

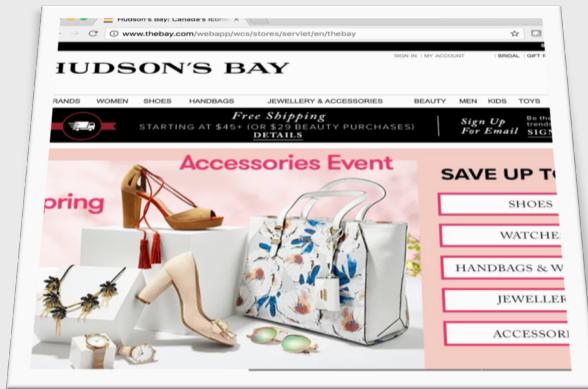
# IBM API Connect Overview



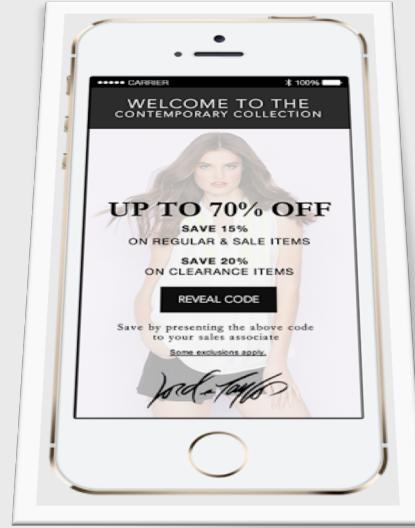
# Agenda

- **API Economy**
- IBM API Connect Overview
- Resources

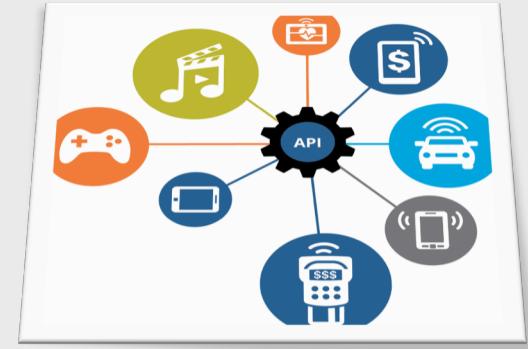
# Web, Mobile and APIs offer organizations...



Late 1990's



2000's



2015+

# Web, Mobile and APIs offer organizations...

A new channel to:

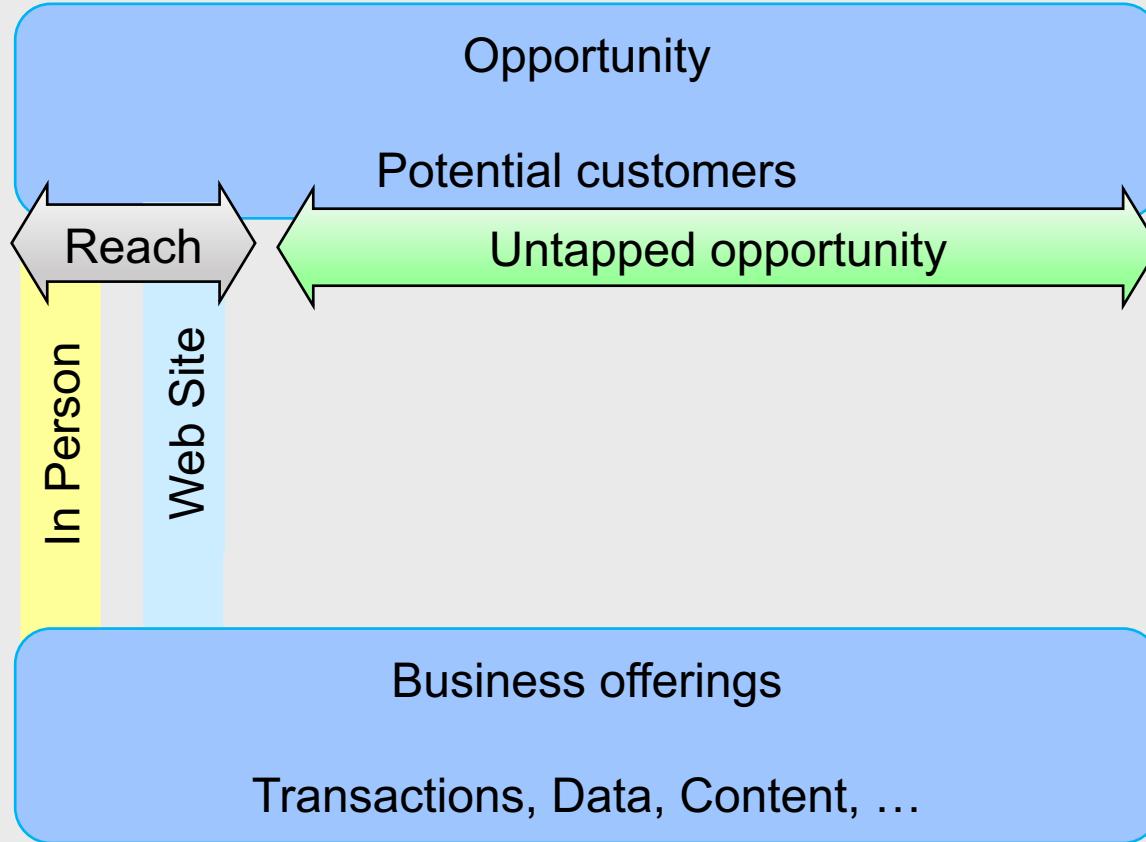
- Reach clients & partners
- Enable new businesses models

