

A08: What's new with IBM App Connect Designer

Andrew Humphreys
App Integration Offering Management



IBM Cloud



Please note



IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice and at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract.

The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

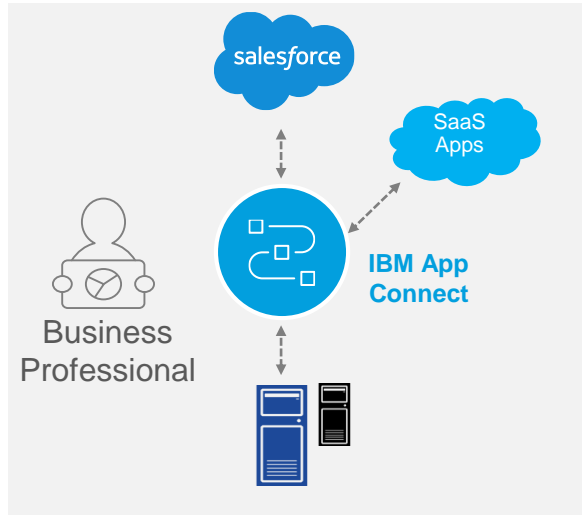
Digital Transformation + SaaS Adoption = New integration needs



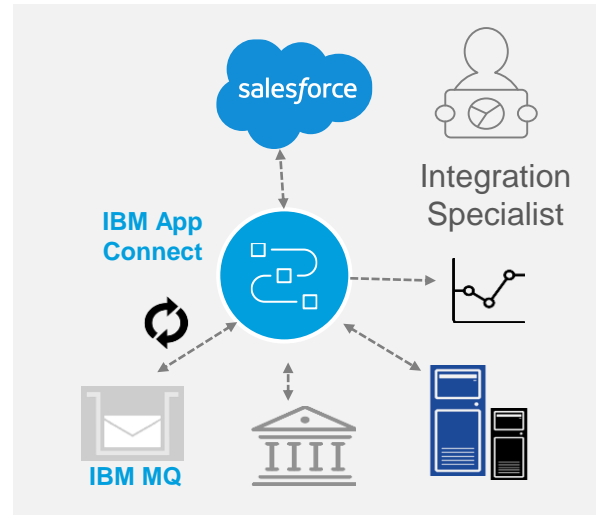
Apocalypse



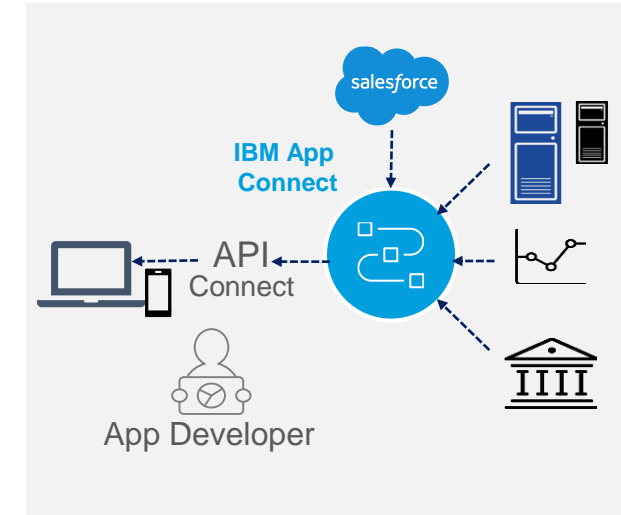
Escape the Appocalypse – Key Use Cases



Accelerate SaaS adoption by connecting applications, on-premise and in the cloud, and transferring data between them in a style that suits your requirement



Act of Events Build integration flows that recognize and respond to new events as they occur across your ecosystem



Unlock enterprise data by exposing APIs using a model driven approach; manage these using API Connect

Integration Platform as a Service (iPaaS)

Characteristics of an iPaaS

- Vendor operated and managed platform
- Model-driven, no-coding development tools
- Prepackaged integrations
- Embedded API management
- Rapidly increasing range of capabilities

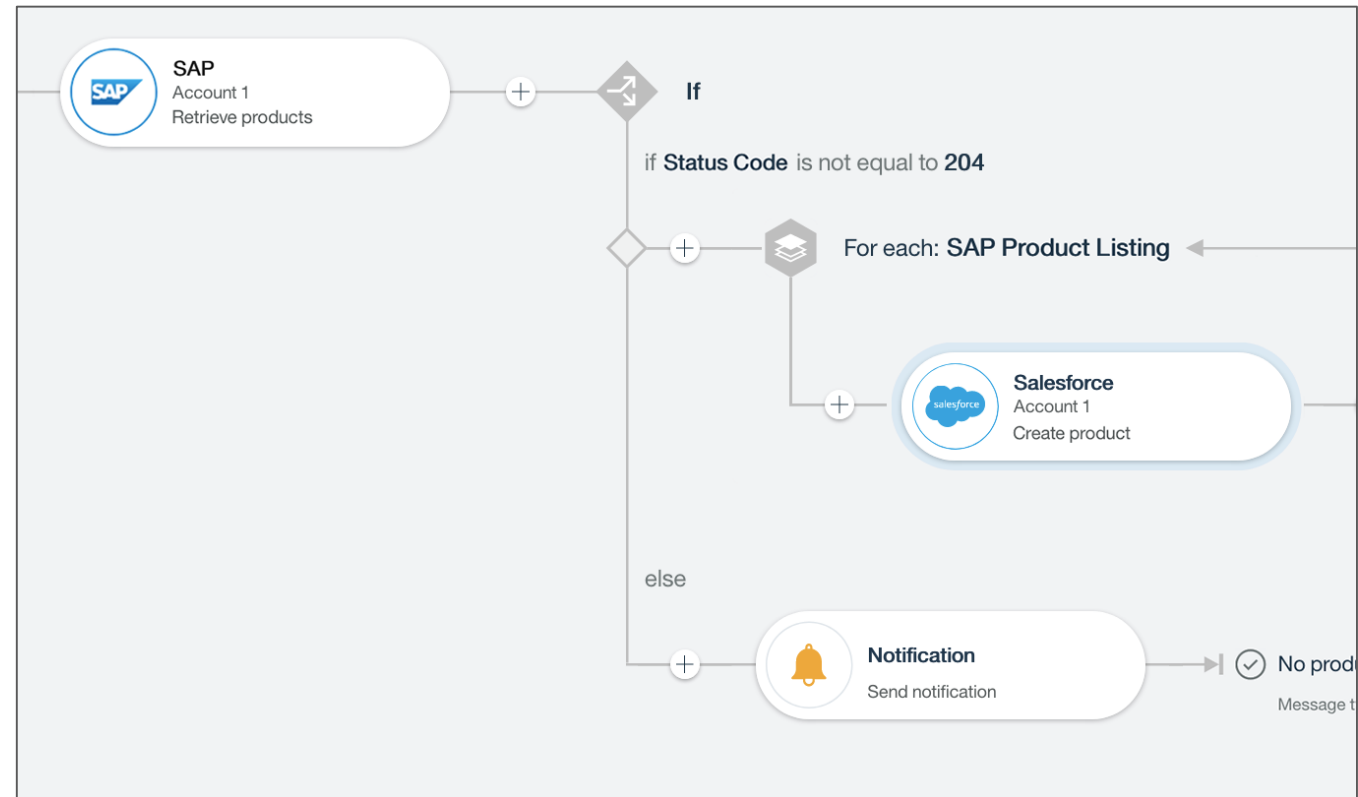
Best for...

- Short time to value
- Cloud/ Mobile center of gravity
- Mid-complexity integrations
- Unconventional integrators (citizen/ ad-hoc)
- Businesses willing to invest in new tech/ skills

IBM App Connect Designer

Radically simple integration tooling that connects, routes and transforms cloud & on-premise apps

- Simple tooling for all types of user
- Connect and integrate ANY applications or systems wherever they are... cloud or local
- Expose REST APIs through a model-driven approach
- Shared tooling with IBM API Connect
- Quickly utilize AI services
- Award-winning Design

