



AI Brand Leader Report

AI Integration Platforms

itbrandpulse.com



Executive Summary

This report presents the results of 206 votes from the AI developer community for Market Leader and Innovation Leader for AI Integration Platforms, 1 of 26 products in the AI Engineering stack covered by March 2026 AI Brand Leader surveys.

This was by far the most difficult product taxonomy we've ever built because the AI engineering market is moving so fast, it's highly fragmented, full of new names, conflicting definitions, and the offerings in the product categories often overlap with the capabilities of products in other categories.

We're confident the taxonomy we use next year will look very different.



We define AI Integration Platforms as systems that enable organizations to connect applications, data sources, APIs, and AI services into unified workflows.

These platforms provide capabilities such as API management, data transformation, event-driven integration, workflow orchestration, and increasingly, native support for AI models and agent-based interactions. They serve as the connective tissue of the AI stack, ensuring that models, enterprise systems, and real-time data flows can operate together seamlessly in production environments.

The March 2026 IT Brand Pulse survey reveals a highly fragmented market led by MuleSoft (Salesforce) at 19.9% of votes. Notably, "Others" accounts for 29.1% of votes, the largest share in the category, signaling broad dispersion of developer preference. In Innovation, MuleSoft again leads at 19.9%, but Workato (18.0%) and Boomi (15.0%) remain close behind, while "Others" captures 27.2%. These results indicate a category where established vendors compete with emerging platforms and AI-native approaches.

Prepared by
Frank Berry
Frankie Berry
Harrison Griffin



What it means

Market leadership is not simply about size or revenue. In the AI world, it signals a brand's ability to set direction for the industry. A market leader defines categories, influences standards, attracts ecosystems, and becomes the default choice for buyers who want confidence and continuity.

Why it matters

AI buyers, especially enterprise buyers, want stability as much as innovation. They want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance.

The AI compute, storage, and networking market is in relentless flux. Technology leaps, pricing shifts, and competitive plays happen at breakneck speed. Brand leadership whipsaws as yesterday's innovators become today's laggards, while new entrants seize fleeting advantages. Perceptions shift constantly, creating volatility in trust, adoption, and market dominance. In this environment, market leadership becomes a stabilizing force.

In AI infrastructure, brands like NVIDIA and Dell demonstrate this dynamic. When IT Brand Pulse surveys AI infrastructure professionals, these brands emerge as primary benefactors, leveraging scale, ecosystems, and innovation to capture mindshare, reinforce leadership, and amplify perceptions of enduring strength and trust.

Market leadership becomes a strategic moat, one that can outlast technological cycles. A strong market leader builds ecosystem gravity that attracts developers, partners, integrations, and corporate alliances. Developers learn CUDA; universities teach CUDA; startups build on CUDA. This ecosystem gravity makes market leadership self-reinforcing in ways that pure technical advantages cannot match.



What it means

In AI, innovation is not optional. It's survival. Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's not about hype. It's about consistently releasing smarter models, introducing new techniques, improving performance, speed, and efficiency, challenging assumptions and solving previously unsolved problems