# What do the following have in common?

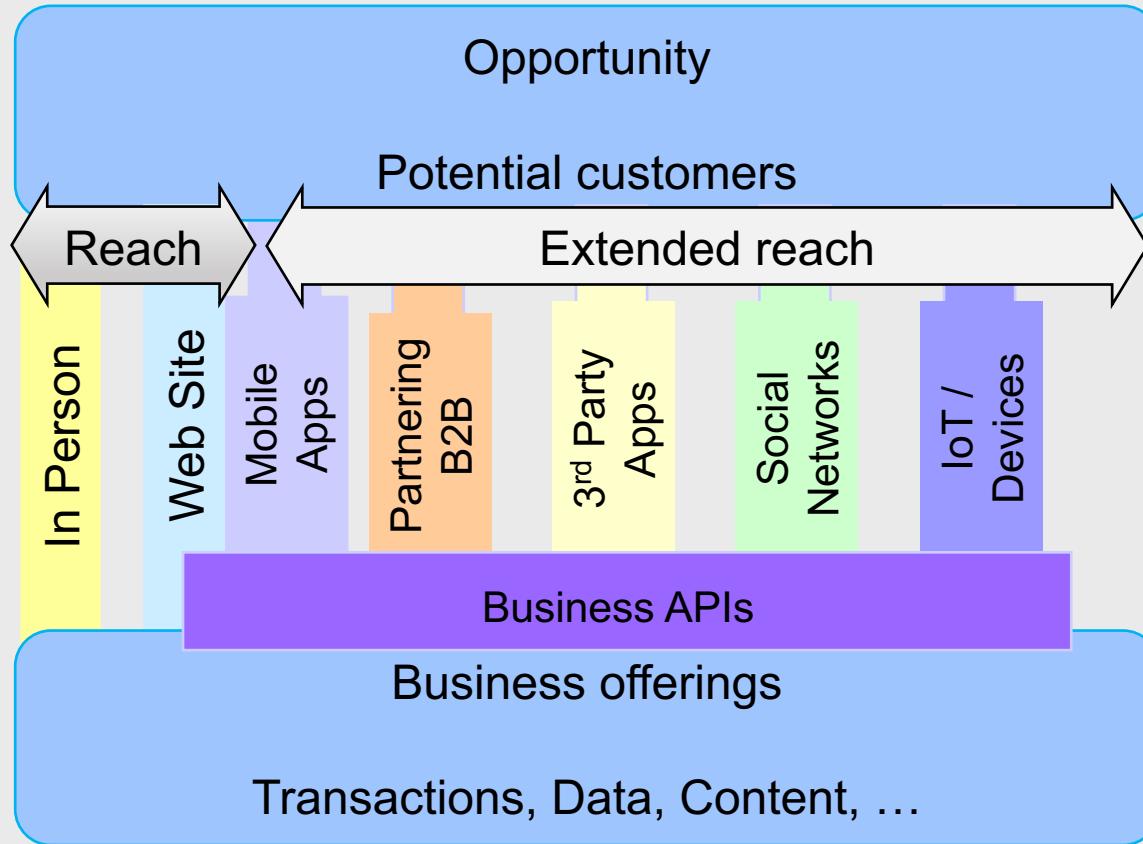


Digital disruption fueled by API's

# How to extend our reach?



# Enabling the new channel



# Business API = Web API = Productized service

## What is a Business API?

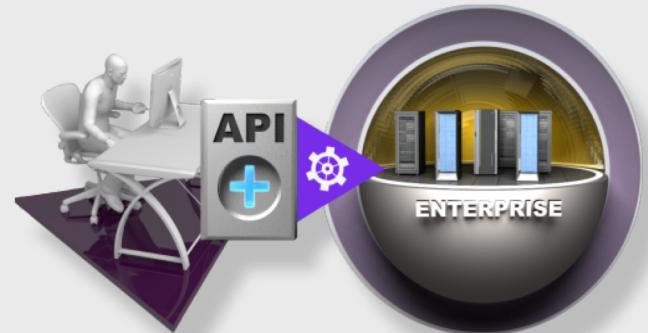
- **Public persona** for an enterprise; exposing defined assets, data or services for public consumption
- **Simple** for app developers to use, access and understand
- Easily invoked

## What value does a Business API provide?

- Extends an enterprise and opens new markets by allowing external app developers to easily leverage, publicize and/or aggregate a company's assets for broad-based consumption

## What “assets, data or services” are exposed via a Business API?

- Product catalogs
- Store listings
- Order status
- Inventory
- Social interaction



# API Economy Supply Chain



## The API Economy

Where companies [providers] expose their (internal) digital business assets or services in the form of (Web) APIs to third parties [consumers] with the goal of unlocking additional business value through the creation of new assets

What API use cases can  
you think of?



# Investments in industry ecosystems

## Banking: BIAN REST APIs

IBM is working with the Banking Industry Architecture Network (BIAN) to create common IT standards for the banking industry, specifically:

- IBM created common banking API definitions based on BIAN standards.
- IBM has created REST APIs based on BIAN standards so banks won't have to start from scratch to create their APIs. This move will also help standardize application components and simplify and accelerate the creation of applications.
- REST APIs are on this portal: [ibm.biz/bianapiportal](http://ibm.biz/bianapiportal)

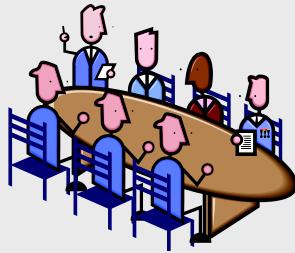


# Where are you in your API Economy journey?

Understand your API maturity level:

- ✓ Where do you start?
- ✓ Do you have an API strategy?
- ✓ What IT and business changes need to be considered?
- ✓ Who needs to participate?
- ✓ Do you have the right roles and responsibilities in place for driving this transformation?
- ✓ What expectations does the business have?
- ✓ Do you have existing SOA infrastructure?
- ✓ What is the difference and how can we leverage the investment in SOA?