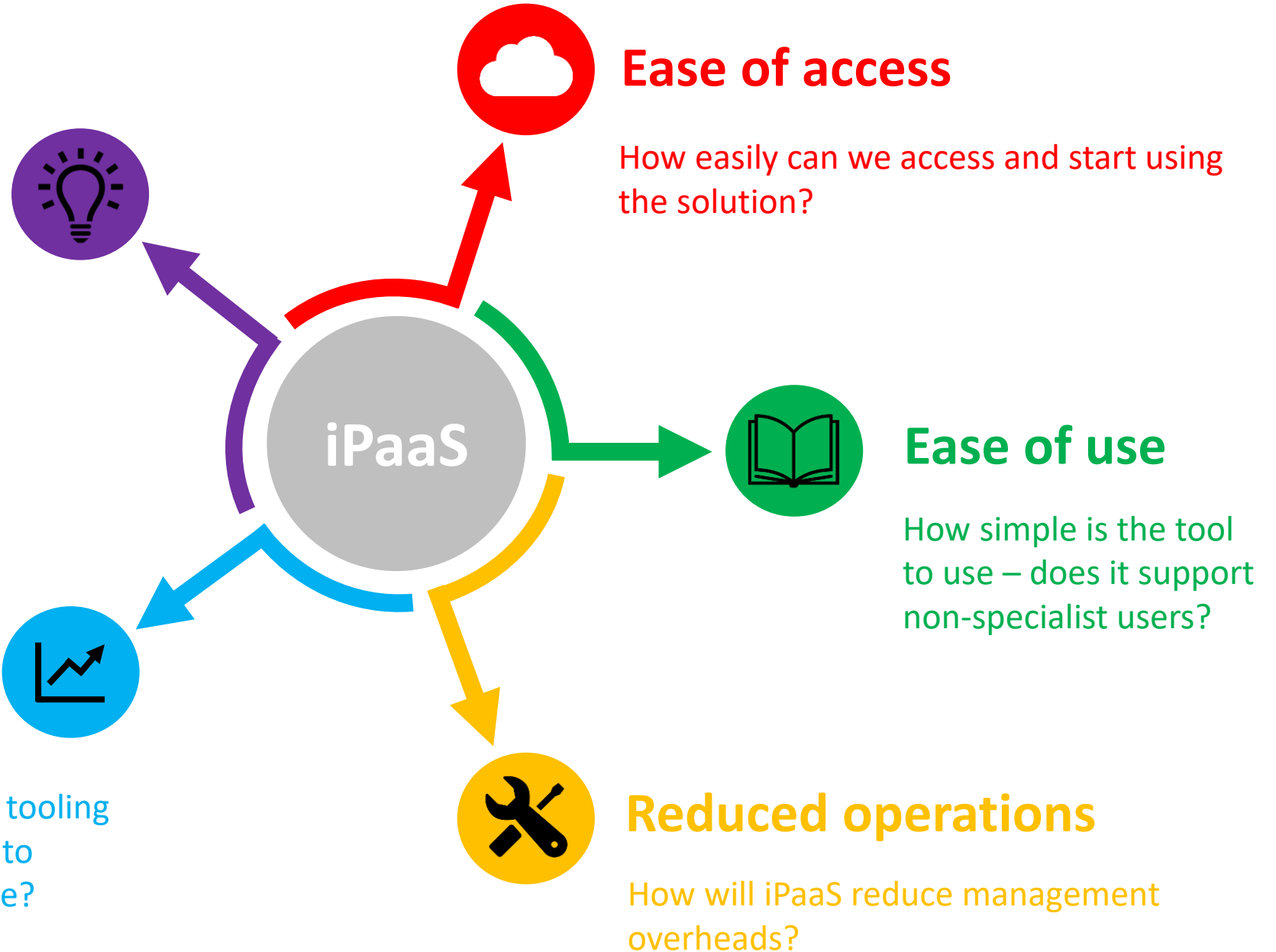


Digital Integration

How does the solution extend our capability to support new use cases and extend our existing integration capabilities?

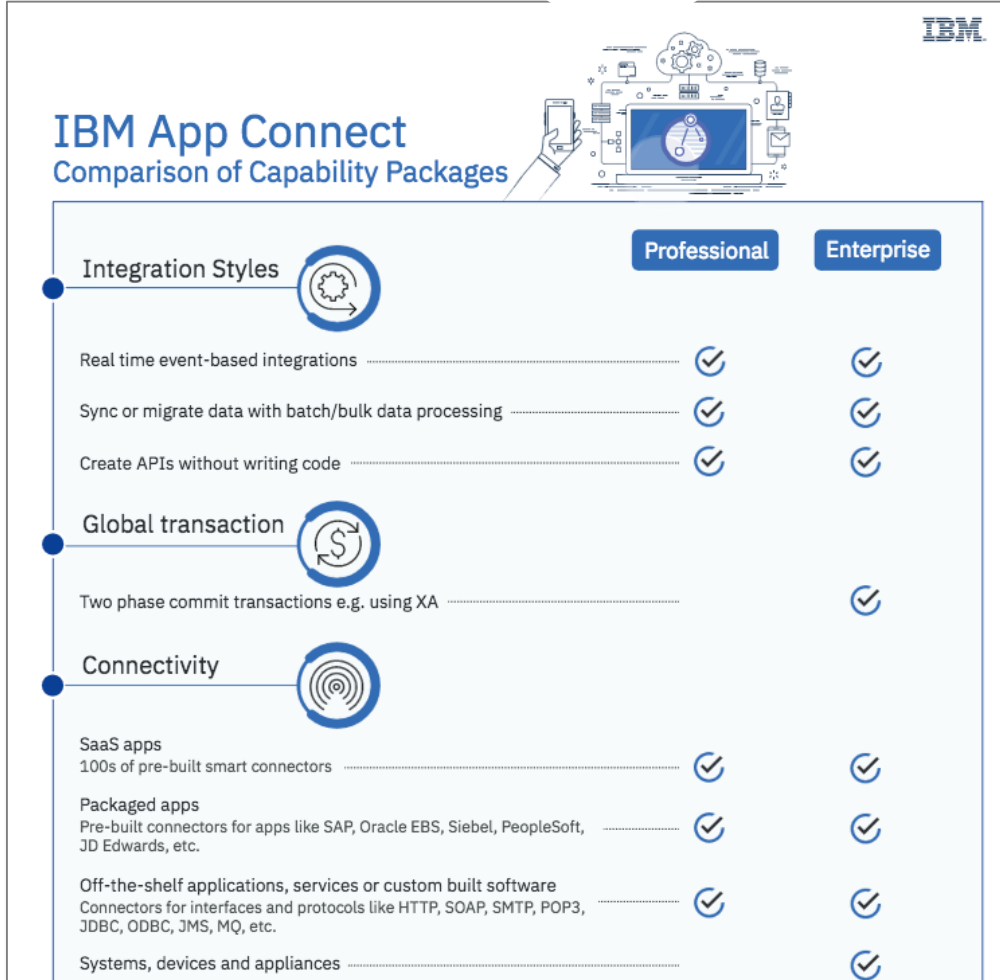
Market-place accelerators

What functionality and tooling does the solution offer to accelerate time-to-value?






Ease of access

- **Start for free** and use indefinitely
 - No credit card: sign up and start using without ever providing a credit card
 - Free forever: lite plan will allow free use for a limited workload with no expiration
- **Lowest price in the market** when you need to exceed the free tier cap, beginning at \$500 for 50k flows. Offer including **unlimited users, unlimited flows, unlimited connectors...**
- Choose between **multi-tenant and private dedicated** – whichever suits your organization best.



The graphic is a comparison table for IBM App Connect, titled "IBM App Connect Comparison of Capability Packages". It features the IBM logo in the top right corner and an illustration of a hand holding a smartphone connected to a laptop and cloud services. The table compares two plans: Professional and Enterprise. The categories being compared are Integration Styles, Global transaction, and Connectivity. Each category has a corresponding icon: a gear for Integration Styles, a dollar sign with a circular arrow for Global transaction, and concentric circles for Connectivity. Checkmarks indicate which capabilities are included in each plan.

	Professional	Enterprise
Integration Styles 		
Real time event-based integrations	✓	✓
Sync or migrate data with batch/bulk data processing	✓	✓
Create APIs without writing code	✓	✓
Global transaction 		
Two phase commit transactions e.g. using XA		✓
Connectivity 		
SaaS apps		
100s of pre-built smart connectors	✓	✓
Packaged apps		
Pre-built connectors for apps like SAP, Oracle EBS, Siebel, PeopleSoft, JD Edwards, etc.	✓	✓
Off-the-shelf applications, services or custom built software		
Connectors for interfaces and protocols like HTTP, SOAP, SMTP, POP3, JDBC, ODBC, JMS, MQ, etc.	✓	✓
Systems, devices and appliances		✓

Ease of access



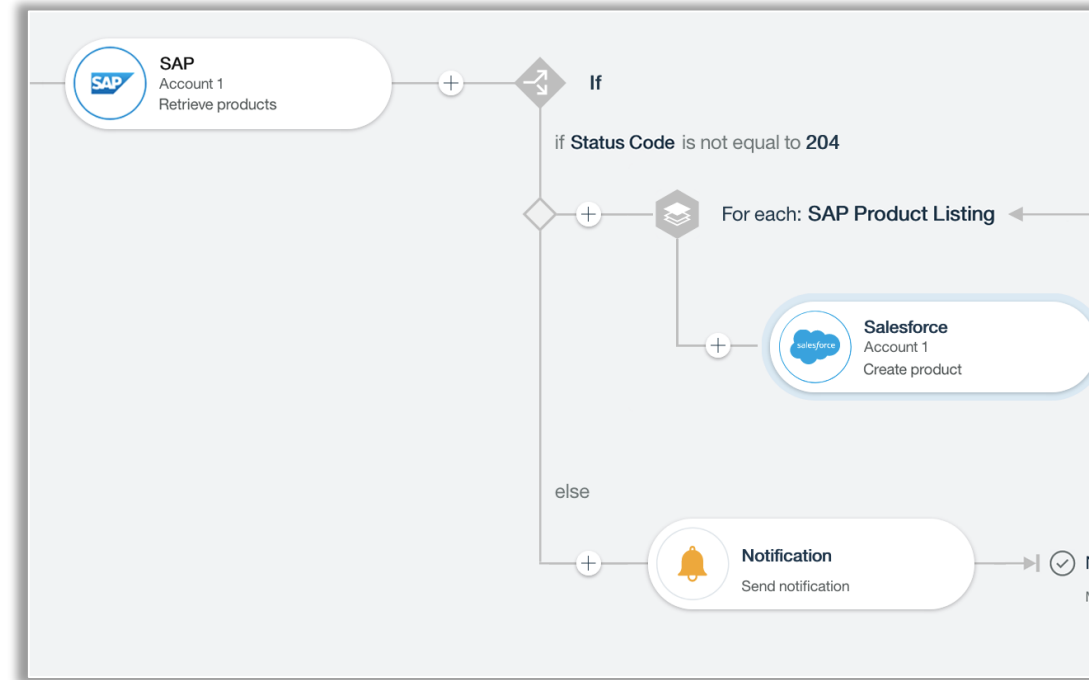
- App Connect iPaaS is a fully managed-service running on IBM Cloud
- Nothing to download for SaaS – SaaS connectivity
- A lightweight agent provides secure access to on-premise systems
- Offers support for IBM DataPower enterprise gateway
- 1-click access to other IBM solutions – API Connect

The screenshot shows the Salesforce App Connect interface. At the top left is the Salesforce logo. Below it, the text 'New account' is visible. The main heading is 'Connect to Salesforce'. Below this is a label 'Custom URL: (optional)' followed by a text input field. Below the input field is a paragraph of instructions: 'For a production instance, leave blank or enter <instance>.salesforce.com. For a sandbox, enter test.<instance>.salesforce.com. For subdomains, enter <subdomain>.my.salesforce.com (for production) <instance>.my.salesforce.com (for sandbox), or <subdomain>-dev-ed.my.salesforce.com (for Development)'. At the bottom is a blue button labeled 'Connect'.

