

# WHAT IS IBM WEBSPHERE CONNECT ?

WebSphere Connect is part of the IBM Connect series of offerings that provide quick and easy ways to get more value from your existing applications and data through cloud. WebSphere Connect provides the capabilities you need to create and expose your existing WebSphere apps as APIs and connect to the cloud in minutes without the need to rewrite apps or acquire new data. Designed specifically for the WebSphere environment, these capabilities give you the flexibility to respond to business changes at scale by leveraging your apps and data wherever they reside, whether on-premises or on the cloud.

Start now. It's easy to access and FREE

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## With IBM WebSphere Connect you can:

- Expose backend apps and data as APIs and connect to and from the cloud to rapidly extend the value of your WebSphere investments
  - Easily create and manage APIs and publish directly from WebSphere to API Connect, which includes IBM Support and additional API call limits.
  - Capitalize on existing WebSphere skills for seamless implementation and management
  - Provide easy access to APIs for Developers inside and outside the organization to foster new partner ecosystems
  - Apply end-to-end API lifecycle management to your WebSphere application infrastructure while maintaining high qualities of service and performance
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## How IBM WebSphere Connect capabilities can help your business:

- **Increase revenue and create new business models without added expense:** Expand into new markets with new services to grow share of wallet while managing costs and infrastructure needs.
  - **Accelerate time to market:** Speed new innovations to market while maintaining quality to gain “first mover” competitive advantage.
  - **Drive innovation:** Rapidly create new products and services with the support of a vibrant developer ecosystem inside and outside of the organization to augment customer experiences.
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## How IBM WebSphere Connect can improve the client experience:

- Create engaging mobile apps by exposing WebSphere apps to your Mobile and Internet of Things developers
  - Connect on-premises WebSphere apps to the Cloud and enhance with Bluemix Cloud Services, such as IBM Watson to deliver compelling experiences
  - Open new ecosystems by publishing WebSphere apps as APIs to unleash developer innovation that can extend and support your customer experience.
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## Ready, Set, Connect. In 3 easy steps...

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### Start now and you'll get IBM WebSphere Connect plus:

- Free 1-hour Connect Digital Meet-up
- Free 3-day Connect Quickstart Workshop

- Free Connect Services on IBM Bluemix through December, 31st 2016

[www.ibm.com/cloud-computing/connect/websphere](http://www.ibm.com/cloud-computing/connect/websphere) →

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# Learn more about IBM WebSphere with these Resources:

To learn more about IBM WebSphere and how to drive NEW value from your existing WebSphere applications, check out these resources:

## WebSphere on Cloud and WebSphere Application Server information

- [IBM WebSphere on Cloud](#)
- [IBM WebSphere Application Server Production Information](#)

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- [IBM Bluemix](#)
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## Thought Leadership and “How To” Blogs

- [Thoughts on Cloud – the IBM Cloud Blog](#)
- [Middleware Insights Blog](#)
- [Developer Insights on WASDev](#)
- [Bluemix Developer blog](#)