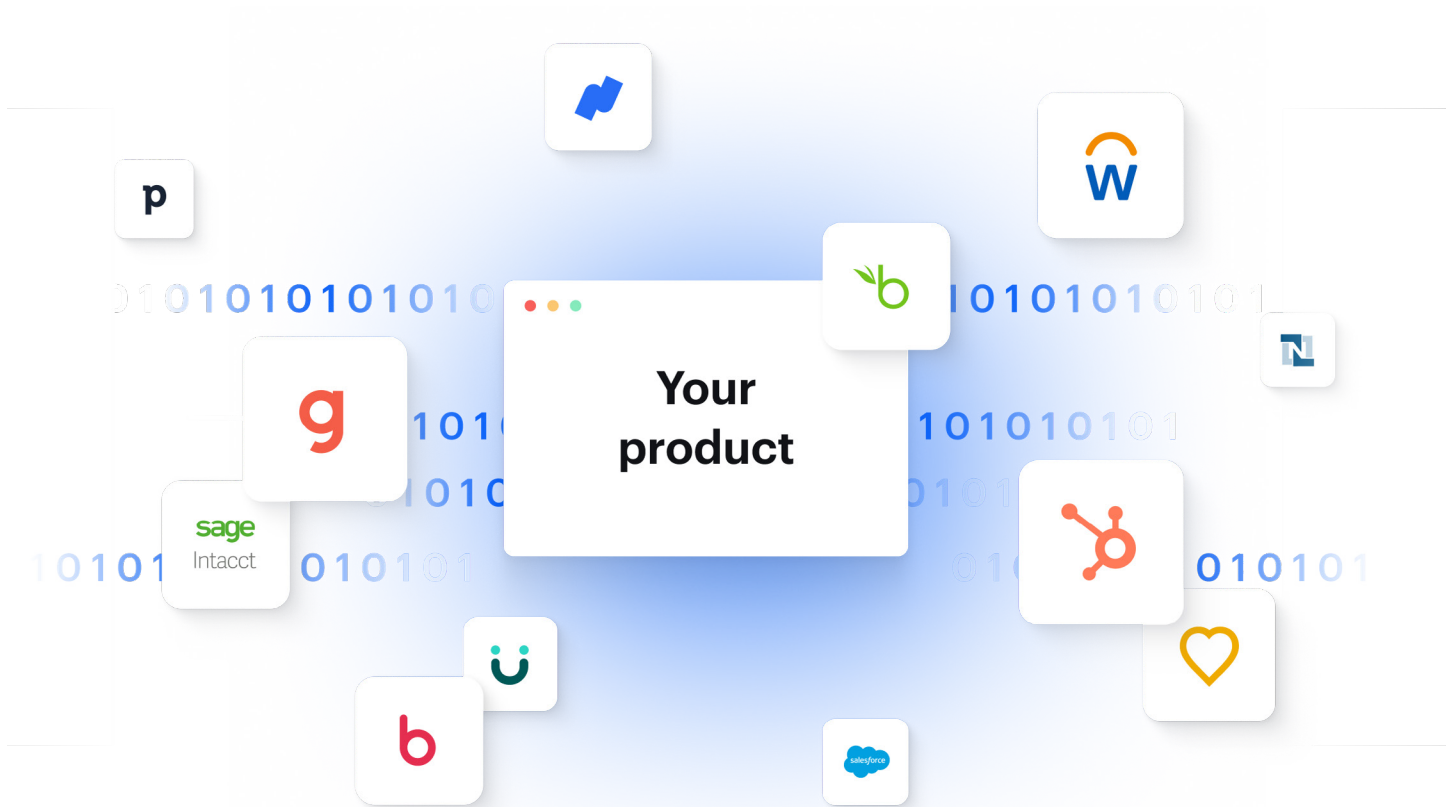
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# Why product integration data is critical for your AI features

# Overview

Product integrations, or integrations that are built between your product and your customers' applications, allow you to access anything from high-level information to nuanced details on customers' employees, candidates, prospects, business financials, and more.



