

IBM Event Automation

Unlock business events
to activate automation



Highlights

Define business situations in an intuitive authoring canvas to act in real-time and automate decisions

Build a self-service catalog of event sources for users to securely discover, browse, and govern

Collect raw streams of real-time business events with enterprise-grade Apache Kafka

There are thousands of business events constantly occurring across every part of the organization. These events represent a wealth of information about what's happening across your business at any moment in time.

By putting these events to work, you can spot opportunities and address threats as soon as they occur, and act before it's too late. But putting events to work is challenging.

First, business events are siloed and locked away across different data sources. Businesses need to find a way to quickly access and unlock the value of these events before they grow stale.

Second, huge volumes of new events are constantly occurring. Businesses need a way to sort, filter, and identify the key events that matter most while new ones continue to pour in.

Finally, raw events need to be processed and combined to define the business situations that matter. Businesses need a way to accelerate this work without a need for deep technical skill sets.

Solution description

IBM Event Automation puts events to work for the whole organization by enabling business and IT users to easily detect situations, act in real time and automate decisions to impact revenue.

With it, you can achieve a constant state of awareness of your business, allowing you to become more responsive to customer needs and resilient to shifting market dynamics.

Increase responsiveness

Event driven businesses can react less and respond more proactively. Define key customer opportunities, issues or potential threats within your business and spot whenever they arise. Enable more intelligent actions and trigger automations when it matters most.

Improve resiliency

With access to real-time intelligence, you can adjust quickly to shifting market dynamics and external factors affecting your business operations. Spot changes in levels of demand, costs or other disruptions and enable your business to recover and optimize in real-time.

Boost flexibility

Meet your business's unique needs with a hybrid Kafka deployment. Use IBM Event Automation's event streams capability, or augment your existing Kafka investments with enhanced discoverability and event processing capabilities.

Accelerate growth

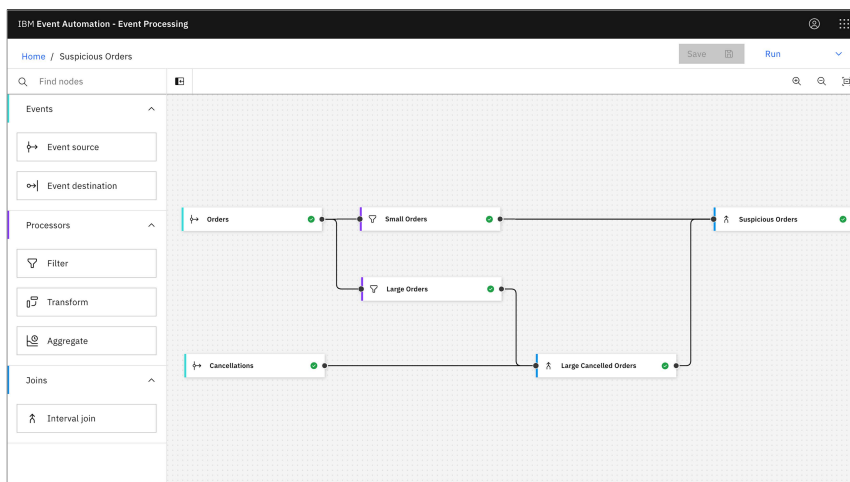
Quickly define business scenarios to detect and see results in real-time. Iterate and adjust as needed with IBM Event Automation's intuitive user experience.

Features

Event processing

Define business situations in an intuitive, easy-to-use authoring canvas to act in real-time and automate decisions

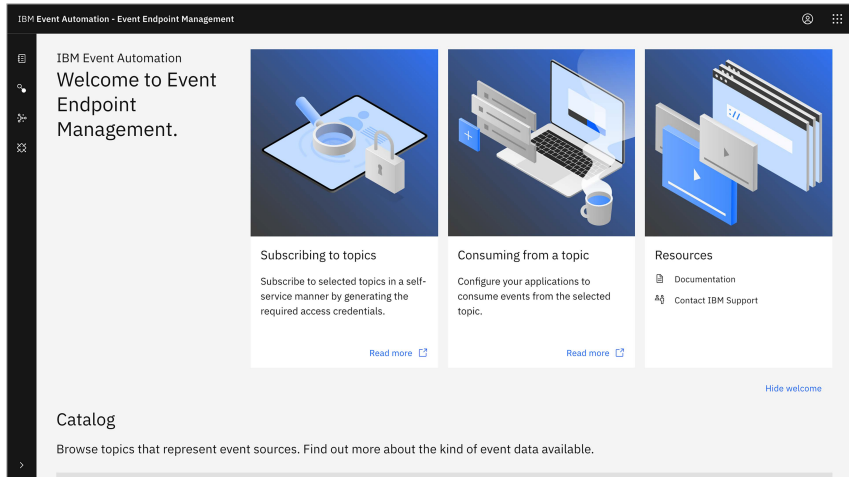
With IBM Event Automation, you can easily start putting events to work for the whole organization. Define critical business situations, detect when they arise, and take action right away—in the moments that matter most. Both business and IT teams can work with events without writing code to uncover new trends, make smarter decisions, and trigger automations that directly impact outcomes. IBM Event Automation helps you scale fast by providing a consistent approach for working with events for users from any part of your business.



