Making Leaders Successful Every Day

Advisory Session for Dell Services

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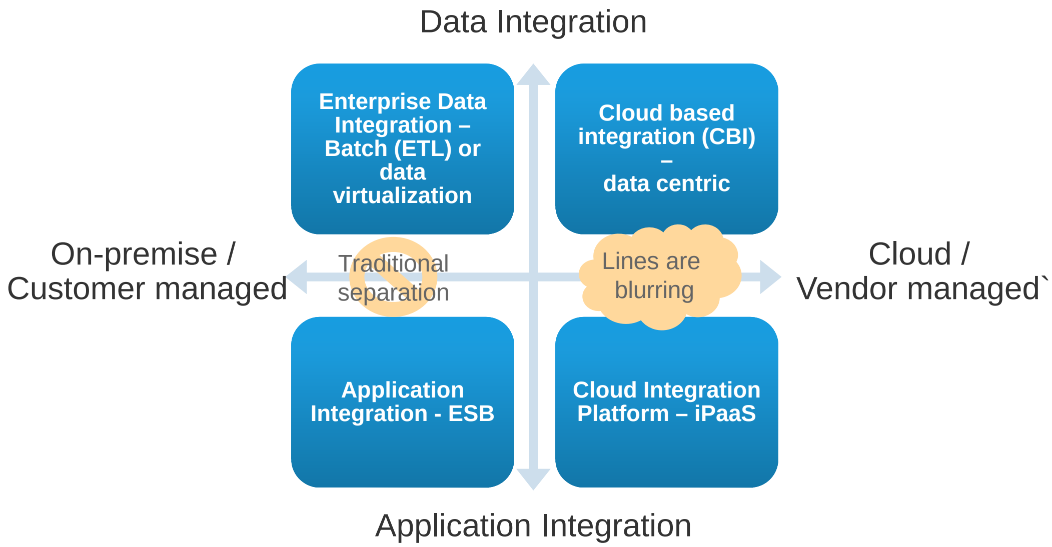
Clash of integration models



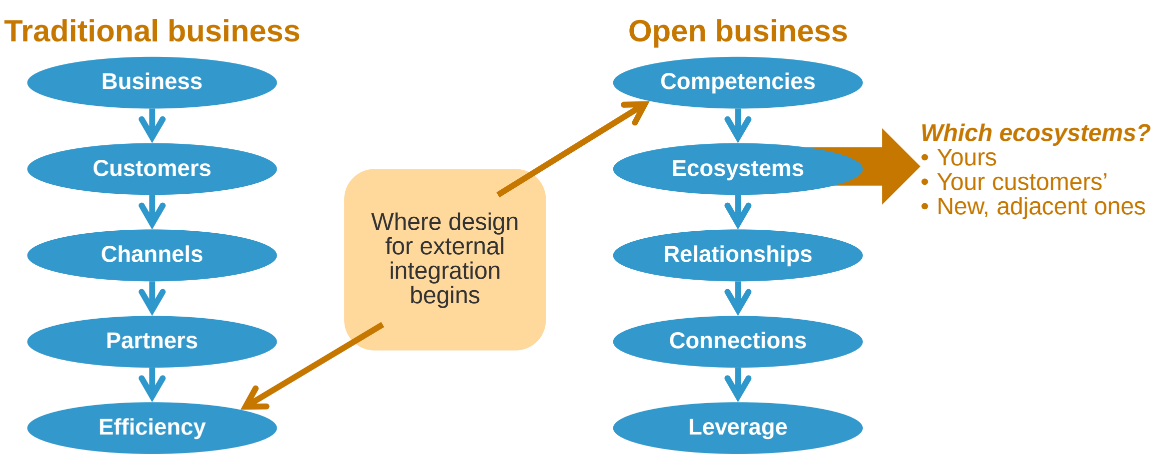
Integration trends

- Digital requires greater flexibility and speed of integration
- SaaS exacerbates existing integration complexity
- Blurring boundary between internal data and external data
- Exploding volumes of transactions and data
- Blurring continuum of integration product capabilities (hard to draw clear categories)
- Multiple hybrid distinctions/convergences (cloud+on premise, data+application, batch+real time)
- Religion drives confusion (e.g., “smart endpoints, dumb pipes”)
- More need for guidance on expanding integration scenarios, solutions, and patterns
- Still trying to involve “business users” -> Integration self service (Citizen Integrator)
- Data Scientists have alternate views and requirements (e.g., “data context”)

