



Discovering the Value of App Connect Professional Cloud Integration

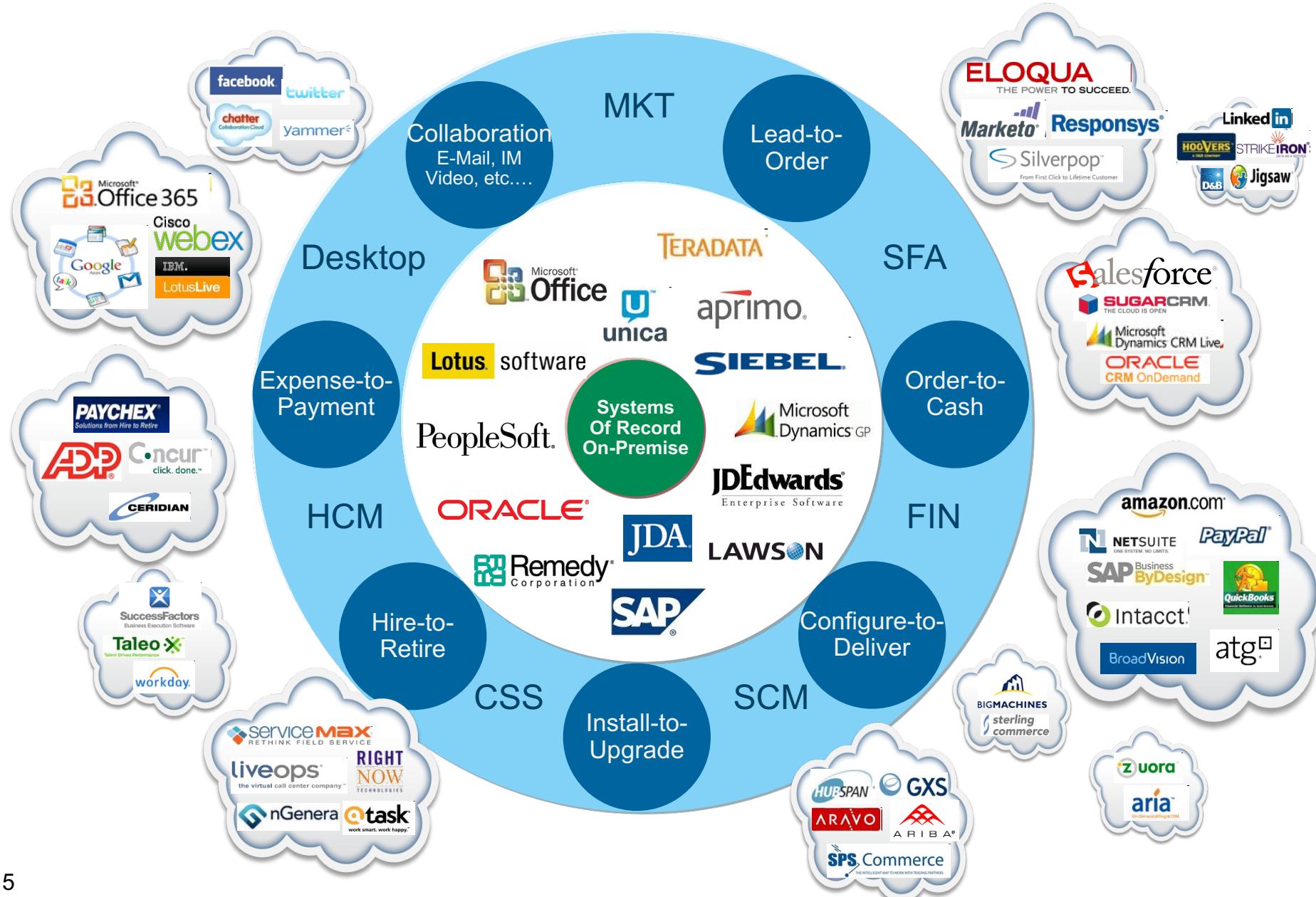
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App Connect Professional Solution Overview

Cloud applications are growing by the day...



SaaS is no more a trend, its become mainstream!

