



Roma 5 Giugno 2014

# Il Business diventa Mobile

Giancarlo Marino – WebSphere Sales Leader, IBM Italia

## Impact2014

Be **First.** ▶ ▶ ▶

April 27 – May 1 | The Venetian – Las Vegas, NV

#ibmimpact



© 2014 IBM Corporation



In the new computing era, we have moved from ...




**Single** transactions to  personalized **engagement**

**Millions** of PCs to  **billions** of mobile devices

**Structured** data to  massive amounts of **unstructured** data

**Static** applications to  **dynamic** services

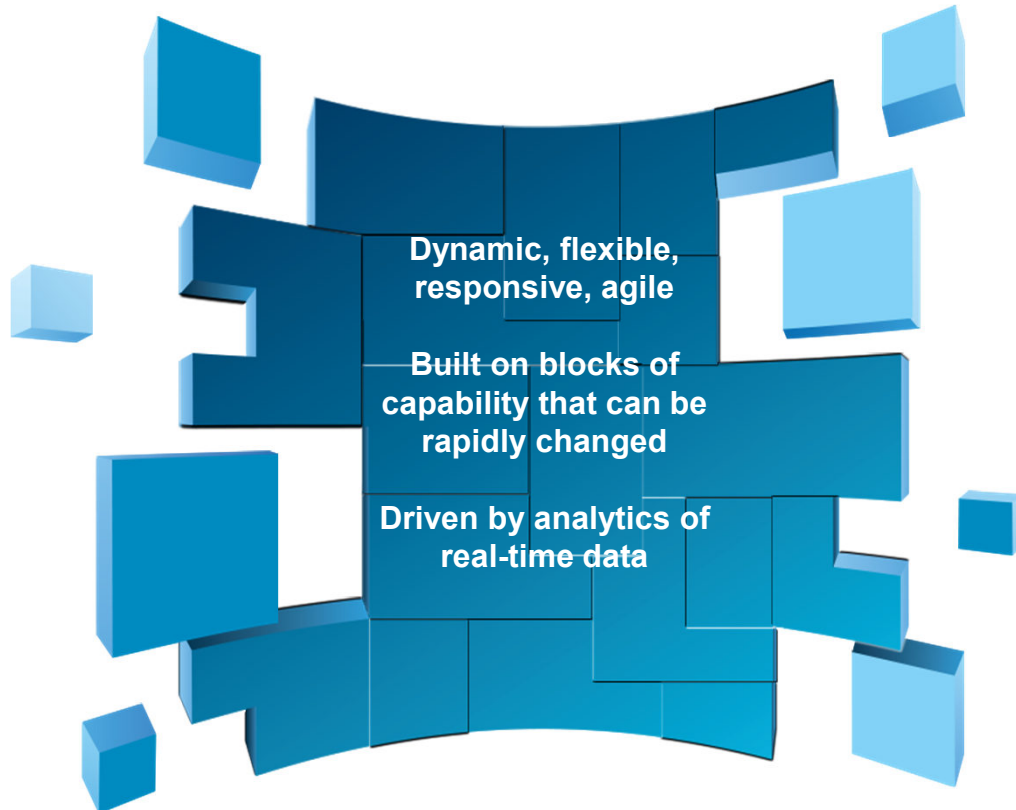
**Rigid** infrastructure to  an **elastic** cloud infrastructure

**Reactive** security  Intelligent, **proactive** protection





# Responding to these shifts requires companies to Become a Composable Business



**Restlessly Reinvent** and Innovate processes

Make Better Decisions in real time with **Actionable Insights**

Accelerate **Time to Market**

**Integrate** Business & Technology



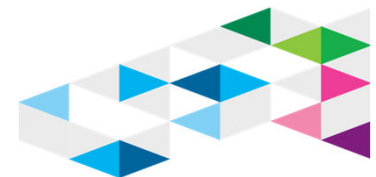
# A composable business enables digital reinvention harnessing three big technology shifts

1

Remake the Enterprise for the Era of *Cloud* as the growth engine of your business

