

Digital Services Group

API Services



Introduction

Why are APIs important?

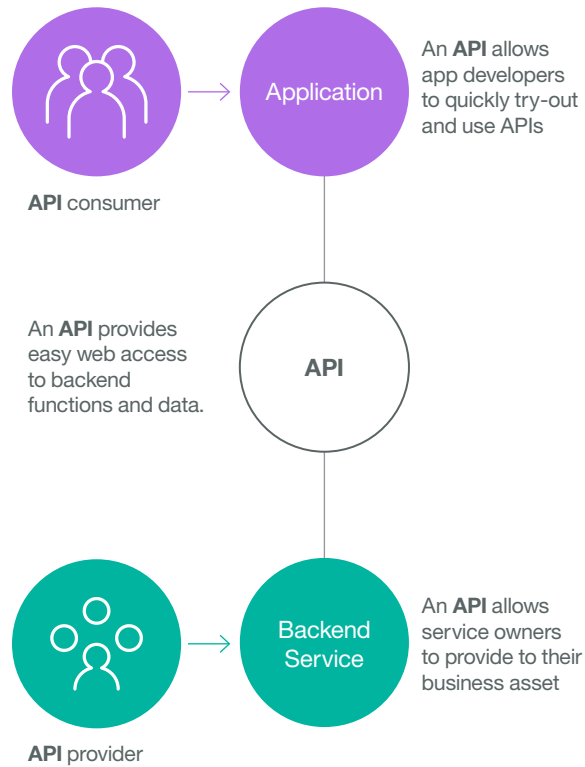
- The world runs on Application Programming Interfaces (APIs).
- APIs make it possible for programs and applications to share information.
- APIs define how a consumer is targeted in today's digital world.
- In the emerging API economy, it's not just about having APIs — it's also about self-service consumption, security, analytics and speed to market.
- A strong API management platform is critical.
- The API Services team has a highly skilled set of technical ambassadors to assist you in creating a unique solution for your customers.



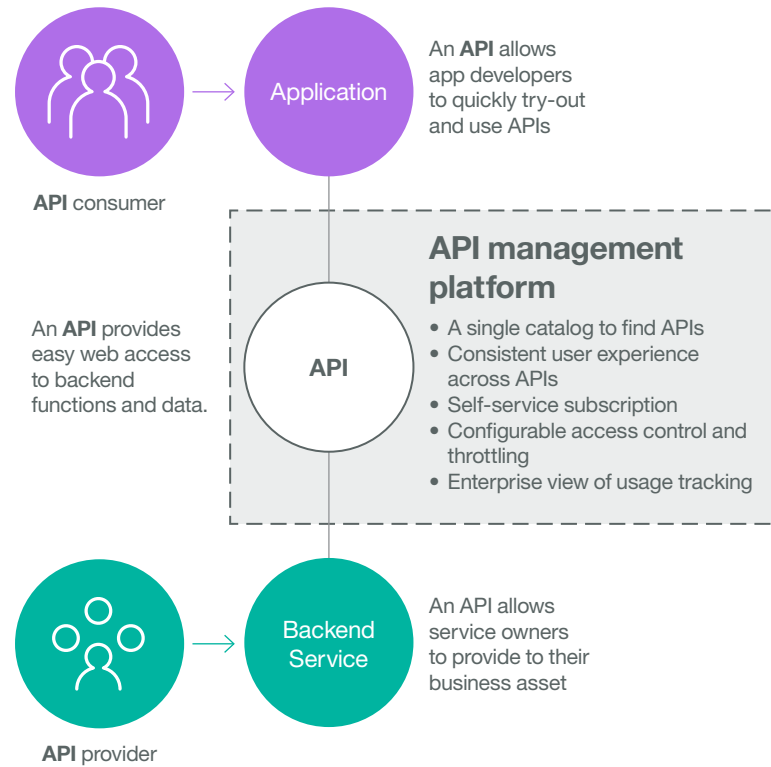
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Introduction