Ease of use













- Award-winning graphical experience
- Simple, configuration-based approach to build integration and API flows
- Powerful tooling to add depth to integration flows
- Guided configuration prompts users to achieve optimum outcomes



Ease of use

- 100+ smart connectors to a range of endpoints – apps, databases, files, services...
- Extensive support for events within those endpoints
- Technology connectors for third-party or niche endpoints support a number of protocols including SOAP, REST, ODBC, JDBC



	Salesforce Service Cloud Not connected
	SAP (via OData) Not connected
	SAP Concur Not connected
	ServiceNow Not connected
	SFTP Not connected
	Slack Not connected
	Stripe Not connected
	SugarCRM Not connected
	SurveyMonkey Not connected
	Trello Not connected

Salesforce events
The event is the trigger that makes your flow start working.

- ▶ Accounts
- ▶ Campaigns
- ▶ Cases
- ▶ Contacts
- ▶ Leads
- ▶ Opportunities

Connect to Salesforce to see more items

[Show more configurable events...](#) ⓘ

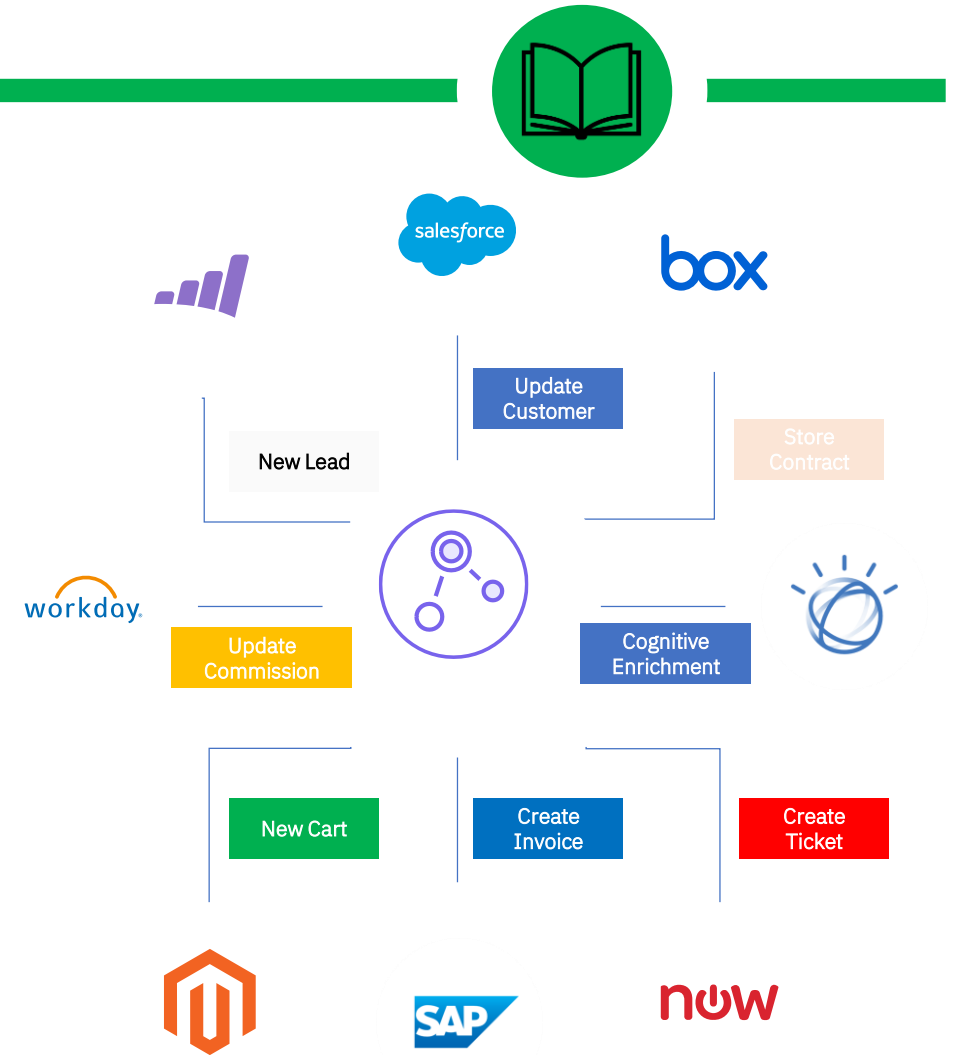
Salesforce actions
The action is the task you want your flow to complete.

- ▶ Accounts
- ▶ Attachment
- ▶ Campaigns
- ▶ Cases
- ▶ Contacts
- ▶ Content Document
- ▶ Contracts
- ▶ Events
- ▶ Folders
- ▶ Leads
- ▶ Opportunities
- ▶ Orders
- ▶ Products
- ▶ Solutions
- ▶ Tasks

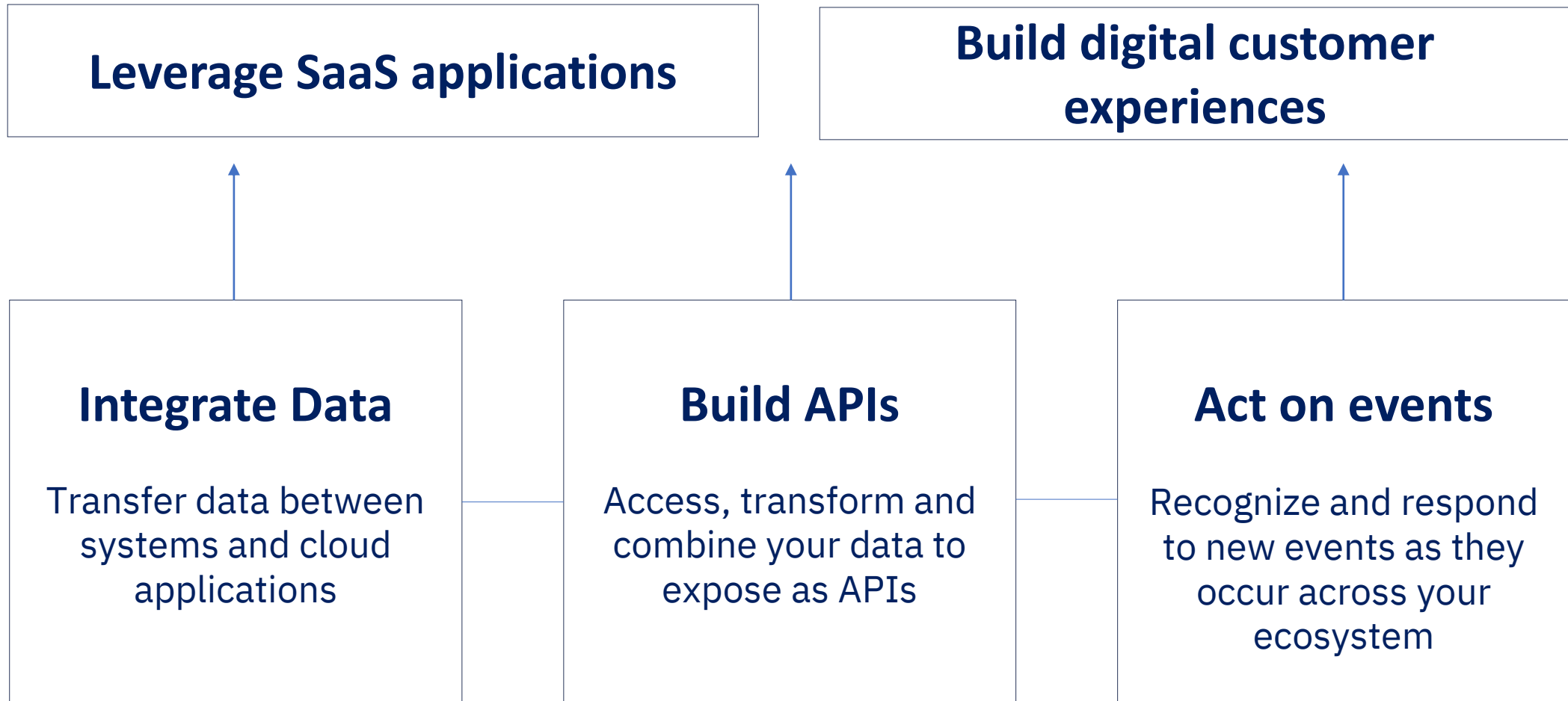
Connect to Salesforce to see more items

Ease of use - smart connectivity

- ✓ manages security
- ✓ session management
- ✓ metadata discovery
- ✓ consistent behaviour and user experience - REST-ified endpoints
- ✓ enhanced actions
- ✓ events support
- ✓ built-in error handling
- ✓ manages scaling and deployment



