

IBM Integration
connect, automate,
and unleash
business potential

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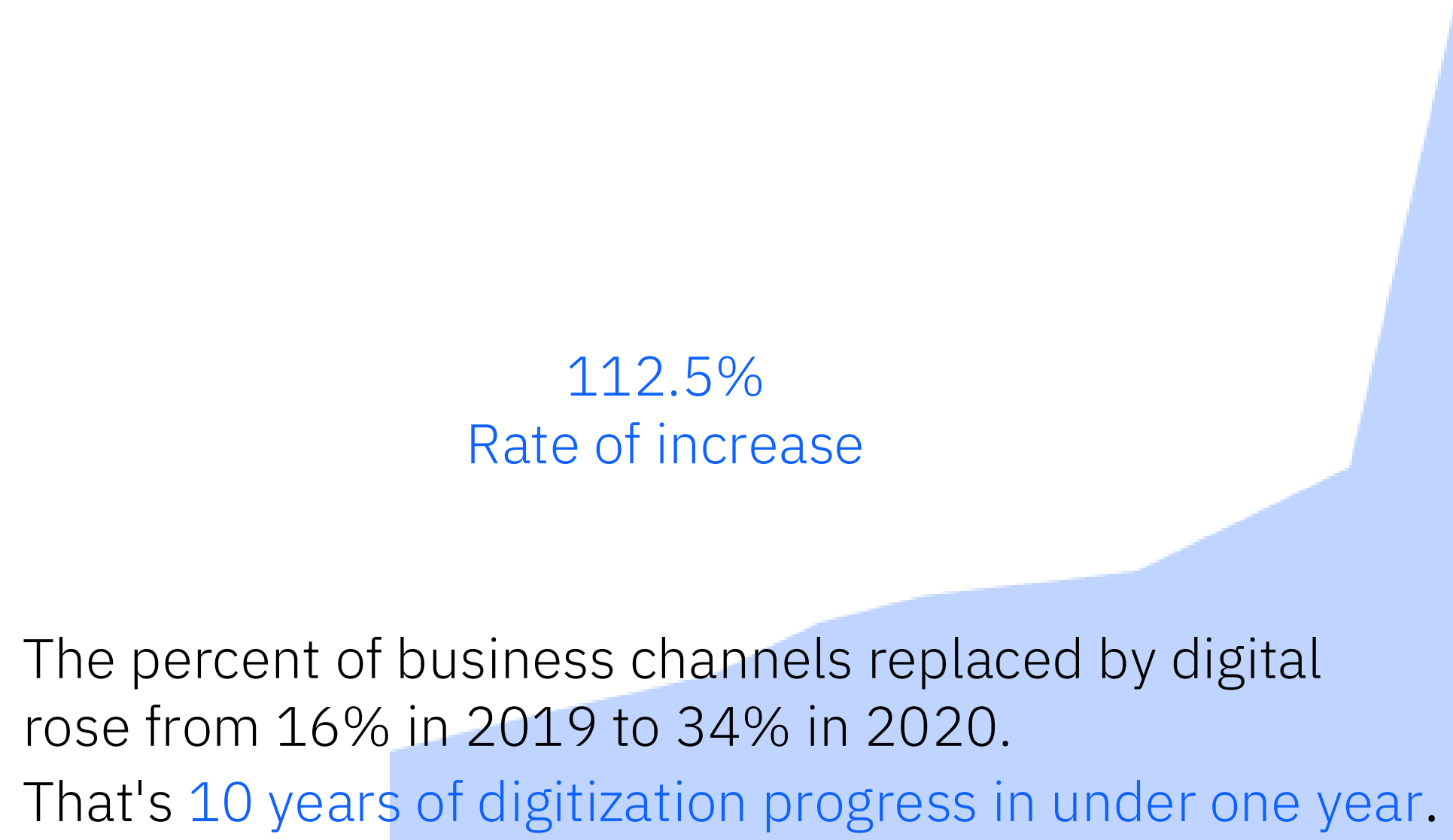
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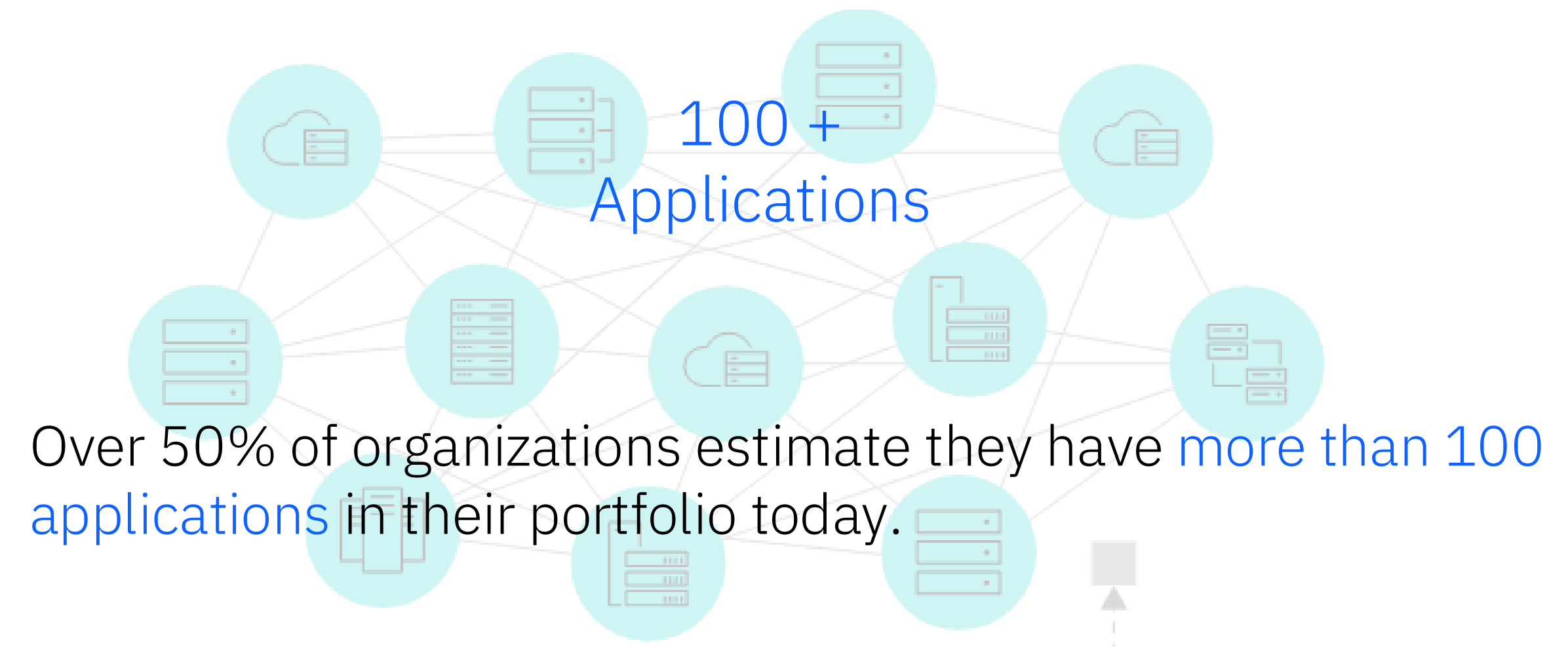