- SaaS is now a fully viable option for new software purchases and for replacing traditional homegrown or on-premises applications
- It's no longer a question of "if," but rather "where" and "when"
- Most of the SaaS investments are driven by Line of Business



Gartner analysts predict **SaaS** will grow to **\$37.7 billion** in 2016

<http://www.gartner.com/newsroom/id/3188817>



Hybrid IT environments are the new business reality!

Companies have both Cloud and On Premise Applications

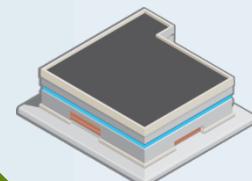
Public Cloud
Applications



Private Cloud
Applications



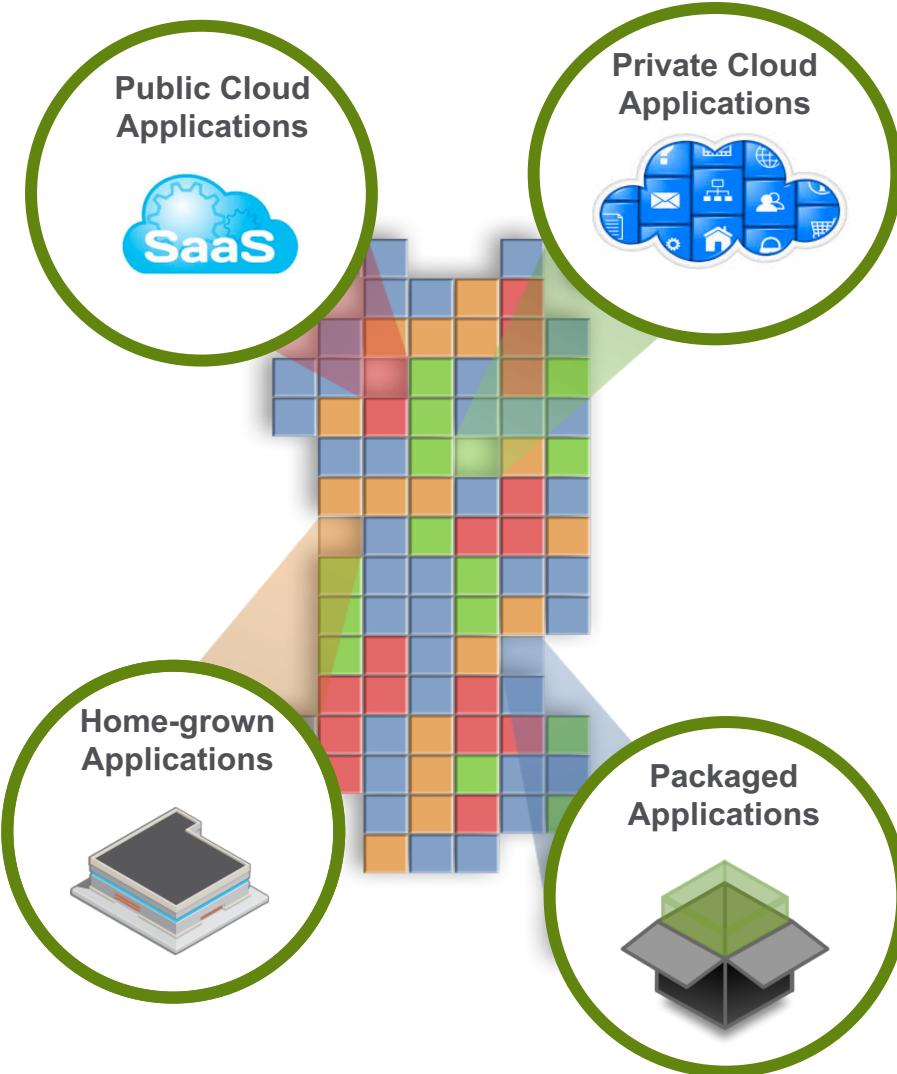
Home-grown
Applications



Packaged
Applications



Seamless integration across these applications is key to successful cloud adoption



Introducing IBM App Connect Professional

Connects Cloud and On Premise Applications in Days



Simple. Rapid. Flexible. Affordable.



Four ways App Connect Professional can help you...