# Typical audiences



Private, Internal APIs



Protected, Open-To-  
Partner APIs

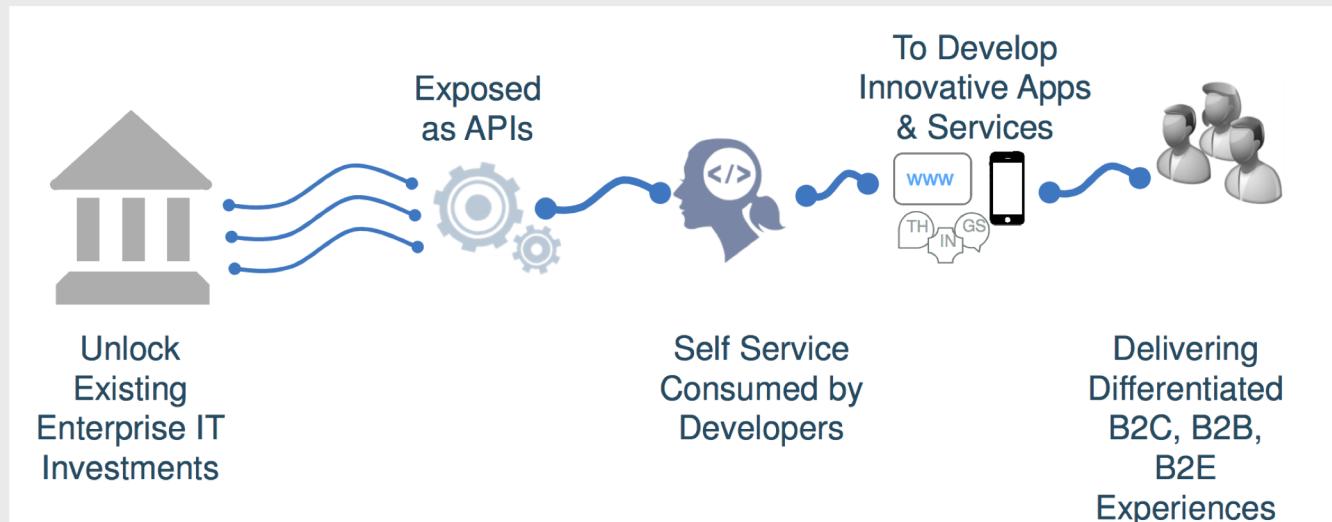


Public, Open-To-All APIs

# API Economy

- Expose functionality as APIs
- Make APIs available for reuse internally and externally
- Reuse raises ROI, increases competitiveness

Unleashing enterprise investments to disrupt competitors



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# What is IBM API Connect?



IBM API Connect

## Scalable multi-cloud API platform

A complete, modern and intuitive API lifecycle platform to create, securely expose and manage APIs across clouds to power digital applications



### Create

Automatically create and test APIs to expose data, microservices, enterprise applications and SaaS services.



### Secure

Easily apply built-in and extensible policies to secure, control and mediate the delivery of APIs with unmatched scale.



### Manage

Rapidly publish, lifecycle govern, socialize, analyze, monitor and monetize APIs with built-in capabilities.