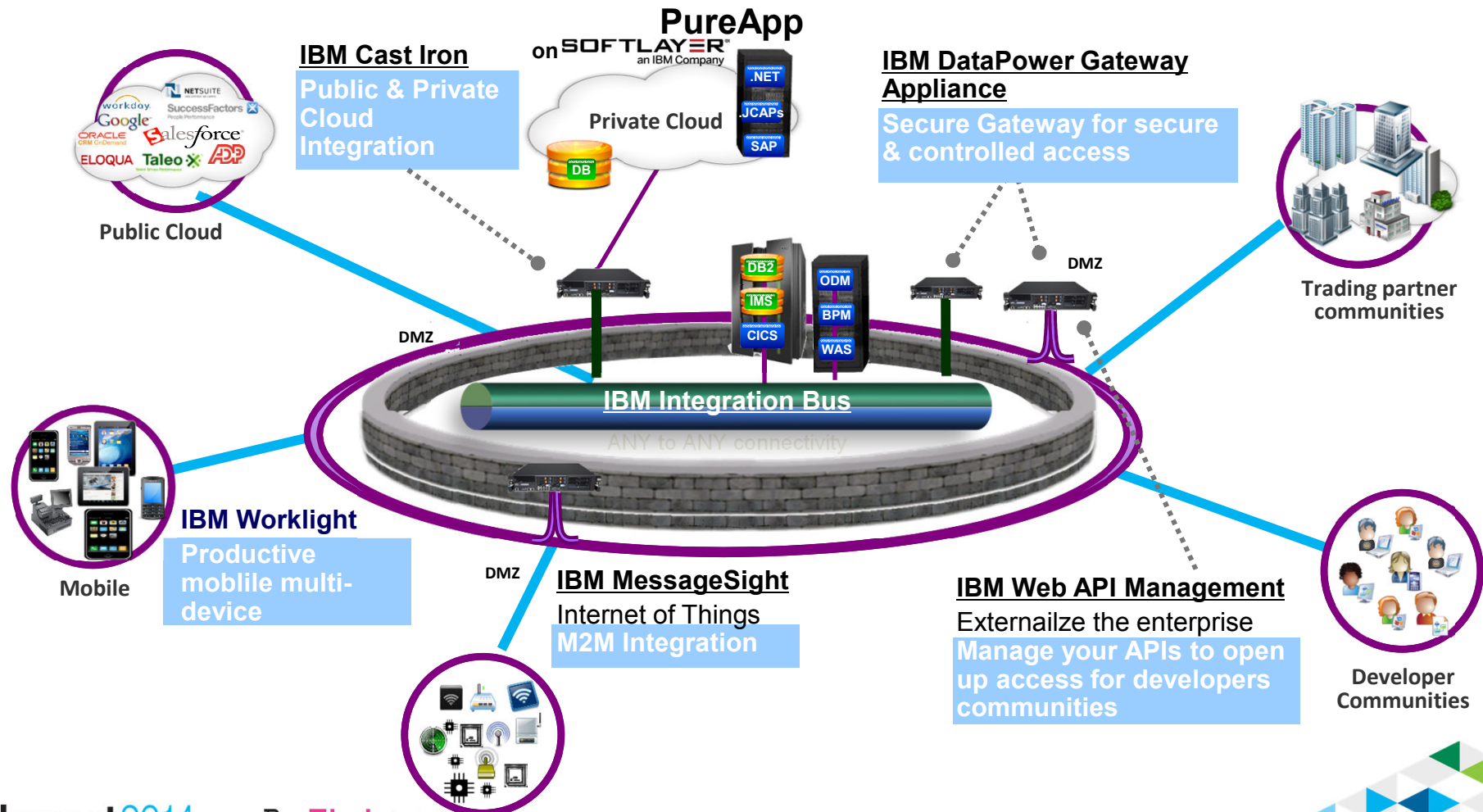
2

Enable *Mobile* for the enterprise to reinvent how you engage



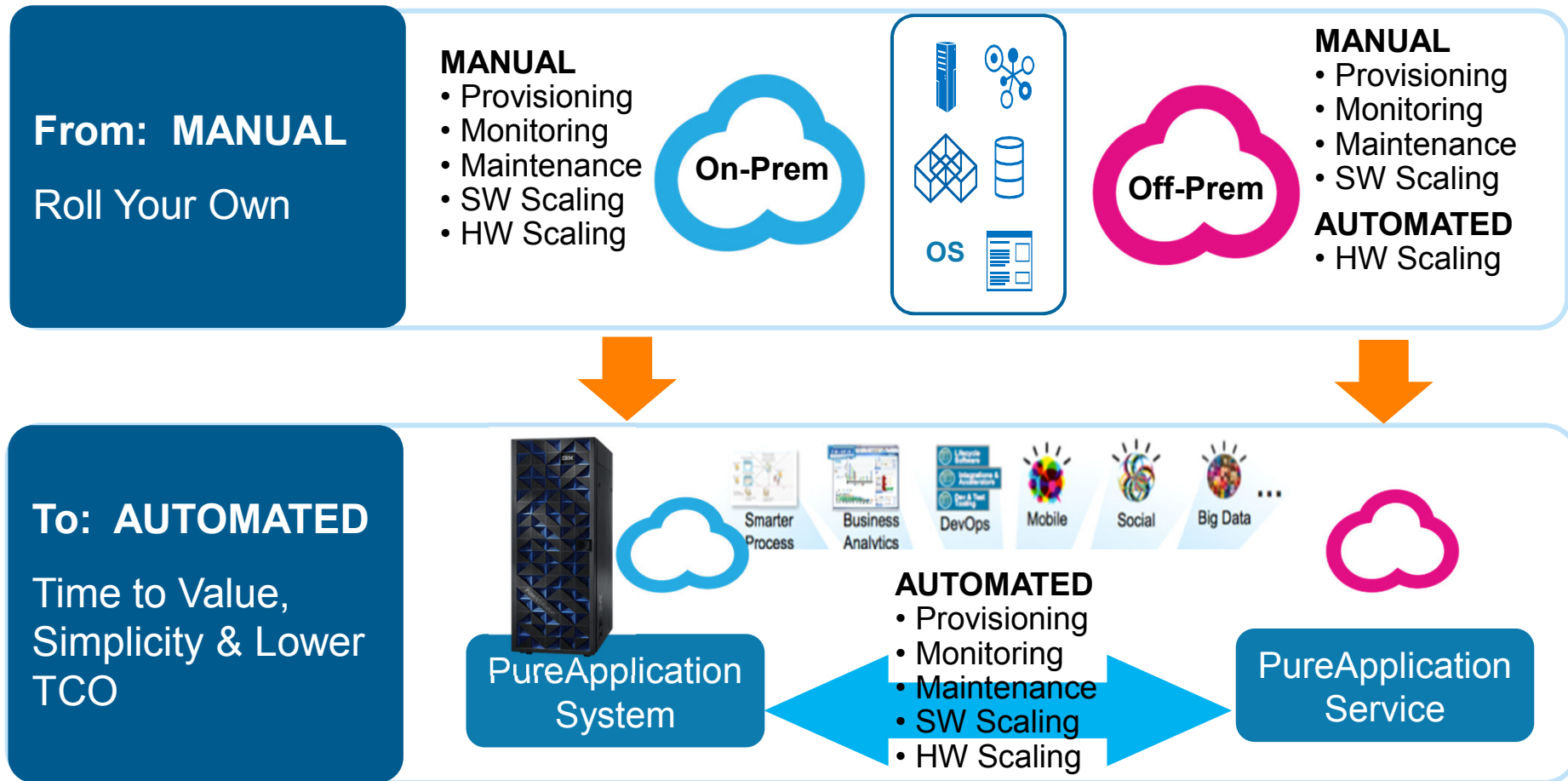


# Supporting Dynamic Hybrid Cloud scenarios

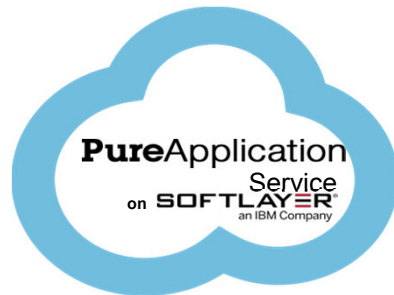


# Cloud Enabled

Focus on your application, while PureApplication automates the application lifecycle to accelerate time to market, simplify IT and lower TCO