1

Simple

Simple tooling for business user and configuration based approach for integration developer



2

Rapid

Pre-built connectors and templates to 100s of applications, both SaaS and on-premise



3

Flexible

Flexible deployment models that let you deploy where its most convenient for you



4

Affordable

Pay only for what you need. Price points to match the needs of businesses of all sizes



Simple: Fit-for-purpose tooling for different user roles

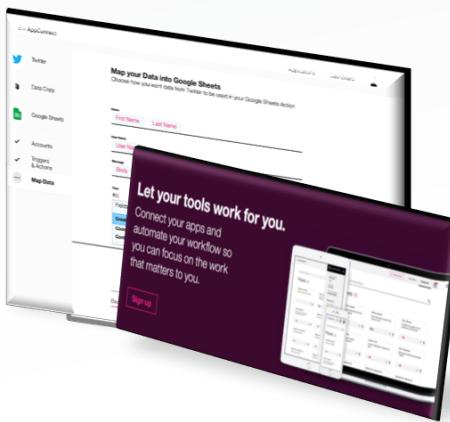
Line of Business



Innovate ←

Focus on Speed & Agility

- Business friendly integration tooling that connects cloud & on-premise apps
- Make the applications talk to each other, using simple intuitive approach, without any help from IT teams



Shadow IT/ Core IT



→ **Optimize**

Focus on Integration & Scale

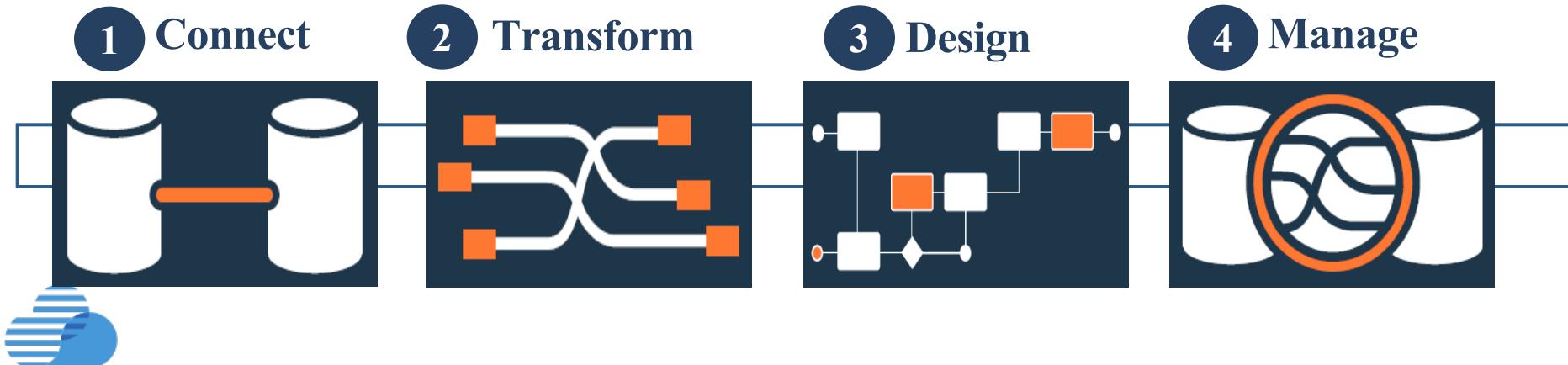
- ‘Configuration, no coding’ approach to building integrations
- Extensive pre-built connectivity which enables building integrations in days



Rapid: Configuration-Not Coding

- A **configuration, no-coding-based approach** for developing integrations
- A **rich library of prebuilt connectors** to a large number of SaaS and on-premise applications
- A **repository of prepackaged integration patterns** to simplify and accelerate most common integration challenges
- Built-in support for **exposing integrations as oData**
- Support for creating “**integration built APIs**” and easy **integration with IBM API Connect** for exposing managed APIs
- Ease of **monitoring and management**

Core Platform Capabilities



Flexible: deployment models

- **Flexible deployment choice** ranging from managed SaaS to on-premise install
- Supports **Docker based deployment** for rapid portability across different cloud and on-premise environments
- **Flexible licensing*** facilitating cloud transformation at customized pace