Value of APIs



Value of APIs on an API management platform

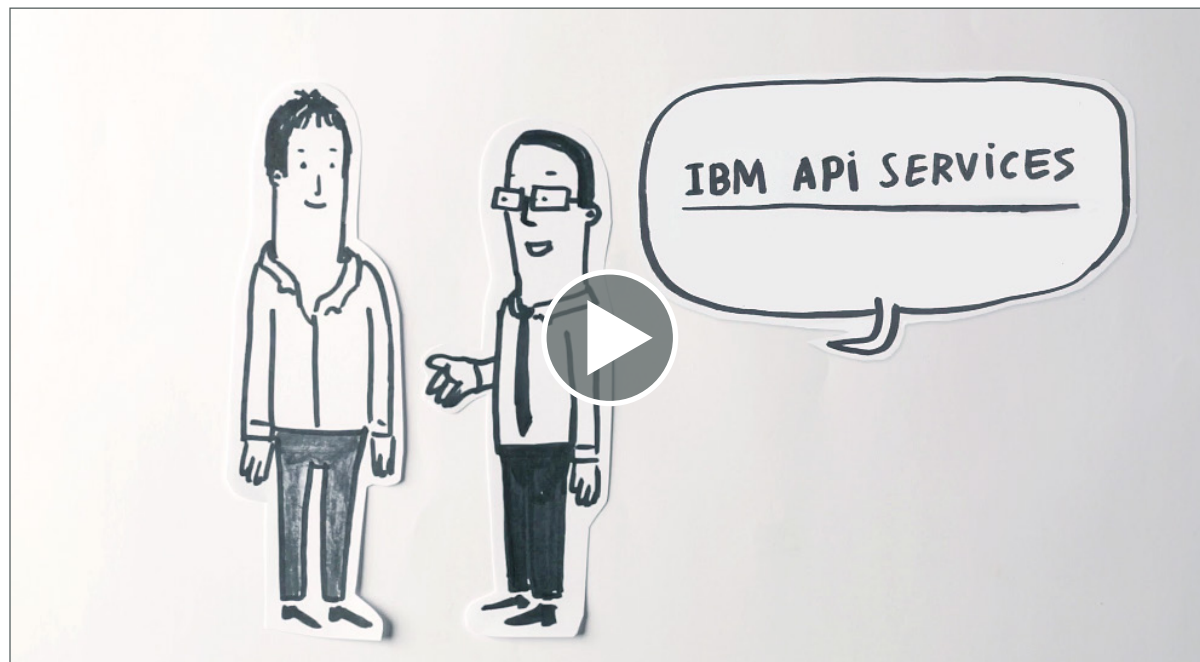


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Introduction

Who we are

- The API Services team can provide assistance for all your API needs.
- We can help to make your APIs accessible, useful and reliable for both internal IBM use and use by IBM customers.
- Our team has in-house expertise in designing, developing and supporting APIs, combined with the resources to board and expose APIs using a robust, reliable worldwide API cloud.

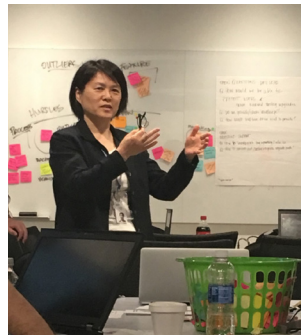
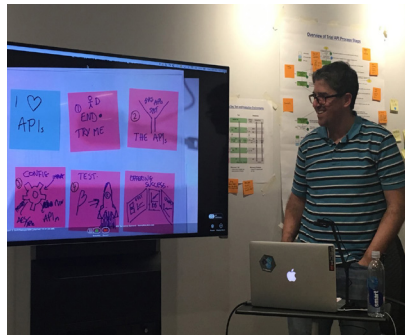
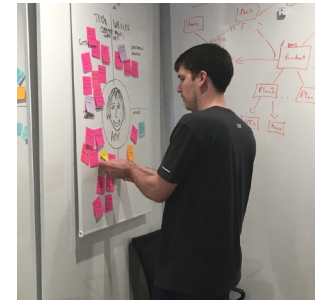
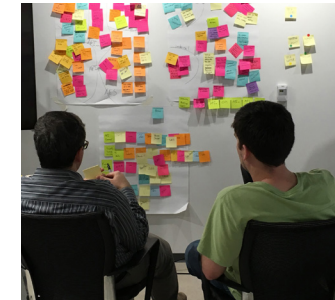
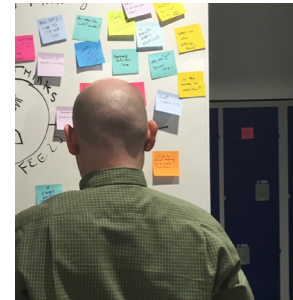


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Our API team



PHDs
STSMs
Master Inventors
25 patents
Agile leaders
Cognitive Experts



Watson Chatbots
Network experts
API lifecycle
Mural Experts
UX / UI design
UX/UI development



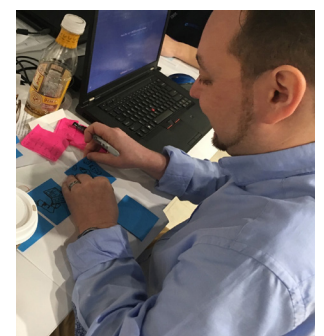
Certified Architects
Executive PMs
PMPs
MBAs
Design Thinking Experts
LSS Black