Digital Integration



Digital Integration – Act on Events



- New events are taking place across the organization:
 - New sales order
 - New marketing lead
 - Customer complaint
- Reacting to these events, in real-time, enables organizations to capture new opportunities and provide enhanced customer experiences
- Building workflows ensures that the right-follow on action is taken
- Capturing information about the event enables teams with the context to apply it to react quickly

“Customers expect organizations to respond to events as they occur in real time”

Gartner

Digital Integration – Batch



High Throughput

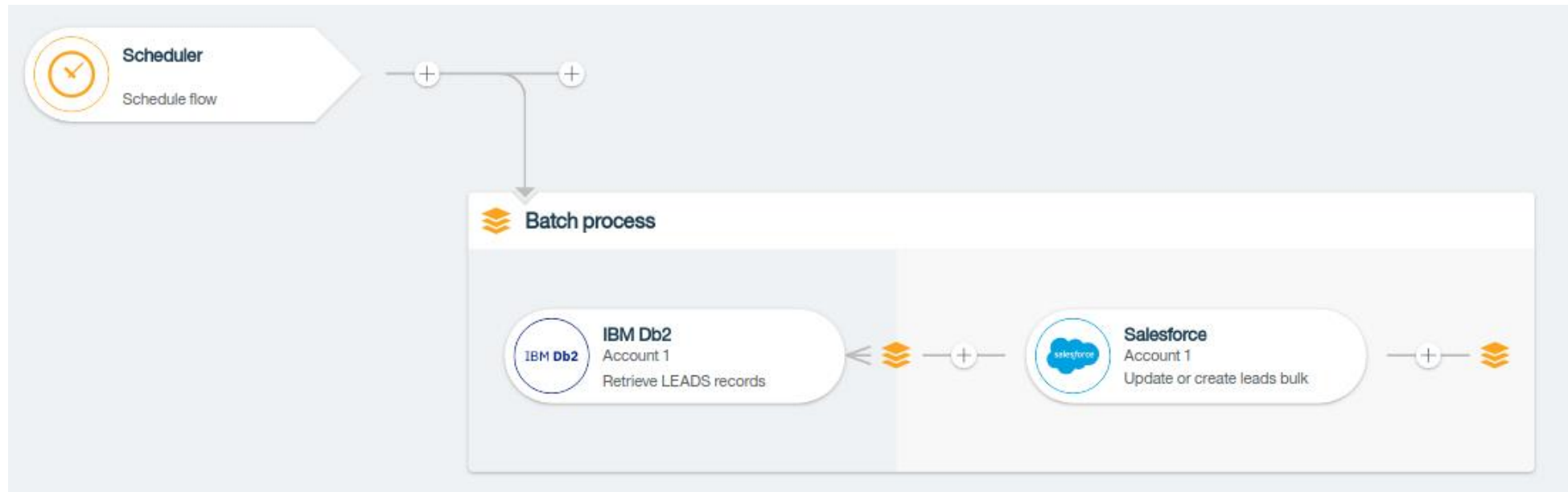
horizontally scaled engine
with no fixed limits – can use
1000s engines in parallel

Smart connectors

system is frugal with API calls
using REST or Bulk APIs as
provided by endpoint

Enrich data

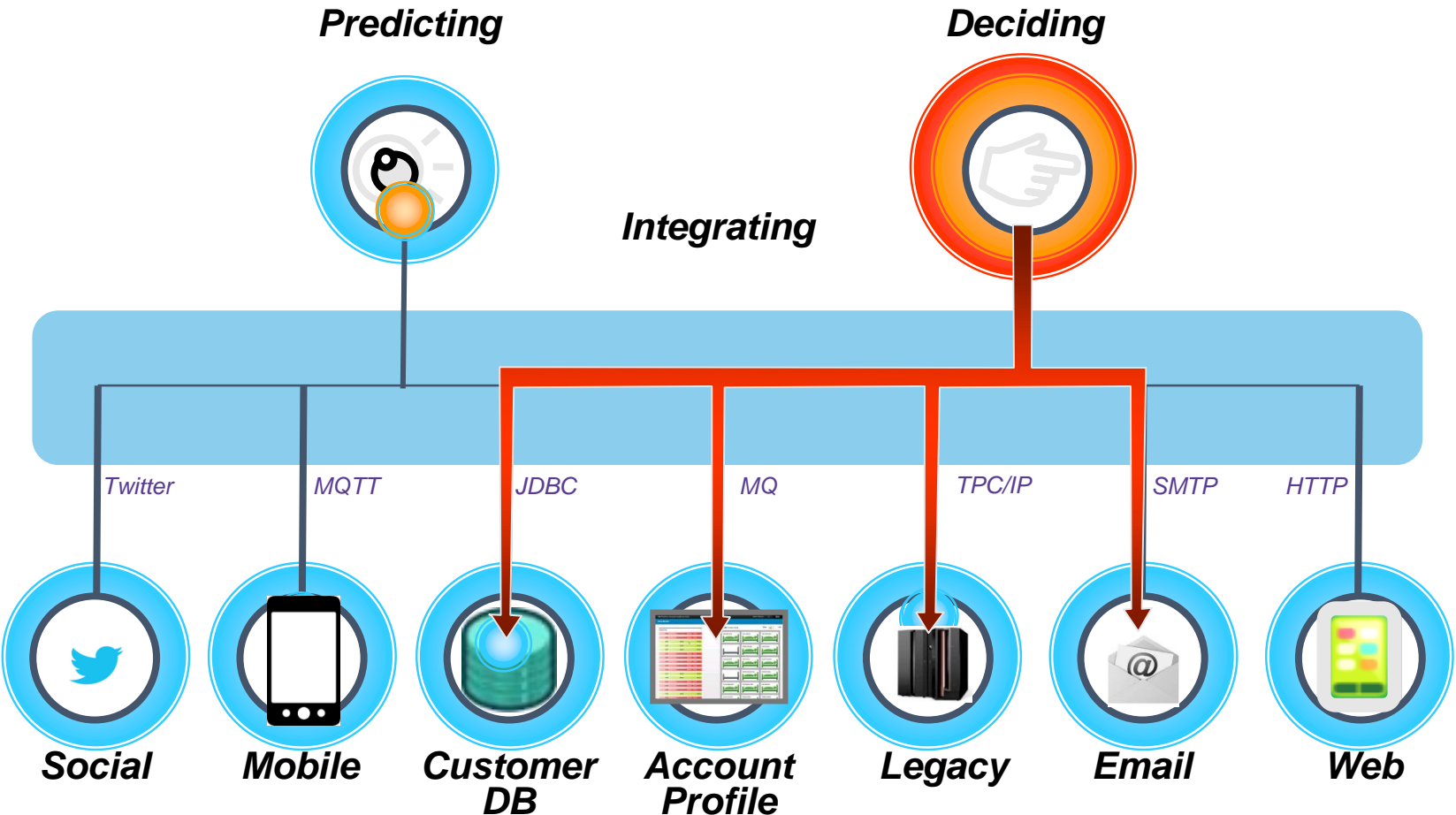
allows interacting with
multiple endpoints within
any batch process



Demo 1 – Flow basics Event driven flow with smart connectors



Digital Integration – Act on Events



Digital Integration – AI



- Out of the box connectivity to Watson Cognitive services enables users to apply AI services to flows
- Works from the same simple configuration model and can act on data from any application you connect to