Public Cloud/ SaaS

- A fully managed, multitenant iPaaS
- Auto scale to handle variable workloads
- Enterprise grade support and quality of service
- Flexible pricing models
- Option of a dedicated runtime environment on SaaS



Private Cloud/ on-premise

- Buy your own license and deploy on-premise or on a private cloud environment
- Available as docker image which offers complete deployment portability
- Manage and control your own environment
- Suitable for sensitive workloads



Hybrid Deployment

- Combine the efficiencies of public cloud with the control of private deployment
- A unique Hybrid Licence* model which provides flexibility of choosing between SaaS and on-premise deployments
- Suitable for mixed workloads and for gradual transitioning to cloud



*Coming Soon

A Platform that completely Maps to Your Cloud Strategy

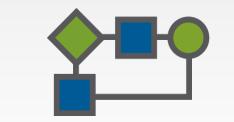
Total Connectivity



Save Up to 80% in
Time & Costs

IBM
App Connect
Cloud Integration

For All Types of Projects



Reduce
Risk & TCO
ROI in Months

Deployment Flexibility



Cloud Service



On-premise install



Docker Image

Repeatable Success



TIP Exchange



TIP Development Kit



TIP Community

Best fit for a wide variety of Integration Scenarios

"We want to migrate from a traditional on-premise software model to a SaaS model, but we just don't have the IT resource available to perform the necessary tasks."

App Connect allows businesses to seamlessly integrate their applications, using a 'configuration no-coding based' approach.



Data Migration

"We want to extend the reach of our portfolio by working more closely with partners but our systems and data formats are very different."

App Connect has built-in connectivity to hundreds of clouds and applications, enabling you to easily connect your private cloud systems and business partner solutions, with security and customizability at the heart of the solution.



Partner Connectivity



Single View

"We have a cloud-based CRM system and an on-premise Enterprise Resource Planning (ERP) system. Because of this disparity, we aren't able to easily and quickly view complete customer records."

App Connect allows businesses to synchronize, transform, process, and transport large amounts of data between repositories, giving them a single view of a customer's data.



Marketing Automation

"We want to understand customer sales, and use that information to develop profitable, automated campaigns."

By integrating your marketing plan with information from cloud marketing automation in e-commerce solutions, businesses can transform the ways they run marketing campaigns.

Some examples of Customers Implementations

Exposing ERP information to sales agents

A company needed to make sales order information that was stored in multiple ERP systems available to sales agents who used a SaaS-based CRM system. Integrating the ERP information with the CRM system provides the agents visibility to the necessary information and avoids the agents having to sign on to multiple systems.



App Connect Professional was used to create three deployments that took less than two weeks to develop, providing real-time integration of the ERP information into the CRM system.



Integrating separate insurance policy systems

An insurance company has one system providing quotes for policies and another that is used to administer policies. This occasionally results in duplicate data entry, generating error conditions. In addition, vendors must provide documents in multiple formats as many of the workflows for new business are manual.



App Connect Professional was used to provide bidirectional integration between the two systems. Policy quote information is integrated into the administrative system and vice versa, making it necessary to enter data only once, ensuring the integrity of the data in both systems.

Synchronizing e-commerce systems and linking to the SaaS CRM application

A commercial enterprise has two e-commerce systems that are populated with customer and order data. The enterprise also has a CRM application where customer data is kept and a fulfillment system with inventory and product data.



Using App Connect Professional web services integration, data was populated into the SaaS CRM system from the existing systems providing a single view of the customer. Synchronization of customer records ensures that when customers sign in to a system data is available to them.

Value Proposition

Simplest pricing model, most cost-effective, and richest features vs anyone else in the market

Universal Connectivity

- Unlimited endpoint connectivity at no additional charges
- Out-of-the-box, rich connectors to industry leading SaaS and enterprise applications
- Technology connectors for database and connectivity protocols like oData

'Fit for Purpose' tooling

- Tooling to enable business users to build useful interactions between applications
- Comprehensive, configuration based tooling for developing more complex scenarios

Complete Scalability

- Only solution that offers three different deployment options
- Allows complete flexibility to scale your IT strategies at your own pace
- Affordable pricing options for every business, with auto-scaling to accommodate increased loads