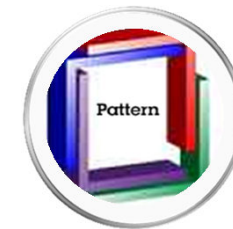


# Software Patterns with PureApplication Service on SoftLayer

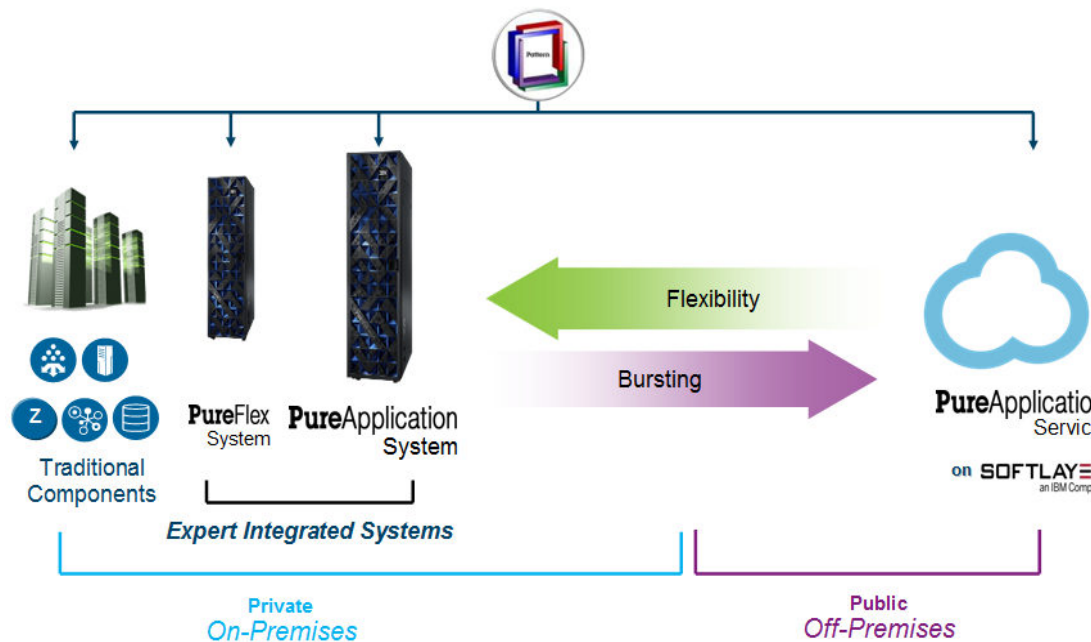


Accelerates and simplifies running enterprise applications on the cloud

- ▶ Seamless portability across private/public clouds
- ▶ Pre-defined patterns from IBM and third parties on IBM Marketplace
- ▶ Automated application deployment and management



## Defined Patterns Services

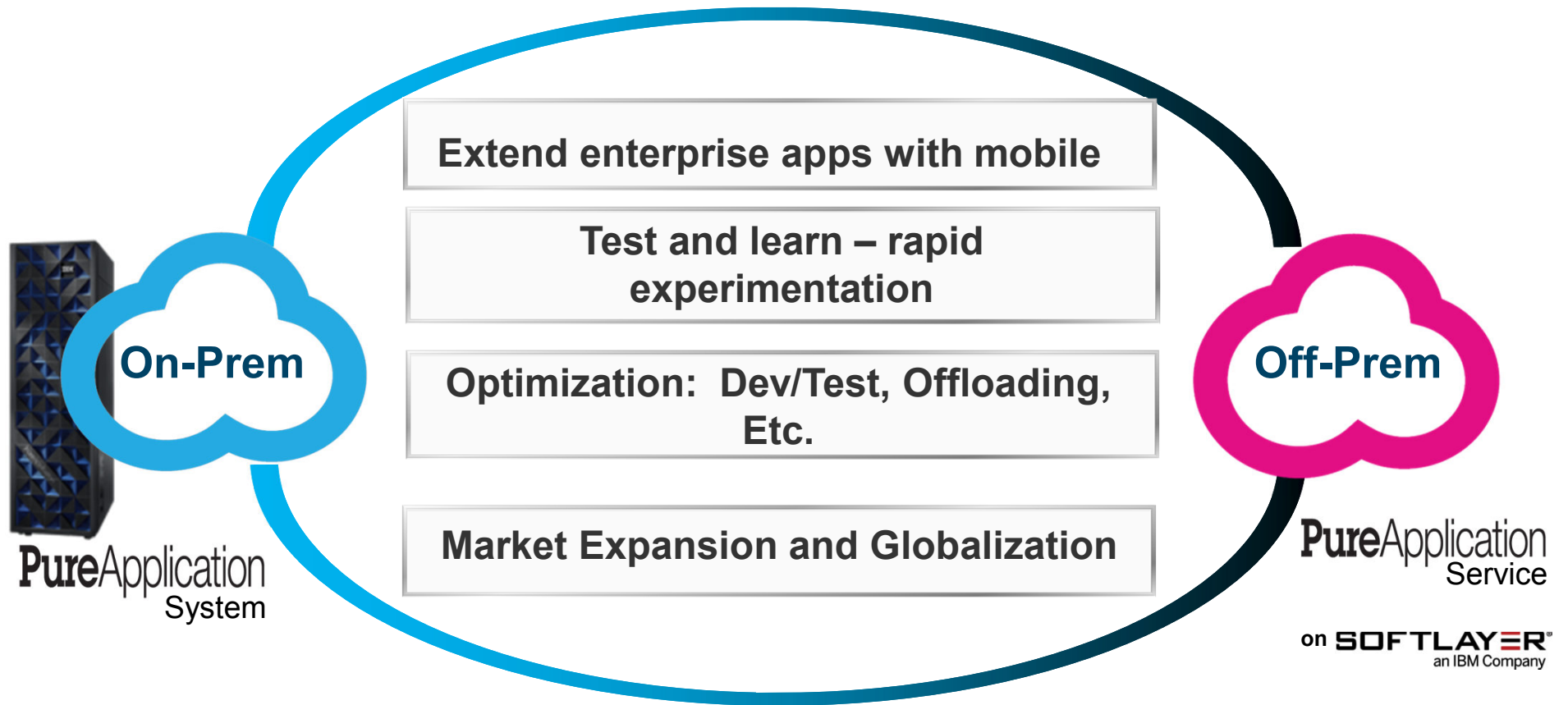


- Expertise
- Repeatability
- Simplicity
- Agility
- Governance
- Elasticity
- Efficiency





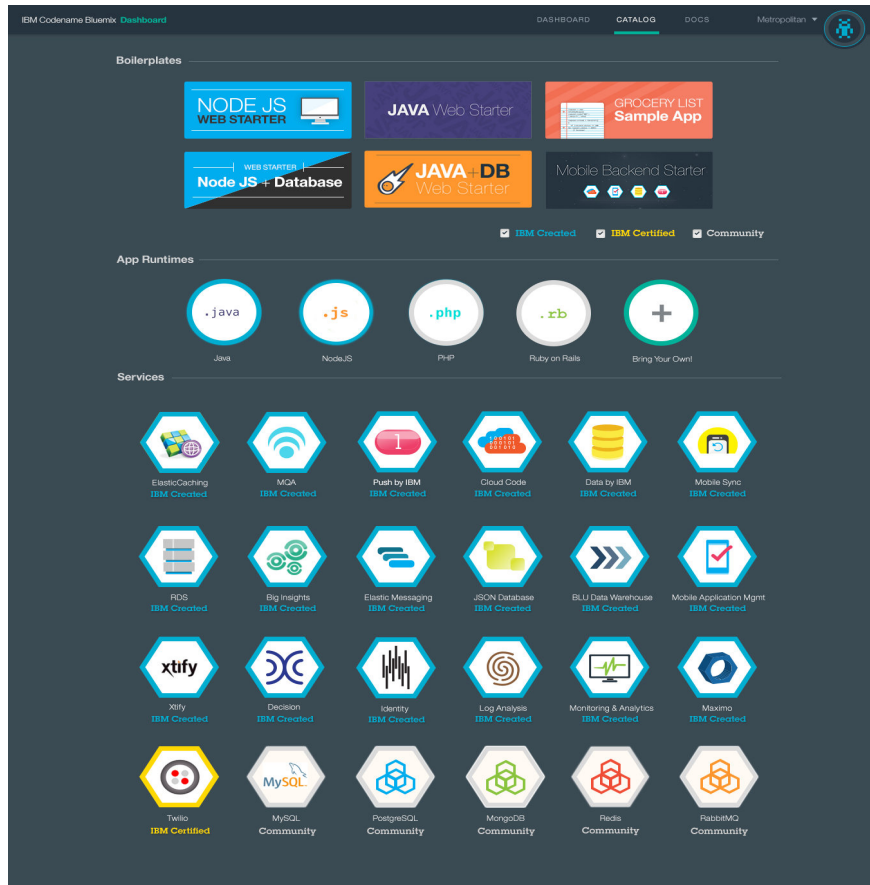
# Using Hybrid Cloud Options Together Strategically





## Introducing Codename: BlueMix

A rich set of mobile ready APIs that you can mix and match to power your App



### API Catalog

A catalog of developer friendly APIs (IBM & third party) with mobile SDKs, that can be composed into new and existing mobile apps. Configure and manage mobile apps. Configure and manage through the Bluemix portal.