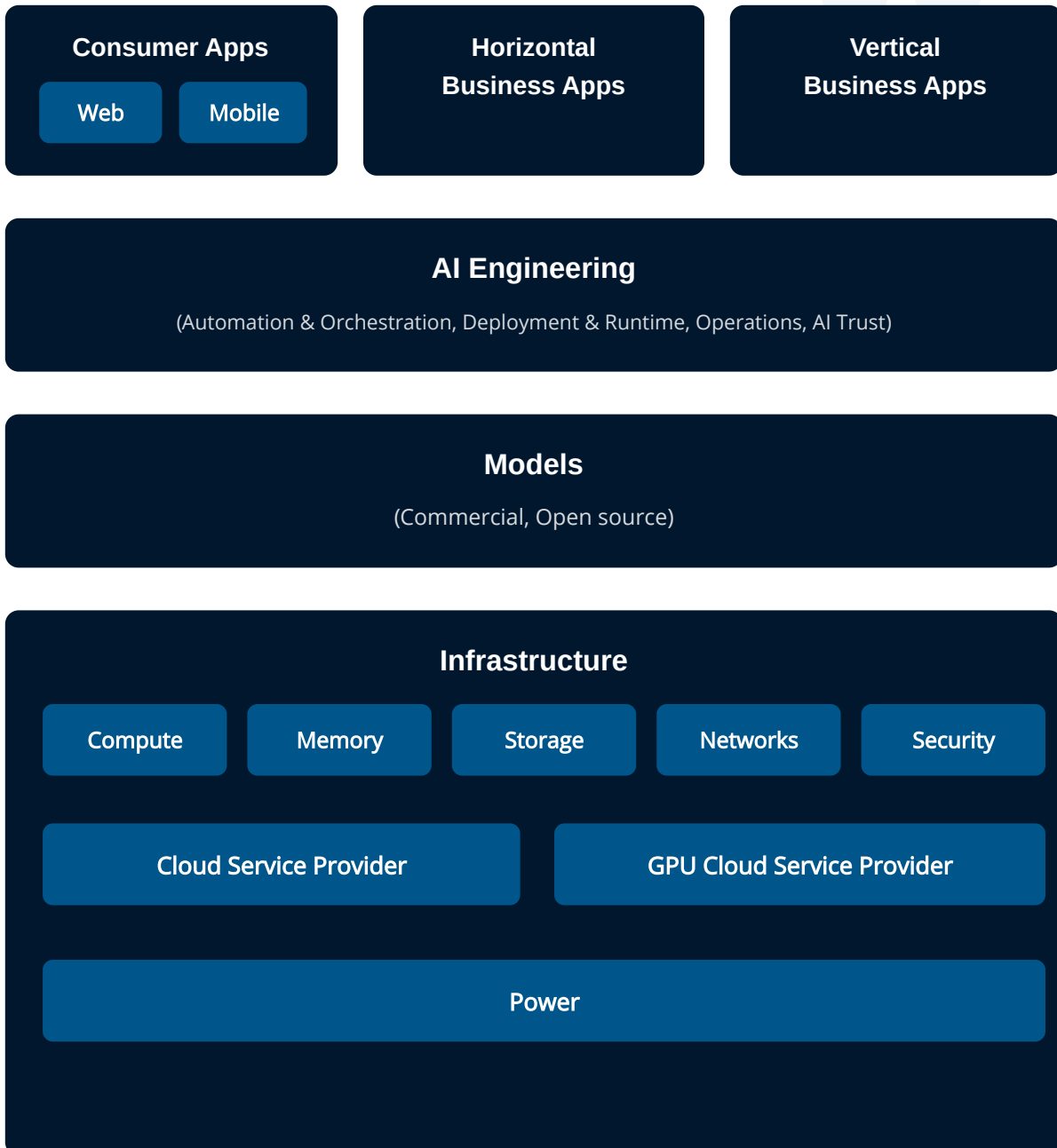
Why it matters

AI companies are judged by their rate of progress. Buyers want assurance that a brand's solutions won't fall behind as models and hardware evolve. Innovation demonstrates vitality, proof that the brand is not static. Innovation leadership attracts top engineering talent, fuels investor confidence, inspires developers to build on the platform, signals that the brand is shaping the future, not reacting to it.

In a market where yesterday's breakthrough becomes today's baseline, intelligence leadership is one of the strongest predictors of long-term viability. The brands that win are those that make others react to them, not the other way around. Consider how quickly the landscape shifts: a model architecture that was revolutionary six months ago is now table stakes. Inference speeds that were impressive last quarter are now minimum requirements. In this environment, a brand's innovation velocity becomes a signal of its future relevance. Buyers aren't just evaluating what a brand can do today; they're evaluating whether it will still be leading tomorrow.

AI Product Taxonomy

The AI Integration Platforms covered in this survey are part of the AI Engineering layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



AI Engineering Stack

Below is the stack of 7 product categories and 26 sub-categories, including AI Integration Platforms, that make up the AI Engineering layer in our AI Product Taxonomy.

Development

- AI Model Development Frameworks
- Foundation Model Platforms
- LLMOps Platforms
- AI Agent Development Frameworks
- AI App Builder Platforms

Context & Memory

- AI Context Engineering Platforms
- AI Memory Platforms
- Multimodal Memory Platforms
- Knowledge Graph Platforms
- Vector Databases

Data & Retrieval

- Feature Stores
- Synthetic Data Platforms
- Data Labeling Platforms

Automation & Orchestration

- AI Workflow Automation Platforms
- Agent Orchestration Platforms
- AI Integration Platforms
- Deployment & Runtime
- Model Serving Platforms
- AI Inference Optimization Platforms
- AI Application Platforms

Operations

- AI Observability Platforms
- AI Evaluation Platforms
- Experiment Tracking Platforms
- Model Registry Platforms

