



Tech Data Sales Cards for Sales Professionals

# IBM API Connect

Managing APIs successfully



# The product solution



IBM API Connect



IBM DataPower Gateway

## Elevator Pitch

### » The customer situation

In the mobile era, companies do not achieve their added value in closed systems, but rather through an opening up of their processes to third parties. Application interfaces, called APIs for short, enable seamless communication between systems and processes. Only through APIs, applications that are independent of each other can easily interact with each other and exchange data. For example, the Google API provides access to a part of its own data collection, so that Google Maps can be used on your own corporate website. In order to implement APIs correctly, a number of tasks are to be done, ranging from creation to administration.

### » The solution

IBM API Connect is a comprehensive management solution for the entire API life-cycle. API Connect lets you create, run, manage and secure APIs.

### » The USP

IBM API Connect allows you to perform all the steps of the API lifecycle with a single solution. This saves effort and costs in comparison to the use of several API management offers. In addition, API Connect uses a modern, cloud-native design based on microservices and Docker. This results in a maximum of scalability and performance.

### » Customer benefit

All important tasks for managing APIs from a single console: This is the core customer value of API Connect. Automated, model-oriented tools help create new APIs. Clearly defined guidelines and their consistent enforcement ensure safe and controlled access to the APIs. And through self-service portals, APIs can be shared with the internal and external developer community.

# Take advantage of APIs with IBM API Connect

## **Accelerate Application Development:**

Using APIs simplifies the development of software by automating complicated and time-consuming tasks. Thanks to the API, the development of individual parts of a software can be transferred to an external software company or a free developer with little effort. Third-party vendors can also develop functions for the system.

## **Secure disclosure of processes and systems:**

Organizations host a variety of IT applications, data center infrastructures, and apps that store large amounts of data and transactions. These can be safely exposed to mobile, IoT, web and cloud applications using APIs

## **More reach and stronger brand loyalty:**

Through APIs, companies can communicate more intensively with their customers. In this way, the brand loyalty can be deepened and the brand range can be enlarged. In addition, companies strengthen their ability to innovate by tapping developer and partner ecosystems for themselves.

## **Establishing new business channels:**

company APIs with attractive data and algorithms can be monetized, opening up new sources of revenue.

## 7 questions for your conversation with customers and interested parties

Are you looking for ways to promote innovation and develop new business models?

Would you like to improve customer satisfaction and open up new revenue channels?

How do you attract technology-conscious customers to your corporate offerings?

Are APIs already on your business and IT agenda and are you looking for a powerful complete API management solution?

Do you want to step up the transition to a mobile business?

Do you want to interact and collaborate more closely with your customers, partners, and employees?

Do you want to speed up your application development?

# Added value from IBM API Connect

## » Build

Automatically design and test APIs to provide data, microservices, enterprise applications, and SaaS (Software-as-a-Service) third parties. By means of an iterative development process, development times can be shortened. In doing so, the APIs are optimized by permanent retries (iterations) and brought to the application capability.

## » Manage

Share APIs with external developer communities. Self-service portals can be used for this purpose. These offer comprehensive governance and control mechanisms. Specifically, it is possible to determine who can use an API under which terms and conditions. The rules and conditions can be monitored and adjusted if necessary.

## » Back up

Easy setting up access control for the APIs used. Role-based permissions and custom policies can be used for this. In addition, monitoring and logging capabilities are available. If necessary, the APIs can be withdrawn and archived.

## » Analyze

Gaining insights into which APIs have the greatest impact on the enterprise. Integrated analysis features, runtime reports, performance metrics, and customizable dashboards provide users with extensive API usage information.

## » Monetize

Company APIs can be easily defined in a revenue-oriented way. Various accounting and payment options can be configured without the need to write special code. Users can choose from frequently used fee models such as freemium model, flat-rate model, or usage-based model.

# Applications IBM API Connect

## » Industries

IBM API Connect is suitable for all industries. The focus is on trade and distribution, banks and insurance companies, health care and public authorities.

## » Target groups

*Chief Executive Officers (CEOs) and Chief Operating Officers (COOs)* who are looking who are seeking a tool to increase the reach of their own brands, increase sales and increase competitiveness.

*IT managers (CIOs)* who want to accelerate their application development, conduct efficient cost management and secure their information and data.

*Line of Business (LOB) managers* who are committed to driving product sales, increasing customer satisfaction, and attracting technology savvy customers.

*Customer support managers* who want to automate their customer service in order to increase customer satisfaction while reducing costs.