### Run Code

The developer can chose from multiple language runtimes or bring their own. Just upload your code and go.

### Store Data

The developer can store data in the cloud as a service easily without needing to administer the databases.

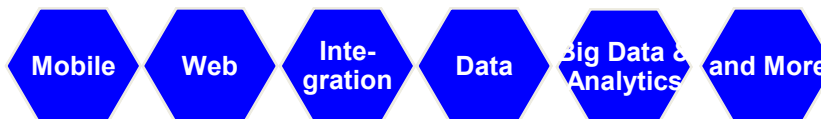
### Cloud Integration

Build hybrid environments. Connect to on-premises systems of record plus other public and private clouds. Expose your own APIs to your developers.

### Built on IBM SoftLayer

Runs on top of IBM's leading infrastructure as a service.

Categories



Impact2014

Be First. ▶▶▶

#ibmimpact



# WebSphere Business Services (SaaS) Today

## IBM WebSphere Cast Iron Live V7

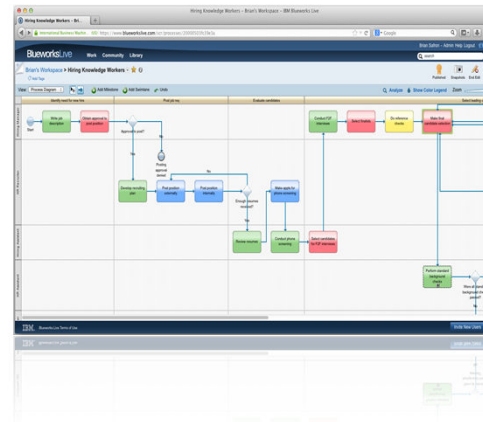
*The fastest way to integrate Cloud and On-Premise applications*



Enhanced

## IBM Blueworks Live

*Collaborative process modeling in the cloud*

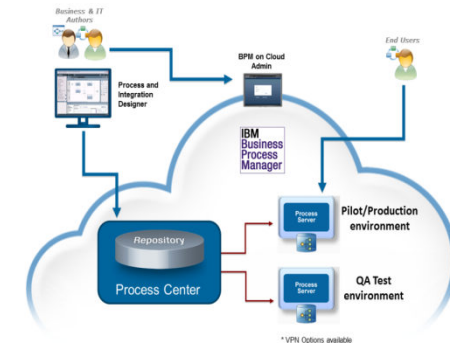


Enhanced

## IBM Business Process Manager on Cloud

*Rapidly develop and deploy BPM applications*

Enhanced



## Internet of Things Cloud

*Real Time data from a myriad of devices in near real time*



## IBM API Management Services ( SOD )

*Create, secure, control, publish, analyze and manage your APIs in the Cloud*



## A composable business enables digital reinvention harnessing three big technology shifts

1

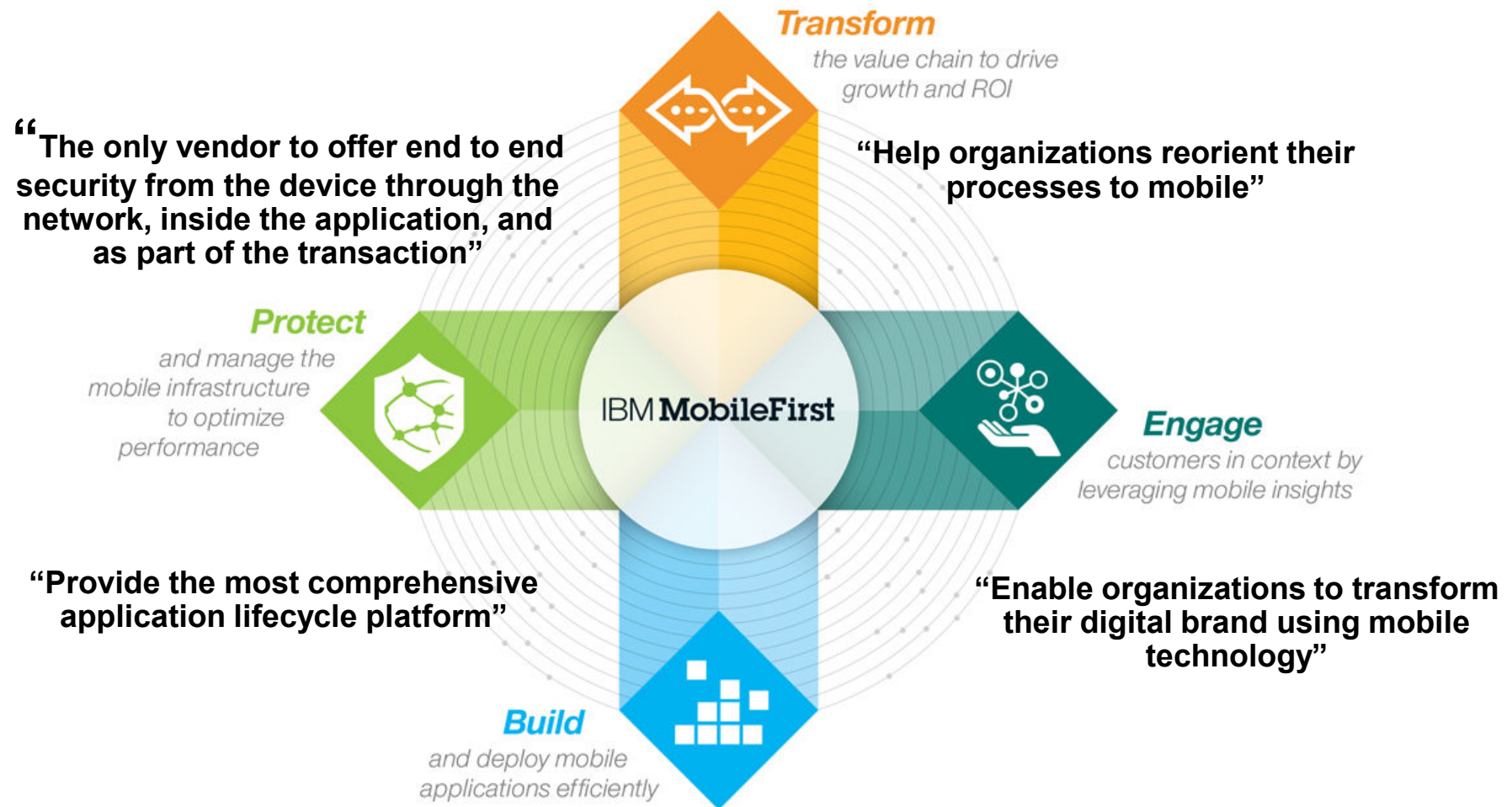
Remake the Enterprise for the Era of **Cloud** as the growth engine of your business