Industry trends

- Healthcare
  - EHR, ACOs, regulation/privacy, devices, IoT
- Banking
  - Digital ecosystem, fintech startups, peer-to-peer, flying under the regulatory radar, PSD2 (Europe) as API driver
- Insurance
  - Digital ecosystem, fintech startups, peer-to-peer, devices/IoT
- Manufacturing
  - API-enablement, IoT for services revenue, embedded software platforms, 3D printing

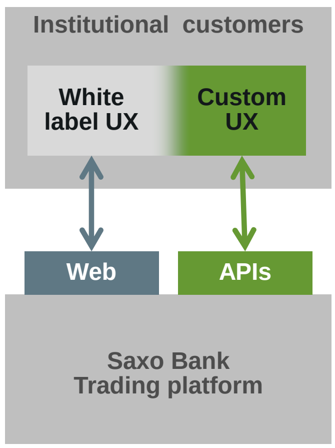
Open business: APIs reframe business strategy



Source: June 2015, "How APIs Reframe Business Strategy" Forrester report

Saxo Bank's open business

"If we don't disrupt our own business, then someone else will — out of the blue."
— *Ashley Latham, CIO, Saxo Bank*



The shift

- Core business capability becomes a revenue source.
- Innovation is decoupled.
- The bank wins from customer innovation.

The questions

- What is the bank's key value-add?
- Its trading platform? Its trading UX? Both?
- From where will the next unbundling come?

The strategy

- Loosely-coupled strategies for each asset and capability.
- API-enable more and more of them.
- Disrupt where possible, react when needed.

Source: June 2015, "How APIs Reframe Business Strategy" Forrester report

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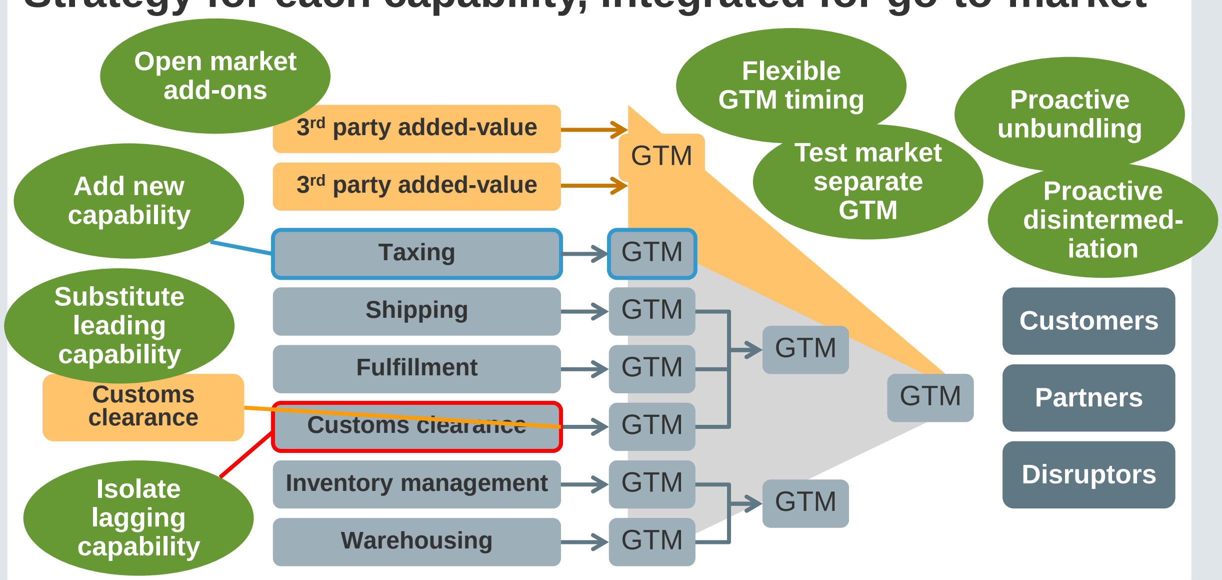
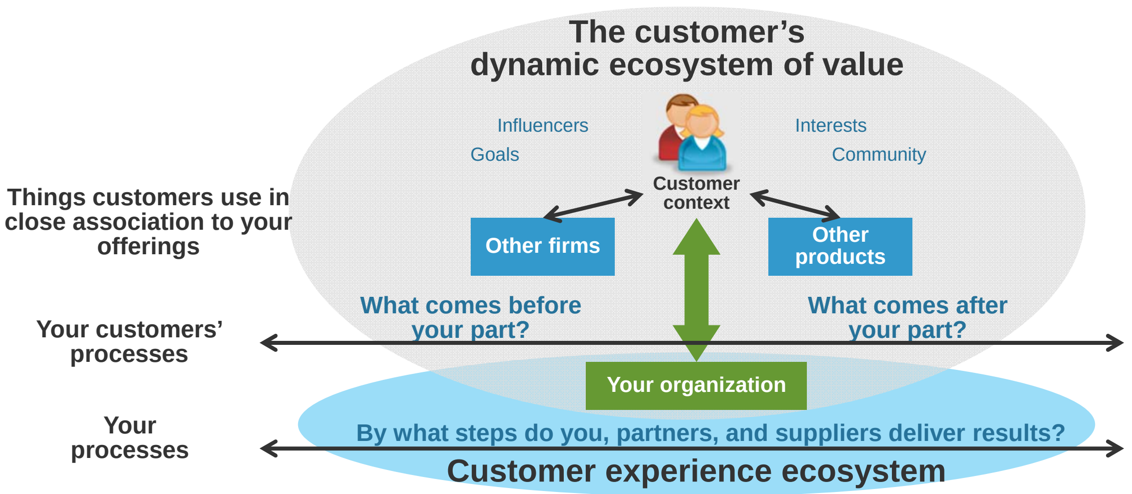
Strategy for each capability, integrated for go-to-market