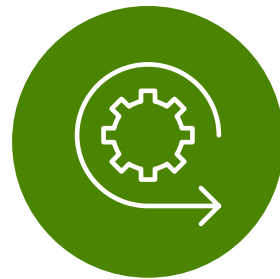
APIc geniuses
Network experts
IBM Appliances
DataPower
IBM Cast Iron
NodeJS



API Development
JSON
XML
YAML
Swagger
REST Services
Security expertise



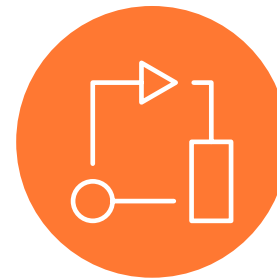
Our services



Development

We provide complete API development support, including:

- Representational state transfer (RESTful), API and microservices definition and configuration
- Creation of Swagger documentation
- API integration with back-end service
- API security configuration and delivery



Boarding

Our team can give you personalized assistance throughout the API boarding process, including:

- API setup and configuration
- Cross-platform integration and testing
- Tooling access and configuration of API and supporting platforms
- API deployment and publishing into the API catalog



Hosting

Once your APIs are deployed, we can provide operational support for your APIs, including:

- Usage analytics and reporting, troubleshooting and problem resolution
- Swagger documentation maintenance
- Lifecycle configuration and revision management
- Management of the API catalog integrated with subscriptions, billing, IBM developerWorks® Developer Centers, Commerce Marketplace, IBM Bluemix® and more

API Services provides in-house expertise in the development, boarding and hosting of APIs in a continuously available environment.

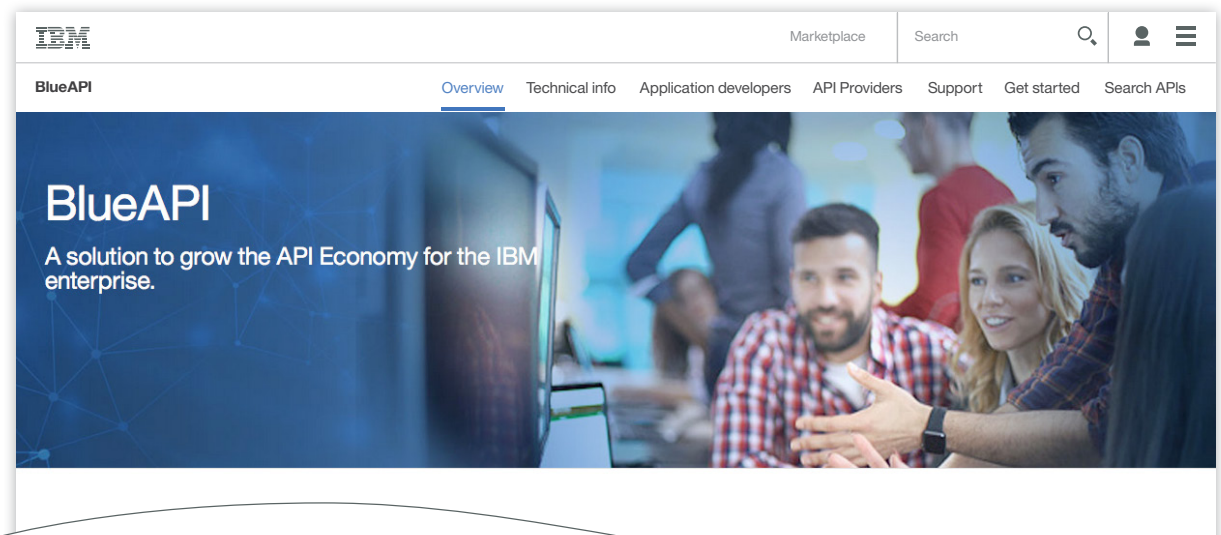
For more information, visit API Services at:

https://w3.apihub.ibm.com/blueapi/api_services.html

BlueAPI

An API Economy within IBM

- **BlueAPI** is focused on building the API Economy for the IBM enterprise.
- BlueAPI's catalog of APIs is available to all of IBM.
- It also offers a continuously available platform to build and manage APIs.
- An optional development team is available to help create and operationally manage your APIs.
- BlueAPI provides IBM application developers with a centralized, cross-platform API management system for easy assembly of APIs and integration into applications.



