

CIOs: Don't let your business fall into the digital divide

3 ways an Axway API First digital strategy can drive a successful business and IT transformation



The future of business is digital.

“ Instead of thinking of digital business transformation as a one-off activity, eBusiness executives must help their firms shift toward a model of continual innovation. This means adopting a new approach to managing change. ”

Digital Business Transformation: Lessons From The Pros, Forrester Research, Inc., December 11, 2014

Disruptive market forces and emerging technologies are demanding that all businesses, across all industries, define and navigate a transformational path that embraces the app economy and represents a new focus on digital products and software-defined architecture.

By 2017...

63%

of server workloads will be processed in the cloud



80%

of consumer engagement with brands will occur on mobile devices



By 2020...

25 billion

connected “things” will be in use. This number includes Internet of Things units installed base categories: consumer (13.2 billion), generic business (5.2 billion) and vertical business (3.2 billion).¹



¹ Source: Gartner Says 4.9 Billion Connected “Things” Will Be in Use in 2015, press release: November 11, 2014

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Software is most definitely eating the world.²

Consumers have ubiquitous access to computing, and the breadth of available connectivity is rapidly expanding all around the globe. Enterprise consumers — or more generically, end users — hold all the power, as they choose the products they will use and the platforms or devices on which to run them.

This consumerization of IT has changed expectations. With each new innovation in connected devices, and each new user and application experience that accompanies these devices, the pressure mounts for organizations to transform their architectures to embrace flexibility and agility above all.

But this transformation is not just about IT. Rather, IT is now an integral part of business strategy, which means business success depends heavily on software. How you architect for the future will determine whether your business spawns new growth or falls into the digital divide.

² Marc Andreessen, "Why Software Is Eating The World." *The Wall Street Journal*

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For many, a digital reality is on the other side of an IT and business-process divide.

Most companies rely on legacy technologies and applications that were designed and deployed long before anyone ever considered the cloud, mobile devices or the Internet of Things (IoT). Today, as the lines between the physical and digital worlds become less distinct, the divide between “old” and “new” processes, structures and applications is expanding.

In this disruptive environment, where the status quo is quickly becoming insufficient or obsolete, IT can no longer focus on “keeping the lights on” and *supporting* innovation. Today’s IT, and IT leaders, must become a strategic force that *actively encourages and champions* innovation. This means committing to an IT and business-process transformation that will:

- **Connect** legacy back-end applications and third-party systems with new cloud apps, mobile devices and Internet-connected “things”
- **Adapt** IT services to support new digital business processes and self-service capabilities across all business lines
- **Scale** to support more users, clients, data flows and transactions

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To bridge the digital divide, you need to put APIs first.

Traditional IT is designed primarily for stability and security. To transform into an innovative digital business, you will need to make flexibility and agility your new #1 priority. Why? Because digital business applications:

- Must be **extensively integrated**, not just with back-end servers and applications, but also with mobile and the IoT
- Require **real-time access to data** in order to provide adaptive functionality based on situational intelligence
- Often deliver added value and differentiation using **data and services that you don't own and you can't control**
- Tend to be **disposable or short-lived** and must have cost structures that support this model

As the nimble messengers between applications, the cloud, mobile devices and the IoT, lightweight web APIs are the building blocks for all kinds of digital applications, the foundation of modern integration and the interface expected by app developers. So, if you're going to establish a flexible and agile platform for innovation and transformation, you need a digital strategy that puts APIs first.

What's next?



[Complete this quick questionnaire](#) to see how an API-first strategy for digital transformation can benefit your business. You just need to answer “yes” or “no,” so it should only take a few minutes.