2

Enable **Mobile** for the enterprise to reinvent how you engage



# Mobile First

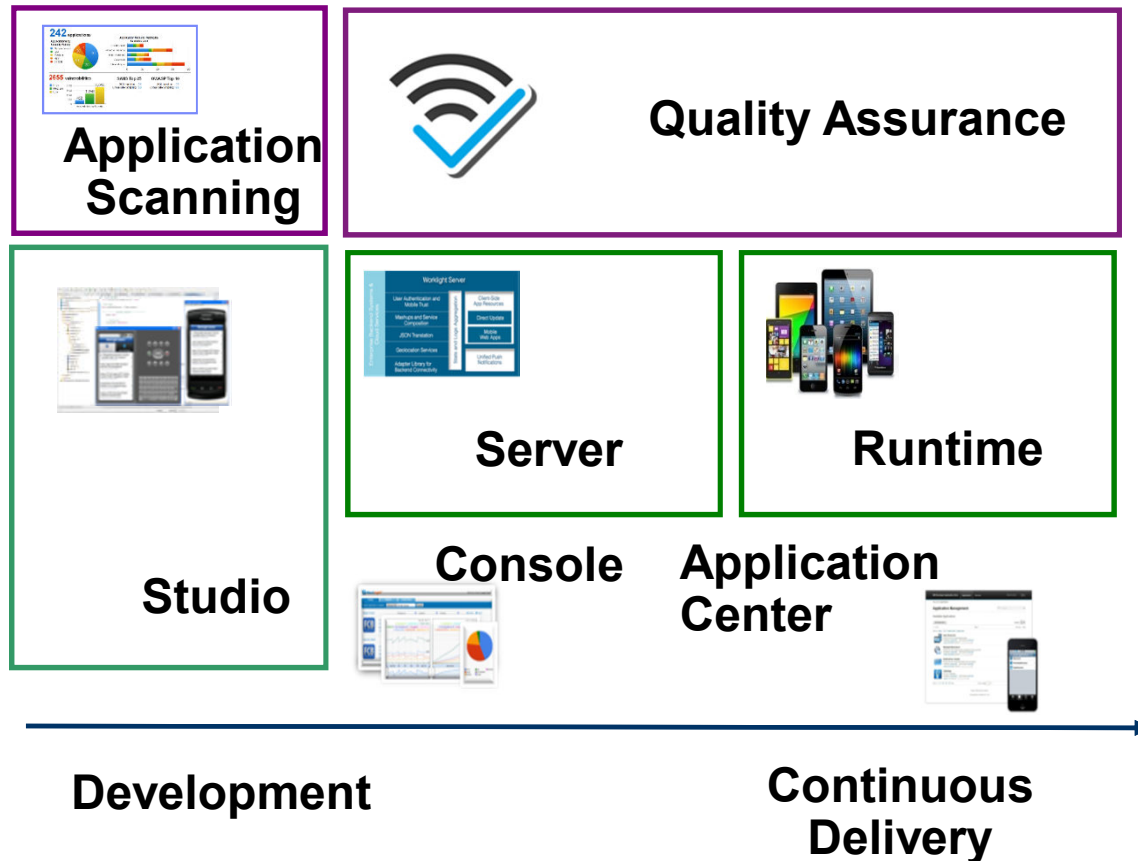


**Cloudant:**  
scale to meet mobile demand and synchronize data with a NoSQL DBaaS

**Fiberlink:**  
Mobile Device Management & Secure Productivity Suite

# Introducing the new IBM Worklight Platform

*Integrated mobile app development with continuous delivery*



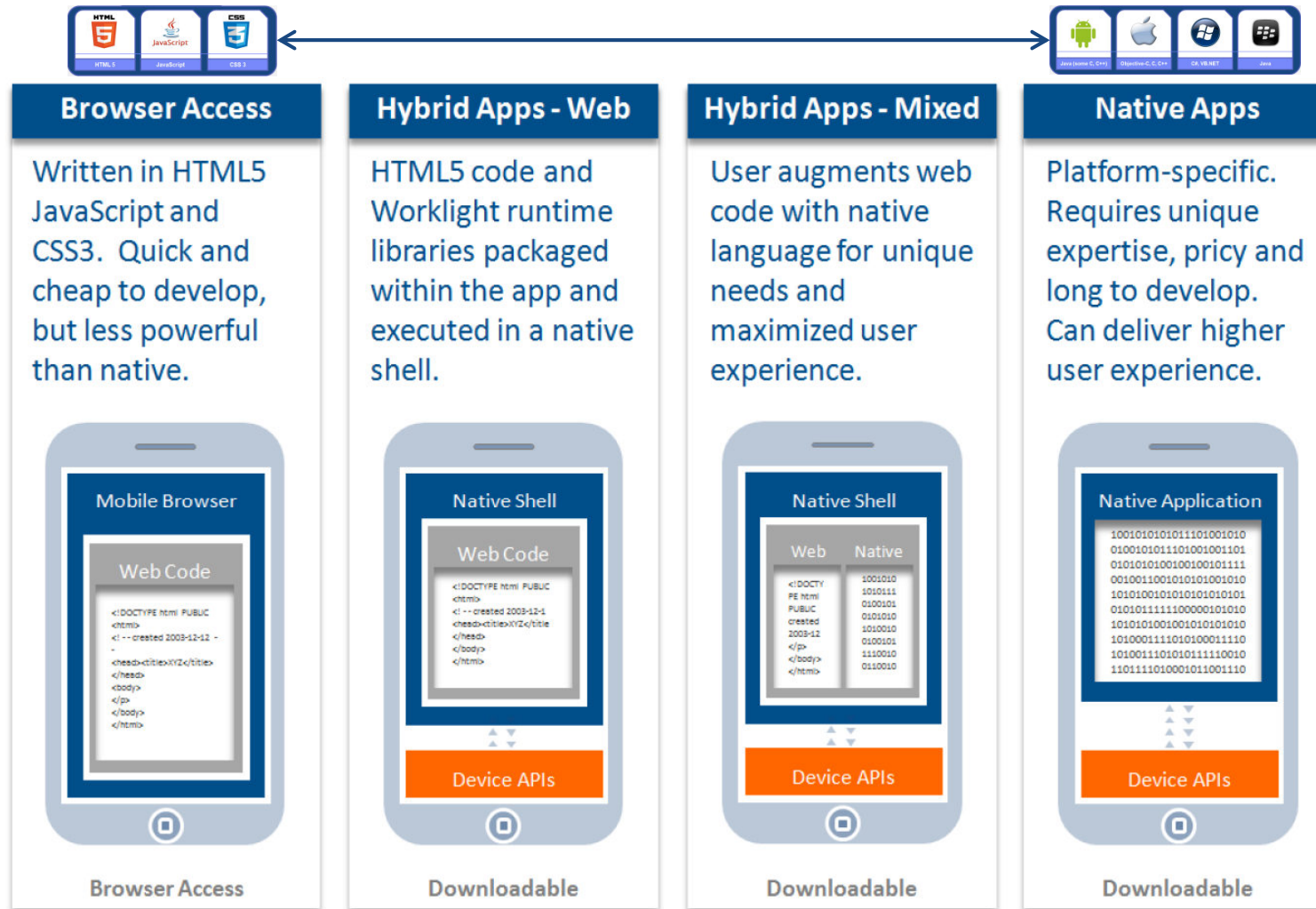
Application Scanning  
Detect code security vulnerabilities at the time of development