For more information, visit BlueAPI at:
<https://w3.apihub.ibm.com/blueapi/>

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CASE STUDY

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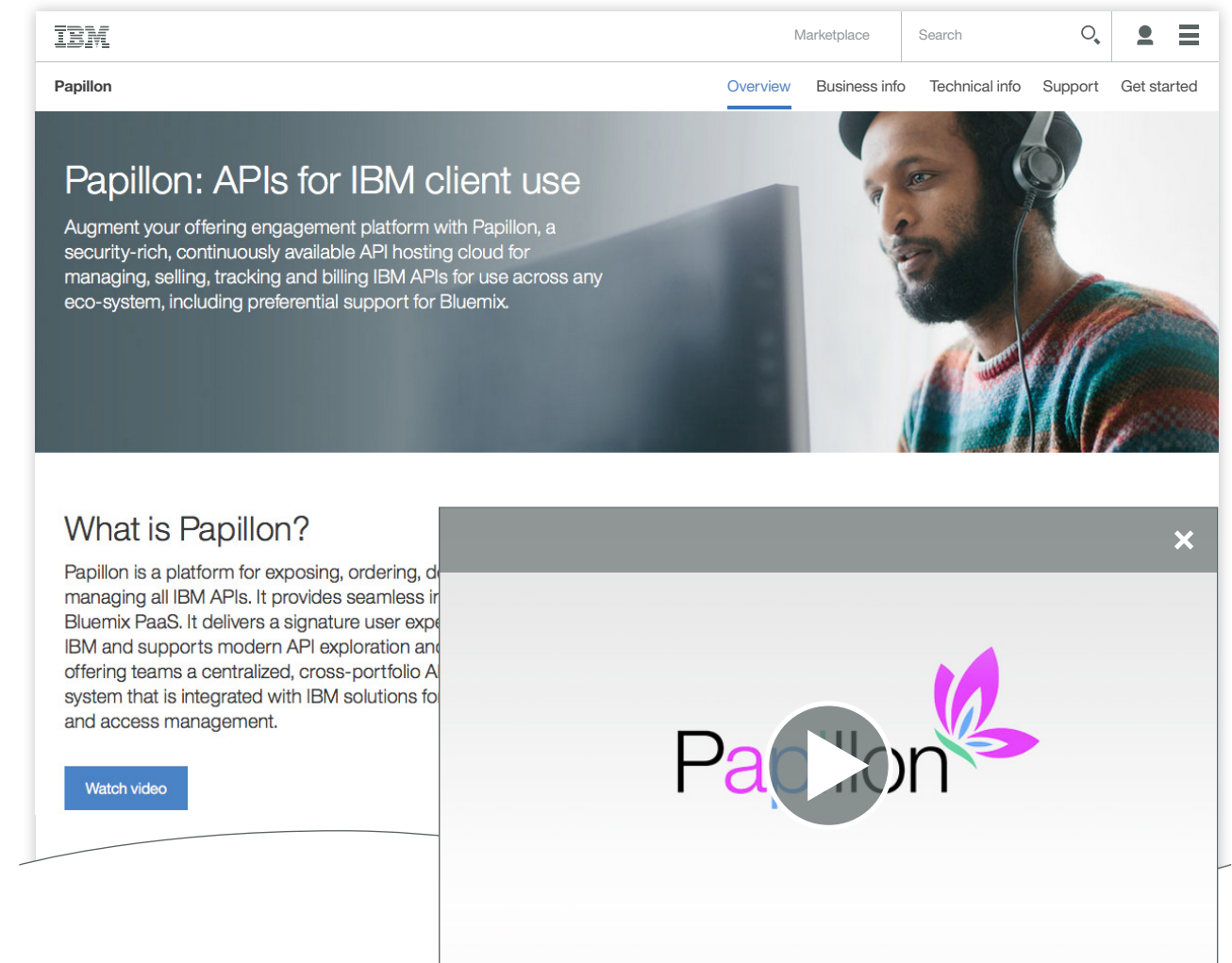
Papillon

APIs for IBM client use

- **Papillon** is a security-rich, continuously available API hosting cloud for managing, selling, tracking and and billing IBM APIs, facilitating use across any eco-system, including preferential support for Bluemix.
- It provides business value to both IBM customers and IBM offerings, as well as seamless integration to IBM's Bluemix PaaS.
- Papillon delivers a signature user experience throughout IBM and supports modern API exploration and evaluation.
- It gives offering teams a centralized, cross-portfolio API management system that is integrated with IBM solutions for subscription, billing and access management.

For more information, visit Papillon at:

<https://w3.apihub.ibm.com/papillon/>

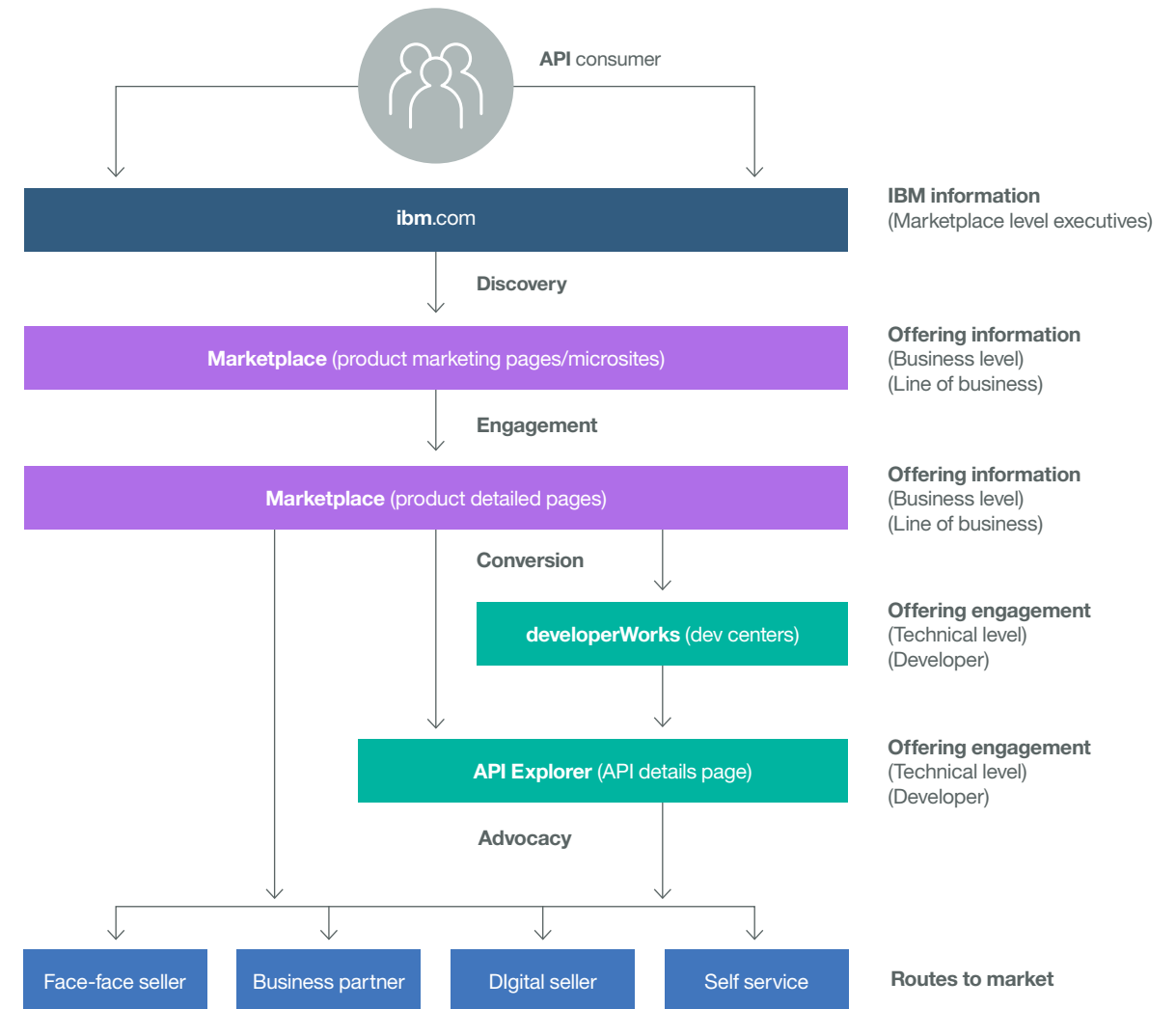


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Papillon

Papillon ecosystem

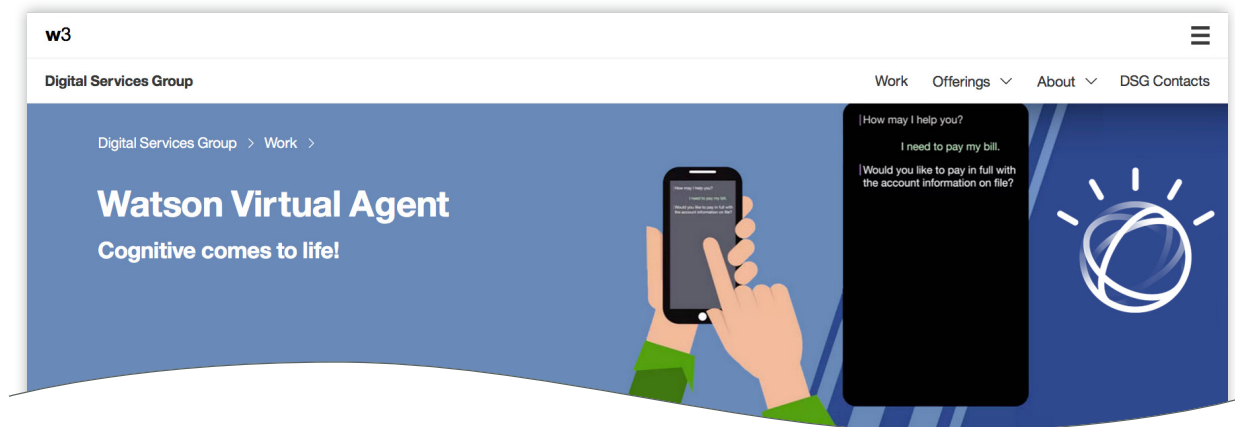
- Papillon is a key enabler of IBM's digital strategy.
- It provides a consistent user experience for IBM customers to learn, try and buy IBM APIs.
- Papillon is integrated with Bluemix, IBM Marketplace and developerWorks, and is also fully integrated with IBM's subscription management and billing systems.
- It will allow IBM offering teams easier API authoring and onboarding.



