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Beyond the Front End:

Why Integrations Still Require Human Expertise in the Age of AI-Generated Websites

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Introduction

Not so long ago, building a website or app meant starting with a technical team. Now, it can start with a prompt.

AI tools that once felt experimental are now being used to generate layouts, write code, create prototypes and speed up delivery. For experienced developers, this is a real opportunity to do more with less.

AI can help teams move faster, reduce overheads, test ideas quickly and access tools that once required more time or specialist resources.

But when AI is used without the skills to understand, test or maintain what has been built, it creates risk. If anyone can generate a website, what does that mean for the quality of the work being produced? And if something looks good on the front end, how do you know if it's secure, scalable or ready to connect with the software your business depends on?

The conversation needs to move beyond the front end.

This white paper explores how AI is changing website delivery, why integrations remain complex, and why technical expertise still matters in the age of AI-generated websites.

Why website builds are changing

With AI fast becoming part of almost every digital tool, building websites and apps is no longer limited to traditional development teams.

AI-assisted software development, vibe coding and prompt-to-website tools are making it easier for more people to create working versions of new digital products.

In turn, this is **shifting expectations around who can build a website**, how long it should take and how much it should cost.

At a time when many organisations are under pressure to do more with less, it's understandable that organisations are looking for more efficient ways to test ideas, create prototypes and move digital products forward.

84%

of developers are using or plan to use AI tools in their development process.

75%

of enterprise software engineers are predicted to use AI code assistants by 2028.

63%

of vibe coders are non-developers.

The rise of AI-built apps doesn't make technical expertise redundant. A website that works in a demo is still likely to have gaps that are hard to spot from the outside. The real test comes when it needs to support business-critical processes, users, data, security, integrations and future development.

Why integrations are harder than they look

Once a website moves beyond a first version, the next challenge is often integration.

Integrations work best when they are built on clear code, stable architecture, well-documented APIs and platforms that are designed to support wider digital ecosystems, such as Umbraco, Shopify and Sitecore.

An AI-generated or vibe-coded website might look polished on the front end, but if it has been created quickly without a clear structure, it might be harder to connect securely and reliably with other systems.

In practical terms, this can mean business systems that do not talk to each other properly, data that needs to be checked manually, or teams relying on workarounds to keep processes moving.



"What looks like a simple connection between two platforms can quickly become a question of security, data quality, performance and long-term maintainability."

Russ Huntington
Chief Technology Officer

Modern websites are ecosystems

Most modern websites need to connect with other tools to support day-to-day business operations, such as:

- CRM systems: Salesforce, HubSpot, Microsoft Dynamics
- Analytics tools: GA4 and Power BI
- Authentication tools: Microsoft Entra ID and Auth0
- Payment systems: Stripe and GoCardless
- Newsletter and events platforms: Mailchimp, Constant Contact & Eventbrite
- ERP systems
- Bespoke internal platforms

These connections do more than pass data from one place to another. They rely on authentication, API limits, field mapping, data transformation, validation, error handling, sync frequency and versioning so information can move accurately between systems without constant manual intervention.

If those details are not considered early, integrations can become fragile, difficult to maintain and harder to scale as the organisation grows.

CRM integration in practice

CRM integrations are a good example of why websites need to be planned around real business processes, not just front-end functionality.

A Salesforce integration might make sure a website enquiry reaches the right sales team, appears in the right pipeline and supports accurate reporting. A HubSpot integration might connect forms, marketing automation, CRM activity and campaign performance, helping teams see what is happening from first visit to follow-up.

Both show why integrations need to be designed around data flows, user journeys and the way teams work day to day.

The risks of poorly architected integrations

When integrations are poorly planned, the impact is not always obvious straight away. A website might launch, forms might submit and dashboards might appear to work, while problems build up quietly behind the scenes.