Quality Assurance  
Collect beta test feedback, crashes and analyze user sentiment

Foundation  
Development, Runtime, Operations Console & Private Store



# Support multiple mobile application development models

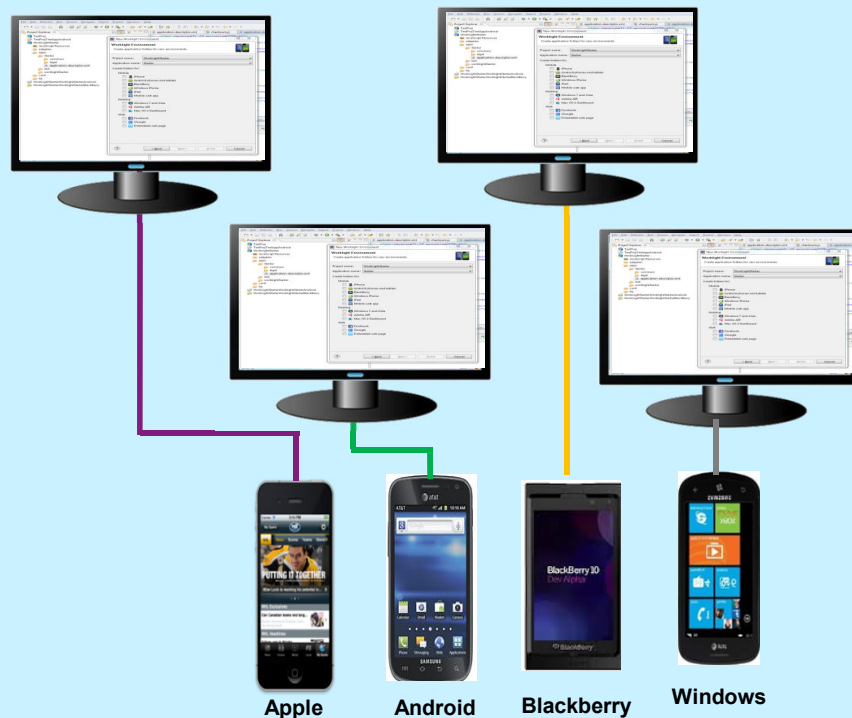




# Rapid multi-platform development using a single shared codebase

## From the complexity of many...

- Multiple sets of tools & frameworks
- Four codebases to develop and maintain



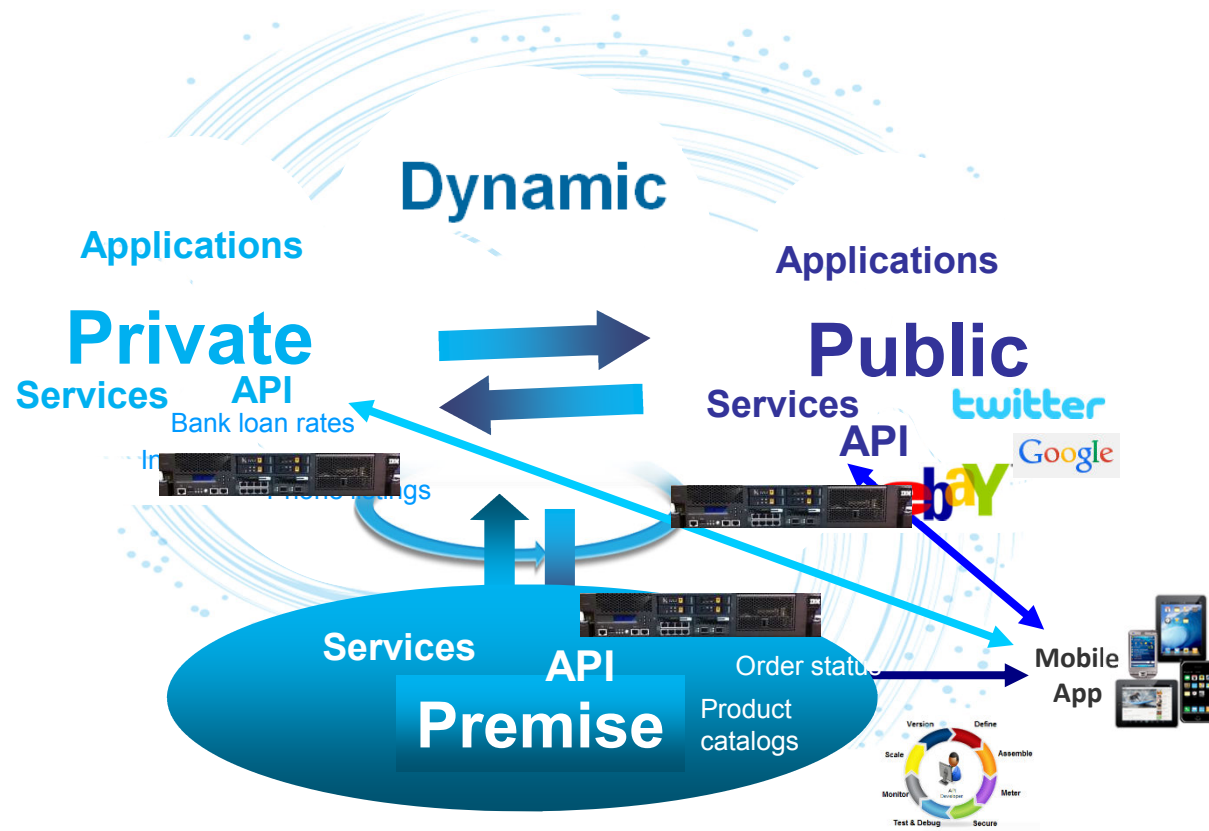
## To the simplicity of one

- One development environment
- One codebase to develop and maintain





# API management + Datapower governance to support the development of new web/mobile apps



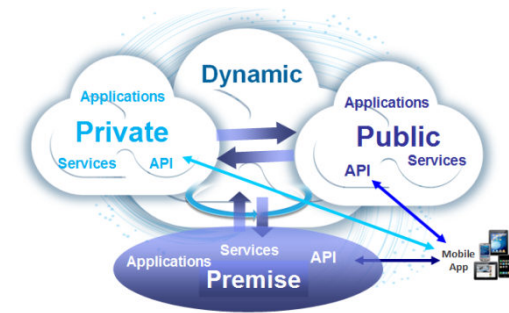
**API management**  
expose/access services  
in terms of API  
to support new business initiatives