Market challenges

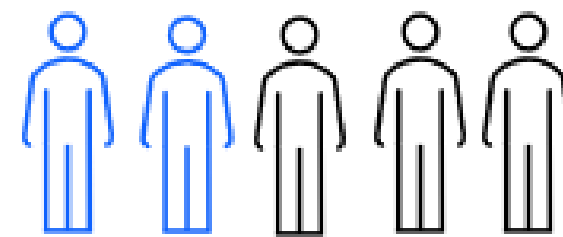
The great digital shift, growing complexities, attrition & skills gaps



Source: [McKinsey & Company](#)



Source: [IDC's 2022 Worldwide Application Services Survey](#)



More than 2 out of 5

Tech executives claim they lost top-performing employees

Source: [Highly skilled tech workers are becoming a rarity, 2022](#)

The opportunity

70% of CIOs

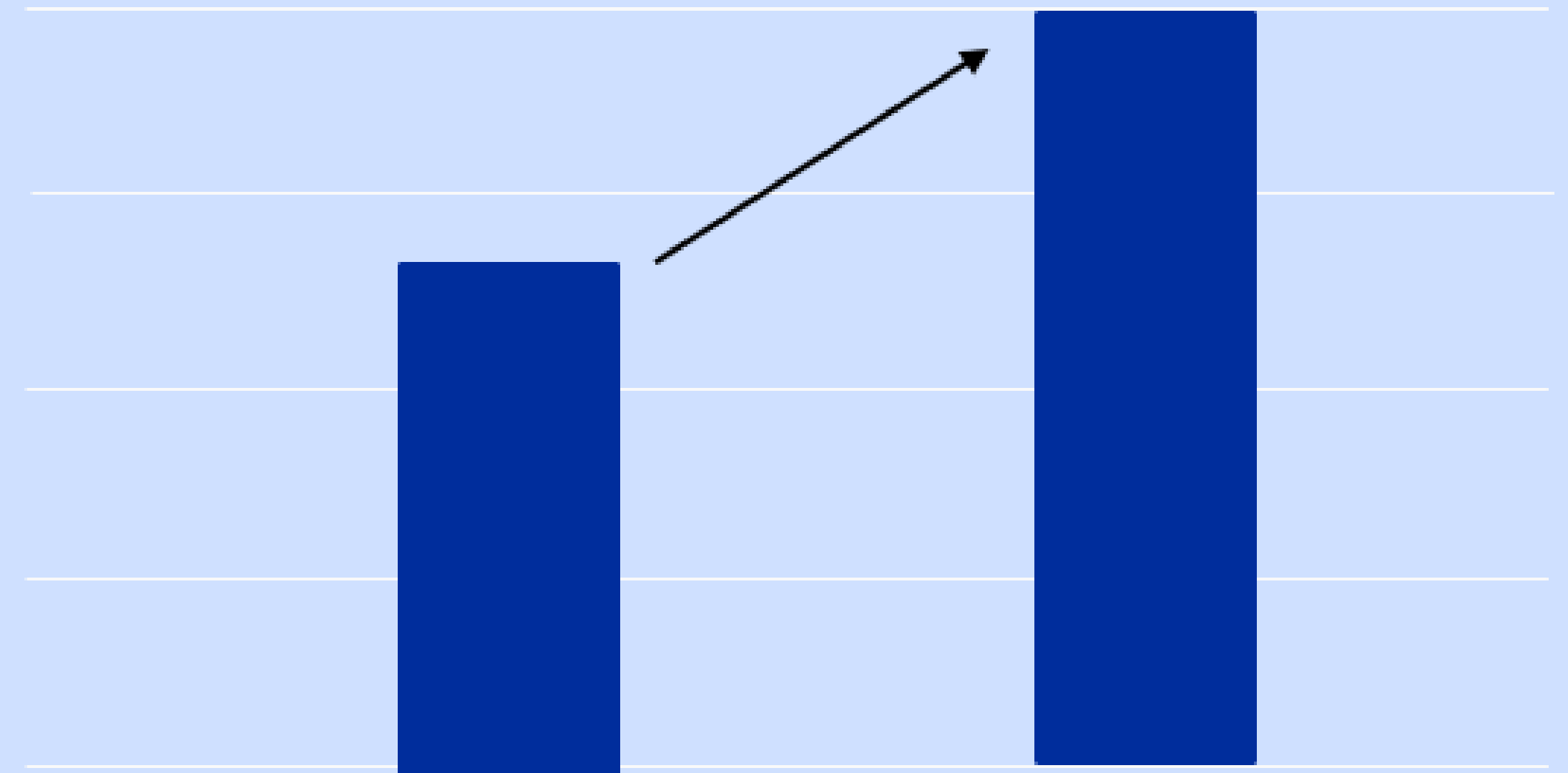
Are expected to be delivering "agile connectivity" via APIs and architectures that interconnect digital solutions from cloud vendors, system developers, start-ups, and others.