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3 ways putting APIs first can drive a successful business and IT transformation

1 Accelerate Application Delivery ▶
Increase the agility of application and cloud integration to speed time to market

2 Drive Success and Value with Partners ▶
Deliver products and share information assets with B2B partners

3 Improve the Customer Experience ▶
Empower employees and delight customers with effective mobile products and apps

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1 Accelerate Application Delivery

“ In 2014, less than 10% of new IT solutions were deployed to the cloud; but this trend is changing quickly. A transformation of the enterprise IT business is the prerequisite for the digital business to fulfill its potential. ”

Gartner Predicts 2015: Application Development, Mark Driver, Nathan Wilson, Jim Duggan, Ronni J. Colville, Jason Wong, Laurie F. Wurster, Thomas E. Murphy, Yefim V. Natis, Magnus Revang, November 19, 2014

Enterprise architecture and best practices around application integration continue to evolve as technology advances and business preference for cloud-based delivery and cost models increases. Many products and services may be sourced from SaaS providers, but the measure of an integrated architecture is whether these products are truly tied into core IT services and business processes. “Core” does not necessarily mean on-premise or legacy, but rather an expectation that specific services (such as identity, data storage and communications) are common across all applications.

It is widely assumed that most cloud services and applications will connect with enterprise IT via API-centric architecture, so incompatibility with this integration pattern can render an application useless or a project abandoned. To help your company maintain a competitive edge and respond to disruptive forces in the market, you will need to use APIs to extend and expose core IT to cloud applications, adapt your architecture to suit digital business processes and scale to support a vastly increased number of users or clients.

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1 Accelerate Application Delivery

The challenges & opportunities:

- Your business expects best-of-breed solutions or products with fast and frequent release cycles and on-demand access from any device, anywhere. Most often today, these expectations translate into a preference for cloud-based infrastructure and SaaS applications, which can be introduced quickly, scaled easily and managed cost effectively.
- Parts of your organization may be starting to demand the command and control to create business processes and build integrated applications for their teams and customers without depending on IT resources and expertise. As technology awareness and technical skill sets increase in non-technical fields, IT will need to offer core services as reusable components (microservices) that multiple groups can easily integrate into their projects and products.
- There's no doubt that cloud-based applications can ease the burden on IT and dramatically improve time to market and productivity. The challenge is bridging the divide between your business and the cloud while maintaining the control and governance mandated by management and regulation.

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1 Accelerate Application Delivery

The API-first solution:

Web APIs are the building blocks from which core IT services must be built, and API management is recognized as the contemporary model for integration, virtualization, governance and publication of these services. In essence, API management serves as a hybrid integration platform for bridging the digital divide between core IT services and business processes that are not cloud-friendly and the RESTful web APIs that dominate modern applications.

For many application-to-application integration scenarios, an API gateway can be used to control access and manage the flow of data to and from the cloud. This facilitates the extension and secure exposure of existing applications, and provides a more flexible and cost-effective API-centric integration layer on top of existing architectures, such as SOA and integration middleware like ESBs.

With a digital strategy that prioritizes an API-first architecture, cloud-based infrastructure, resources and SaaS applications can be introduced quickly, with minimal disruption and maximum integration. As a result, the business can reduce time-to-market from months to weeks for new applications and services.

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1 Accelerate Application Delivery

Axway API First in the real world: Essent

“ I think it’s crucial to govern the flow of the data, not only from a risk-management and fraud-detection point of view, but also to optimize the quality of service and end-user experience. It’s all about the customer. ”

Menno Abbink, Senior Enterprise Architect, CIO Office, Essent

[Read the full story](#)

Essent, a leading producer of sustainable energy, uses Axway 5 Suite for API Management to provide digital services for partners, customers, employees and the public.

- All two million customers can manage their utility contracts online using a self-service portal powered by Axway API Management. The underlying web APIs can be reused as needed for other applications.
- Four mobile applications available from the Apple® App StoreSM and Google Play™ store use Axway API Management to provide secure access to back-end customer systems.
- Axway API Management is the underlying API layer for multiple platforms (web APIs and mobile apps) and multiple types of user communications (B2B and B2C).



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1 Accelerate Application Delivery

What's next?



[Use this worksheet](#) to assess your current state of readiness, and learn about best-practice strategies for digital business and IT transformation.



[Learn](#) about Axway API Management for cloud integration.