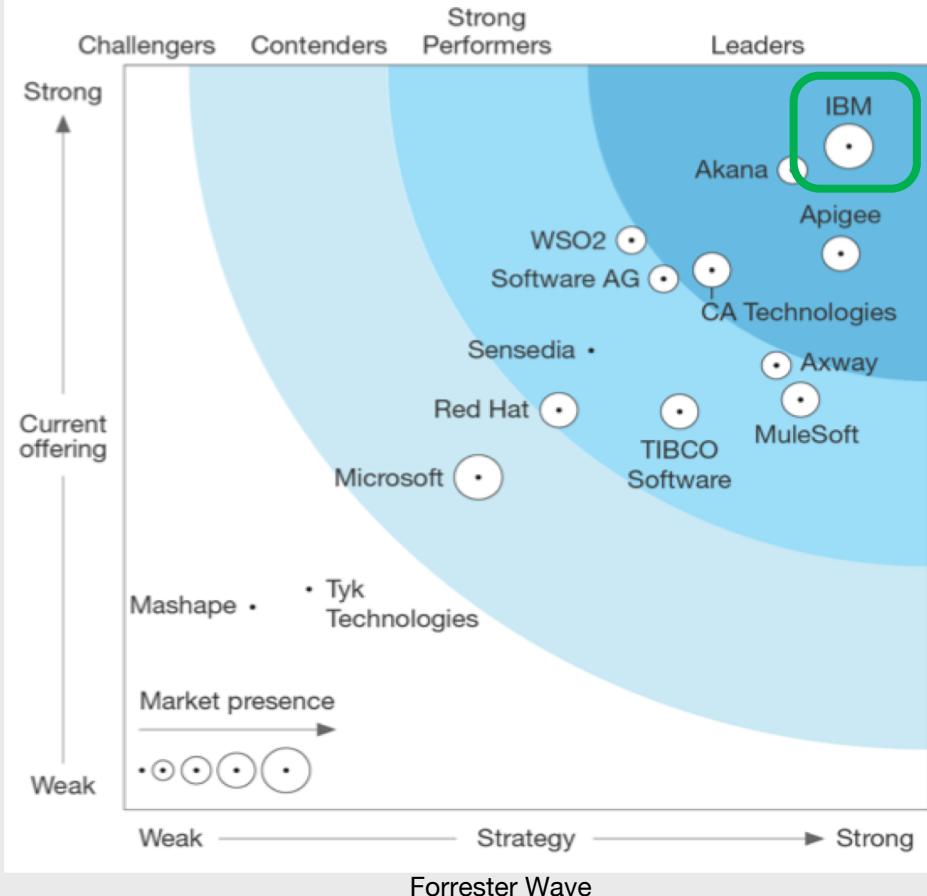
# IBM API Connect: Ranked #1

Ranked as leader by all analysts

- ✓ Forrester, Gartner, IDC, Ovum

Trusted by enterprises of all sizes across industries and geographies

- ✓ **500+** API Connect clients
- ✓ **2,000+** DataPower Gateway clients



# Secure APIs with industry leading API Gateway

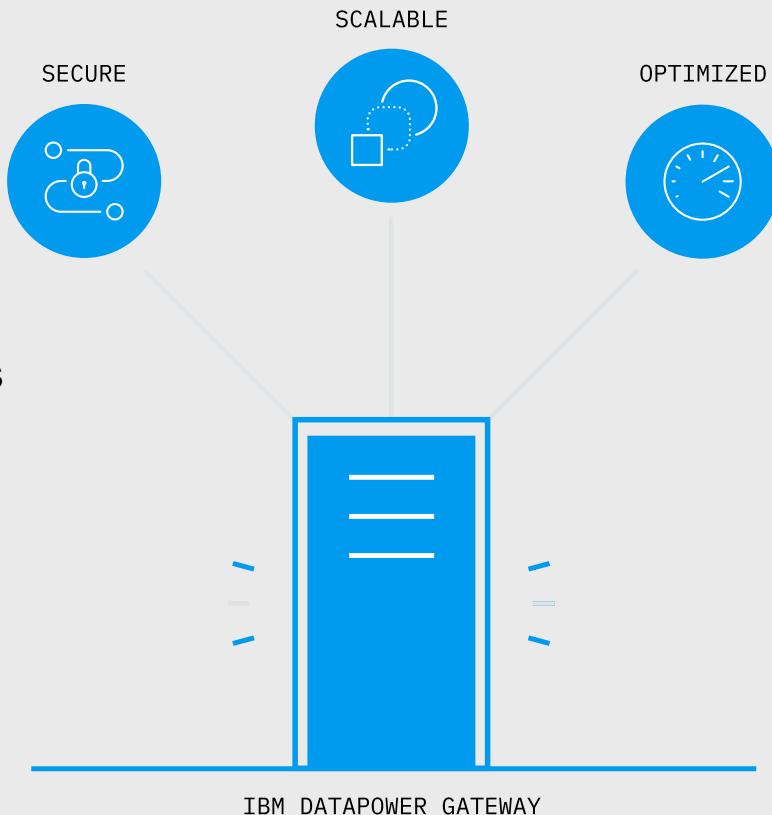
**Secure to the core** with signed, encrypted gateway image without external software dependencies to minimize risk

**Proven API security policies** at