Source: [IDC FutureScape: Worldwide CIO Agenda 2019 Predictions](#)

Gartner

By 2023, 65% of large organizations will enable their non-IT personnel to perform integration tasks.

Source: [Future of Work Trends: Tinkerers Become Mechanics](#)



Tech-adopting businesses with more efficient systems for moving, accessing data achieve:

20%
higher revenue
growth rate

The Role of Integration

Integration is essential for a successful digital journey. It helps successfully connect, automate and digitally transform businesses.

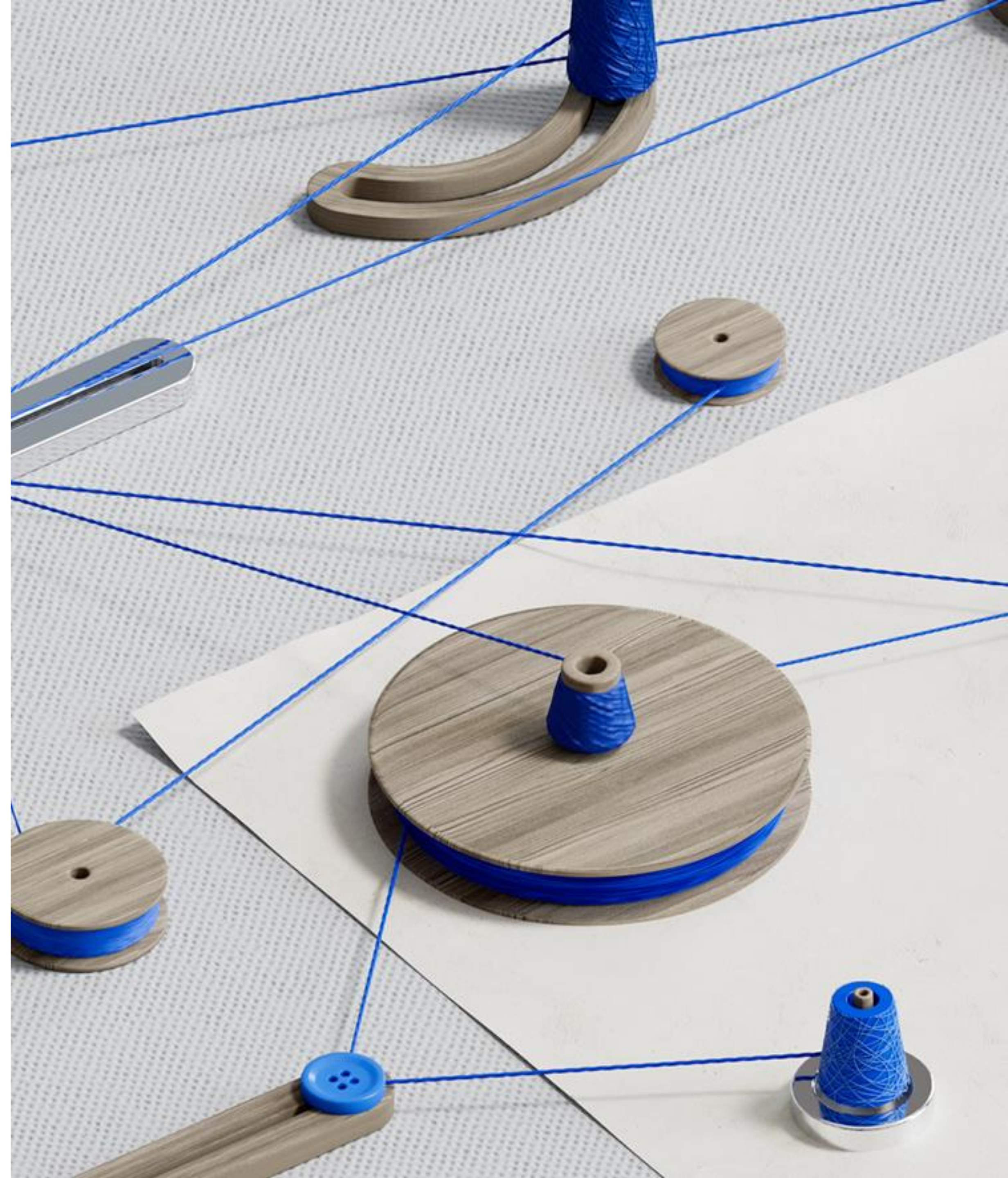
It enables the sharing and connecting of data between applications and services securely.