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2 Drive Success and Value with Partners

“ B2B integration is progressively moving away from file transfer and EDI-like communications models and toward the immediate collaboration that is enabled by request/response interactions that are delivered by Web-services-based APIs. ”

Gartner Predicts 2015: Renovating the Core of Application Architecture While Exploiting New Principles, Ross Altman, Yefim V. Natis, Benoit J. Lheureux, Jess Thompson, Anne Thomas, November 25, 2014

Connectivity and collaboration with partners and customers is the fuel that drives the success of any organization. Yet for something as fundamental as communicating and transacting with their B2B communities, many organizations still rely on outdated and outclassed B2B infrastructure. If yours is one of those organizations, you are probably spending a lot of time on each new partner connection and a lot of money to maintain each integration. You're also at risk of losing market share to digital-savvy competitors capable of creating a much stickier relationship with customers and partners.

Top analysts predict that within the next few years over 50% of B2B interactions will take place via web APIs and prospective partners will expect to be able to integrate with your business via a lightweight API-centric approach. Web APIs not only deliver more flexibility and speed, they will also enable you to attract and connect many more partners and customers than is possible today.

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2 Drive Success and Value with Partners

The challenges & opportunities:

- Revenue from traditional products and the go-to-market channels that support them is declining quarter over quarter, as customers begin to migrate to new (and often unproven) vendors that offer a greater suite of digital capabilities.
- Your business depends on real-time interaction with partners and third-party applications, which deliver value-added services to your customers.
- As a consequence of evolving architecture and acquisitions, it is difficult to obtain a clear view of how data and applications are being used, and impossible to predict spikes in demand that can cause outages resulting in lost revenue.
- With increased media attention and executive focus on security, you need to consider alternative and more advanced authentication and authorization mechanisms to protect your assets and those of your partners.
- End-to-end traceability has become a key requirement, not just for operational improvements, but also to gain better business insights that can influence your strategy and product roadmap.

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The API-first solution:

While EDI and other B2B integration interfaces are well established and will be around for years to come, new web-oriented technologies are seeing rapid adoption across many industries. By migrating to API-centric partner integration, or adding this option to your existing business process, you can deliver the same quality of service with much less overhead.

Your API management solution must be capable of delivering different integration options, various web-service standards (for example, SOAP and REST), and any API style (RPC, Hypermedia, etc.). It must also be able to enforce policy rules and SLAs for partners, and offer a range of identity and access control features to ensure connections are secure and protected. It should also offer:

- Partner self-service and on-boarding
- API integration artifacts and developer documentation
- An automated, efficient business process to guide partners through integration stages and gates while providing visibility along the way
- Usage analytics and logs for troubleshooting, campaign planning and optimizing performance of downstream services

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2 Drive Success and Value with Partners

Axway API First in the real world: ANZ Bank

With a history that dates back over 175 years, 50,000 employees worldwide and more than 9 million customers in 33 countries, B2B relationships are the cornerstone of success for ANZ Bank (Australia and New Zealand Banking Group Limited).



Using web APIs for real-time partner integration, the company's New Payments Platform (NPP) initiative in Australia enables bank-to-bank transfers in less than 10 seconds, significantly improving the customer experience compared to the traditional overnight clearing process.

In addition, web APIs enable ANZ Bank and third-party service providers to offer value-added services associated with real-time transactions, such as delivering an auto insurance offer when a customer makes the first payment on a new car. These types of new digital business opportunities are a key example of how web APIs are impacting B2B relationships and enabling organizations to do business in a more real-time world. [Watch the video](#)

What's next?



How can an Axway API First strategy for partner integration help you build deeper B2B relationships and thrive in the digital economy? [View this webinar](#) featuring Gartner's Paolo Malinverno for answers.