- **Security risks:** Exposed API keys, weak authentication or excessive permissions can leave systems and data more vulnerable than they need to be.
- **Operational risks:** Failed syncs, missing leads or duplicate data can create manual workarounds and make day-to-day processes harder for teams.
- **Reporting risks:** Inaccurate analytics, broken attribution or inconsistent CRM data can make it harder to trust performance reports and business decisions.
- **Scalability risks:** Fragile integrations, performance bottlenecks or increasing maintenance costs can make it harder to adapt as the organisation grows.

These risks are technical, but they also affect how confidently people can use the systems, data and processes that support the business.

When AI websites go wrong

In early 2026, the social media platform Moltbook reportedly exposed 1.5 million API authentication tokens, 35,000 email addresses and private messages after a misconfigured database allowed unauthenticated access to platform data.

The platform, a forum where AI agents can post and chat, was built by its founder using AI rather than traditional coding. However, the incident highlighted gaps in security controls, including exposed credentials and weak access controls.

Where AI helps — and where it doesn't

Let's get one thing clear: ***AI isn't the problem***. The risk comes when AI-generated output is used without the right checks, structure or governance.

Used well, AI can support technical teams by speeding up code generation, summarising documentation, suggesting fixes and helping teams explore ideas more quickly. It can remove some of the friction from early development and help experienced teams focus more time on judgement, quality and long-term decisions.

But some decisions still need human expertise – the output generated from AI needs to be validated, verified and checked for the real-world context in which it needs to work within. This level of quality assurance and scrutiny can only be achieved by an expert – a human with the right technical knowledge and experience.

Architecture, integration strategy, data governance, security, testing and CRM workflow design all depend on context. How does the business work? Which systems need to connect? What data is being handled? What risks need to be managed?

AI can support the process, but it should not be left to make those decisions on its own. **Here's where AI can help and where human expertise is still needed:**

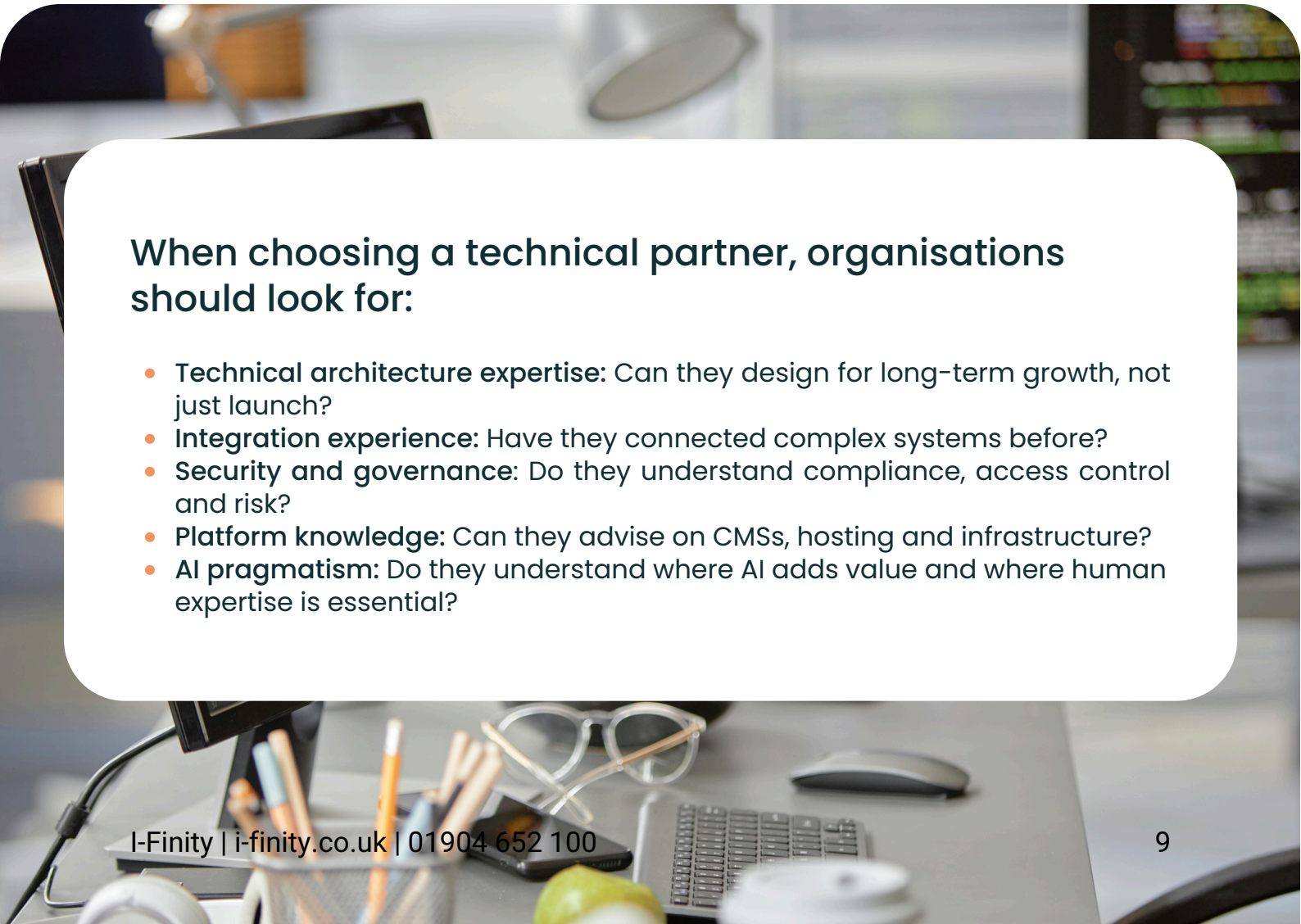
Task	AI helpful?	Human expertise required?
Code generation	High	High
API documentation review	High	Medium
Architecture design	Medium	High
Security review	Medium	High
Integration strategy	Low	High
Data governance	Low	High
Testing edge cases	Medium	High
CRM workflow design	Low	High