With it, businesses can:

- Be more efficient
- Innovate
- Be more productive
- Reduce the expertise barrier

Without it:

- Information remains in silos
- People and processes are slow to respond
- Organizations, get left behind



IBM Integration

IBM Integration has the most comprehensive set of automated, secure, and scalable integration capabilities to enable organizations to digitally transform and grow business.

“Lack of a sound, overarching strategy that encompasses both integration and API capabilities may inhibit an organization from achieving key business advantages.”

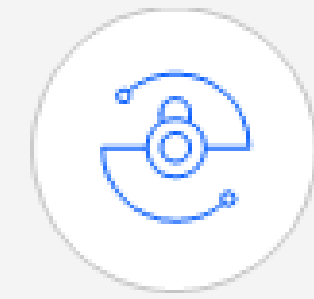
Massimo Pezzini, Mark O'Neill
Gartner, How to Justify Strategic Investments in Integration Technology, 2021



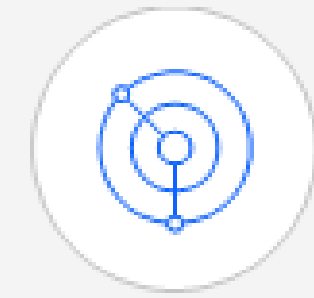
API management



Application integration



End-to-end security



Enterprise messaging



Event streaming



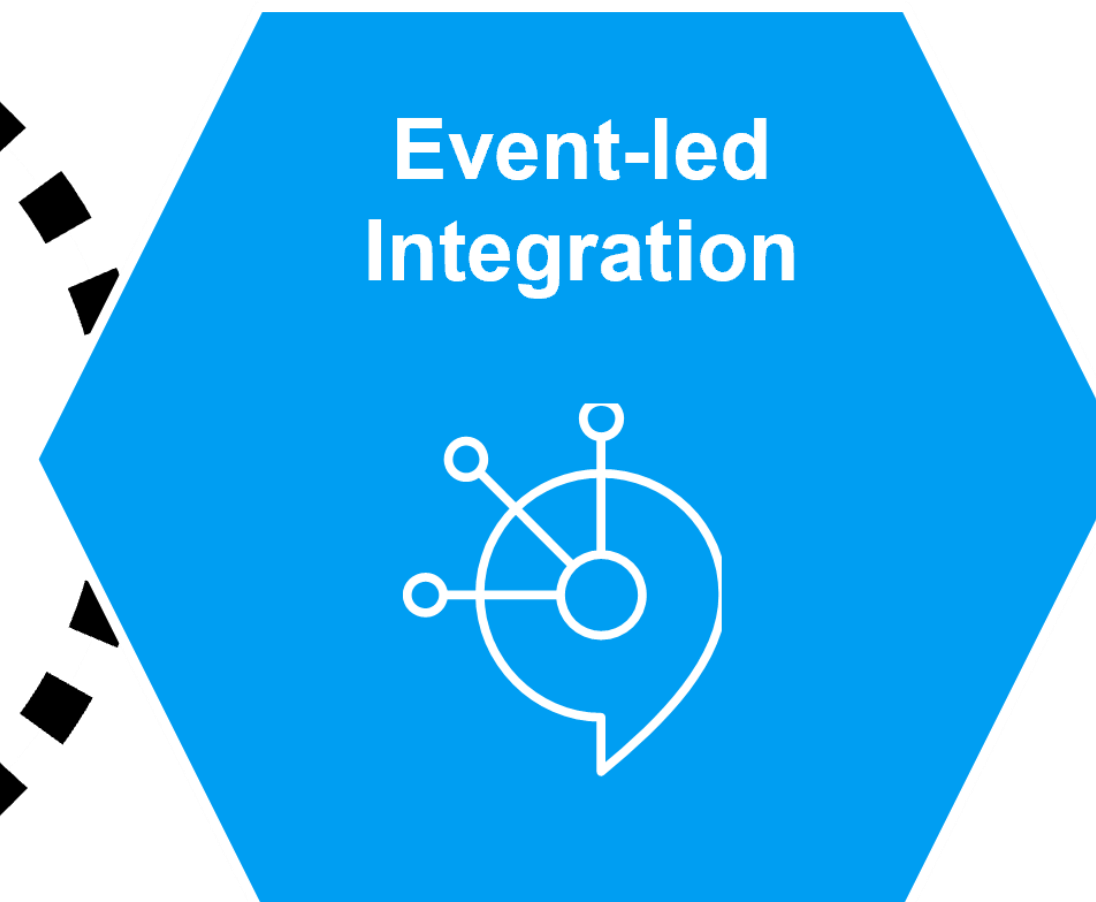
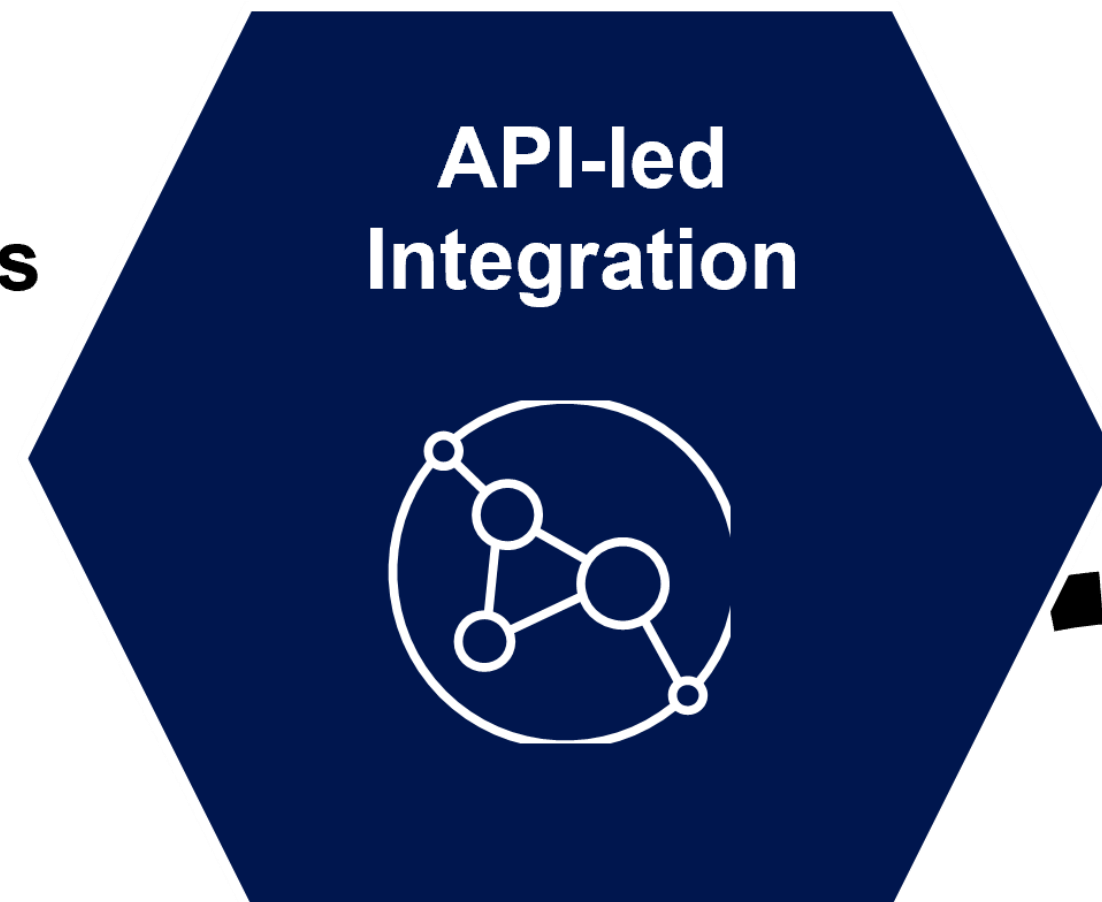
High-speed data transfer

IBM Integration: Main usage patterns

Integrate by building, managing and sharing APIs

Primary products:

- API Connect
- App Connect
- DataPower (API Gateway)



