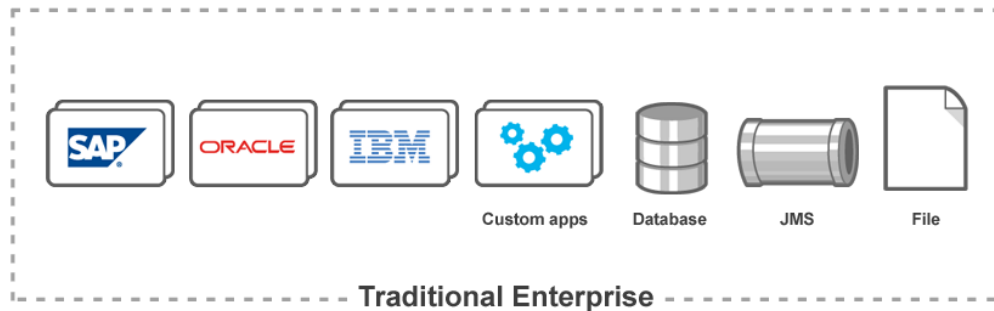






Connectivity Across The New Enterprise

The enterprise landscape is changing. Enterprises once defined by the applications within their data centers are now [connecting to SaaS \(https://www.mulesoft.com/platform/saas\)](https://www.mulesoft.com/platform/saas) applications beyond the constraints of their four walls, presenting the need for connectivity. These systems require connectivity not only internally, but externally to applications and services outside of the firewall. Creating connectivity between data sources and applications has always been a challenge for businesses and the challenge is only growing more complex.




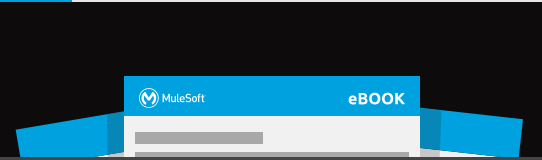
The explosion of cloud, SaaS and mobile applications, as well as the increase in popularity of [API \(http://www.programmableweb.com/\)](http://www.programmableweb.com/) has led to the era of highly fragmented environments in which best-of-breed applications and services are being leveraged to run business processes. These [New Enterprise \(/connecting-new-enterprise\)](/connecting-new-enterprise) organizations are disruptors of the new economic world order, changing the way business ecosystems are structured. Moreover, with the increase in popularity of SaaS and mobile usage, the way in which consumers are interacting with services is changing. The number of platforms businesses use to engage their customers and deliver services is increasing and we see a surge in mobile and tablet usage - both by consumers and the workforce. Businesses need to be wherever the consumer is and more importantly, they must be able to create a seamless experience.

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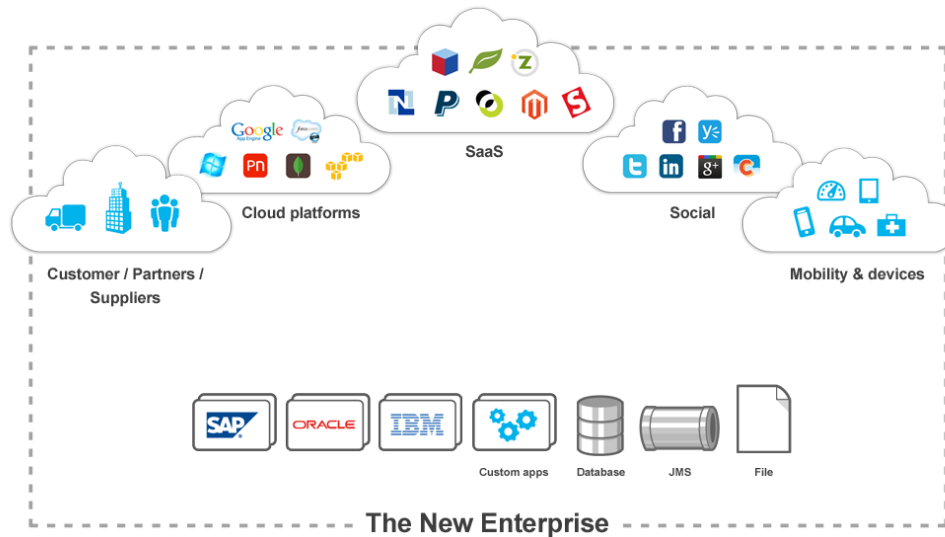
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With the outburst of so many endpoints in the enterprise, creating connectivity is becoming even more difficult. Those who can connect the enterprise and connect it well, will have the competitive advantage over those who don't address the change. Those who are able to create connectivity between traditional apps, custom apps and legacy systems are the ones that will be able to reach more consumers and react quickly to change. Moreover, considering 74% of companies are running SaaS applications¹, if businesses are not using SaaS now, chances are that they will in the future.