Total Reusability

- Provides a user-friendly template-based approach via the Template Integration Projects (TIP), giving you templates of common integration scenarios
- Benefit from best-practices and previous success



Summary - Unique value of App Connect Professional

Graphical configuration

Accelerate time to value by ~40% - 60% compared to custom code
Minimize skills required to support integration

Tooling for different users

Simple intuitive tooling for business users and configuration based tooling for IT & shadow IT

Cloud Connectors:

Accelerate Cloud-enterprise app connectivity by ~70%



Deployment Flexibility

Available in different form factors – managed SaaS, on-premise and docker image

Connector Development Kit (CDK)

Create reusable connectors in minutes

Template Integration Projects (TIPs)

Reduce time to value by 60% - 80% for common integration scenarios
Reduce skill set to support integrations by 38%



Proven Results

| Customer | Initial Project | Project Duration |
|---|--|--------------------|
| LAWSON | Customer, Contact Synch (SFDC, Lawson ERP, Data Warehouse) | 10 days |
|  | Migration of 27 Data Objects (SFDC, Siebel) | >35 days |
|  | Customer and Opportunity Sync (SFDC, PeopleSoft) | 5 days |
| SIEMENS | Customer, Order, Invoice Status, Sync (SFDC, SAP) | 10 days |
|  | Customer, Contact, Order Status, Sync (SFDC, DBs, ESB) | 28 days |
|  | Employee Information Synch (Workday, FTP and ESB) | 60 days |
|  | Product Catalog Details (Mobile, ATG Dynamo, SAP) | 15 days |

A part of IBM's Hybrid Integration Platform

Application Integration Suite
For enterprise wide hybrid projects

App Connect Professional
For more comprehensive
integration projects

App Connect Personal
For Business Users

- Available as **part of Application Integration Suite**, both on cloud and on premise
- Enables **embracing enterprise wide hybrid integration** and bridging to existing investments in SOA and ESB
- Allows Line of business **easy and secure access to existing IT environments**
- As **easy upgrade** which lets your investments scale to meet the growing needs of business





Success Across Industry

IBM®



IBM Application Integration Suite

New offering combining the capabilities of IBM Integration Bus Advanced, IBM API Connect and IBM WebSphere Cast Iron



Simplified Portfolio

Single solution for how to build and manage services for the cloud, addressing even the most complex integration needs (including on-prem and cloud, as well as across ESB and API Economy)

Meaningfully Integrated

Use **integration tooling to build new APIs** and then manage them with our robust API Management solution without writing any code

IBM software is reliable, secure, highly available and offer an unparalleled support network

We offer more function than anyone else in one place!

Unlock your data and drive **digital transformation**



Build business logic with the highest levels of productivity via application & cloud integration features



Integrated tooling to easily publish new integration flows as APIs



Secure connectivity to hundreds of cloud and on-premise applications and endpoints

An integrated set of key capabilities



CONNECT

Rapid access to hundreds of applications and data sources both in the cloud and on premise, with secure communication



XFORM

Extensive set of pre-built objects that transform, join, aggregate, restructure, cleanse & enrich data to meet simple & complex reqs



DELIVER

Seamlessly scale workloads in order to route and deliver data in real-time with quality of service guarantees

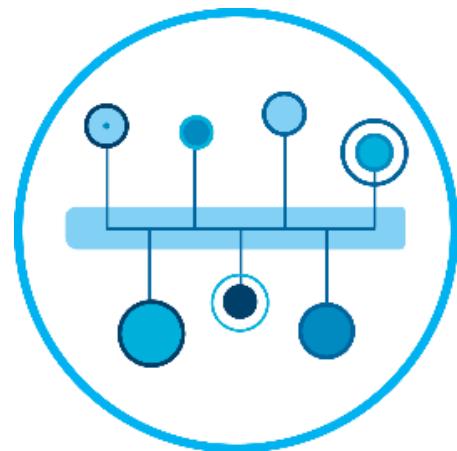


COMPOSE

Quickly assemble APIs into a coherent flow in order to provide higher grained business value



Provide secure and managed access to enterprise assets across internal and external developer communities

**INTEGRATION
ENGINE**

IBM Integration Bus in IBM Application Integration Suite

What is Integration Bus?