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3 Improve the Customer Experience

“ Powered by key digital technologies — such as the mobile Internet, social networking, sensor technology, cloud computing, machine learning, data analytics and the Internet of Things — digitalization will have a fundamental impact on businesses and consumers. ”

Gartner Top Industry Predictions for 2015: Digital Business Transformation Gets Underway, Miriam Burt, Robert H. Booz, Stessa B Cohen, Stephen Davies, John Davison, Thilo Koslowski, Marc Halpern, Rick Howard, Rich McAvey, Don Scheibenreif, Vi Shaffer, Michael Shanler, Zarko Sumic, Terri-Lynn B. Thayer, Juergen Weiss, December 11, 2014

Mobile application use grew 115% in 2013,³ B2C e-commerce grew more than 20% in 2014⁴ and enterprise app activations are now increasing 20% per quarter.⁵ These incredible growth trends show that mobile is now considered the primary computing platform for consumers, and it's creating a huge impact in an enterprise context as well.

Customers and partners now expect to be able to use their mobile devices to buy and sell products, or send and receive data, and putting essential tools in the palm of their hands is guaranteed to improve satisfaction, reduce churn and boost loyalty and sales. Mobile applications will also support BYOD initiatives and significantly increase productivity for remote and field employees.

It's clear that IT organizations must prioritize mobile enablement in order to advance business transformation, meet customer expectations, and drive engagement and brand affinity through more personalized interactions. Effective mobile applications, however, require access to existing back-end applications, data and services that are typically not “mobile-friendly” today.

³ Lance Whitney, “Mobile app use surged 115 percent last year — report.” CNET, January 13, 2014

⁴ <http://www.emarketer.com/Article/Worldwide-Ecommerce-Sales-Increase-Nearly-20-2014/1011039>

⁵ “No slowdown for enterprise app activations.” ITEUROPA, August 14, 2014

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The challenges & opportunities:

- The mobile world is built on a new set of standards and integration approaches that are not supported by the architectures many companies have in place today.
- Your customers and prospects are demanding access to products, transactions and information from their mobile devices. You can't meet this demand by simply rolling out mobile renderings of standard web applications.
- Employees rely heavily on smartphones and tablets whether they are in the field or in the office, yet mobile access to sensitive data has been restricted due to security concerns and the inability of legacy platforms to render an acceptable user experience on mobile devices.
- As part of the Internet of Things, connected devices such as consumer wearables, sensors and smart signage are creating a fresh wave of integration and app-delivery requirements. Tactical mobile integration infrastructure that has sufficed up until now will not offer the flexibility and scale required for the IoT.

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The API-first solution:

Mobile and IoT require lightweight web APIs and other optimization mechanisms to ensure efficient and responsive processing and user experiences. An API-first strategy will enable you to transform existing applications and web services into flexible REST/JSON-style APIs that provide connectivity and data for mobile apps and machine-to-machine communications.

You will need to use API management to ensure that systems core to your business (e.g. the payment network for a credit-card processing company) are available and functional via mobile, and to implement the API security required to protect personal information and customer identities from hijack and attack.

Your API management platform must support a broad range of standard and proprietary protocols to enable just about any system to be accessed and used to deliver secure and scalable mobile solutions to the massive number of smart phones, tablets and other IoT-connected devices creating load on back-end systems.

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Axway API First in the real world: Healthcare

A leading pharmacy healthcare provider is generating a wave of innovation by exposing pharmacy services as an API platform for developers to build mobile, tablet and smart device apps.

Business Drivers:

- Increase customer loyalty through new mobile services
- Reduce time to revenue and manual intervention costs for prescription-ready notifications
- Provide secure access and management of enterprise APIs to internal and external application developers

Axway API First strategy:

- Use Axway 5 Suite for API Management to provide a self-service portal that empowers developers to build mobile apps accessing prescription information via APIs
- Replace voicemail-based notifications with SMS messages
- Introduce an app that makes it easy for customers to order prescription refills by scanning the prescription bottle barcode

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Axway API First in the real world: Healthcare

Results:

- Achieved ROI in <3 months with millions of consumer users
- Reduced prescription information paper exchange and manual interventions
- High performance/availability ensures fast response time and a satisfying customer experience
- Operational monitoring provides real-time analysis of API usage and performance

What's next?



Learn how a [Mobile Gateway](#) can help you safely and reliably expose back-end data and services to developers, apps and “things.”

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Why Axway?