Case study

Watson Virtual Agent

- Watson Virtual Agent is a part of the Watson offering set that empowers business users to quickly configure a virtual agent to answer typical customer service questions and handle basic business transactions through natural conversation.
- API Services helped to connect and expose the Watson Virtual Agent API to IBM customers and continues to manage the API hosting and support for the Watson team.
- The solution allows the Watson Virtual Agent offering team to track subscriptions and data for analytics and billing, and provides insights on customers' engagement to help provide a better understanding of constantly variable customer needs.



Link to full case study:

<https://w3.ibm.com/dsg/case-study.jsp?id=1964293>

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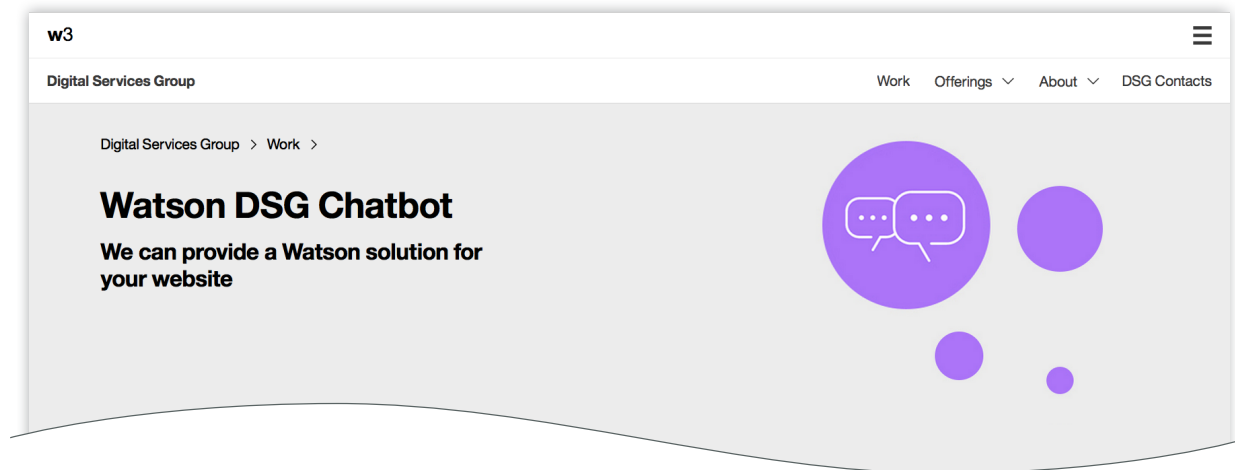
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Case study

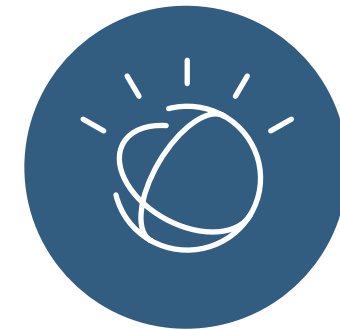
Watson DSG Chatbot

- Using Watson Conversation Services, API Services worked to introduce the Watson DSG Chatbot and create a framework for DSG to offer this solution to clients.
- The development period required a great deal of time to teach Watson before production could begin.
- The team was challenged to create an environment that can track users' interactions with the Chatbot and gather feedback to further grow the solution.
- API Services created the Watson DSG Chatbot Framework, which manages the content and provides analysis.



Link to full case study:

<http://w3.ibm.com/dsg/case-study.jsp?id=1964292>



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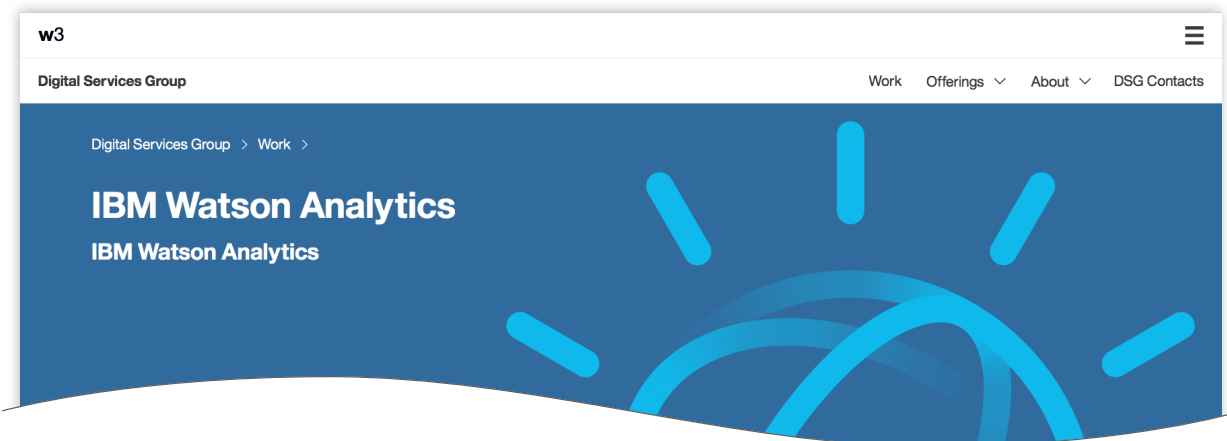
Case study

IBM Watson Analytics

API Services worked closely with Watson Analytics to provide a means to host and manage APIs. Their 23 API operations required a unique security solution and client subscription management services. More importantly, the critical application needed a continuously available cloud to help ensure uptime and performance. Papillion Hosting provided the answer with 99.99 percent uptime and direct channel to purchase and monitor APIs.

Within 120 days API Services delivered:

- OAuth 2.0 credentials, an IBM client ID and client secret through API Explorer
- Registered API client ID and application information
- Authorization codes for clients



Link to full case study:

<https://w3.ibm.com/dsg/case-study.jsp?id=1964134>

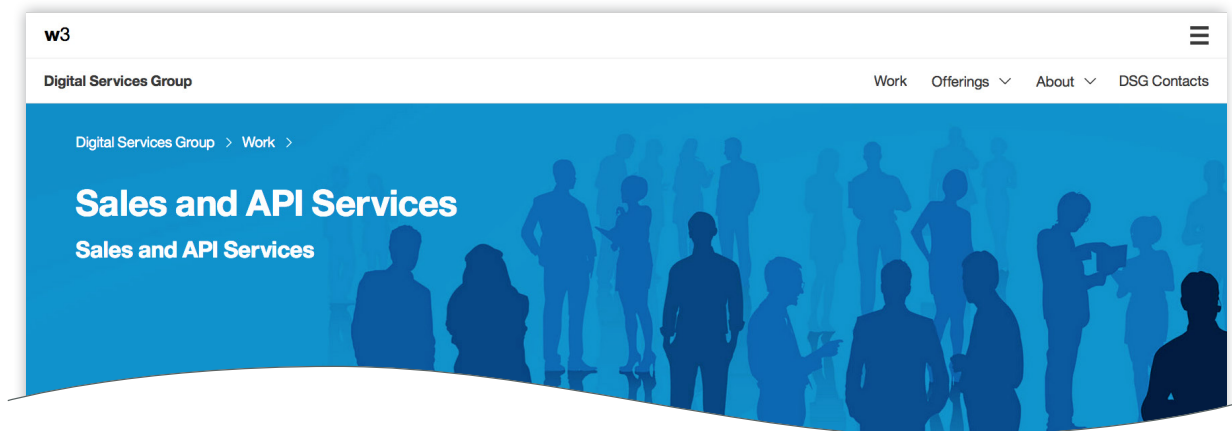
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Case study

Sales and API Services

- API Services worked with IBM SalesConnect to expose their existing services as APIs, then enabled the IBM sales force to use the APIs in mobile solutions as well as share services with other teams to generate sales leads and tasks.
- The solution involves over 230 different API operations working together, providing security services like OAuth, lead generation and tracking, task creation, reporting, and general collaboration with the sales community.
- The APIs, in conjunction with marketing IBM Unica and APIC, have helped generate up to 2,000 leads a day for IBM Bluemix alone.
- The solution provides sellers with significant leads, mobile answers and social outcomes that can increase productivity and bottom line revenue for IBM.