A proven, scalable integration platform that delivers rapid, secure and reliable universal connectivity.

What does Integration Bus provide?

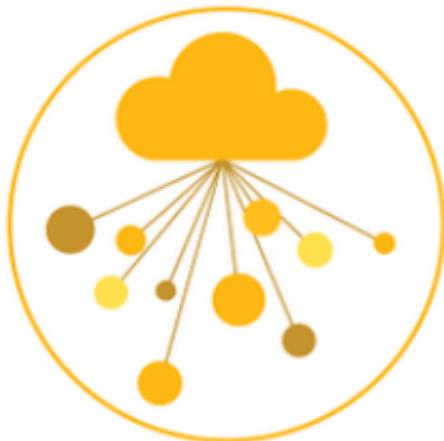
- Supports the largest breadth, platforms and protocols supported.
- Industry relevant connectivity to solve domain specific problems. Industry specific nodes, solution-oriented patterns & user-oriented tooling.
- Adds Flexibility introducing anonymity between producers and consumers of data
- Provides insight into applications and business value they bring

**INTEGRATION
ENGINE**

IBM App Connect Professional in IBM Application Integration Suite

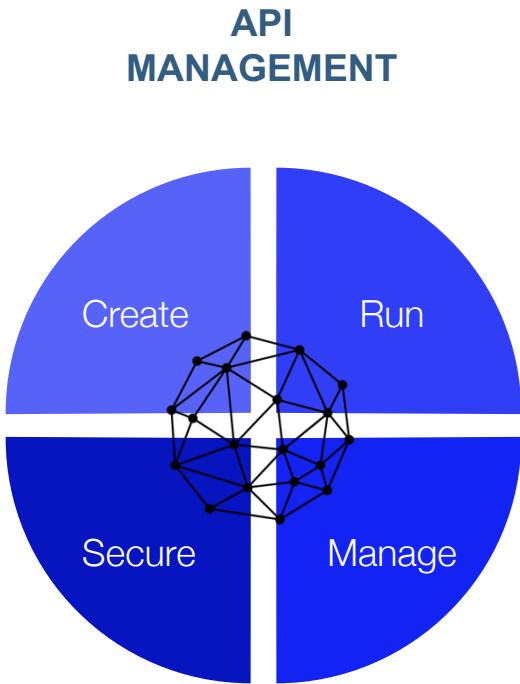
What is App Connect Professional?

Integration capabilities that are geared towards the integration of SaaS properties with each other and on premise systems.



What does App Connect Professional provide?

- Out-of-the-box, rich connectors to applications - native connectivity to industry leading SaaS and enterprise applications
- Pre-built templates for hundreds of common integration patterns to simplify and accelerate the creation of solutions
- Flexible Deployment Options ranging from managed services in the cloud as well as on-premise prebuilt hypervisors



*Simplified &
Comprehensive
API foundation*

IBM API Connect in IBM Application Integration Suite

What is API Connect?

An integrated creation, runtime, management, and security foundation for enterprise grade API's and Microservices to power modern digital applications