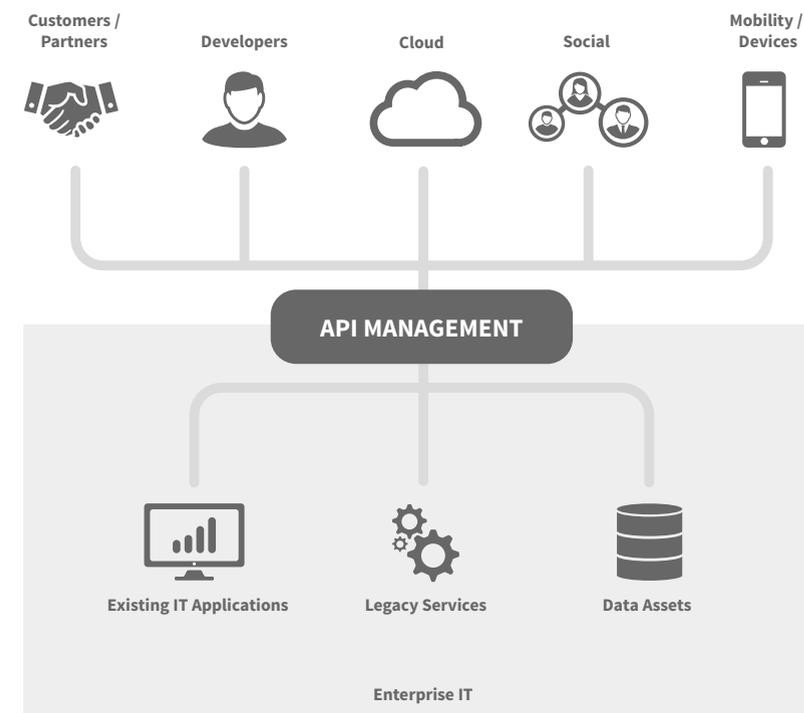
Ready to start bridging the digital divide with an Axway API First strategy?

Massive investments in B2B, cloud, mobile and IoT technologies have created a new digital economy that is changing the way businesses collaborate and compete. With an Axway API First strategy, you can use web APIs, the de-facto standard for cloud and mobile applications, to gain the agility you need to unlock your legacy systems and drive a successful business and IT transformation.

Axway can help.

Axway 5 Suite for API Management is an enterprise-grade API management architecture that provides everything your business needs to:

- **Deliver and manage microservices**, which are driven by application needs rather than service capability
- **Support API-centric integration** of cloud and on-premise applications and services
- **Create, manage, expose and report on APIs** for internal and external developer communities
- **Enable secure access to back-end applications** across mobile apps and IoT devices
- **Secure and protect B2B integration** via web APIs
- **Bridge identity relationships** across mobile, cloud and on-premise applications



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Why Axway?

Ready to start bridging the digital divide with an Axway API First strategy?

How does the solution work?

Axway 5 Suite for API Management provides a simple way to create, safeguard, publish and coordinate your enterprise APIs across cloud and mobile. You can build APIs, define policies, test APIs, migrate APIs between environments, market APIs, serve APIs, enforce policies, manage and debug API traffic, manage API consumption by partners and developers, and monitor and report on API usage — all from one unified platform.

- With [Axway API Gateway](#), enterprise architects can graphically build and test APIs, integrate applications and define policies across data and services.
- [Axway API Management](#) gives API administrators complete control over API deployment across development, testing, staging and production environments.
- Internal and external developers can use our customized [Axway API Portal](#) to browse and consume APIs from your API Catalog, and register and test their applications and credentials. API administrators, business users and operations staff can use it to monitor API usage and manage API clients (including organizations, applications, devices and users).

What's next?



[Contact us](#) so we can talk about next steps for your Axway API First digital transformation.



[Learn more](#) about transforming your business and driving innovation with Axway 5 Suite for API Management.

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Questionnaire — How can an API-first strategy benefit your business?

Your answers to these questions will help illuminate what's on the other side of the digital divide for different aspects of your architecture and your organization.

Sustainability and Growth

Are new market entrants drawing away your customer base and eroding your profit?