runtime to quickly protect services and data across multi-clouds

**Performant & scalable architecture** to help meet SLAs and improve client user experience

**Optimized drag & drop built-in policies** for security, traffic control & mediation to accelerate time to value

**Flexible and extensible** to align with enterprise requirements and enable quick customization



# Manage the API lifecycle

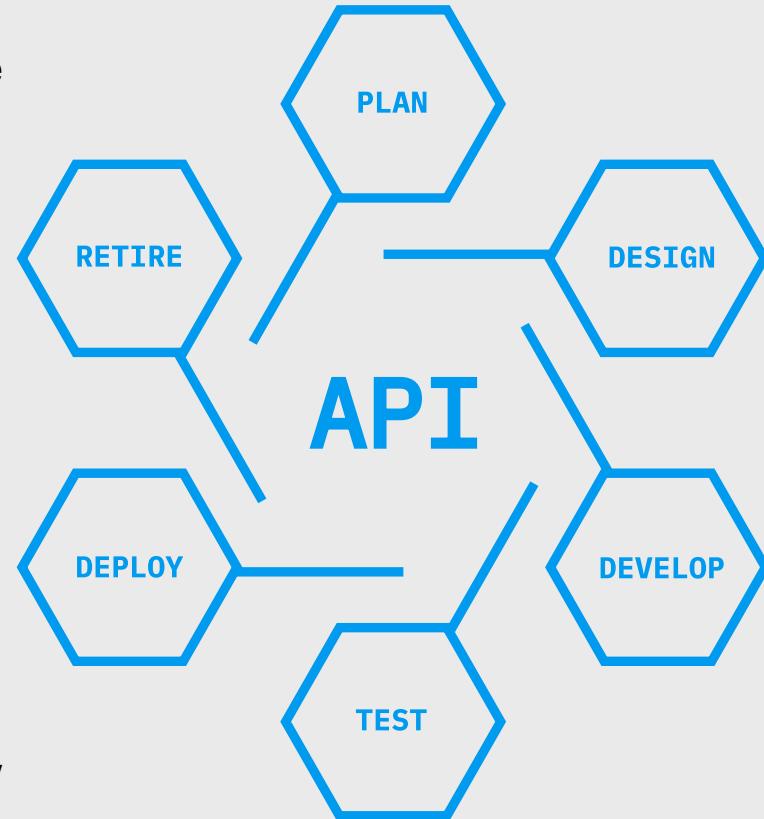
**Define and import REST or SOAP APIs** to put those assets under governance