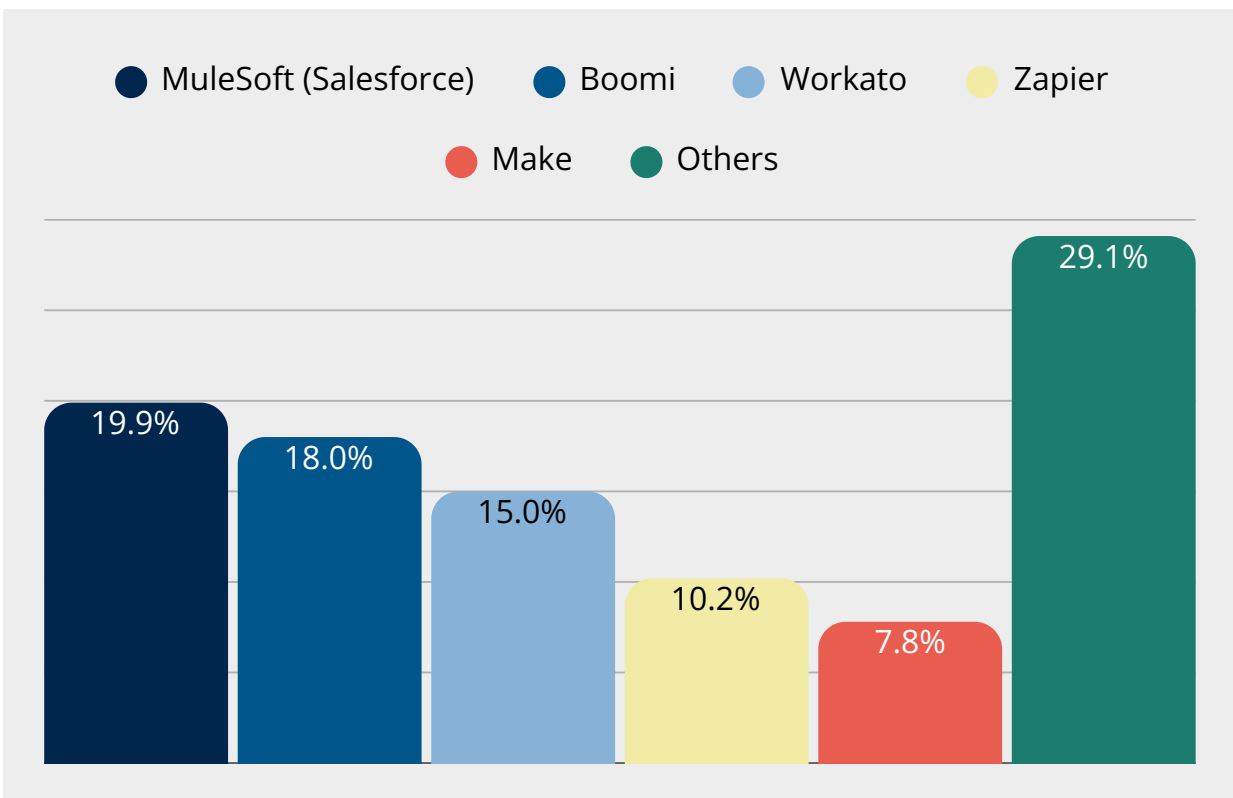
AI Trust

- AI Governance Platforms
- AI Security Platforms
- AI Guardrails Platforms

AI Integration Platforms



The AI developer community voted MuleSoft (Salesforce) as the Market Leader with 19.9% of votes, followed closely by Boomi at 18.0%. This extremely tight margin and the large “Others” segment (29.1%) reinforces that the market is highly fragmented, with developers leveraging a wide range of tools, including cloud-native integrations, open-source frameworks, and emerging AI-first platforms.