**The data from product integrations is not only exhaustive but also accurate and predictable.**

Here's how these attributes can, in turn, benefit your large language model's outputs:

<b>Comprehensive</b>	By consistently retrieving a variety of data at a high volume for your large language model (LLM), you'll be able to build a diversity of AI features.
<b>Accurate</b>	<p>Clients are diligent about maintaining their systems of record (e.g., HRIS solution). Moreover, the integrations can be API-based, which unlike other methods, like manual file uploads, allows your product to receive data quickly and in the structure you expect and want.</p> <p>Given all this, you're only feeding your LLM correct data, which helps it provide high-quality outputs, consistently.</p>

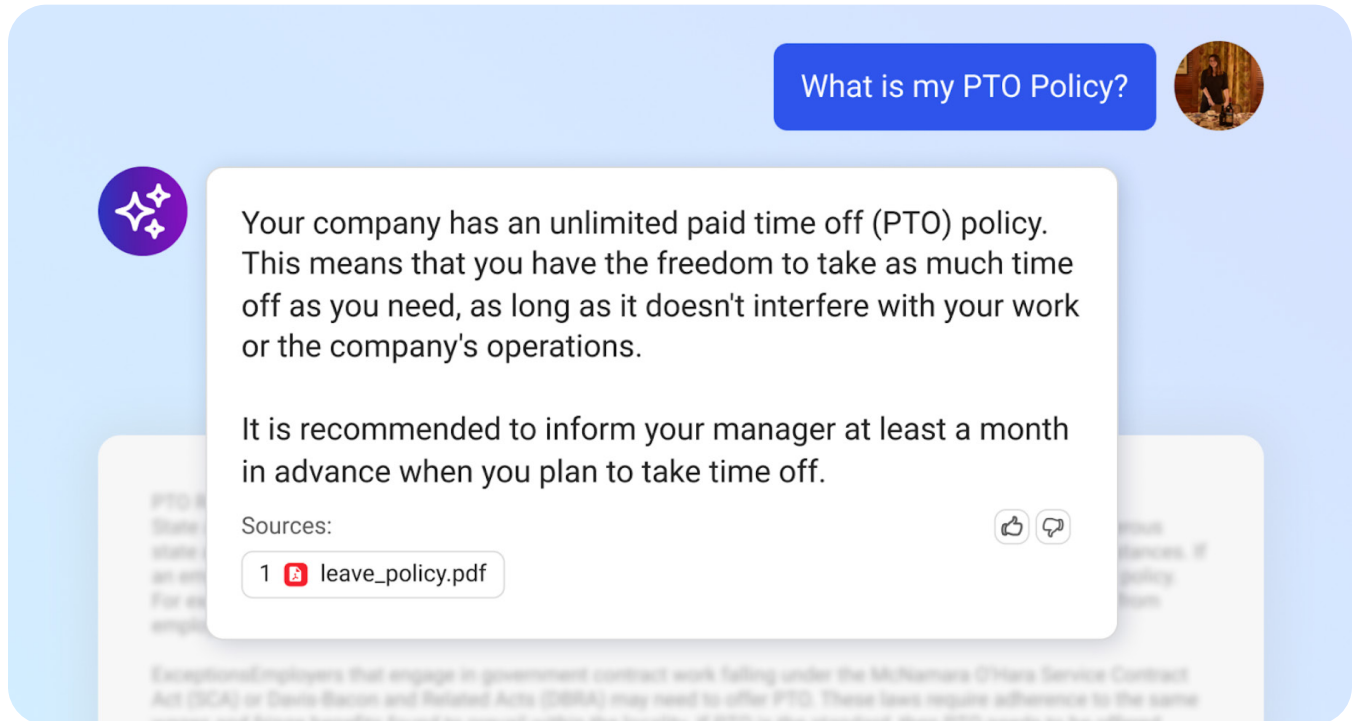
By using product integration data to power your AI features, you're giving your organization a competitive advantage.

**You're freeing your engineers from finding other sources of data. They can focus their time and energy instead on the work they're uniquely equipped to perform and likely enjoy the most: building out and enhancing your core products.**

To make these points more tangible and actionable, we'll explore real-world examples of how companies use product integration data to develop best-in-class AI features as well as different ways to build these integrations.

# How companies use integration data to build best-in-class AI features

# Assembly uses file storage integration data to fuel an intelligent search experience



Assembly—which provides a portfolio of HR solutions to help teams communicate, manage workflows, find information, and more—wanted their intranet solution’s search functionality to deliver more personalized, useful results.

To help them do this, they used [Merge’s File Storage Unified API](#) to build customer-facing integrations for Box, SharePoint, Dropbox, and OneDrive.

Once a client adopts one of these integrations, Assembly can process their documents’ information and embed the documents in a vector database, which they can then use to power their natural language search.

The result is “Dora AI”, an intelligent search experience that can directly answer employees’ questions and provide the documents sourced in its responses.