What organisations should look for in a technical partner

As AI-assisted development becomes more common, organisations will need a different kind of support from their technical partners.

Look for someone who can assess what has been created, identify the risks, and decide whether the best route is to repair, refactor or rebuild. For an AI-coded or rapidly built website, the aim is to turn early momentum into something secure, scalable and ready to integrate with wider business systems.

The strongest partners won't dismiss AI, but they will know where it needs structure, review and experienced judgement.



When choosing a technical partner, organisations should look for:

- **Technical architecture expertise:** Can they design for long-term growth, not just launch?
- **Integration experience:** Have they connected complex systems before?
- **Security and governance**: Do they understand compliance, access control and risk?
- **Platform knowledge:** Can they advise on CMSs, hosting and infrastructure?
- **AI pragmatism:** Do they understand where AI adds value and where human expertise is essential?

The future of AI-assisted development

AI will increasingly become part of the development toolkit.

Used well, it can help teams explore ideas faster, reduce repetitive work and move projects forward with greater efficiency.

The organisations that gain the most value won't be those that replace expertise with AI.

They will be the ones that combine AI efficiency with experienced technical leadership, using AI to accelerate delivery while keeping architecture, integrations, security and long-term maintainability firmly in view.



"AI will increasingly become part of the development toolkit.

The organisations that gain the most value won't be those that replace expertise with AI."

Mandy Huntington
Chief Commercial Officer

What next?

As AI makes website creation faster and more accessible, organisations need to look carefully at what happens after the first version has been created.

Before launching, migrating or scaling a website, it is worth asking whether the platform is secure, maintainable and ready to connect with the systems the business depends on.

I-Finity helps organisations improve digital platforms with long-term performance, security and maintainability in mind.

Whether you need support with a website migration, CMS modernisation, integration project, architecture review or ongoing optimisation, our team can help you understand what has been built and what needs to happen next.

To discuss your website, integrations or digital platform, get in touch with I-Finity.

Trusted Partnerships & Accreditations

Crown Commercial Service Supplier

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Azure

CYBER ESSENTIALS PLUS

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