IBM Watson Campaign Automation
Not connected



IBM Watson Discovery
Not connected



IBM Watson Language Translator
Not connected



IBM Watson Natural Language Classifier
Not connected



IBM Watson Personality Insights
Not connected

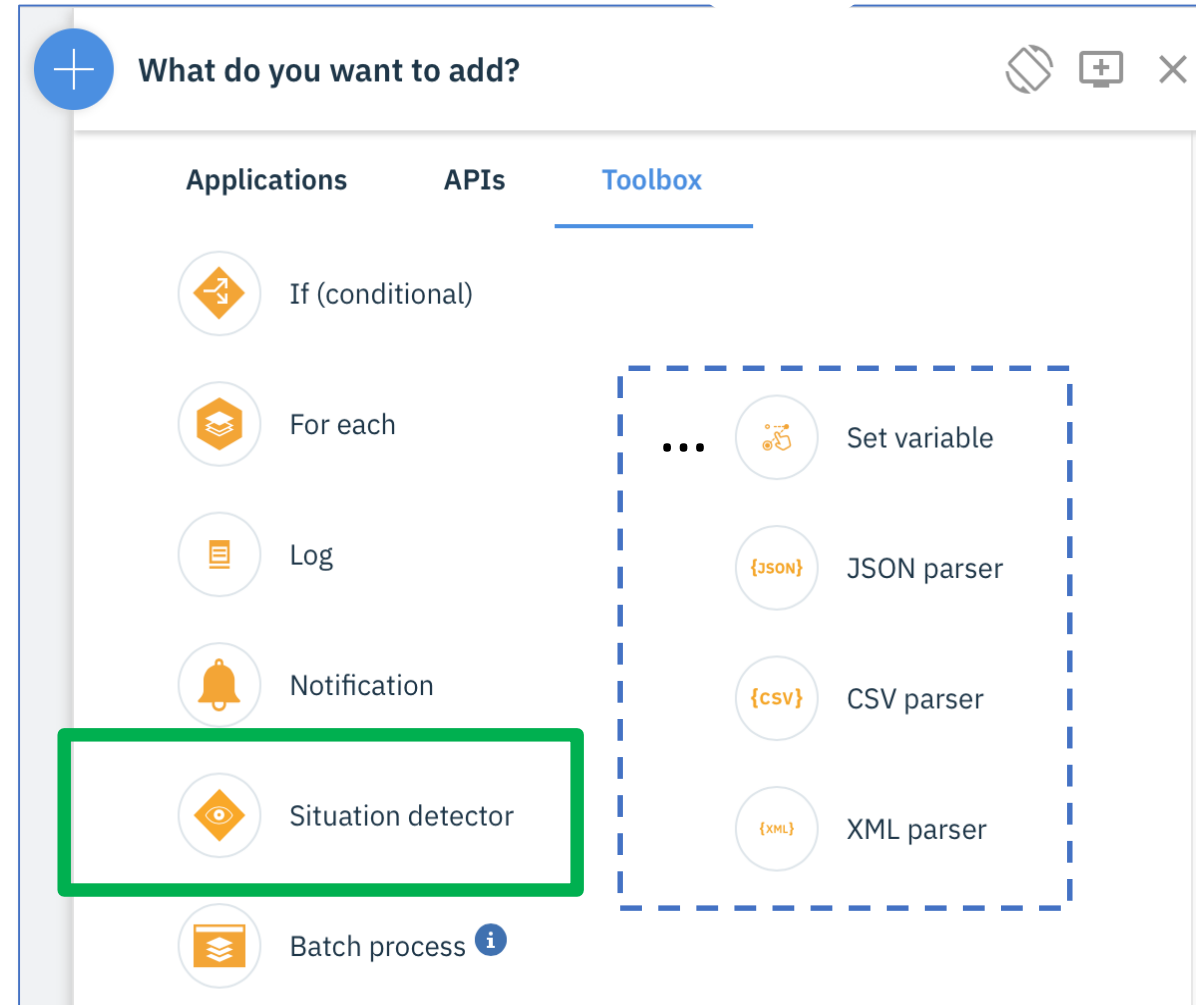
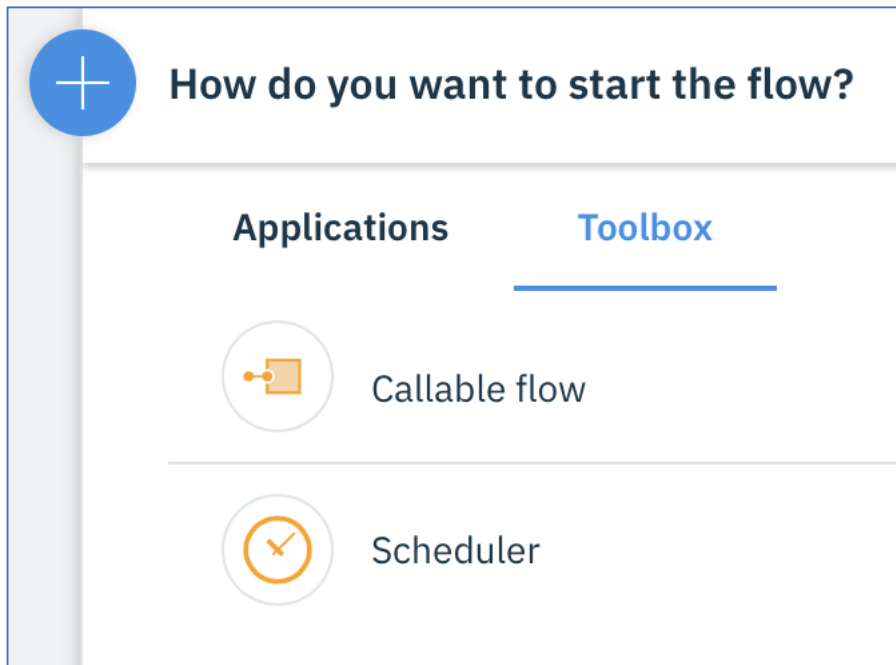


IBM Watson Tone Analyzer
Not connected

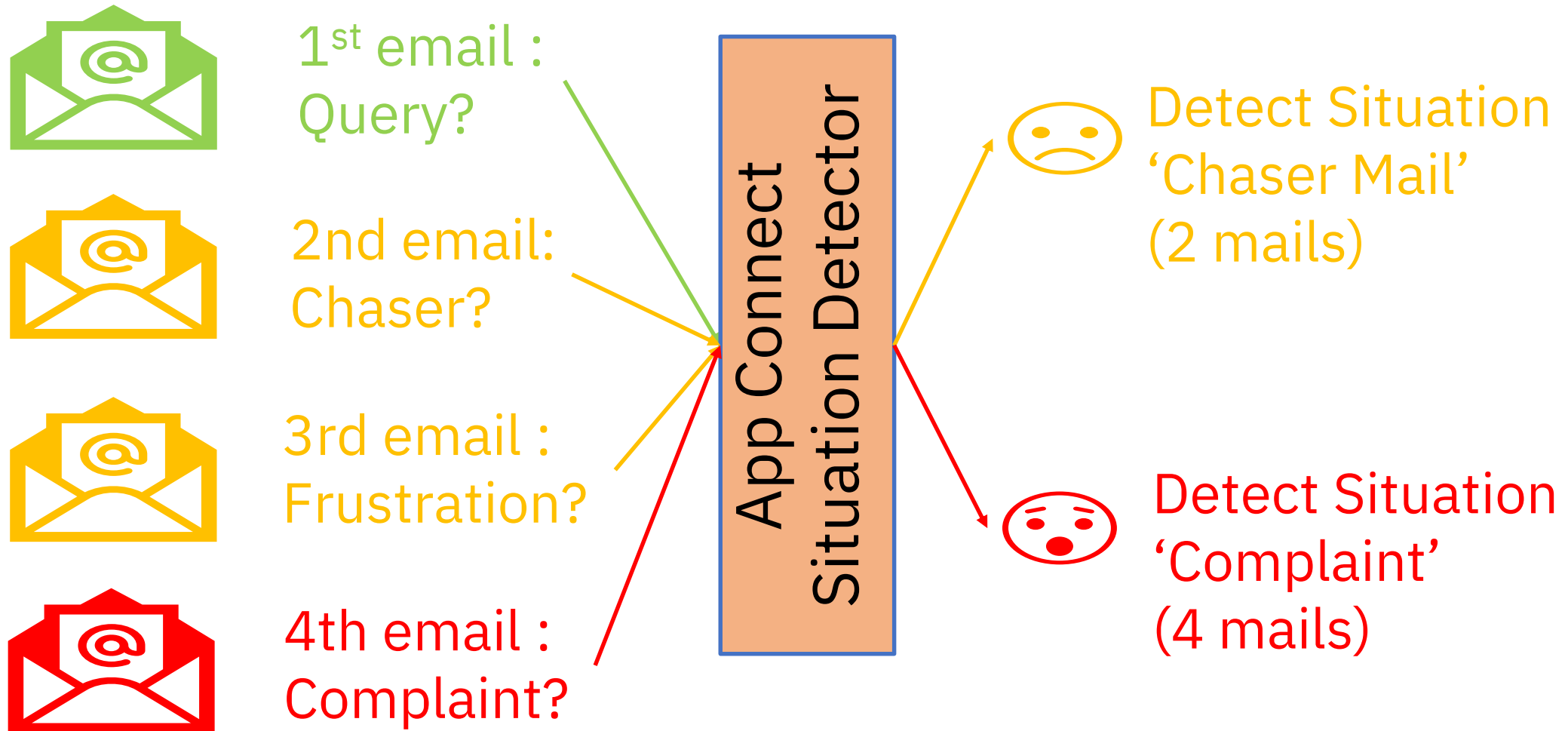
Digital Integration – Situation Detection



Detect things that occur as a combination of multiple flows running.