**Package APIs into products** and tailor them to target specific consumer markets

**Publish and promote** across different environments to align with DevOps practices

**Manage and control API lifecycle and versioning** from staging to deprecation to meet corporate governance needs

**Subscription and community management** to grow go-to-market channels

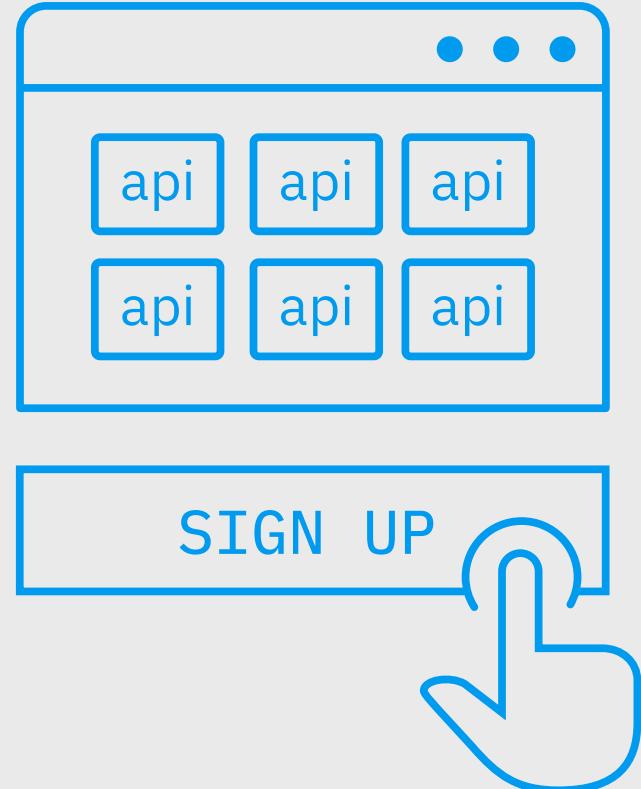


# Socialize and engage with API consumers to drive adoption

**Self-service, branded Portal** across multiple API provider lines of businesses within an organization to socialize APIs

**Engage with API consumers** via community building features: blogs, forums, ratings etc.

**Governance and autonomy** to each provider organization to manage their APIs, products, plans and multiple gateway endpoints independently within their 'Space'



# Monetize API calls

**Modern approach and intuitive user experience**

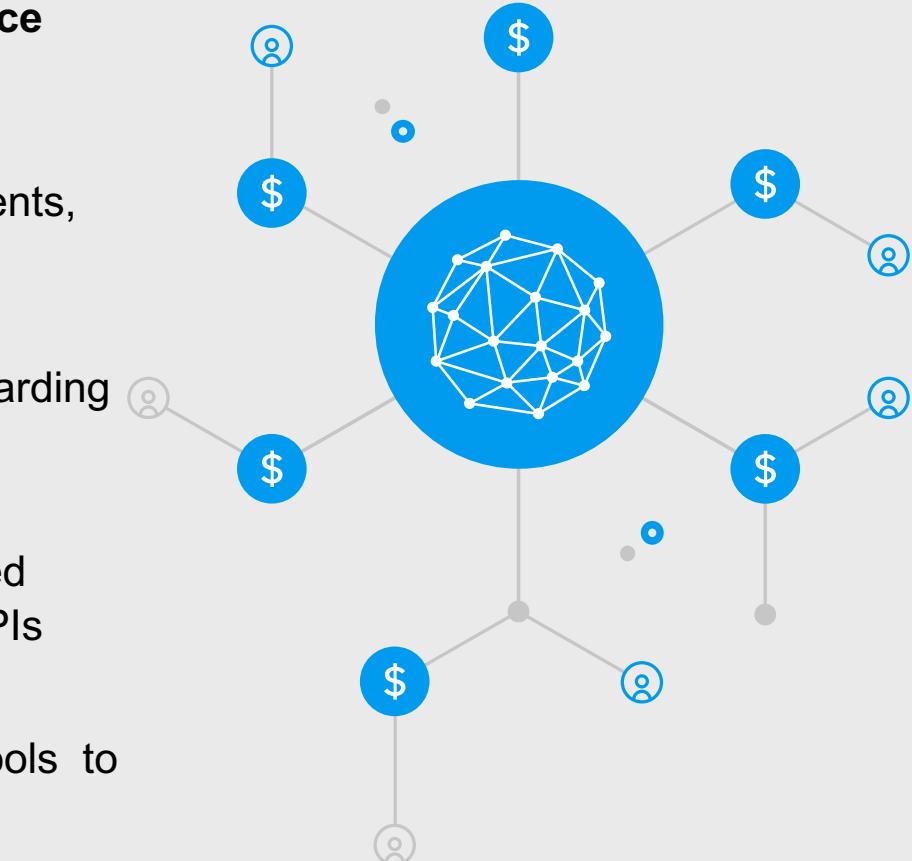
providing flexibility to define pricing details