# Telescope uses CRM integration data to deliver highly-personalized lead recommendations

The screenshot shows a LinkedIn profile for Meta. At the top, the Meta logo is on the left, the company name "Meta" is in the center, and a "Save" button with a star icon is on the right. Below the company name, the industry is listed as "Social Network, AI, Augmented reality & Tech". A row of icons provides additional details: a location pin for "Global", a calendar for "Est. 2012", a dollar sign for "\$100B+", a person icon for "1000-10,000", a LinkedIn icon, and a globe for "Website". A short description follows: "Meta is an American multinational technology conglomerate based in Menlo Park Meta, and ranks among the largest American information technology companies". Below this are several industry tags: "Software Development", "Start Up", "Tech", "AI", "Social media", and a "See more..." button. Three tabs are visible: "Prospects" (which is selected and underlined), "About company", and "Products and services". The "Prospects" section displays a list of recommended contacts. On the left, three prospects are listed: Sophie Aldershot (Senior R&D Manager, 97% match), Catherine Smith (R&D Director, 97% match), and Jonathan Fletcher. On the right, a larger profile card for Karan Jefferies (Director of R&D, 99% match) is shown, including his location (London, UK), social media icons for LinkedIn, email, and phone, and a short bio: "I am a R&D manager with several years experience. I have excellent communication, written and verbal skills. Able to plan, prioritise and deliver across..." with a "read more" link.

Telescope, a sales automation solution, provides clients with recommendations on the leads they should target next.

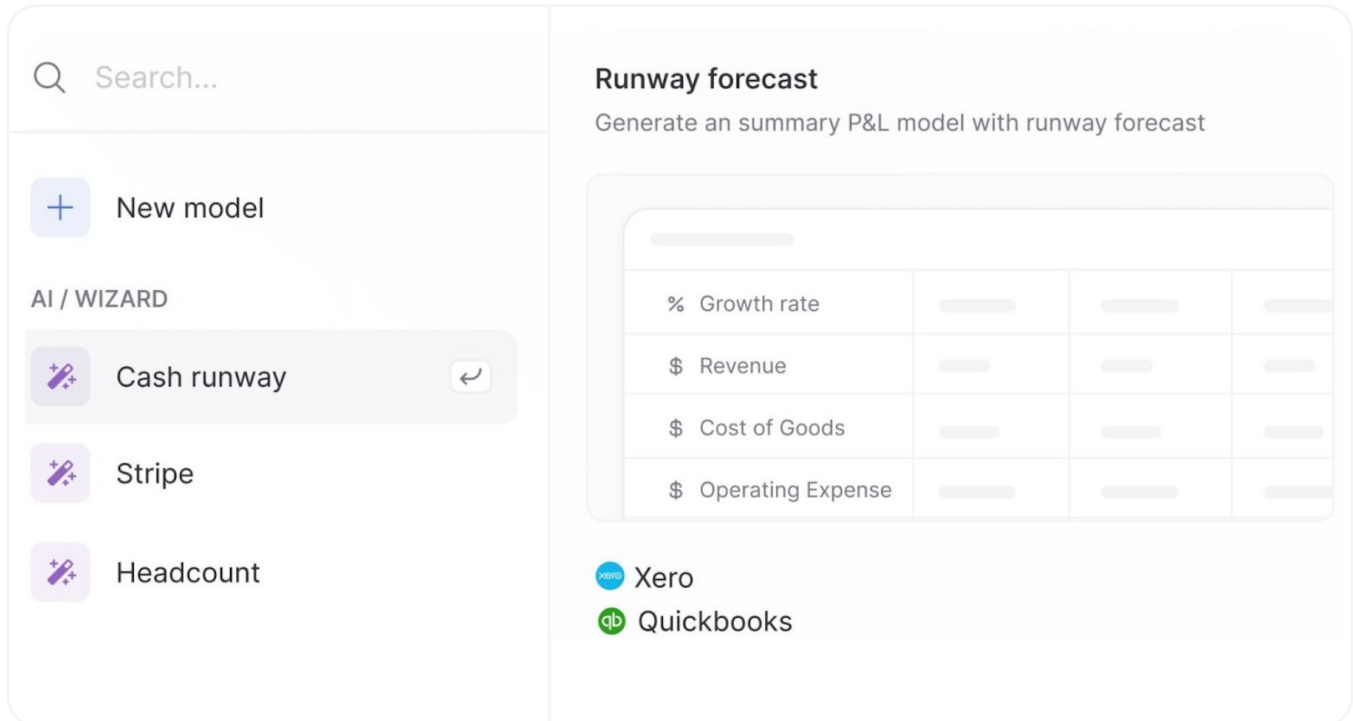
To ensure these recommendations are highly relevant to each and every client, they used [Merge's CRM Unified API](#) to integrate with a variety of their clients' CRM systems; once a client adopts an integration, Telescope can feed their machine

learning model data on the leads that have closed, when they closed, for how much, who the contacts at these accounts were, etc.