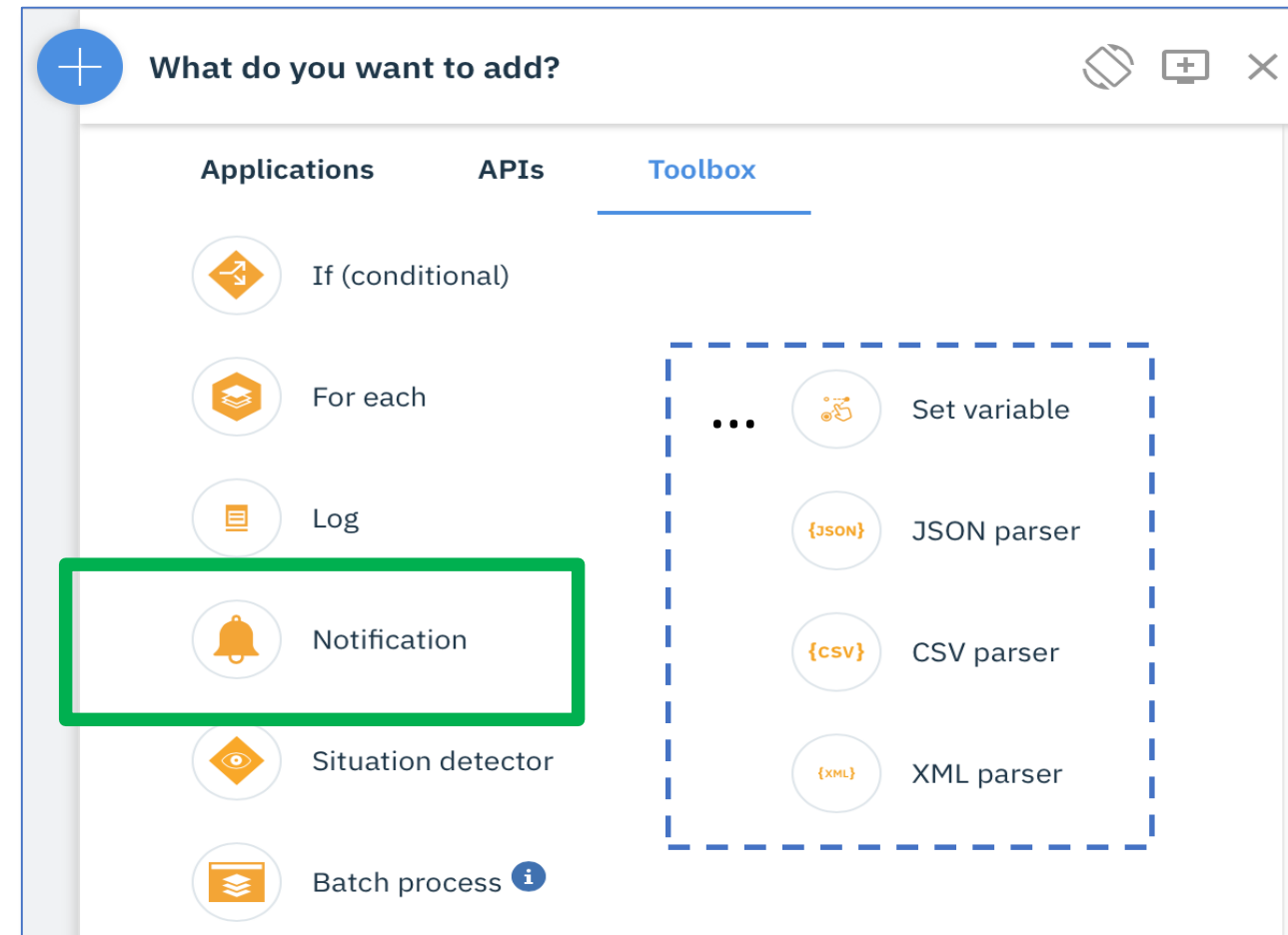
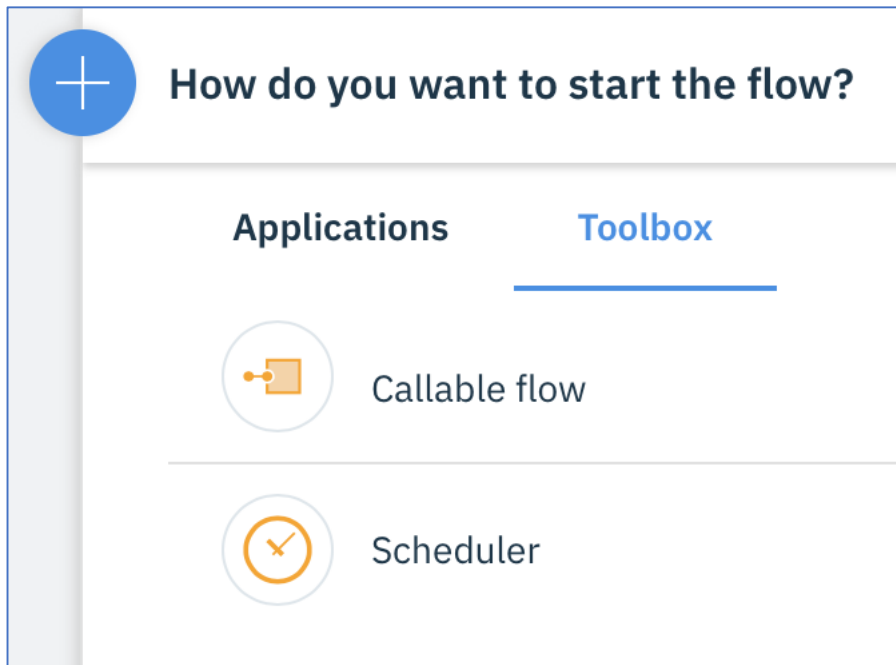
A situation is more than one flow with a given data item in the same period: e.g. multiple emails from the same person
(Period=Minutes, Hours or Days)



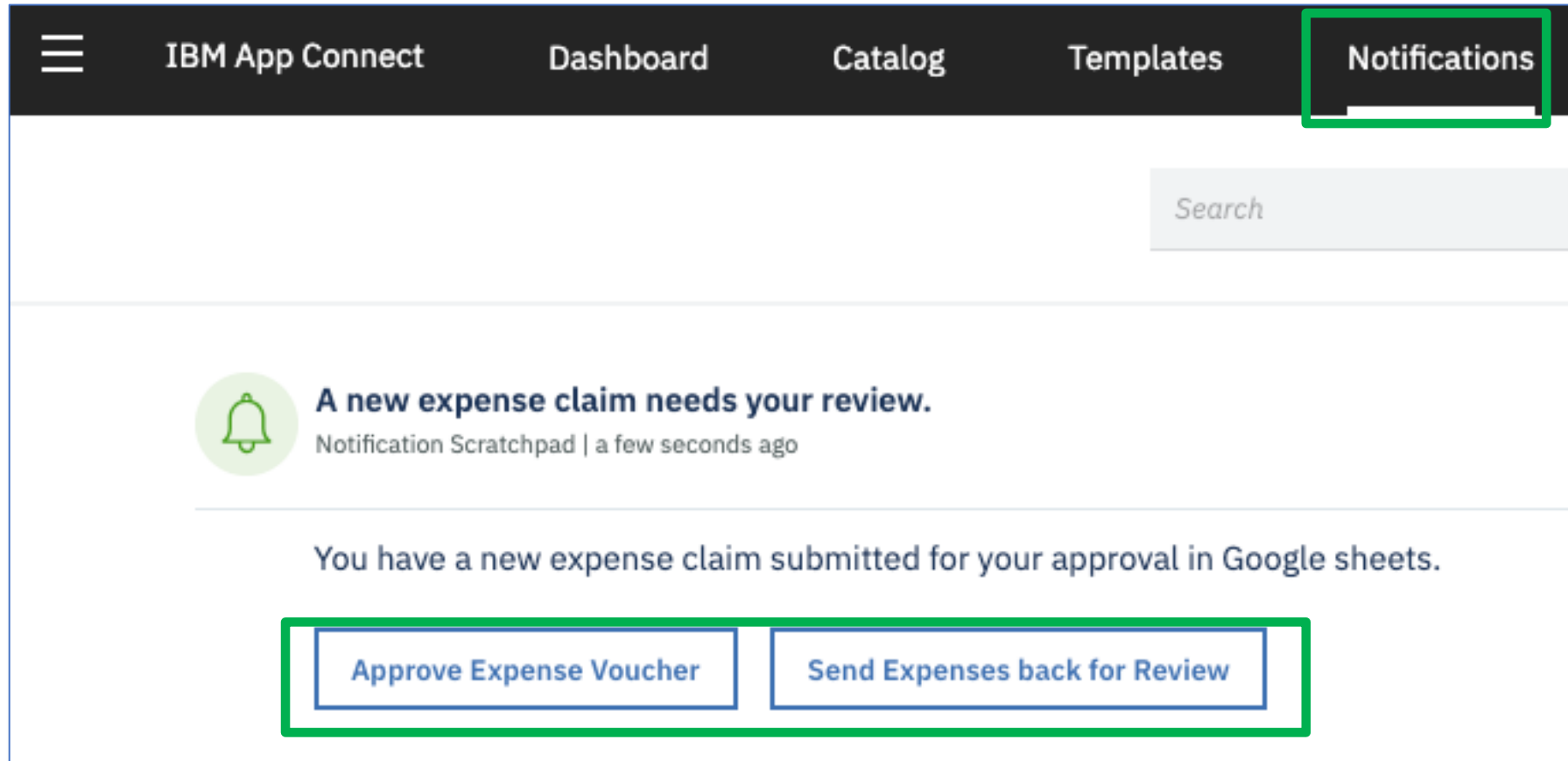
Digital Integration – Notifications



Use when you want to notify a person of something, or you want them to choose an action.

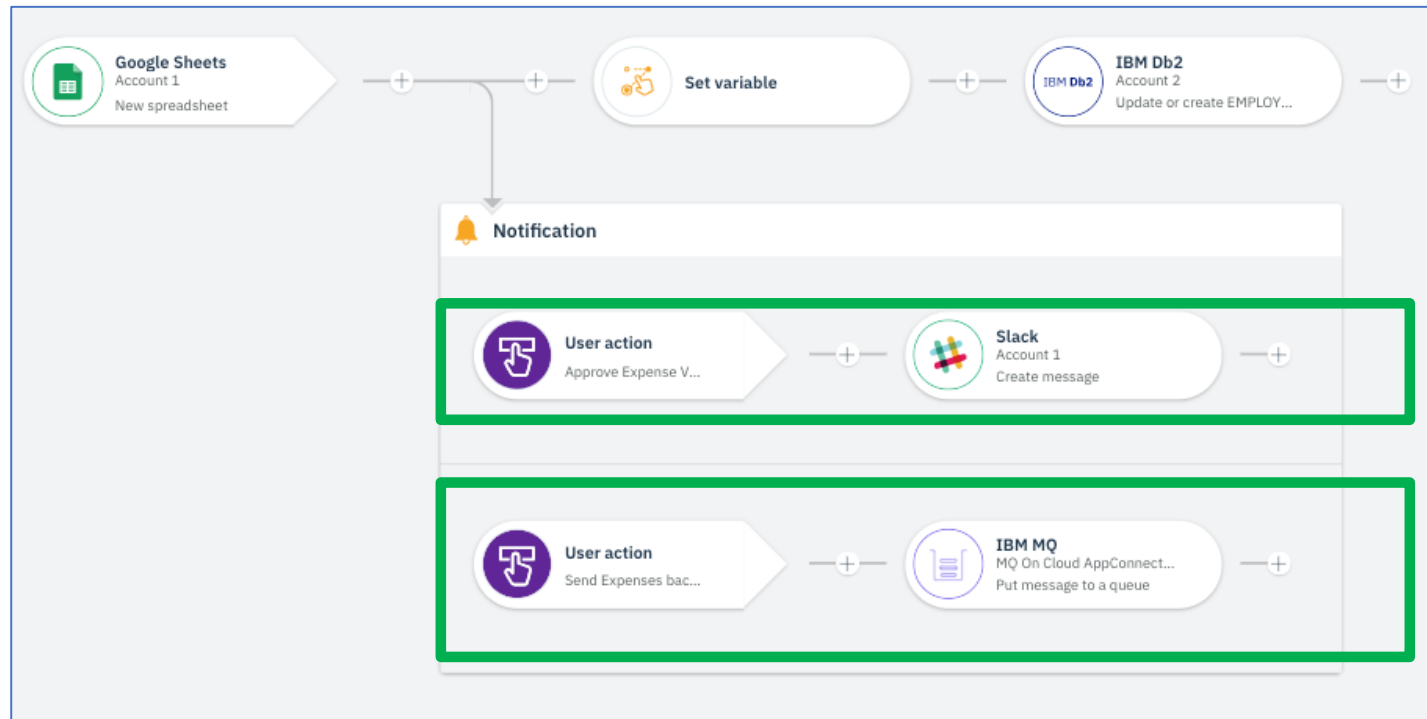


Notifications show up in their own tab with auto-generated action buttons



Notifications allow up to three action buttons: After the action button is pressed, there can be further actions