Yes

No

Are you providing API access to your products and services?

Yes

No

Have you considered how mobile access can increase brand awareness and change how customers and partners use your products?

Yes

No

If you answered “yes” to any of these questions, extending your business to digital with an API-first strategy is essential for sustainability and growth.

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Questionnaire — How can an API-first strategy benefit your business?

Collaboration and Innovation

Can individual business lines develop applications and go-to-market strategy without relying on IT resources? Yes No

Are you providing centralized access to a catalog of services exposed as APIs? Yes No

Are developers able to access documentation and artifacts (e.g. SDKs) to easily consume exposed services? Yes No

For many businesses, traditional revenue streams are declining and must be supplemented with new channels and partners. If you answered “no” to any of these questions, you’re missing the opportunity to collaborate and innovate using APIs.

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Questionnaire — How can an API-first strategy benefit your business?

Business Objectives

Are project implementation costs and application/product delivery timelines increased due to multiple “one-off” integration projects?

Yes

No

Is your legacy architecture limiting how the business executes and preventing adoption of new products/technology?

Yes

No

Do you lack visibility and control across all IT and business services being consumed inside and outside your organization?

Yes

No

If you answered “yes” to any of these questions, putting APIs first can give your architecture the speed, visibility and control required to keep pace with business objectives and digital innovation.

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Questionnaire — How can an API-first strategy benefit your business?

Legacy Applications

Does your business require a legacy or core application to be accessed in a new way, such as mobile?

Yes

No

Are you facing challenges integrating legacy systems with contemporary software products?

Yes

No

Is it difficult to find engineering expertise for your antiquated technology platforms?

Yes

No

If you answered “yes” to any of these questions, an API-oriented architecture can help extend the life and utility of existing IT services and business applications.

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Questionnaire — How can an API-first strategy benefit your business?

Microservices

Has your Service-Oriented Architecture delivered few quantifiable benefits?

Yes

No

Does IT process and service design stymie innovation?

Yes

No

Are you struggling with how microservices can offer flexibility to future integration demands?

Yes

No

If you answered “yes” to any of these questions, putting APIs first can enable an enterprise architecture that considers application and user needs first by embracing a “top-down” versus “bottom-up” approach to service exposure.

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Questionnaire — How can an API-first strategy benefit your business?

Cloud and SaaS

Do business lines and individuals circumvent IT procedure in order to achieve better results and efficiency? Yes No

Do you want to provide more flexibility, choice and enablement to your employees? Yes No

Have cloud applications become a security and compliance risk for your organization? Yes No

If you answered “yes” to any of these questions, leveraging web APIs can enable you to embrace cloud and SaaS applications, increasing productivity while reducing IT cost and dependency.

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Questionnaire — How can an API-first strategy benefit your business?

Hybrid Integration

Are you offering a unified and consistent way (such as Single Sign-on) for employees or customers to access all business services?

Yes

No

Can you centrally manage access and privileges across on-premise and cloud applications?

Yes

No

Is there a clear audit trail of how and where sensitive data is being accessed?

Yes

No

If you answered “no” to any of these questions, robust enterprise API management will allow you to fully and securely integrate cloud services and build a true hybrid enterprise.

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Questionnaire — How can an API-first strategy benefit your business?

Mobile Access and Enablement

Are legacy IT and security procedures limiting field workers from completing tasks remotely?

Yes

No

Are you losing customers due to poor mobile access to your services?

Yes

No

Have previous mobile applications relied upon expensive or bespoke application integration and development platforms?

Yes

No

If you answered “yes” to any of these questions, you need an API-first strategy for reaching customers and employees who demand mobile access to products and services.

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Questionnaire — How can an API-first strategy benefit your business?

The Internet of Things (IoT)

Will your existing security infrastructure scale to support millions of “things” connected to the Internet?

Yes

No

Does your service layer define lightweight integration patterns commonly used across the IoT?

Yes

No

Are you capable of introducing new authentication and authorization patterns as required for connected devices?

Yes

No

If you answered “no” to any of these questions, web APIs will enable you to support connected devices and autonomous machines that require access to core IT services and back-end business applications.