This allows Telescope to not only provide personalized recommendations from the get-go but also continually improve its suggestions as it notices patterns in the deals that close—and those that don't.



# Causal uses accounting integration data to generate comprehensive financial models



Causal, a financial planning tool, helps companies perform forecasting, headcount planning, budgeting, among other critical business tasks.

To help clients build actionable and insightful financial models quickly and easily, they used [Merge's Accounting Unified API](#) to integrate with clients' finance tools, like Xero and Quickbooks.

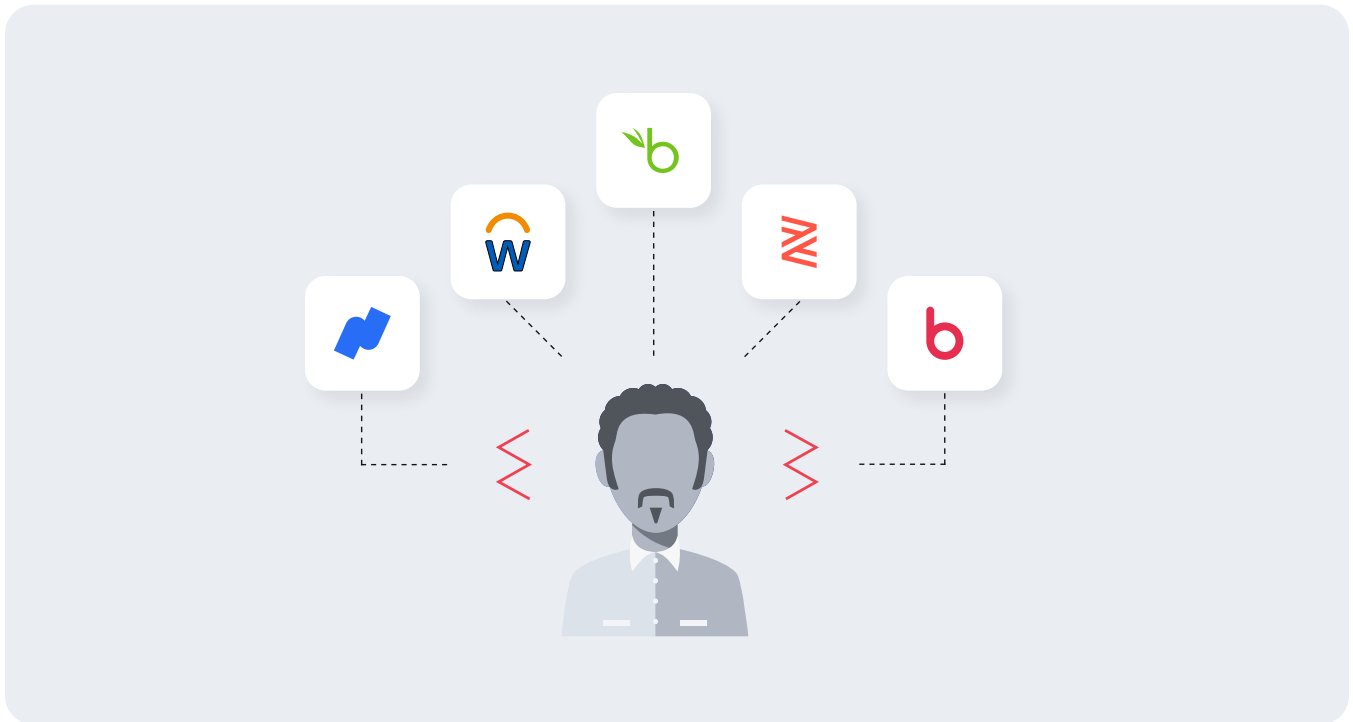
Once a client sets up their accounting integration, their P&L statement gets added to their machine

learning model, which would group individual line items into specific categories (e.g., grouping internet and printing costs into "Office expenses").

Their machine learning algorithm can go on to calculate key financial metrics, like the client's gross profit, runway, and burn rate, and present these metrics—along with the categorized costs—in an organized, customizable model.