# Key Competitive bullets

## Datapower

Gartner has recognized DataPower as the **market share leader** in integration appliances with 34.1% of the market \*\*

DataPower has approximately **10X the number of customers** as major competitor (approx 2,000 vs. [approx 200](#))



\*\*Source: Gartner, G00233638, Market Share Analysis: Application Infrastructure and Middleware Software, Worldwide, 2011. Published April 23, 2012

\* World-wide ranking based on 2011 total software revenue according to Gartner

## IBM API Manager

- Only vendor with a **fully on-premise multi-tenant** API Management solution which can be deployed and configured in hours not weeks
- Only vendor provide an Environment Console to **easily configure monitor, and scale each node** in the API Management solution
- Only vendor to provide a **configuration and no coding approach** to API assembly lowering the skill level and time it take to expose an API
- Only vendor to provide **versioning with snapshot capability to allow you to revert** changes when needed reducing time and complexity to revert changes.
- Only vendor to provide a promotion export feature which allows you to **move and share API configuration** between environments and tenants
- Only vendor that can provide complete **Enterprise API and Service Management.**

Impact2014

Be **First.** ▶▶▶

#ibmimpact



# API Economy

Lifecycle

## Business Assets

Exposable Enterprise Services

## Web APIs

APIs providing commercial access to the Business Assets

## Developers

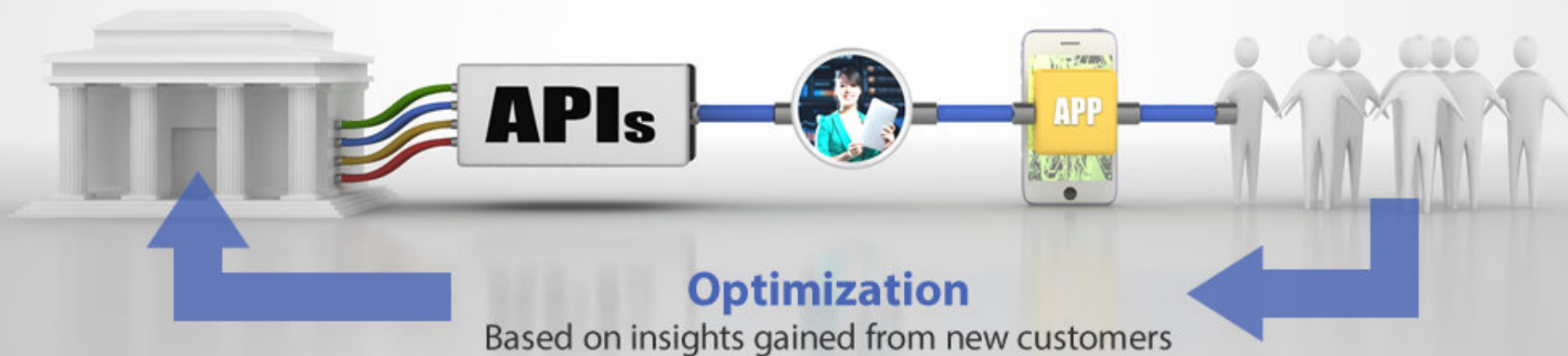
Use APIs to create Apps

## Apps

Use backend services through Web APIs

## End Users

Increase revenue by using Apps with Business Assets



### The API Economy

Where companies [providers] expose their (internal) digital business assets or services in the form of (Web) APIs to third parties [consumers] with the goal of unlocking additional business value through the creation of new assets

- Overview
- Available APIs
- Keys
- Forum
- Gallery

## Welcome

You already know that NYTimes.com is an unparalleled source of news and information. But now it's a premium data, too — why just read the news when you can hack it?

## Getting Started

The Times Developer Network is our API clearinghouse and community. Here's how to get started:

1. Request an [API key](#)
2. Read the [API documentation](#), [FAQ](#) and [Terms of Use](#)
3. Use the [API Tool](#) to experiment without writing code
4. Browse the [application gallery](#)
5. Connect with other developers in the [forum](#)

To see your API keys and rate limits, visit the [Keys page](#).

## Using The NYT APIs

### Terms of Use

Before you can use New York Times APIs, you must agree to the

### Attribution Guidelines and Restrictions

Please review these guidelines before you use our APIs.

### API Key Registration

Ready to start coding? Request a key for each API you want to



Stephen Finches serves as group product manager of emerging technologies at *Financial Times*, the first major news outlet to shift from a native to HTML5-based Web app. The app has hosted more than 3.1 million users since its June 2011 debut and currently is credited with originating 15% of new subscriptions, according to FT. *Media Business: How did you establish your process?* Stephen Finches: We made a decision fairly early on that all of our applications would be predominantly automated. We don't lay out an app for the iPad, have a team lay one out for the iPhone and another one for Android. It's all feed-based. We didn't want to build another team just for our mobile products. The crucial element is an (application programming interface). We spent a lot of time building an API, which is effectively the kind of layer where any third party can get hold of our content. I can query the API and get stories about b-to-b. It's very simple to integrate with third parties. A lot of publishers spend a lot of time worrying about what an app looks like, and they spend a lot less time worrying about what their content looks like to make it easier to put into an application. *MB: How did you get corporate buy-in?* Finches: We've run across multiple channels, and it has been primary to us to have a direct relationship with the customer. So it seemed like a logical extension of our strategy. In a way, the native strategy was an anomaly. The Web app was really something that seemed quite organic in terms of our strategy. If you have a native app, there is very little reason not to have a Web-based application as well, or certainly an advanced mobile website. The boundaries between a mobile website and an app are very fluid. We tend to define it as a mobile app mainly because it works offline. I struggle to understand why any media company wouldn't have some kind of Web app.

Introducing the Demandbase B2B Marketing Cloud

AD AGE | REPORTS

Resource Guide B-to-B Marketing Fact Pack

From spending trends to the present

FINANCIAL TIMES  
[ft.com/aboutus](#)

About Us Corporate Information Press Office

## Financial Times gives students open access to its award-winning content on Pearson API platform

Print Email Share

**LONDON: 5 November 2013:** The Financial Times and Pearson, the world's leading learning company, today unveiled a new FT Education API that offers students and educators the opportunity to access free, award-winning content from the Financial Times.