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Best Practices for a Digital Business Architecture

Modern IT organizations must architect for flexibility, agility and user enablement, and bridging the digital divide between “core” IT and the cloud is a critical requirement. As a CIO or CISO, your role must evolve from operational to aspirational, where you offer strategic guidance across business units to help them define, develop and deploy innovative digital business applications. Here are some key questions to help you gauge your current situation, and best practices to guide your API-first strategy for digital business. Jot down your answers, concerns and ideas in the spaces provided so you can refer to them later on.

How will you enable and inspire innovation across the business while still maintaining responsibility and accountability for corporate security and data protection?

Best practice: Governance may no longer be a fashionable term, but it remains a key principal as IT organizations look toward a new API-oriented service control gateway. Lightweight, yet robust implementation of access control and policy rules will ensure transparency without compromising security and regulatory concerns.

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Best Practices for a Digital Business Architecture

What infrastructure or common IT services have you made available to developers to ensure seamless integration with cloud services?

Best practice: Cloud adoption became mainstream years ago, yet cloud integration is still a struggle. It will help to implement a consistent API-centric integration layer for cloud to ground data exchange, and ensure that existing identity services are extended to new cloud applications.

Do you have clear and reliable insight to how data and services are being accessed both within the business and from outside?

Yes No

Best practice: Audit data across the entire business is essential to maintain irrefutable and actionable information around how your IT services interact with on-premise, cloud-based and mobile applications. For many industries, regulatory demands require such tracking and good application and API management platforms will help satisfy an audit.

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Best Practices for a Digital Business Architecture

What tools and processes do you have in place to pass an IT or security audit?

Best practice: “Audit” is one of the most dreaded words for any IT department, but planning for the inevitable will ease the pain and uncertainty. Your API platform is fundamental to passing any audit, and should be seen as a central point for governing the flow of all data to and from the cloud and mobile apps, between business applications, with partners, and across customer-facing services.

How do you guarantee service-level obligations are met for both internal business lines and external partners/customers?

Best practice: Service Level Agreements (SLAs) are standard practice, and critical for business partners relying on your API services. This means putting processes and technologies in place to allow both business and technical users to measure, monitor and act on changes in performance or demand.

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Best Practices for a Digital Business Architecture

Are your API services protected against hijack and attack?

Yes No Partially

Best practice: Many existing application security products have not been optimized for API services, so additional measures must be introduced to ensure the API service control layer is not compromised. All APIs should be secured — even those for internal use only — and the API platform should be capable of blocking common web API (REST and SOAP) attacks.

How are you offering choice and enablement to users, and how secure are their options?

Best practice: Think of security as a feature rather than a barrier. The boundary of enterprise IT services is no longer an impenetrable wall, but rather a variety of windows to support mobile access, cloud integration and partner collaboration. Use identity management infrastructure along with API-specific identity patterns (OAuth, for instance) to enable safe access to APIs based on contextual information.

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Best Practices for a Digital Business Architecture

Are you decoupling service exposure from policy enforcement?

Yes No

Best practice: A key theme for contemporary enterprise architecture is to introduce microservices that represent specific needs of a given application. This may mean that hundreds of API-enabled services exist, so re-use across the policy management process is critical to deliver efficient access. Offer API developers a suite of standard and reusable policy rules that can be easily applied to each new service as it's deployed.

How are you protecting back-end services from unusual traffic patterns?

Best practice: Quota and capacity management is key for your API platform, which acts as the central point of control for SLA management. Defining appropriate limits and expectations for API services and their consumers helps to manage scale and traffic expectations, and also serves to protect back-end services from malicious activity or unusual spikes.

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The arrival of the digital economy is turning existing ecosystems upside-down and generating new and growing needs for cloud and mobile integration, as well as the integration of smart objects, social networks and “big data.”

To adapt and grow in the digital economy, you need to become a digital business that can integrate, secure, manage and measure all of the data flows — new and old — that drive your business processes and interactions, both inside your organization and beyond your firewall.

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