Point-To-Point Integration is Evil

To address the challenges associated with a fragmented environment, many organizations have implemented [point-to-point integration](https://www.mulesoft.com/resources/esb/eliminating-point-point-integration-pain-mule-esb-use-cases) ([/resources/esb/eliminating-point-point-integration-pain-mule-esb-use-cases](https://www.mulesoft.com/resources/esb/eliminating-point-point-integration-pain-mule-esb-use-cases)), often unknowingly. Point-to-point integration is an approach in which developers write custom integration code directly within the application, rather than using an integration broker. Adding integration code directly into an application creates tight coupling. Repeat this over and over again and you have a complex web of interdependent systems and modifying tightly coupled applications requires significant investments of time and resources. SaaS exacerbates this problem, as applications change frequently, thereby requiring revisions in connected applications. Moreover, as the number of applications and services within the enterprise increases, point-to-point integration turns into “spaghetti code”. This spaghetti code is essentially a tangled web of brittle connections, vulnerable to breakage at the slightest bit of change. Over time, this approach becomes overly complex, fragile, and expensive to maintain.

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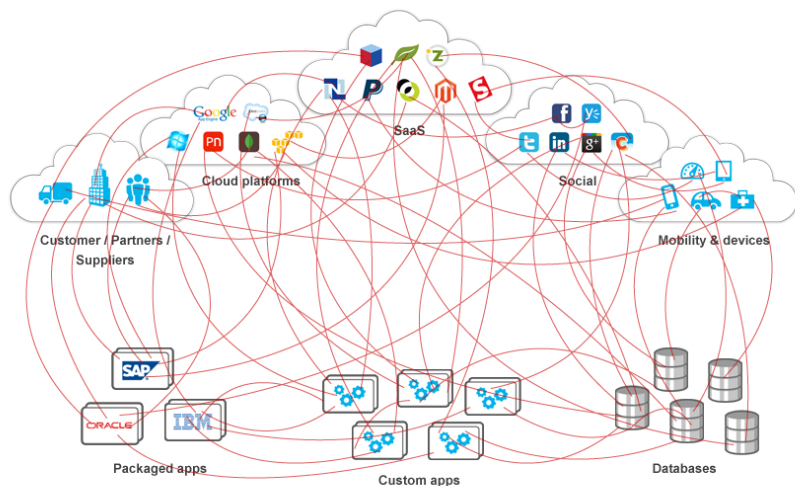
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SOA and APIs

To connect the New Enterprise, it is becoming widely accepted that a “bottom-up” approach be implemented for service oriented architecture ([SOA \(/integration-solutions/soa/service-oriented-architecture\)](/integration-solutions/soa/service-oriented-architecture)). Unlike its more complicated counterpart, the “top-down” approach, bottom-up delivery of service oriented architecture thinks big but starts small by taking smaller delivery steps and measuring success. The top-down approach to SOA implementation was declared dead due to its inefficient, expensive, and burdensome rip and replace methods. It did, however, pave the way for better understanding of APIs and [bottom-up SOA \(/integration-solutions/soa/service-oriented-architecture\)](/integration-solutions/soa/service-oriented-architecture). The fundamentals of the SOA approach - loose coupling, discoverable interfaces, and reusable services - have evolved to become the central elements of [API strategies \(/platform/api\)](/platform/api).

APIs provide a more pragmatic bottom-up approach to delivering service orientation. Unlike SOA initiatives that focus on the governance of services and obtaining a key view of your landscape, APIs emphasize the importance of enabling developers to discover and use functionality and data behind an interface. The goal is to find a solution that enables enterprises to take the best practices from the web and apply enterprise grade API strategies to achieve the promises of SOA without having to follow the complex top-down approach.

Application programming interfaces are valuable components for businesses as they enable reuse internally and provide access to external services that enable innovation such as telephony, facial recognition, prediction, or recommendations. These APIs provide new functionality that businesses can bring into their applications to create a better user experience. Moreover, they allow enterprises to decouple complex systems through simple API interfaces

and allow other users to consume them. APIs provide a new level of interactivity and a better way for developers to