The notification 'waits' until the user makes their choice, then performs the selected action



Demo 2 – Watson, Notifications and Situations

Digital Integration – Expose APIs



- APIs enable developers to create services which deliver a highly personalized, accurate and relevant customer experience
- However, this data exists in a myriad of endpoints – from legacy critical business systems to more modern, innovative applications
- These endpoints don't always exist as accessible interfaces
- Integration bring this data together and exposes it in a way that's easily consumable and conforms to industry standards

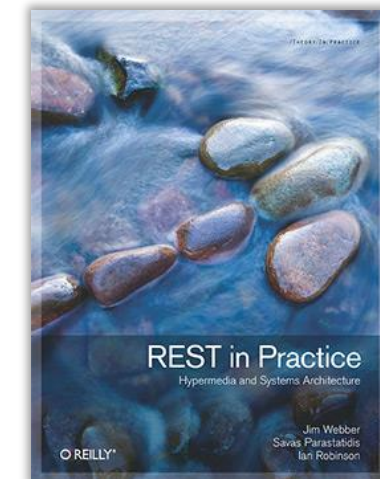
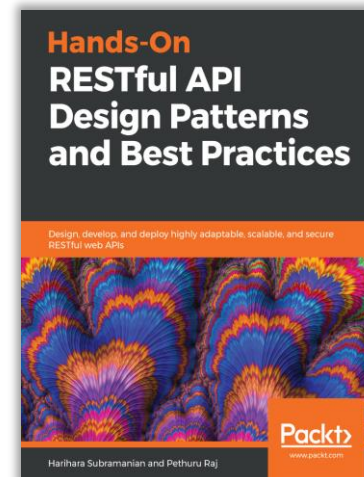
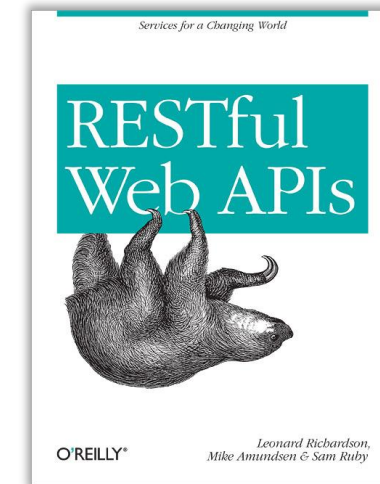
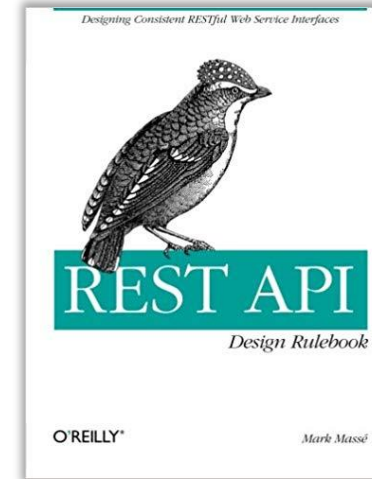
“APIs are the windows to new ecosystems - they allow firms to expand into markets they may never have previously considered”

Harvard Business Review

Digital Integration – Expose APIs



- Developing RESTful APIs is a skilled job requirement
- requires coding expertise in programming languages such as Java, NodeJS, etc.
- requires deep understanding of REST concepts
- involves large training curve
- requires years of practice to master industry standards



Develop powerful REST APIs using App Connect Designer without coding or training

1

Define Model

- Define schema
- Define unique identifiers and relationships
- Define fields and structure

2

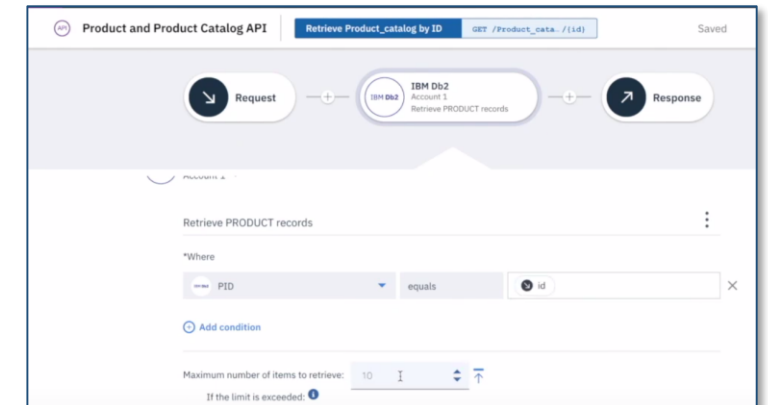
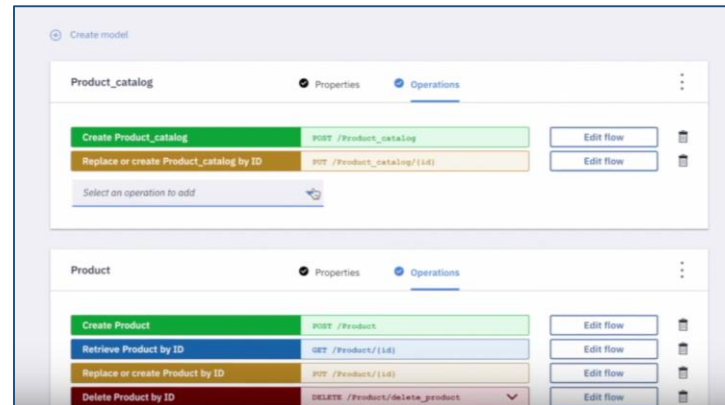
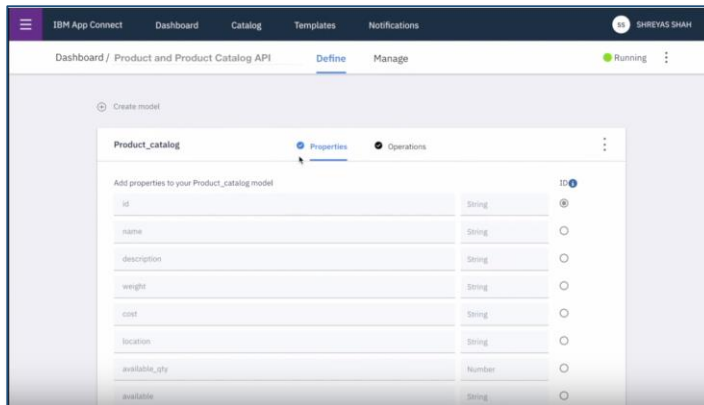
Configure Operation

- Define API operations
- Create, Retrieve, Update, Delete, Custom
- Filtering, searching, pagination