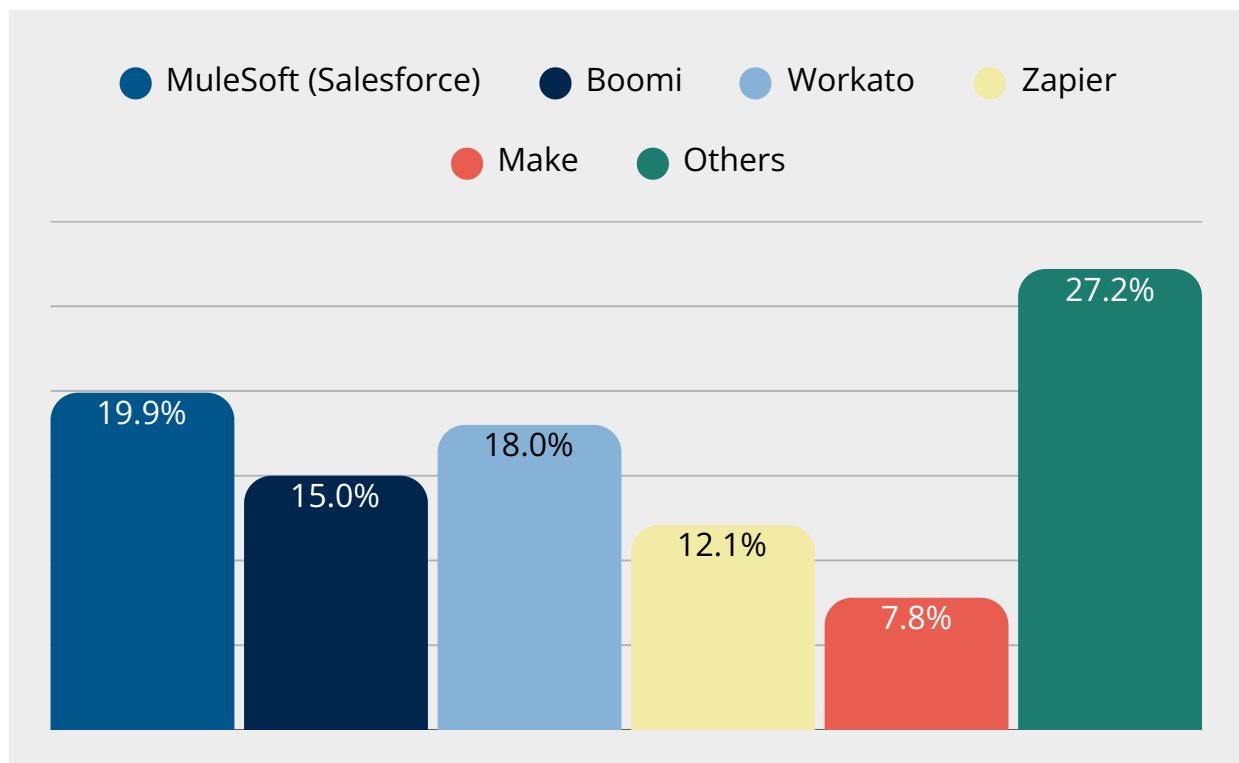


MuleSoft’s position at the top reflects its strong enterprise footprint, mature API-led connectivity model, and deep integration with the Salesforce ecosystem. It is widely recognized for enabling complex, large-scale integrations across enterprise systems. The narrow spread suggests that leadership is less about a single vendor and more about fit-for-purpose solutions across different enterprise and developer needs.

AI Integration Platforms



MuleSoft also leads the Innovation category with 19.9% of votes, but only narrowly ahead of Workato at 18.0% and Boomi at 15.0%, resulting in a highly competitive and non-dominant innovation landscape. The 27.2% share for “Others” indicates that a significant portion of perceived innovation is happening outside the traditional leaders, likely in newer AI-native integration approaches, event-driven architectures, and agent-based systems.



There is a moderate correlation between market and innovation leadership, with MuleSoft leading both categories, but only by narrow margins. This indicates that ecosystem, usability, and deployment model are equally influential in driving adoption. The strong “Others” presence in both suggests that future leaders may emerge from outside the current top vendors.

Looking Forward



Predictions

1. The AI engineering category will converge around integration and orchestration layers.

As AI systems become more distributed, integration will become a core control layer of AI engineering. IT Brand Pulse will need to elevate Integration + Orchestration as a primary category, where the ability to connect models, data, and agents defines system capability. Brand leader voting will increasingly favor vendors that control these connective layers.

2. The development sub-category will evolve into composable system design.

Developers will shift from building individual integrations to designing composable, event-driven AI systems that dynamically connect services, agents, and data pipelines. This will blur the lines between integration, workflow automation, and agent orchestration. Voting will shift toward platforms that enable flexible system composition rather than static integrations.

3. AI Integration Platforms will split into enterprise integration backbones and AI-native integration layers.

The category will bifurcate into Enterprise integration backbones (e.g., MuleSoft, Boomi) focused on governance, scale, and system-of-record connectivity, and AI-native integration layers (e.g., Workato, emerging platforms) focused on real-time workflows, agents, and automation. IT Brand Pulse may need to create subcategories such as Enterprise AI Integration and AI-Native Integration Platforms. Future brand leader voting will measure not only integration breadth, but also how well platforms support real-time, AI-driven decision-making and agent-based architectures.



AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

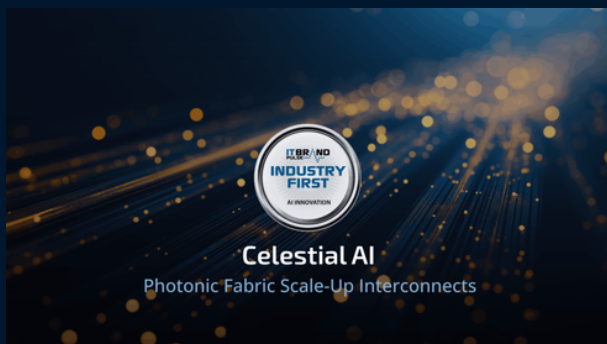




Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: itbrandpulse.com/industry-first.



✉ info@itbrandpulse.com

🌐 itbrandpulse.com

📍 1895 Avenida Del Oro #4683
Oceanside, CA 92052