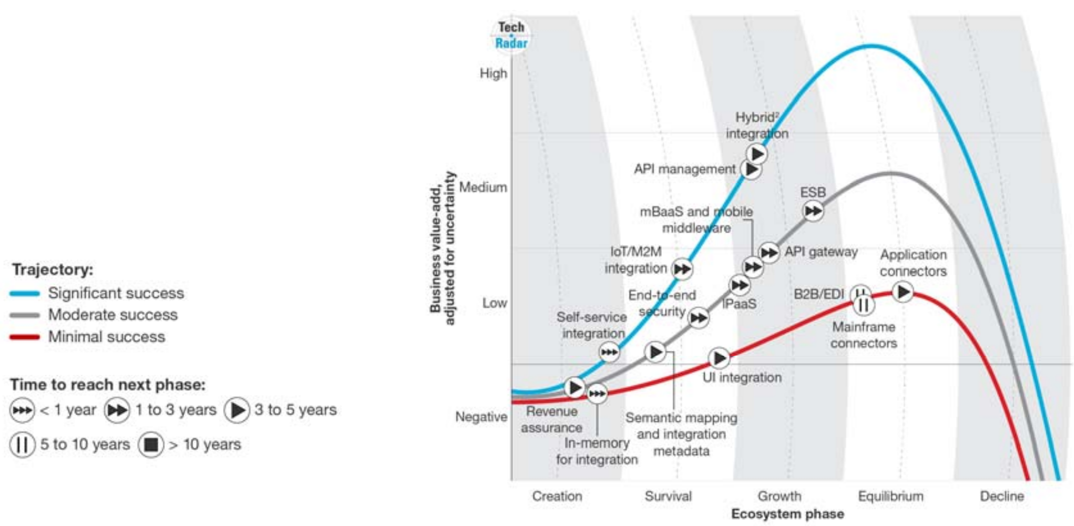


Use processes and adjacencies to foster creativity



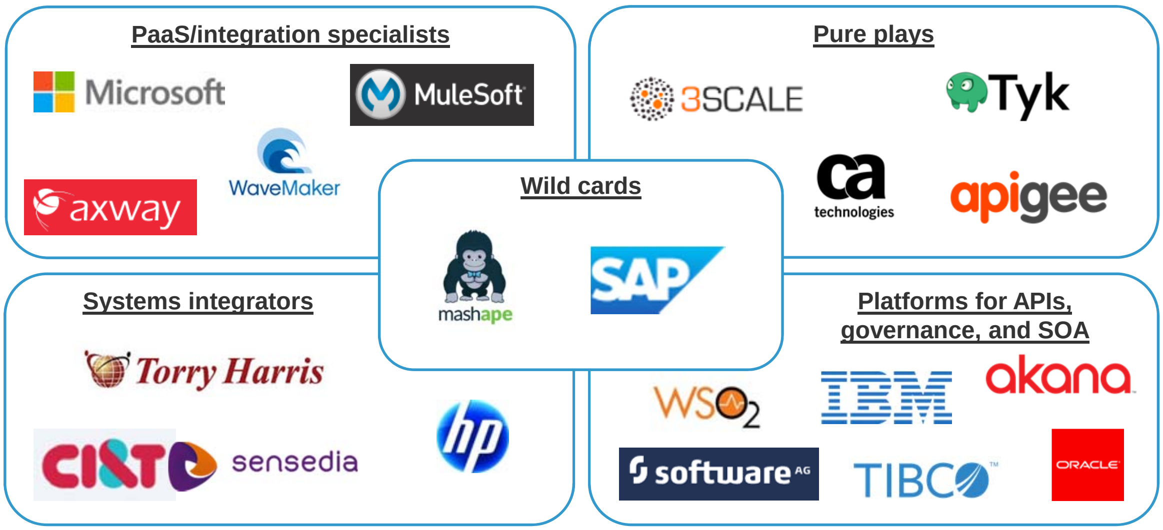
Source: upcoming "Brief: APIs are the Foundation for a Digital Business Platform" Forrester report