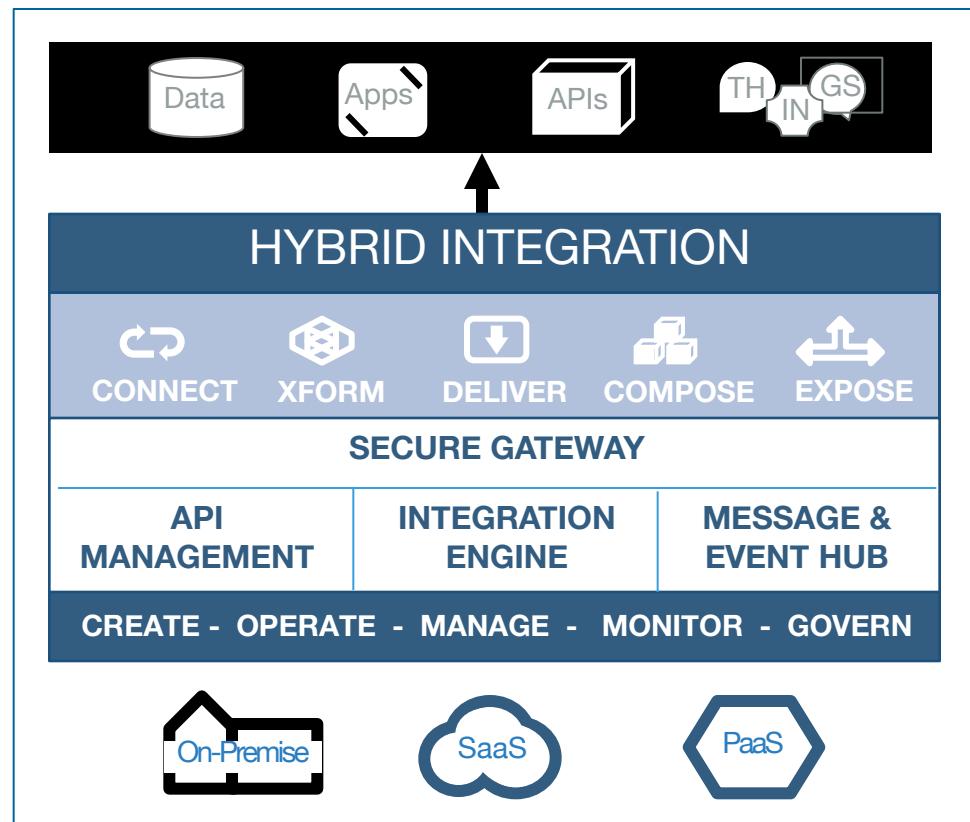
What does API Connect provide?

- Automated, visual and coding options for creating APIs
- Enterprise grade Microservices creation and management in Node.js and Java
- Access control over API's, API Products and API Plans
- Advanced API usage analytics and Developer Portal
- Policy enforcement, security and control