Unleash real-time insights to drive data-driven actions

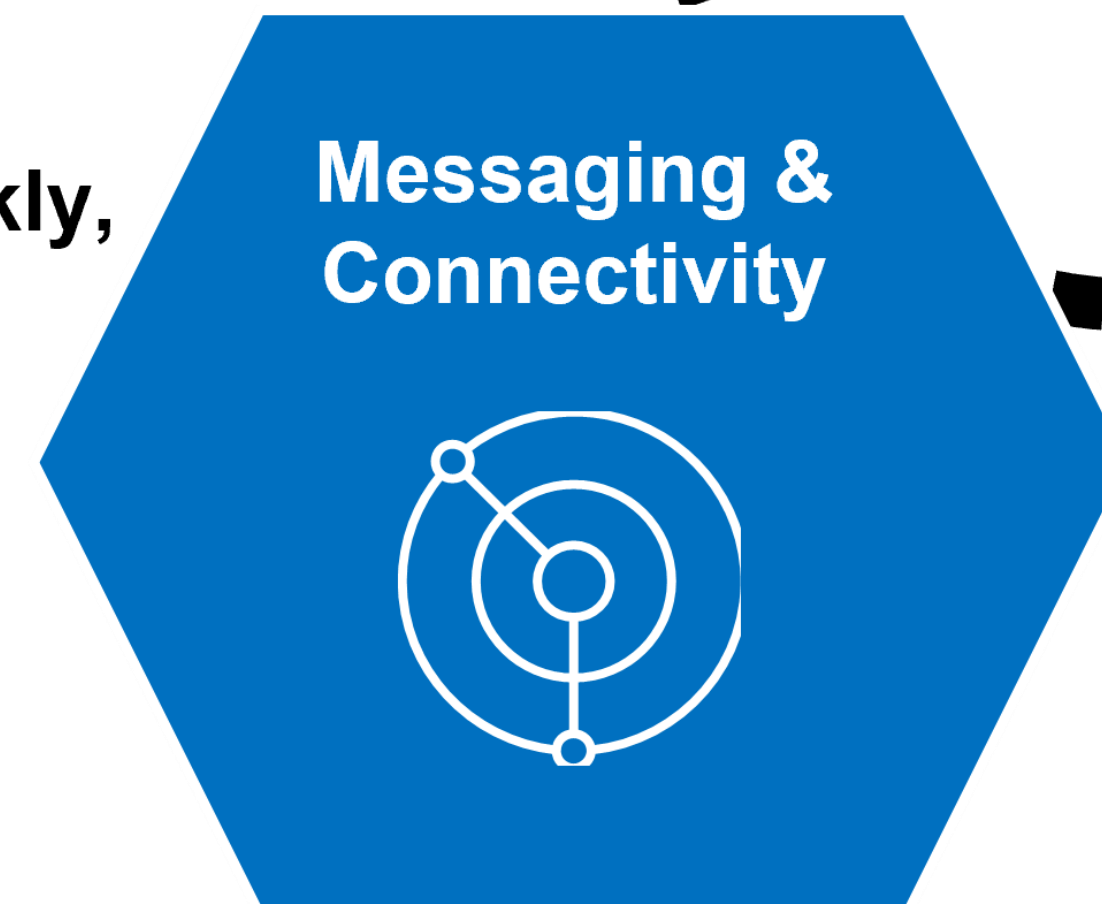
Primary products:

- Event Streams
- Event Endpoint Management
- Event Gateway
- Event Processing (Event Automation)

Connect to anything quickly, securely and at scale

Primary products:

- MQ
- App Connect
- Aspera
- DataPower



Management & Security

Bringing integration together

Cloud Pak for Integration

- API Connect
- App Connect
- Aspera
- Event Streams
- Event Endpoint Management
- DataPower
- MQ

API-led Integration

APIs link together individual systems that contain data about clients, partners, products, business performance, and more. They help organizations [scale](#) operations by providing a [convenient and standardized](#) means of sharing data and services.

Get the most from APIs with [API-led Integration](#) enabling businesses to deliver new services [faster](#) with improved [productivity and automation](#) in a single, [unified experience](#).



Enable digital business

Using new channels partners and monetizing data



Speed application development

Ongoing app evolution via reusable APIs



Securely expose data

And business applications on-premise and across clouds

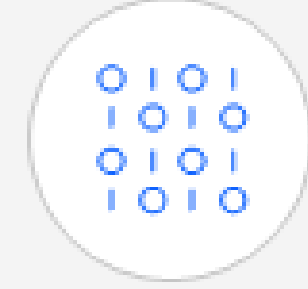


Expand brand reach

By publishing APIs to tap into a broad developer community

Event-Led Integration

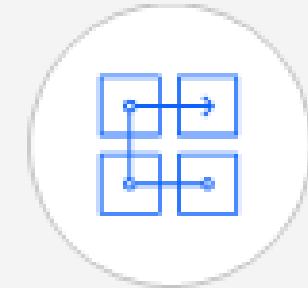
Become an event-driven enterprise with [Event-led Integration](#) delivers events in [real-time](#) and uncovers [new insights](#) about the business to deliver more relevant and [engaging customer experiences](#).