# Your options for building customer-facing integrations

# Using in-house developers



Your most obvious option for providing product integrations is tasking your existing developers with building and maintaining them.

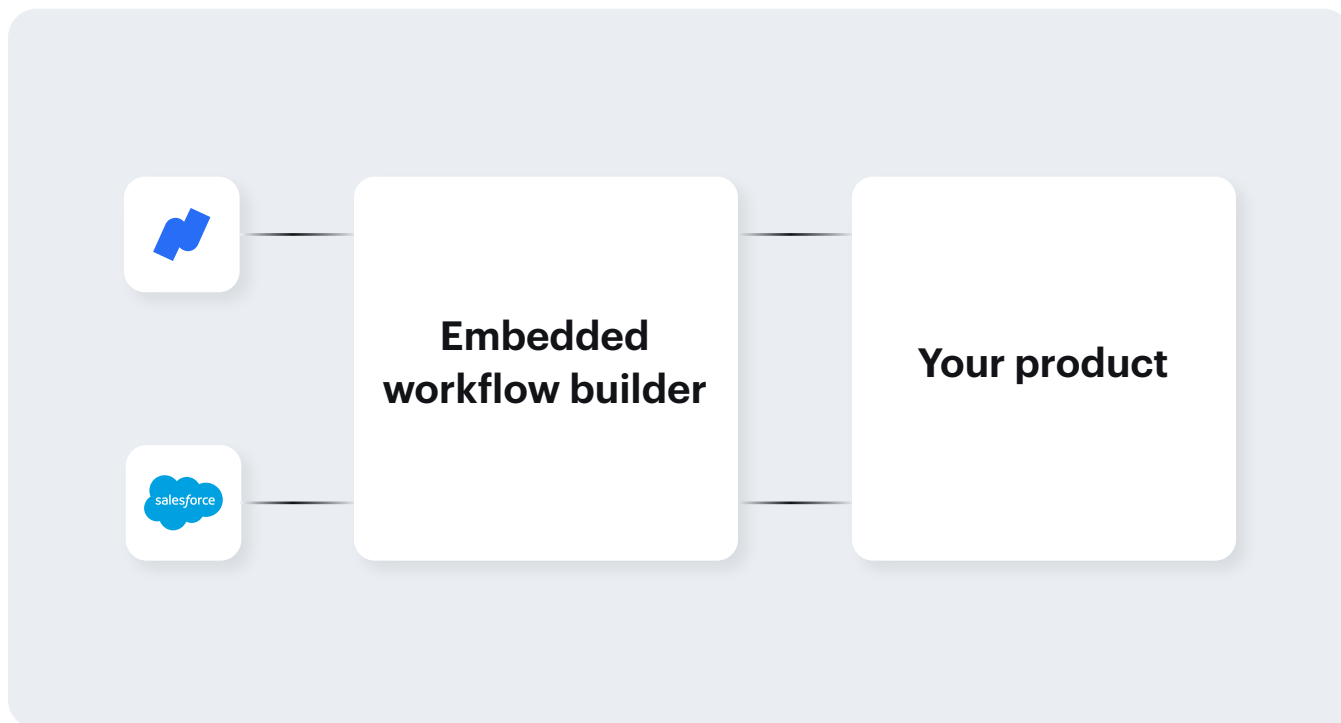
Unfortunately, this approach comes with several drawbacks.

For one, it's incredibly difficult for engineers to build deep integrations, or integrations that can access and sync a wide range of objects and fields. This, in turn, prevents your LLM from getting key data from customers.

Also, when in-house integrations break, the process of fixing them can be extremely lengthy, causing you to fail to retrieve a meaningful scope of important data. Your LLM can, as a result, operate without the data it needs to support your features effectively.

And finally, the process of building and maintaining in-house integrations is lengthy and resource intensive. Your team will likely need to pick and choose the integrations that get built—and those that need to move to the backlog. This'll lead many of your clients to be unable to access your AI features, or use them with minimal personalization.