Integration landscape



Source: "TechRadar: Integration Technologies, Q2 2015" Forrester report

The API management solutions landscape



Updated from: April 2015, "Sizing The Market For API Management Solutions" Forrester report

API gateway landscape

- Full-featured gateways
  - Axway (OEM'd by Oracle)
  - CA
  - Forum Systems
  - IBM
  - Intel
- Mediation gateways
  - Akana
  - Software AG
  - TIBCO
- Special purpose gateways
  - Amazon API Gateway
- Open source gateways
  - API Umbrella
  - ApiAxle
  - apiGrove
  - apiman
  - Kong
  - Strongloop API Gateway
  - Membrane Service Proxy
  - Rackla
  - Repose

Q: Which architecture styles currently/plan to use?

Relative adoption by sector	All sectors (n=631)	Public sector & Healthcare (n=62)	Financial svcs & insurance (n=66)	Manufac-turing (n=188)
BPM				
Currently use	46%	average	average	average
Planning to use / expanding use	33%	below	above	average
Hub-and-spoke integration server				
Currently use	25%	below	average	average
Planning to use / expanding use	20%	far below	average	average
Complex event processing				
Currently use	33%	average	below	average
Planning to use / expanding use	25%	below	average	average

Source: Forrester Business Technographics, BT Developer Survey, 2014

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Q: Which architecture styles currently/plan to use?

Relative adoption by sector	All sectors (n=631)	Public sector & Healthcare (n=62)	Financial svcs & insurance (n=66)	Manufac-turing (n=188)
SOA				
Currently use	46%	far below	average	average
Planning to use / expanding use	33%	average	average	average
APIs inside your organization				
Currently use	45%	far below	average	average
Planning to use / expanding use	30%	far below	above	average
APIs outside your organization				
Currently use	36%	below	far below	above
Planning to use / expanding use	26%	far below	average	average

Source: Forrester Business Technographics, BT Developer Survey, 2014

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Service provider offerings: APIs and SOA

- Trends and highlights
  - Vendors either build on SOA or treat APIs as different
  - API-centered offerings tend to be in early stages as offerings
- Typical offerings
  - Traditional SOA offerings as part of an integration practice (governance, platform, implementation, reference architeture)
  - API governance and design
  - API implementation
  - API platform and tool usage (including proprietary tool sets)
- Under-served offerings
  - API business models and business organization
  - API economy and ecosystem analysis

Service provider offerings: Digital business platforms

- Trends and highlights
  - Few SIs understand how lead with a “now-future” duality – most talk about specific point solutions for digital
  - Sometimes only “integration” – i.e., “techie integration” (BPM is typically the first offering beyond app integration)
  - Sometimes focused on partnering processes
- Typical offerings
  - Point solutions for digital (e.g., mobile, analytics, IoT, e-commerce)
  - Digital business opportunity analysis, starting with partners
  - Traditional integration offerings: strategy, governance, legacy
- Under-served offerings
  - True strategy for digital business agility
  - True architecture: focusing on structures rather than tools/products

Service provider offerings: Integration for SaaS

- Trends and highlights
  - Often not differentiated from general integration practice
  - Often Salesforce-centric and/or associated with cloud service offerings
  - Partnerships/use of Dell Boomi are most common among cloud integration, followed by MuleSoft
- Typical offerings
  - Traditional integration practice (governance, platform, implementation, reference architecture)
  - Sometimes separately as a cloud integration practice
- Under-served issues
  - Specific guidance/patterns for dealing with SaaS integration limits
  - Broad-based analytics across multiple SaaS applications
  - Transactions that span SaaS applications

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Dell Services SWOT for business integration

Strengths

- Size and breadth
- Integration vendor coverage
- Articulation of key themes (e.g., speed, agility, CX)
- Coverage of integration/digital domains

Weaknesses

- Sector coverage
- Consumer-centric articulation of digital business (e.g., Digital DNA framework)
- API maturity and governance
- API business strategy

Opportunities

- Hybrid integration / high-end integration
- Develop broad articulation of digital: begin with consumer but pervasively address full enterprise
- Articulate client value in the “now-future duality”