Link to full case study:

<https://w3.ibm.com/dsg/case-study.jsp?id=1964138>

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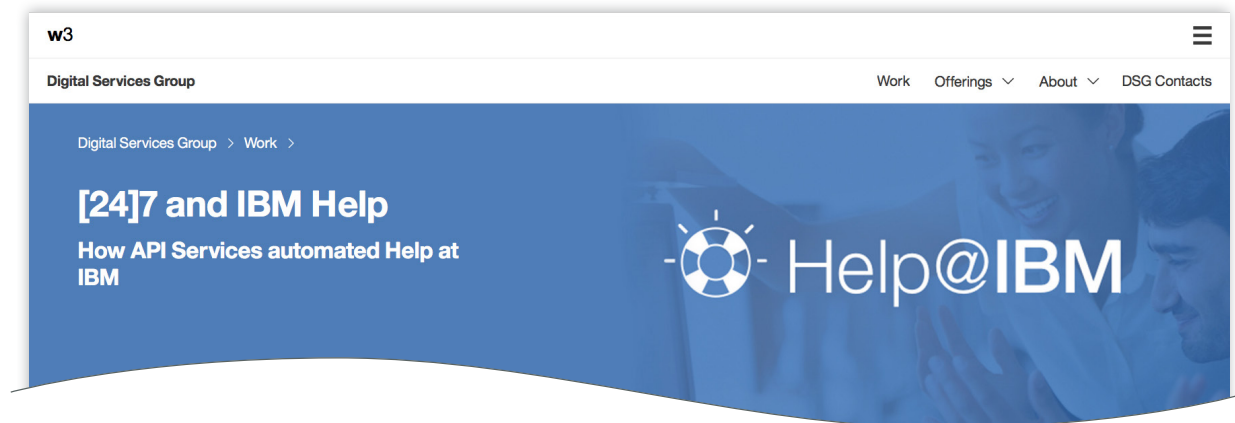
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Case study

[24]7 and IBM Help

With nearly 200,000 IBM employees and contractors in North America, the IBM Help Desk receives a high volume of calls. To cut down on the number of calls routing to live agents, IBM Workplace as a Service worked with API Services to implement a virtual agent. API Services exposed four APIs to [24]7:

- IBM Employee Directory BluePages API, used to get more information about the IBMer using the Virtual Agent.
- Tickets API, which gathers ticket information associated with the user and their status
- Outages API to find planned and unplanned outages that may be related to the caller's situation.
- Email API, which [24]7 uses to send emails to the user with additional information or links.



Link to full case study:

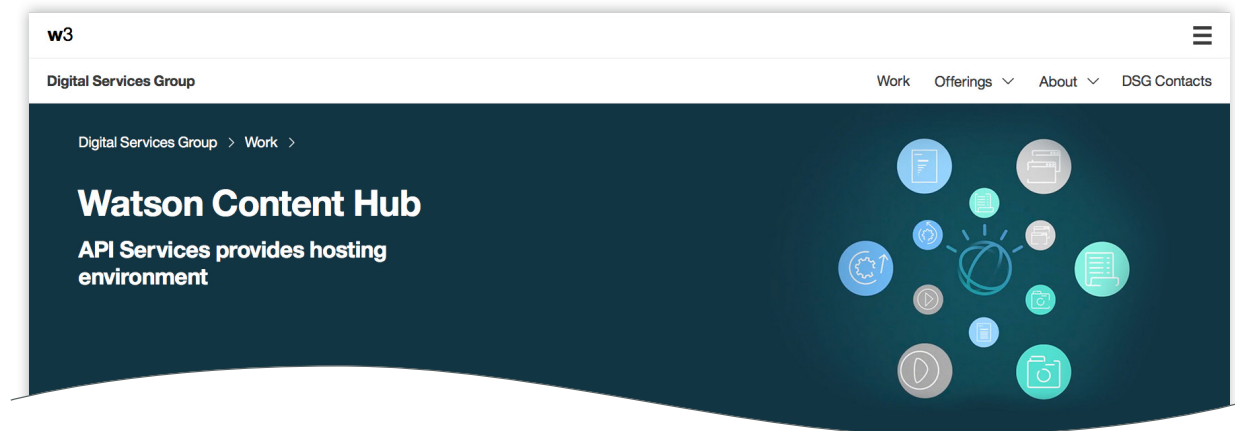
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Case study

Watson Content Hub

- IBM Watson Content Hub is a cloud content management system where developers can use APIs to create and manage content, as well as integrate content into their mobile applications, web apps, and any other channel where content is required.
- API Services underwent a rigorous development and configuration process to host the Watson Content Hub API and ensure industry standards were met.
- API Services also developed a seamless process to monetize the API, which is now available for purchase at [IBM API Explorer](#).



Link to full case study:

<http://w3.ibm.com/dsg/case-study.jsp?id=1964291>

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For more information
and a detailed price quote for
your project, please contact:

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Digital Services Group



Important links:

Education Wiki for DSG API: [API Wiki Link](#)

DSG Page for API: ibm.com/dsg

Blue API: <https://w3.apihub.ibm.com/blueapi/>

Papillon: <https://w3.apihub.ibm.com/papillon/>

IBM Explorer: <https://developer.ibm.com/api/>

API Services: https://w3.apihub.ibm.com/blueapi/api_services.html

