

# Power your digital transformation by getting the most from APIs

## Challenges of a rapidly evolving business landscape

In recent years, an increasing number of companies are undergoing digital transformation and seeking to adopt new technologies as they pursue more innovative and efficient ways of providing better experiences for their customers. APIs help businesses scale their operations by providing a convenient and standardized means of sharing data and services. As businesses grow, keeping track of all the APIs available for use, socialization and monetization can become more challenging. This may increase the likelihood of security issues, since unknown APIs are possibly unsecure, out of date and a possible breach point.

Despite these challenges, APIs are a key part of the digital transformation process. They accelerate innovation while offering significant enhancements in functionality, scalability, security and monetization.

## Clients seeking SaaS-delivered API Management



of clients in North America



of clients in Europe and Asia/Pacific

Source: Gartner MQ for Access Management, 2019

## IBM API Connect puts API management to work

IBM API Connect enables businesses to manage their APIs through their entire lifecycle while maximizing their value. Businesses can create new APIs with a robust set of tools, bringing APIs to market more rapidly, while making management easier. Developers are empowered to deliver applications faster with self-service APIs. Adoption of APIs is promoted by company branded portals and community building features, while a deeper view of usage data helps inform API monetization.

IBM API Connect is:

- **Intuitive** to create, manage, secure, and socialize APIs with an award-winning user experience.
- **Robust** with a feature-rich set of API management features to enable rapid implementation of API strategy with consistency and full control.
- **Highly secure** with an enterprise-grade encrypted gateway and robust set of proven API security policies.
- **Trustworthy** to provide consistent management and protection of services across many types of endpoints.
- **Flexible** to work close to where the data and applications reside.

## Manage your APIs through their entire lifecycle

IBM API Connect features a suite of end-to-end services that helps businesses get the most from their APIs. It's now easier and faster to create, manage, secure and socialize APIs consistently with a balance of speed and governance. Once deployed, APIs are continually analyzed, providing deep insights on usage patterns and growth while helping identify opportunities to monetize. IBM API Connect ensures APIs provide maximum business value, while making them consistently secure and easier to manage.



### Create

Develop new APIs rapidly with the intuitive API Editor, thereby exposing data, applications and services by using open standards



### Manage

Package, publish, promote and reuse APIs across environments with full control throughout the entire API lifecycle



### Secure

Easily apply policies to provide protected access to data and systems with a scalable enterprise-grade gateway



### Socialize/Monetize

Engage API consumers with self-service company branded portals and community-building features to expand brand reach with the flexibility to define pricing

## Customer success story: Inomera



### Challenges

Provide customers a means to flexibly and efficiently monetize their business data



### Solution

With IBM API Connect, Inomera makes it easy for customers to quickly build, deploy, and manage APIs



### Result

50% faster time to market for APIs, down from a year or more to just 6 months

## IBM API Connect as a Service - on AWS

With the IBM API Connect service, businesses can achieve a faster, more robust, and flexible path to digital transformation with a market leading solution that puts API management to work. Combined with the power, security, and flexibility of the Amazon Web Services (AWS) Cloud, IBM API Connect offers a powerful set of API management tools in one integrated package.

## Get started with IBM API Connect

Learn more on the [AWS Marketplace](#)