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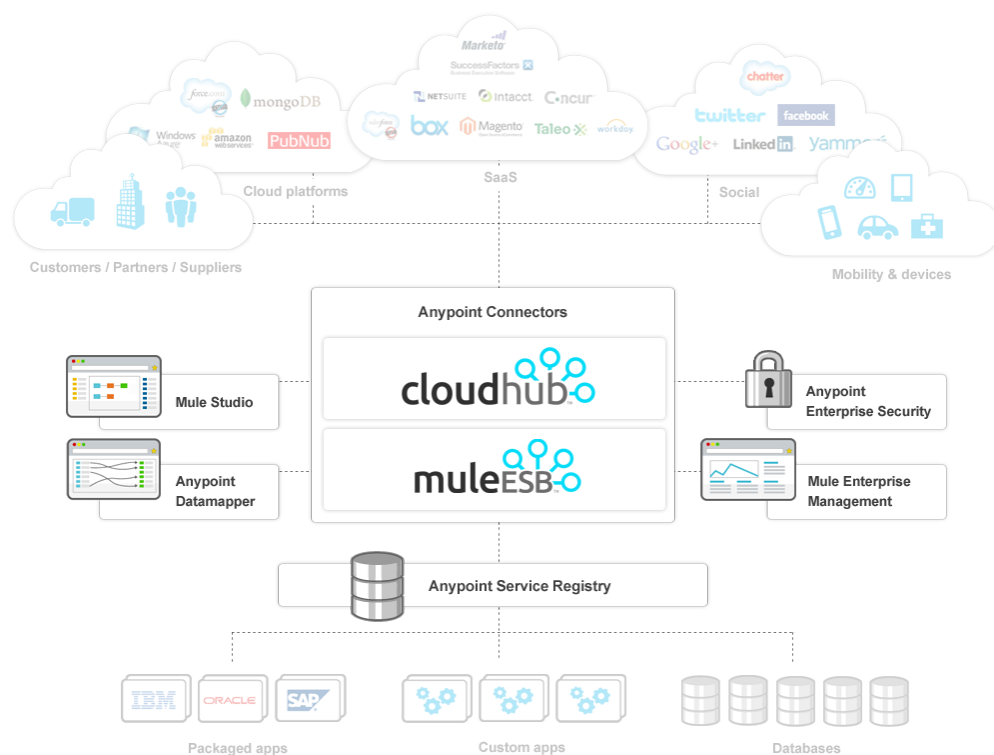
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manage, govern, and control APIs in a centralized location.

Anypoint Connects The New Enterprise

To help deliver on the promise of service orientation, MuleSoft offers the Anypoint Platform - a next generation platform to connect the New Enterprise. The Anypoint Platform not only integrates applications, but helps businesses with [API management \(/platform/api/manager\)](#), governance, and creation through a robust set of interwoven components. MuleSoft provides a unified platform to create connectivity both [on-premises and in the cloud](#) (<https://www.mulesoft.com/platform/saas/cloudhub-ipaas-cloud-based-integration>) - helping businesses get started no matter where they are along the cloud continuum. Integrating backend systems with their applications in the cloud is crucial, as most enterprises still maintain 99% of their data on-premises - much of it remaining locked up in legacy systems and applications.



The New Enterprise is a product of major market trends - SaaS, mobile, social, [big data](#) (<https://www.mulesoft.com/integration-solutions/dataweave-integration>) - all hitting the enterprise at once. It's an opportunity to re-evaluate the way systems are connected and the way consumers are engaged. The companies that overcome the challenge of a highly fragmented enterprise and connect numerous endpoints, legacy systems, SaaS

applications, and deliver APIs consumed by mobile applications, will be the ones that succeed. A wave of change is forcing CIOs to look past integration and think about how evolve their business to best compete in the future. The way to compete is to connect SaaS, to reach consumers on appropriate devices, and most importantly, to loosely couple business infrastructures to respond more quickly to change - and that is what the Anypoint Platform delivers.

Learn more about the Anypoint Platform, its components and how it can help [connect your enterprise](https://www.mulesoft.com/platform/enterprise-integration) (<https://www.mulesoft.com/platform/enterprise-integration>).

1 Clarke, Philip, and Matt Craig. Nemertes. Rep. The Nemertes Research Group Inc, 29 Jan. 2013. Web.

The screenshot shows the footer and navigation bar of the MuleSoft website. The navigation bar at the top includes links for Products, Solutions, Industries, Services, Resources, Partners, and Company, each with a dropdown arrow. The main content area features a paragraph about MuleSoft's integration platform, highlighting its cloud and on-premises capabilities, and listing products like CloudHub, iPaaS, Mule ESB, and API management. To the right is a newsletter sign-up form with an 'E-mail' input field and a submit button. The footer contains the MuleSoft logo, social media icons for LinkedIn, Twitter, Facebook, and YouTube, and the copyright notice '©2016 MuleSoft, INC.'.

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MuleSoft provides the most widely used [integration platform](#) for connecting any application, data source or API, whether in the cloud or on-premises. With Anypoint Platform®, MuleSoft delivers a complete integration experience built on proven open source technology, eliminating the pain and cost of point-to-point integration. Anypoint Platform includes [CloudHub™](#) iPaaS, [Mule ESB™](#), and a unified solution for [API management™](#), design and publishing.

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