# Utilizing an embedded integration platform as a service



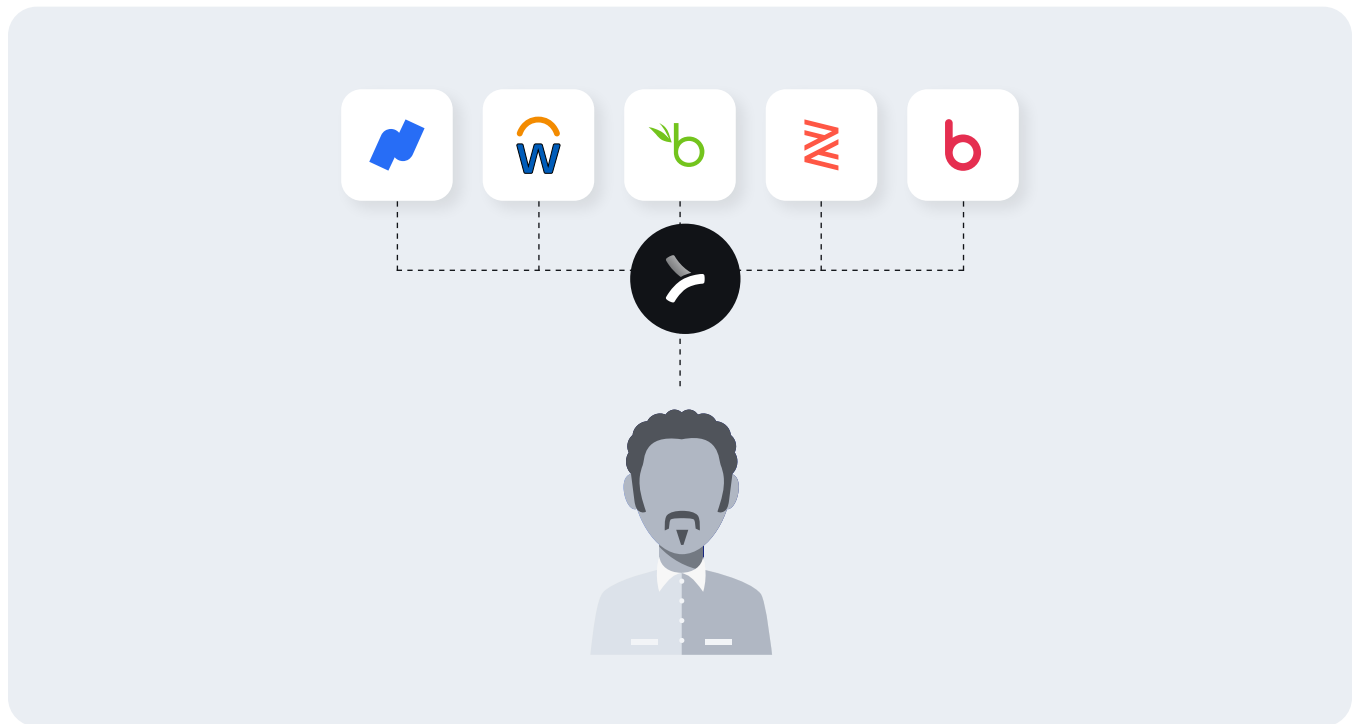
You might also evaluate an embedded integration platform as a service (iPaaS), which allows you to build one customer-facing integration at a time through a workflow builder UI.

You can build integrations faster than native builds by using the embedded platform’s wide range of pre-built connectors. And you can build deeper integrations, as each connector lets you access a wide range of endpoints. Taken together, you’ll be able to gather a more diverse set of data from clients’ applications, faster, allowing you to get higher quality outputs from your LLM.

However, the platform still forces you to build one integration at a time and it requires a certain level of technical expertise to use, which can prevent your team from scaling your integration builds successfully.

In addition, an embedded iPaaS solution lacks the management tooling you need to diagnose and address integration issues effectively. Like native builds, this leads your integration issues to go unresolved for extended periods, which prevents your LLM from collecting the data it needs to provide reliable results and evaluations.

# Leveraging a unified API platform



A unified API platform lets you build to a single, aggregated API to offer hundreds of integrations to your product.

Since a unified API platform allows you to offer dozens of integrations in a matter of weeks, you can use it to access all of your clients' data within a short timeframe. In addition, through Merge, the leading unified API solution, you'll get access to comprehensive Common Models for each unified API, along with advanced features—like Field Mapping—to build highly-custom, deep integrations.

Merge also provides a suite of [Integration](#) [Observability features](#). They, coupled with Merge's integration maintenance support, help your integrations experience little downtime—which enables your LLM to gather all the data it needs over time.

**Finally, since Merge provides normalized data to your product, your LLM will be better positioned to generate high quality output more consistently.**



Learn more about how Merge powers AI features for companies like Guru, Causal, Kraftful, Telescope, Assembly, among others, and uncover how Merge can provide your product with LLM-ready data by [scheduling a demo with one of our integration experts](#).