3

Implement API

- Best practices baked into tooling
- Use flow editor to configure API operation

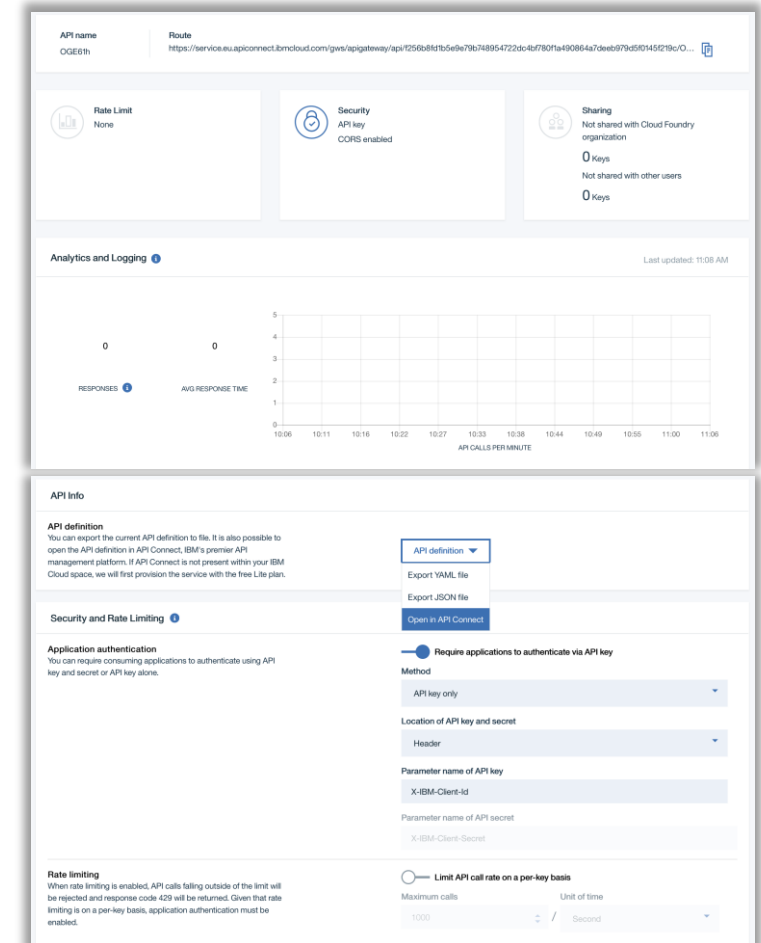


Demo 3 – Expose API

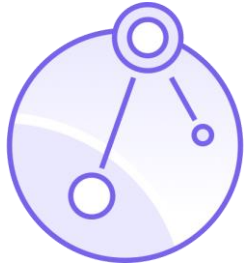
Digital Integration – Manage APIs



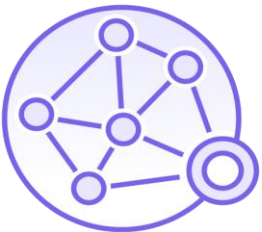
- Embedded IBM API Connect functionality allows users to apply basic management
- For advanced management and socialization, publish APIs to the IBM Cloud Catalog and utilize IBM API Connect
- Consume APIs in App Connect from API Connect catalog
- Download the OpenAPI doc to use with development teams
- Automated sync between flow metadata and model definition as changes to the model or flow occur



Digital Integration – Manage APIs



**Build APIs in
App Connect**



**Manage in API
Connect**

API Info

API definition

You can download the current API definition. It is also possible to open the API definition in API Connect, IBM's premier API management platform. If API Connect is not present within your IBM Cloud space, we will first provision the service with the free Lite plan.

API definition ▾

Download YAML file

Download JSON file

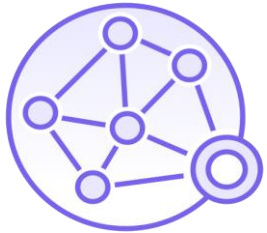
Open in API Connect



Security and Rate Limiting

Integration flows can now be published
directly into the API Connect instance
in the same IBM Cloud project.

Digital Integration – Manage APIs



Manage APIs in
API Connect



Include them in
App Connect
flows

The screenshot displays the IBM API Connect interface. At the top, a flow is shown connecting 'Asana My Asana Account' (New task) to 'Pet Store Account 1' (GET /pets/{petId}). Below this, the 'What do you want to add?' section is active, with tabs for Applications, APIs, Callable flows, and Toolbox. A search bar labeled 'Search APIs' and an 'Add API' button are present. Under 'Connected APIs', 'Pet Store Account 1' is listed. Under 'Available APIs', three APIs are shown: 'Account Management' (Not connected), 'Customer Database API' (Not connected), and 'D43456_7_API' (Not connected).

Any shared API in IBM
Cloud is now
discoverable from App
Connect to be used in
an integration flow

Reduced operations



- **Fully-managed** – IBM manages hardware/ software to ensure uptime
- **Maintenance currency** – all tenants immediately get the benefit of patches in a non-disruptive way
- **Feature currency** – updates and new features are delivered on a weekly basis
- **Workload scalability** – iPaaS runs on a large multi-tenant environment that effectively handles peaks in workload

Market-place accelerators



- 50+ templates available for a range of endpoints and use cases
- Instruction provides simple connectivity
- Start with a template but customize with additional features to suit the business
- Reach beyond the marketplace and quickly reuse any external service that presents an OpenAPI definition

The screenshot displays a grid of integration templates. A modal window is open for the 'Asana to 3 applications' template, which includes the following details:

- Header:** Asana to 3 applications
- Title:** Create NetSuite ERP and Stripe products from Asana tasks to launch a Salesforce Pardot campaign
- Description:** When a new task is created in Asana, a new product is created in NetSuite ERP & Stripe, then a campaign for the new product is launched as a Salesforce Pardot Campaign.
- Section:** How to use this template
- Instructions:** To refer to these instructions while editing the flow, open [the github page](#) (opens in a new window).
- Steps:**
 1. Click **Create flow** to start using the template.
 2. Connect to your [Asana account](#).
 3. Select your Asana team and project.
- Buttons:** Cancel, Create flow

“First 3 built for free”

For a limited time, new customers can take advantage of this great program that helps them get a jumpstart on delivering real business value

Expert

One of our App Connect engineers will work directly with you

Value

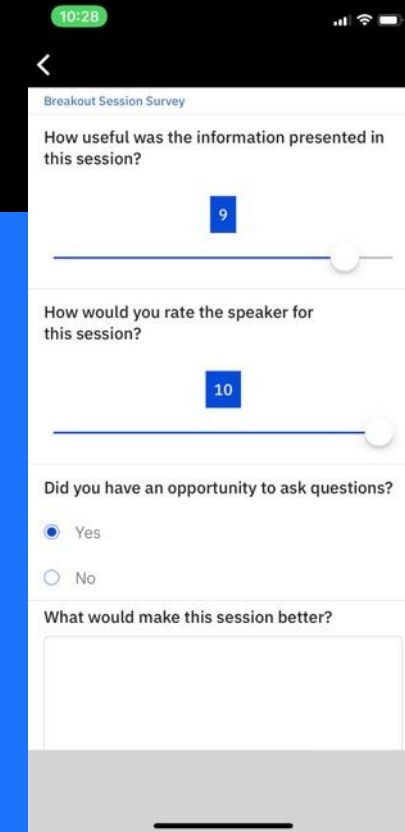
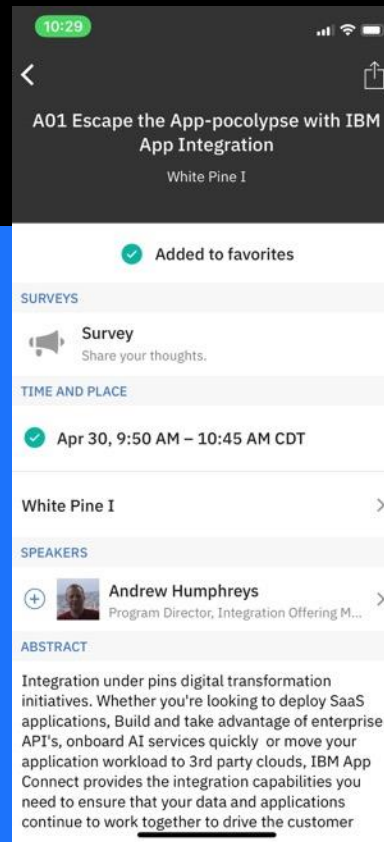
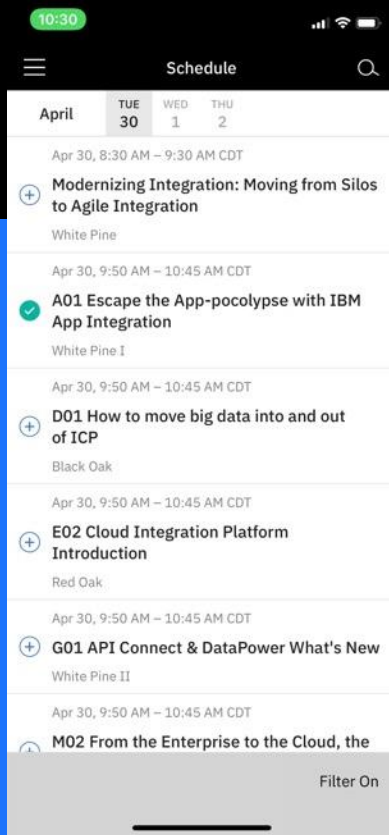
These experts will first listen to your requirements and ensure we understand the value you need to deliver to your business

Learn

They will then work with you over web conference and show you step by step just how simple building an integration flows can be

Flexible

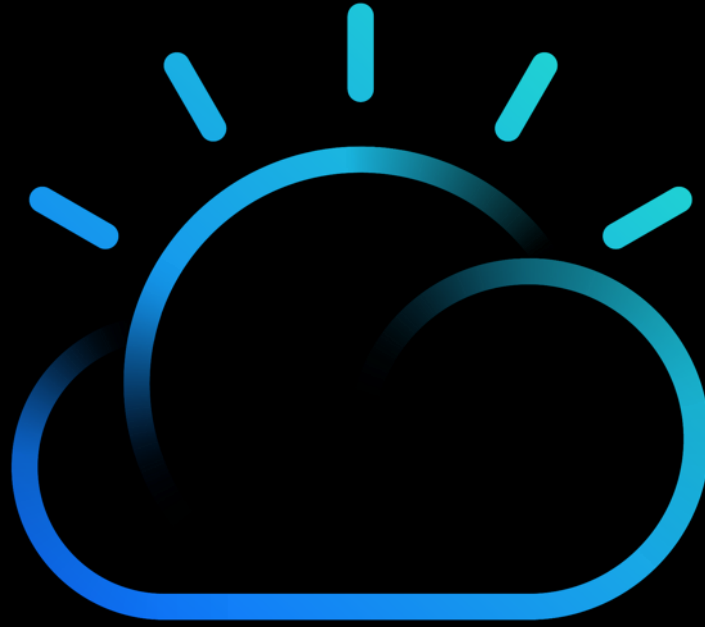
Meeting times can be scheduled to best suit you and your team



Don't forget to fill out the survey!

Select your session, select survey, rate the session (A01) and submit!

Thank You



Andrew Humphreys
Program Director, Offering Management
IBM Cloud - Application Integration
Andrew_Humphreys@uk.ibm.com
+44-1962-816358