The API, created on Pearson's developer platform, enables free access to FT articles, 30 days after original publication. Access to this rich library of content can help students bring learning to life with real world case studies and context and develop a deeper understanding of global business, economic, political and social issues.

The University of St Gallen in Switzerland is an early adopter of the new royalty free licence. It uses articles to create case studies for students to use in preparation for mock job interviews, equipping them for competitive job markets.

Professor Simon Evenett, Academic Director at St Gallen (MBA) commented on the potential of the licence: "The feedback on the use of FT articles in our Learning Assessment Week has been excellent. It really helped to clarify what the students need to do in the classroom, and they've started reading the FT more regularly because of it. The professors on the panel

### Highlights

**FT HISTORY TIMELINE**

**HOW TO SPEND IT**

125 years of FT history Website of worldly pleasures

### Interactive

- Video
- Blogs
- Podcasts
- Interactive graphics
- Aurfin slideshows

### Quick links

- Special reports
- How to spend it
- Services
- Subscriptions

WSJ EUROPE WSJ LIVE MARKETWATCH BARRON'S PORTFOLIO Q&A MORE

News, Quotes, Companies, Vix

**THE WALL STREET JOURNAL** | **TECH**

£1 A WEEK for 12 WEEKS

TOP STORIES IN TECH

- 1 of 12 Apple Agrees to Buy Beats for \$3 Billion
- 2 of 12 Alibaba to Disclose Partner Names
- 3 of 12 To Catch a Phone Thief, Take a 'Theftie'
- H-P Sales Slide Employment

TECH EUROPE

## APIs: The Power Transforming the Web

By BEN ROON

October 3, 2012

Two related stories. First: You can't talk to a digital entrepreneur without him or her declaring proudly that their start-up has "an open API."

Second: At an EU conference in Brussels last year, one delegate coined a good rule of thumb: "If you don't know what an API is, you have no business trying to regulate the





# API Economy

## Provider Perspective

# Mobile App Assemblers

## Developers & Partners

Smart Home

Services

New Customers



|                          |   |
|--------------------------|---|
| <b>IBM APIs</b>          | Watson<br>Cloud Provisioning<br>Xtify   |
| <b>Insurance APIs</b>    | Life<br>Home<br>Auto<br>Claims  |
| <b>Media APIs</b>        | -Radio Schedule API<br>-Articles archive API<br>-Financial APIs<br>-Shope APIs<br>-Video APIs |
| <b>Auto Dealer APIs</b>  | Price<br>Availability<br>Location<br>Configuration  |
| <b>Map Provider APIs</b> | Address<br>Locator<br>Weather<br>Traffic  |



Smart Devices

Providers

Consumers

# A single, comprehensive solution to design, secure, control, publish, monitor & manage APIs

## IBM API Management

Fully on-premise, multi-tenant solution,  
for API providers



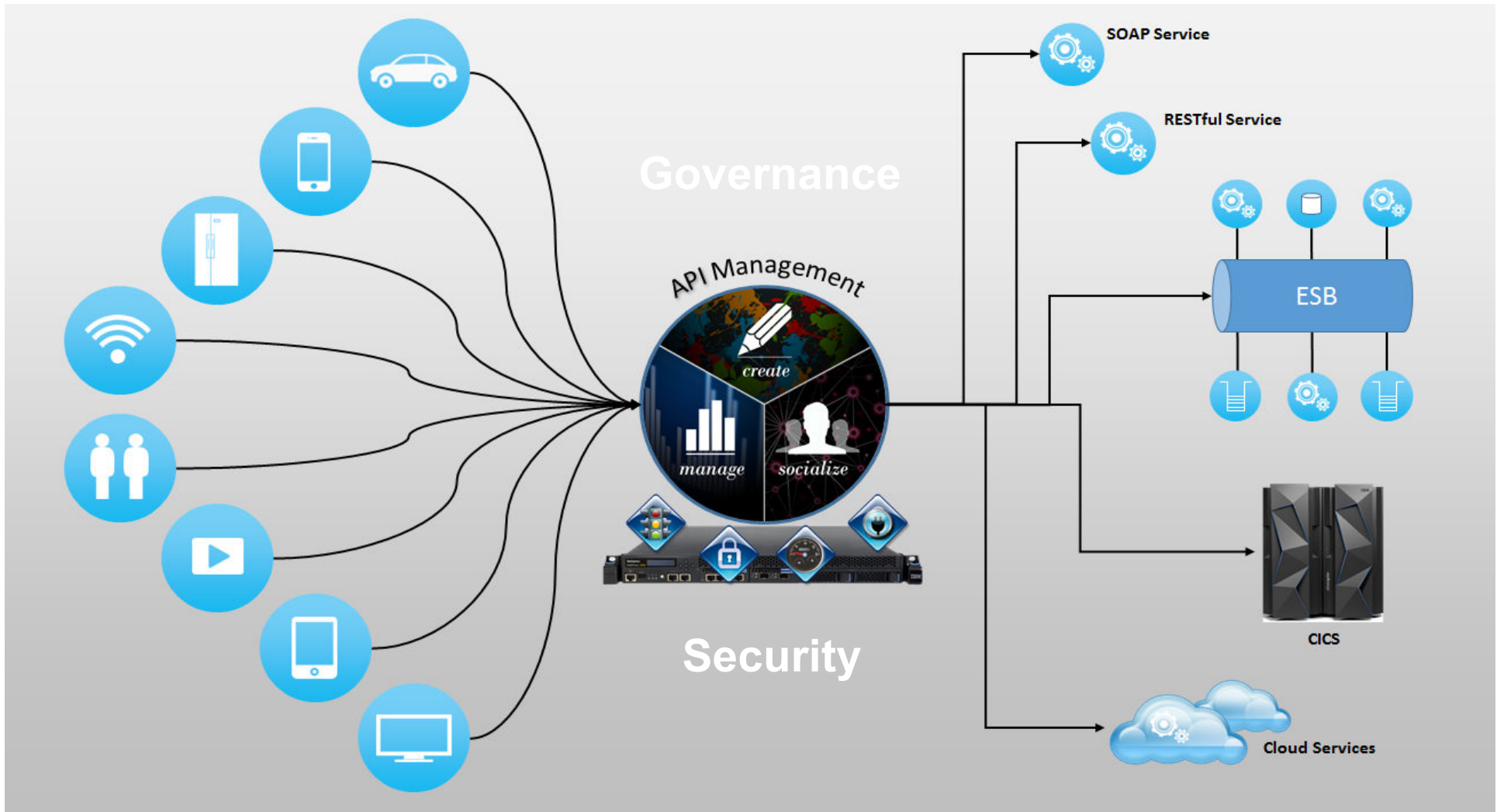
## IBM DataPower

API Gateway for security, control, integration &  
optimized access to a full range of Mobile, Web, API,  
SOA, B2B & Cloud workloads

Over a decade of innovation, 10,000+ units sold,  
2000+ customer installations worldwide



# Where does API Management fit?





# Thanks