Event endpoint management

Build a self-service catalog of event sources for users to securely discover, browse, and govern

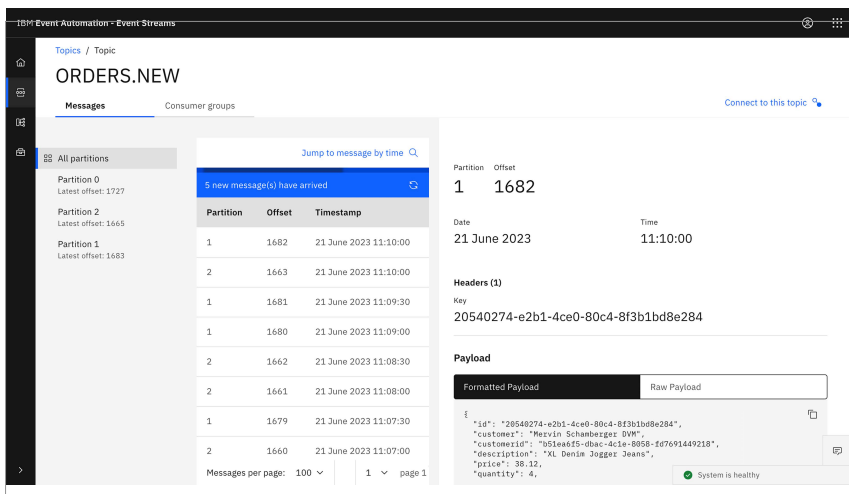
IBM Event Automation provides an API manager, developer catalog, and event gateway to make the discovery and management of events just as easy as APIs. IT can provide self-service access to event sources for any user in the organization while retaining proper controls and good governance. This is essential for facilitating effective sharing, use, and reuse of business events. Use the API Manager to describe and document event endpoints according to the AsyncAPI specification for both internal and external use. With IBM Event Automation's self-service catalog, easily share, discover, and subscribe to synchronous and asynchronous APIs through a single interface. Easily enforce runtime policies to secure and control access to Kafka topics hosted on backend Kafka clusters with the event gateway.



Event streams

Collect raw streams of real-time business events with enterprise-grade Apache Kafka

Get events from their source to wherever they're needed. Built on open technologies, IBM Event Automation provides open-source Apache Kafka to distribute events across the enterprise. Take advantage of a simple and powerful UI, offering a message browser, key metrics dashboard, and powerful utilities to help manage your Kafka deployments. IBM Event Automation also provides Kafka Connect source-and-sink connectors to common enterprise systems, such as IBM MQ. Connectors created by the Apache community are tested, verified, and listed within the IBM product catalog. And with an enterprise-grade REST API, easily connect to appliances and critical systems that do not support a Kafka-native client.



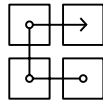
Get started with IBM Event Automation

IBM Event Automation puts events to work for the whole organization by enabling business and IT users to easily detect situations, act in real time, automate decisions, and maximize their revenue potential.

With it, you can achieve a constant state of awareness of your business, allowing you to become more responsive to customer needs and resilient to shifting market dynamics.

Why IBM?

IBM Event Automation is a composable solution, designed to meet and accelerate businesses' event driven efforts, wherever they are on their journey:



Business and IT users can work with real-time events to define critical business situations, detect when they arise, and respond intelligently without the need to write code



IT can provide self-service access to events to facilitate sharing and reuse while retaining proper controls and good governance



Enterprise architects can build out a complete and composable enterprise-wide architecture, extending existing infrastructure so they don't need to start over

For more information

To learn more about IBM Event Automation, please contact your IBM representative or Business Partner, or visit ibm.com/products/event-automation.

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