**Subscription pricing** to enable recurring payments,  
popular in SaaS go-to-market strategies

**Stripe integration OOTB** for smooth user-onboarding  
and payment collection

**Analytics and customizable reports** for detailed  
insights into revenue and usage of monetized APIs

**Offload API usage data** to existing enterprise tools to  
handle customized invoicing processes



# Gain Insights into API usage

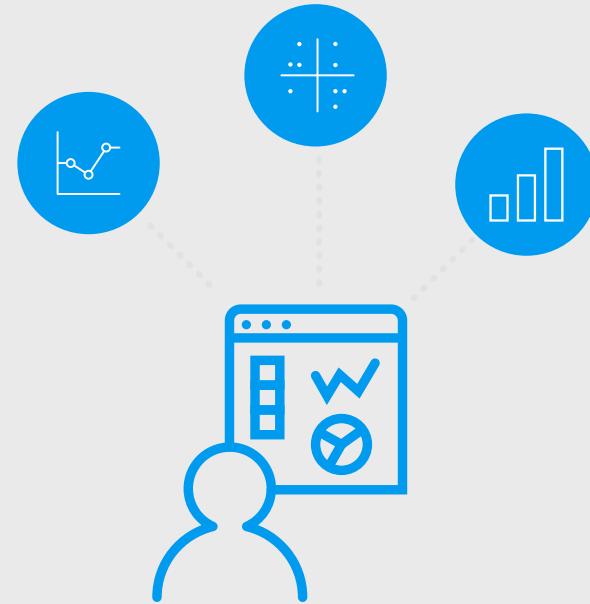
**Analyze API calls** to get visibility and understand API consumption

- Who and what is driving my API Business?
- What are the response times of my APIs ?

**Drill down and build custom queries** for deeper analysis

**Build custom dashboards** and share to address specific reporting and visualization needs

**Offload usage data** to external systems like Splunk or Elastic stack



# Accelerate API developer productivity

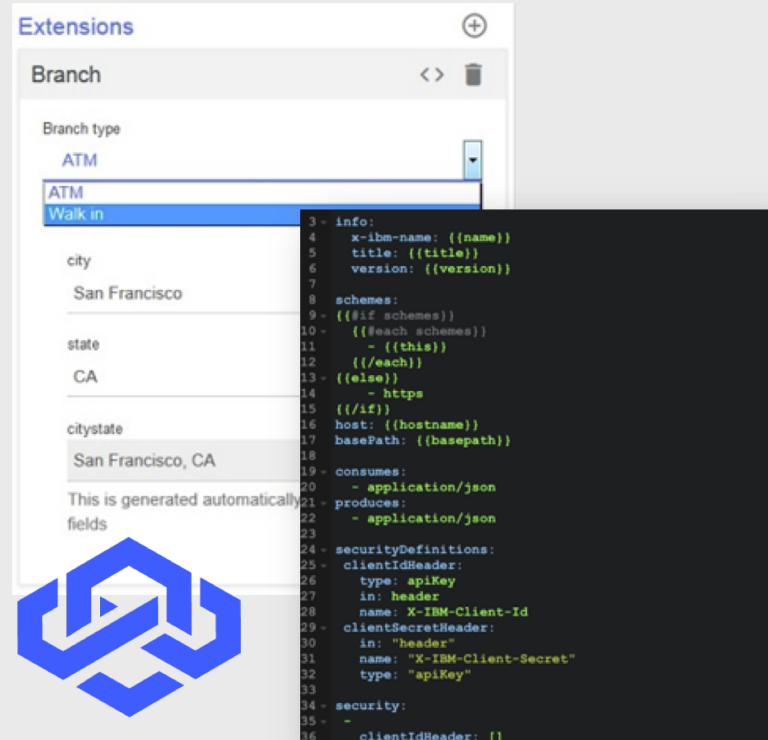
**Enforce corporate standards** through templates for API and API Product definitions