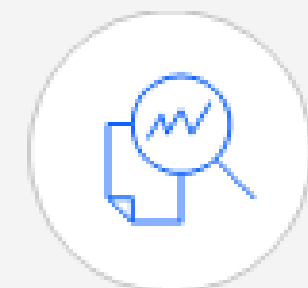
Driving new, responsive digital experiences and channels



Real-time visibility of business operations



Workflow automation



Real-time analytics



Automating decisions

Messaging and Connectivity

Messaging and Connectivity provides the most **reliable and secure** messaging capabilities for **business-critical data**, securely moving it at **high speed** regardless of size, distance or network conditions.



Secure message delivery

Once and only once delivery of messages with end-to-end message-level encryption



High performance

Message transport to deliver business-critical, high-value data with improved speed and reliability



Deploy where needed

On-prem, cloud, software, appliance

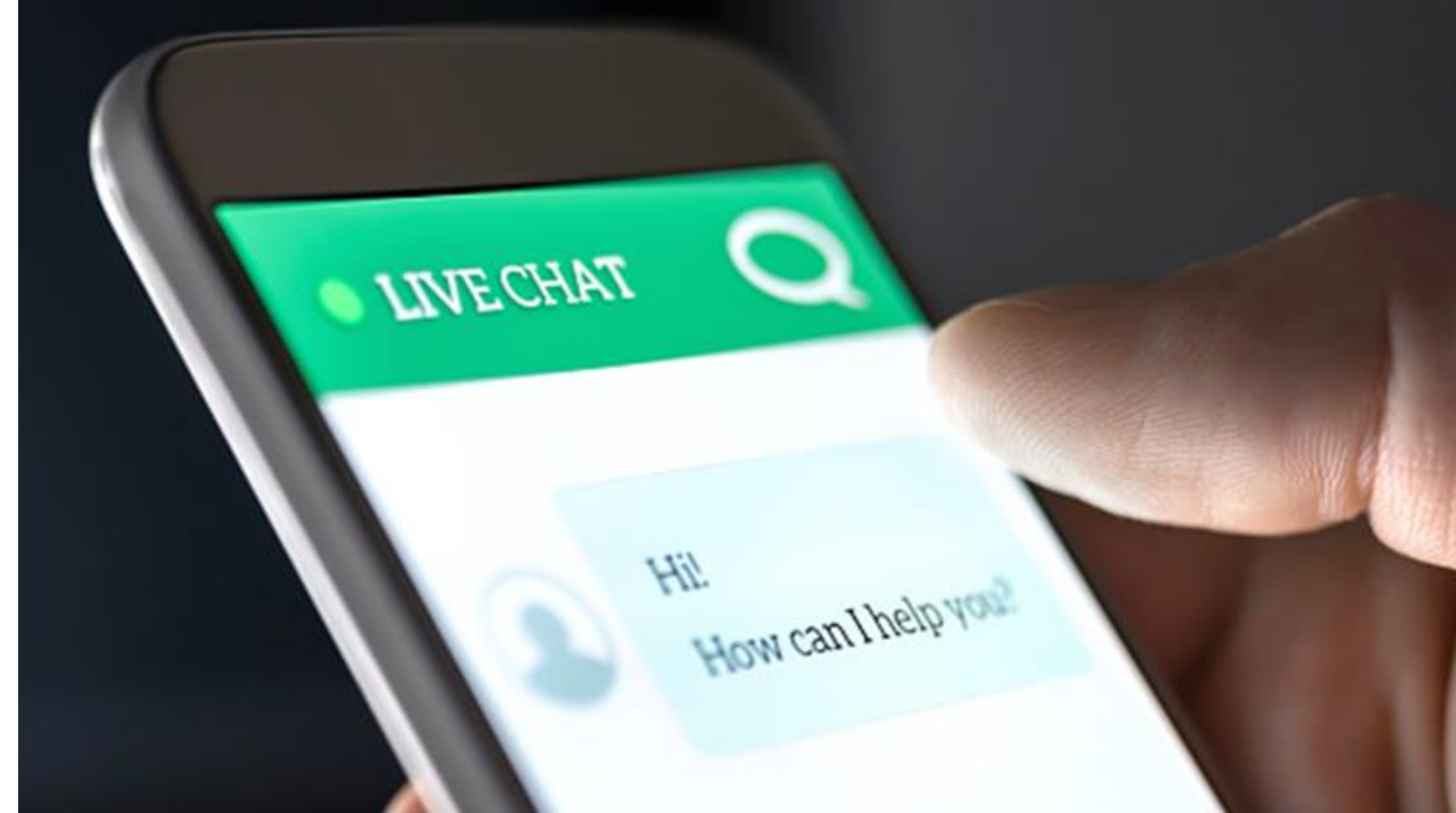
IBM Integration use cases

Presenting data through APIs: Capturing new customer activity

Capabilities:

API management

Application Integration



Business Problem

- Customer facing applications need to offer timely, accurate data
- Development and deployment needs to be quick and simple
- Low skills and coding, high levels of automation
- Rapid changes may be needed

With IBM integration

- APIs connect to every back-end system seamlessly
- Extract any data from any application simply and quickly to use in each API
- Build APIs with the right data in minutes with no coding and AI assistance
- Deliver high quality tested APIs without additional effort with automated testing and analysis
- Developers can find and access APIs to access any data in a single location

Why use APIs

- Fast simple access to data with standard approach
- API once created can be accessed and reused through a secure gateway
- No need to recreate access for each new application
- API integration should enable rapid, optimized access to back-end application data

Acting on business events as they happen: Customer information update

Capabilities:

Event messaging

Event streaming + Gateway Application Integration



Business Problem

- Critical customer data is changing rapidly
- Key updates need to be shared to multiple business systems
- Updates must be available for review and use to new and existing systems
- Information access should be through APIs

With IBM integration

- Any business event in any system can trigger sharing of event data enterprise wide over Kafka
- Deliver real-time action by subscribing to event data including historical events
- Simplify access to event data through APIs, reduce skills gap and accelerate business value
- Use data from MQ networks as a key source of real-time events representing transactions, changes and interactions occurring in a business

Why use APIs

- Simple and scalable movement of data triggered by business events
- Events available for multiple consumers as they happen and afterwards
- Reliable movement of data
- Consume events through APIs

Updating critical business systems with messaging and connectivity: Modernize ordering and invoicing

Capabilities:

Enterprise messaging
Application Integration

Event Streaming



Business Problem

- Capturing customer orders and invoicing is a critical function
- Updates must happen once and once only
- Stock levels need to be accurately checked and updated transactionally
- Data must be securely and reliably moved and updated

With IBM integration

- Proven, secure and scalable integration for every transactional application and data movement
- Connect anything to everything that is needed, where it is needed, without risk
- Start small and scale to any size, connecting business and the planet
- End to end encryption and security with no loss of data without stopping the business

Why use APIs

- Update resources under transactional control
- Secure business data
- Exchange data reliably to process actions
- Connect different applications and systems to exchange data without application changes

IBM Integration + TINE



Challenge

For years, TINE's complex value chain grew without an overarching plan. Factories, warehouses and distributors all had to share data with one another, but the way they did so varied widely. This led to high operational risk and a lot of manual maintenance tasks.

Results



7,000 dairy farms efficiently connected to 30 processing plants in TINE's supply chain across Norway

>100

Integrations built and maintained by TINE's Integration Competency Center

32+

Legacy systems integrated, including ERP, distribution and customer systems

"We want to ensure the data at TINE is liberated and democratized, so that it flows seamlessly across the company and those who need data can access it in one single, common truth."

Siri Torgersen, Head of Data and Integration, TINE

Source: <https://www.ibm.com/case-studies/tine/>

IBM Integration +FAW-Volkswagen



Results

“We use the API management capability in the Cloud Pak for Integration to reduce onboarding time for ecosystem partners from months to weeks.”

Weipeng Jin

Manager of Internet Application Development, Management Services Department, and Head of Chengdu R&D Center, FAW-Volkswagen

Challenge

Beyond producing great vehicles, the company wants to deliver an overall customer experience of such quality that it turns first-time customers into lifetime customers.

50% Faster

Solution development, using APIs to simplify access to complex applications.

+3M

New users for its VW and Jetta brand apps with enhanced customer experiences.

IBM Integration reviews

IBM Integration is a recognized market leader

IBM ranking: Leader



IBM ranking: Leader 5th time in a row



IBM is the highest scoring vendor for the following critical capabilities:

- Application Integration
- Event Integration
- B2B Ecosystem Integration

[Source: The Forrester Wave: API Management Solutions, Q3 2022](#)

[Source: Gartner Magic Quadrant: Full Lifecycle API Management, 2021](#)

[Source: Gartner Critical Capabilities: Enterprise Integration Platform as a Service, 2021](#)

Hear from IBM Integration clients

IBM App Connect

★★★★★ 4.3 / 5 stars

"Great App integration software, connects to data quickly and very well."

IBM MQ

★★★★★ 4.4 / 5 stars

"IBM Messaging Queue Service is reliable, robust and secure."

IBM API Connect

★★★★★ 4.2 / 5 stars

"Very friendly web interface for configuration of APIs, we learned very quickly how to configure and deploy our APIs at secure manner."

IBM Cloud Pak for Integration

★★★★★ 4.4 / 5 stars

"The best part about IBM Cloud Pak for Integration is that it has all the integration tools under one [solution] be it IBM App Connect or API Connect or DataPower. This really eases life for a developer."

"The most helpful is the platform agility. Such flexibility help us to recommend to propose the best and easiest way to start with integration."

"Easy to deploy everywhere and easy to access."

Source: Based on G2's 2022 Spring Reports