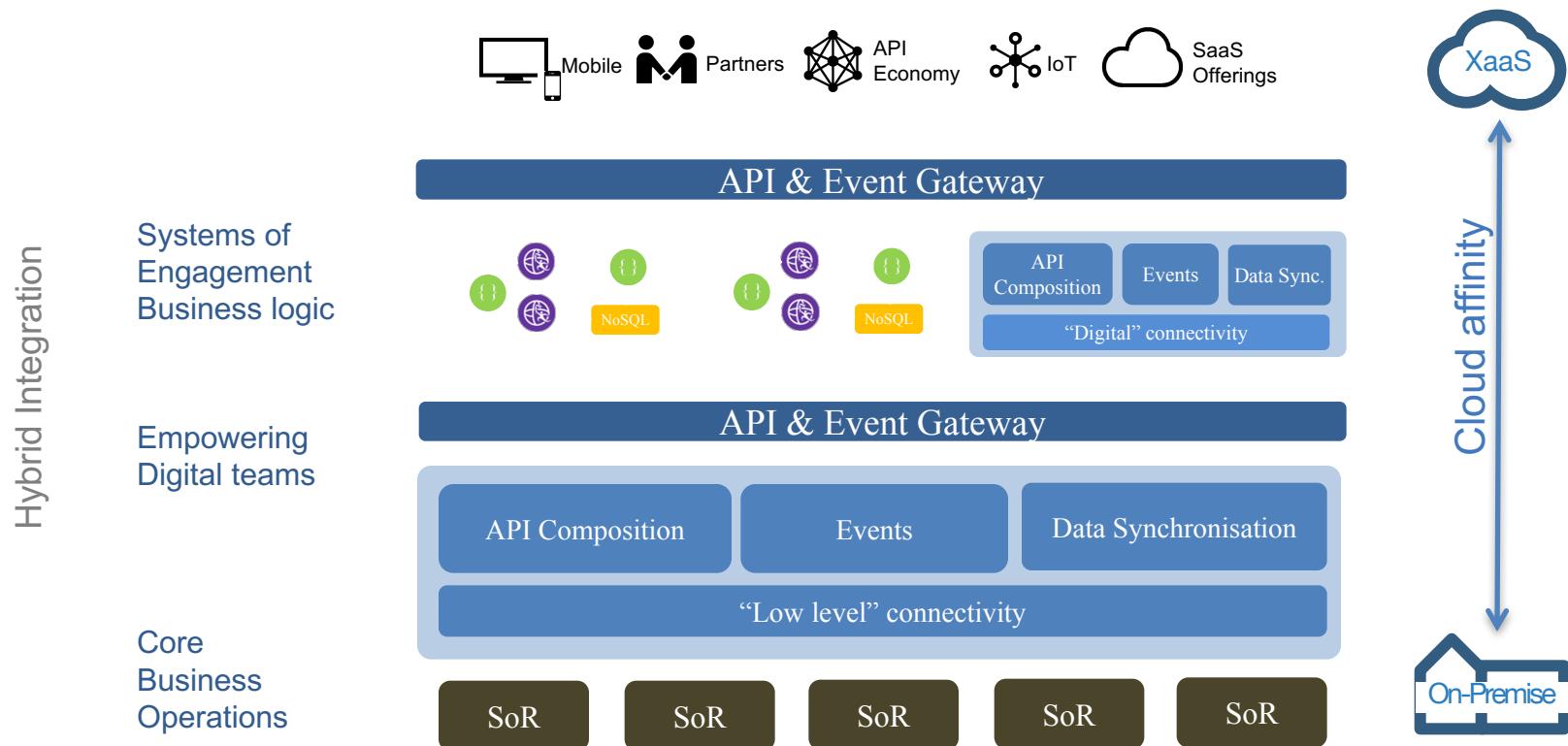
IBM Application Integration Suite

Combines API management with application and cloud integration tools to tap into core systems to build new APIs

- ✓ Build business logic with the highest levels of productivity
- ✓ Integrated tooling to easily publish new integration flows, including as APIs
- ✓ Secure connectivity to hundreds of cloud and on-premise applications and endpoints



Hybrid Integration Reference Architecture



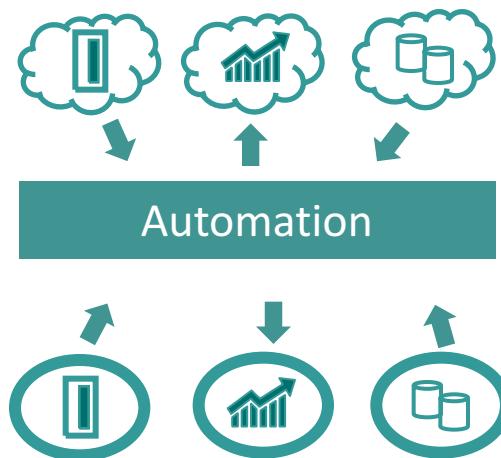
Common use cases for hybrid integration within digital transformation

A. API Monetization



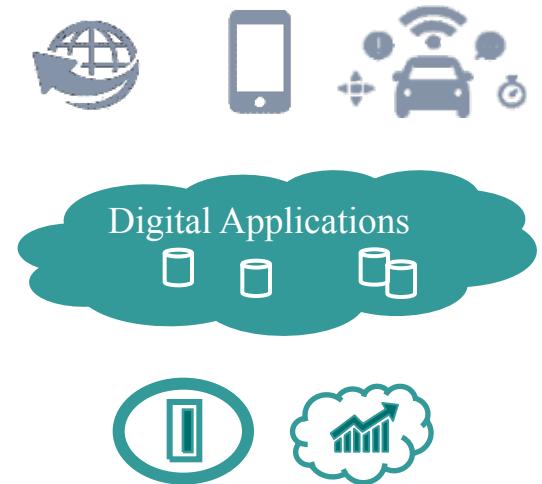
Enable new channels for revenue by monetizing existing data via the API economy

B. Productivity



Enable line of business to automate their own work across SaaS and existing systems of record

C. Refactor for innovation



Make a fundamental shift to a composable application architecture, and cloud-based partners, to enable innovation.

Where can I get more information?



[IBM Integration developerWorks](#)

<https://developer.ibm.com/integration/>



[IBM Integration YouTube](#)

<https://www.youtube.com/user/IBMinTEGRATIONMedia>



[LinkedIn](#)

<https://uk.linkedin.com/topic/ibm-integration-bus>



[Twitter](#)

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