

Platinum  
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# IBM Cloud Pak for Integration

Automate integrations to improve application speed and quality



# What is IBM Cloud Pak® for Integration?

Businesses are on a break-neck journey to digital transformation. As Gartner notes, the net result is “tremendous pent-up demand for speed of automation and integration.”

But speed without the right approach will only get you to the wrong place faster. An API built too quickly or without proper testing can cause significant rework, costing time and money, as well as impact to application performance and ultimately, reputation. Effective integration is delivered not only quickly, but with quality.

To integrate faster and better, every integration must be automated, leveraging best practices and built-in reuse; closed-loop, applying AI to real-world operational data to identify issues and recommendations, driving continuous improvement; and multi-style, bringing together the right combination of integration capabilities as opposed to one-style-fits-all.

IBM Cloud Pak for Integration is the solution to deliver both speed and quality, improving your integrations and your applications. With it we've seen companies deliver 300% faster, eliminate over 33% of their costs and increase overall operational efficiency, while maintaining enhanced security, governance and availability.

The right approach to integration can help you address three key challenges businesses are facing today.

## Three Key Challenges



### Drive new engagement models and digital transformation

- Promoting tailored offers at point of sale, based on past purchases
- Providing an omni-channel customer experience
- Delivering a holistic '360' view of your customers



### Accelerate integration while reducing costs

- Empowering agile teams to build and deploy their own integrations
- Replacing the bottleneck of a centralized, monolithic architecture
- Removing the inefficiency and cost of maintaining multiple integration offerings



### Reduce exposure to business and security risks

- Updating systems of record with integrity and at scale
- Keeping your reputation intact by protecting business data and customer records
- Ensuring that back-end systems can manage workloads without costly and disruptive changes or scaling



# What can you do now? Focus on 9 entry points to get started

**Challenge:** Drive new engagement models and digital transformation

	<b>Scenarios:</b>
<b>Entry points:</b> <b>Create and manage APIs to enable digital business through new channels</b>	<ul style="list-style-type: none"> <li>– Enable a consistent experience across every channel</li> <li>– Support data needs of cloud-native applications deployed over multiple clouds</li> <li>– Form digital ecosystems to provide customer-centric solutions</li> </ul>
<b>Respond to events in real-time to deliver engaging experiences</b>	<ul style="list-style-type: none"> <li>– Enable ultra-responsive user experiences that react to user interaction</li> <li>– Drive more digital interactions over mobile &amp; social</li> <li>– Enable real-time experiences driven by up-to-date data</li> </ul>
<b>Access and move data in a fast, secure and reusable way</b>	<ul style="list-style-type: none"> <li>– Liberate data locked away in mainframe systems</li> <li>– 360 Customer Views</li> <li>– Move big data and digital content globally at maximum speed</li> </ul>

**Challenge:** Speed integration while reducing costs

	<b>Scenarios:</b>
<b>Entry points:</b> <b>Accelerate delivery with AI-powered integration</b>	<ul style="list-style-type: none"> <li>– Deploy and update integrations rapidly &amp; seamlessly without impacting existing deployments</li> <li>– Scale on demand with a robust infrastructure that automatically adjusts to transient peaks in real time</li> <li>– Make integrations portable, simple to move to new environments &amp; locations to meet capacity growth needs</li> </ul>
<b>Build and deploy new, re-usable integrations in minutes</b>	<ul style="list-style-type: none"> <li>– Design and build new integrations reusing existing assets with simple low-code tooling</li> <li>– Instantly on-board and integrate new apps and partners with a comprehensive range of pre-built connectors</li> <li>– Consume application data in new ways and in new locations without application changes</li> </ul>
<b>Simplify operations to reduce cost and increase interoperability</b>	<ul style="list-style-type: none"> <li>– Gain end-to-end visibility and control of all integrations across the business</li> <li>– Empower agile teams to build and deploy their own integrations without losing central insight</li> <li>– Standardize operations, management, access management and logging across integration components</li> </ul>

**Challenge:** Reduce exposure to business and security risks

	<b>Scenarios:</b>
<b>Entry points:</b> <b>Secure your business to protect access to critical assets</b>	<ul style="list-style-type: none"> <li>– Build a digital ecosystem with secure, open access to business data and assets without increasing risk</li> <li>– Comply with latest in security and privacy regulations with consistent security policies applied to network traffic and content</li> <li>– Simplify audit responses with end-to-end encryption of customer data in flight or at rest</li> </ul>
<b>Protect transactional integrity across networks and data sources</b>	<ul style="list-style-type: none"> <li>– Protect inflight data integrity, and balance backend system throughput during workload peaks</li> <li>– Enable integration deployments to support transaction updates during planned or unplanned downtime</li> <li>– Ensure failures don't mean data loss. During outages, make sure transaction data persists</li> </ul>
<b>Balance workloads to optimise resiliency and scalability of core systems</b>	<ul style="list-style-type: none"> <li>– Buffer demands on backend systems to smooth out workload peaks</li> <li>– Enable new applications to scale to meet peaks in demand without needing to scale up backend systems</li> <li>– Enable applications to seamlessly access critical data systems from anywhere through agile integration layer</li> </ul>

[Click HERE to see IBM Cloud Pak for Integration demos for yourself.](#)