Threats

- Large SIs with global presence
- Small SIs with strong API offerings
- Simplistic cloud integration

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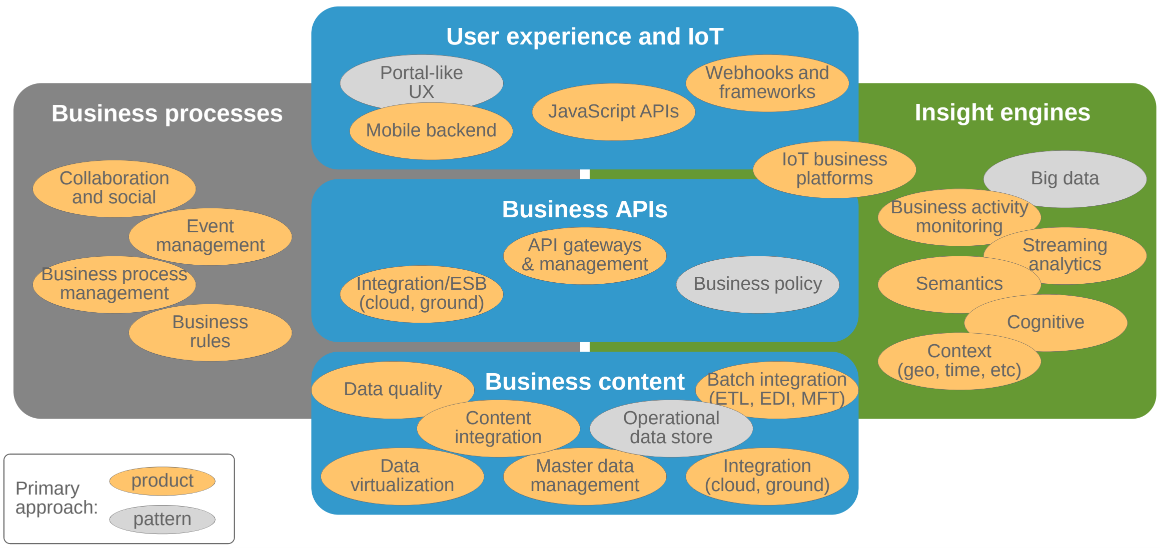
Integration is infused into a digital business platform



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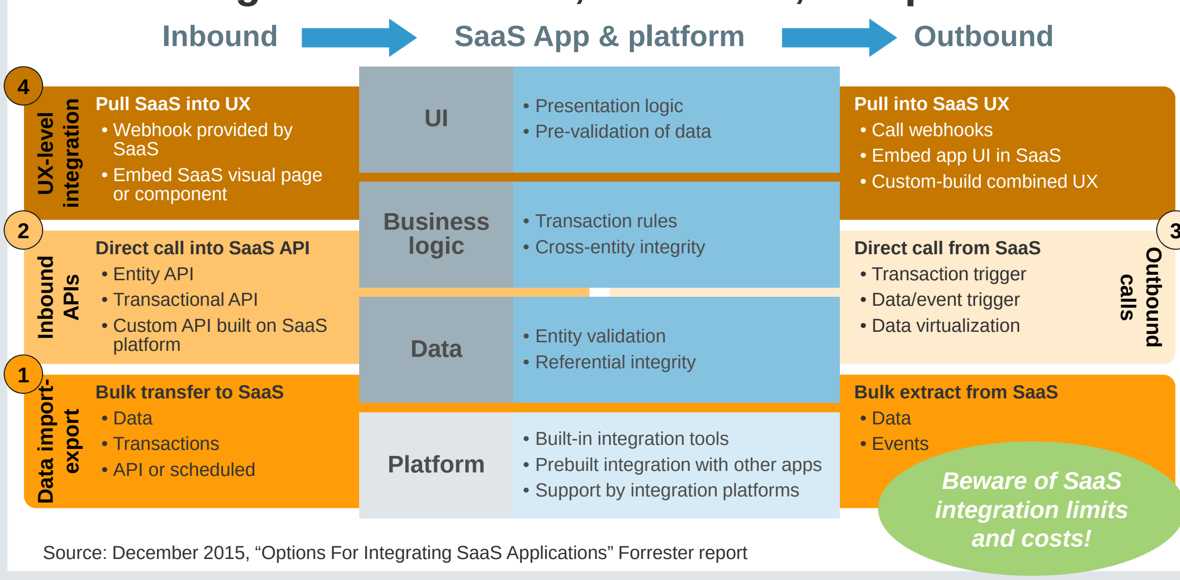
SaaS integration: inbound, outbound, and platform



Source: December 2015, "Options For Integrating SaaS Applications" Forrester report

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Thank you

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