**Simplify API categorization and search** through customer defined metadata

**API Gateway behavior control** based on the additional metadata

**Integrated Loopback Experience** for Interaction tier

**Integrated with API Connect Toolkit** for simpler user experience to create APIs



The screenshot shows the IBM API Connect Toolkit interface. On the left, there's a tree view under 'Branch' with 'ATM' selected. Under 'ATM', 'Walk in' is highlighted. Below it, 'city' is listed with 'San Francisco' expanded. Under 'state', 'CA' is listed. Under 'citystate', 'San Francisco, CA' is listed. A note says 'This is generated automatically'. On the right, a large block of JSON code is displayed:

```
3 - info:
4   x-ibm-name: {{name}}
5   title: {{title}}
6   version: {{version}}
7
8   schemes:
9   {{#if schemes}}
10  {{#each schemes}}
11    - {{this}}
12  {{/each}}
13  {{else}}
14    - https
15  {{/if}}
16  host: {{hostname}}
17  basePath: {{basepath}}
18
19  consumes:
20  - application/json
21  produces:
22  - application/json
23
24  securityDefinitions:
25  clientIdHeader:
26    type: apiKey
27    in: header
28    name: X-IBM-Client-Id
29  clientSecretHeader:
30    in: "header"
31    name: "X-IBM-Client-Secret"
32    type: "apiKey"
33
34  security:
35  -
36    clientIdHeader: []
```

LoopBack

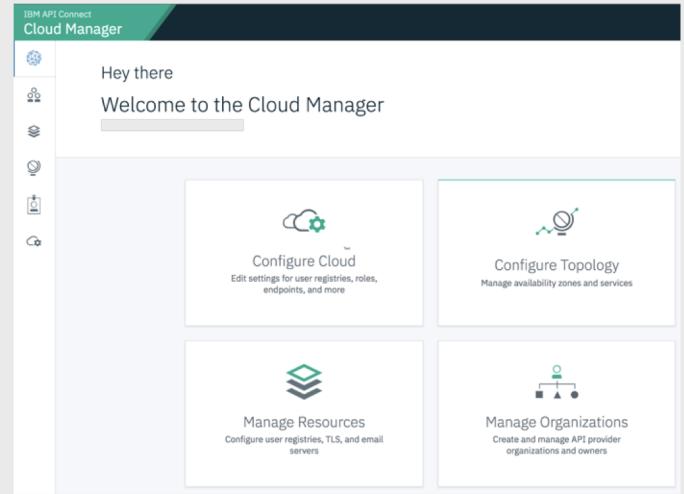
# Deploy your API strategy anywhere...

**Multi-cloud API Gateway** cluster support co-located with provider backends on virtually any cloud, managed within a single API Connect deployment

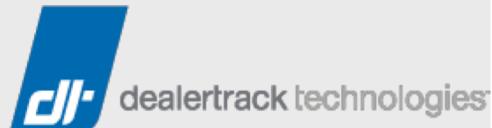
**Container/Kubernetes and VMware support** for API Connect components to run virtually anywhere

**Unmatched scalability and performance** through new container and microservices based design

**Independently scale API Connect components** leveraging container orchestration tools



# IBM API Connect: Customer success stories



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- **Resources**

# Resources



IBM Knowledge Center - Create, Manage, Secure - Take control of your API lifecycle  
[https://www.ibm.com/support/knowledgecenter/en/SSMNED\\_2018/mapfiles/getting\\_started.html](https://www.ibm.com/support/knowledgecenter/en/SSMNED_2018/mapfiles/getting_started.html)



IBM developerWorks – IBM API Connect  
<https://developer.ibm.com/apiconnect/>



IBM developerWorks – IBM DataPower Gateways  
<https://developer.ibm.com/datapower/docker/>

