Starting the journey to Cognitive Computing

Data is transforming industries and professions.

Data is of limited use to business until exposed by an API

By 2020,

1.7 MB

of new information will be created **every second** for **every human being** on the planet.

The world is being reinvented in code.

50% of B2B collaboration take place through web APIs

By 2017, there will be

1B

connected things in **smart homes**, including appliances, smoke detectors and cameras.

Computing is entering a new Cognitive Era.

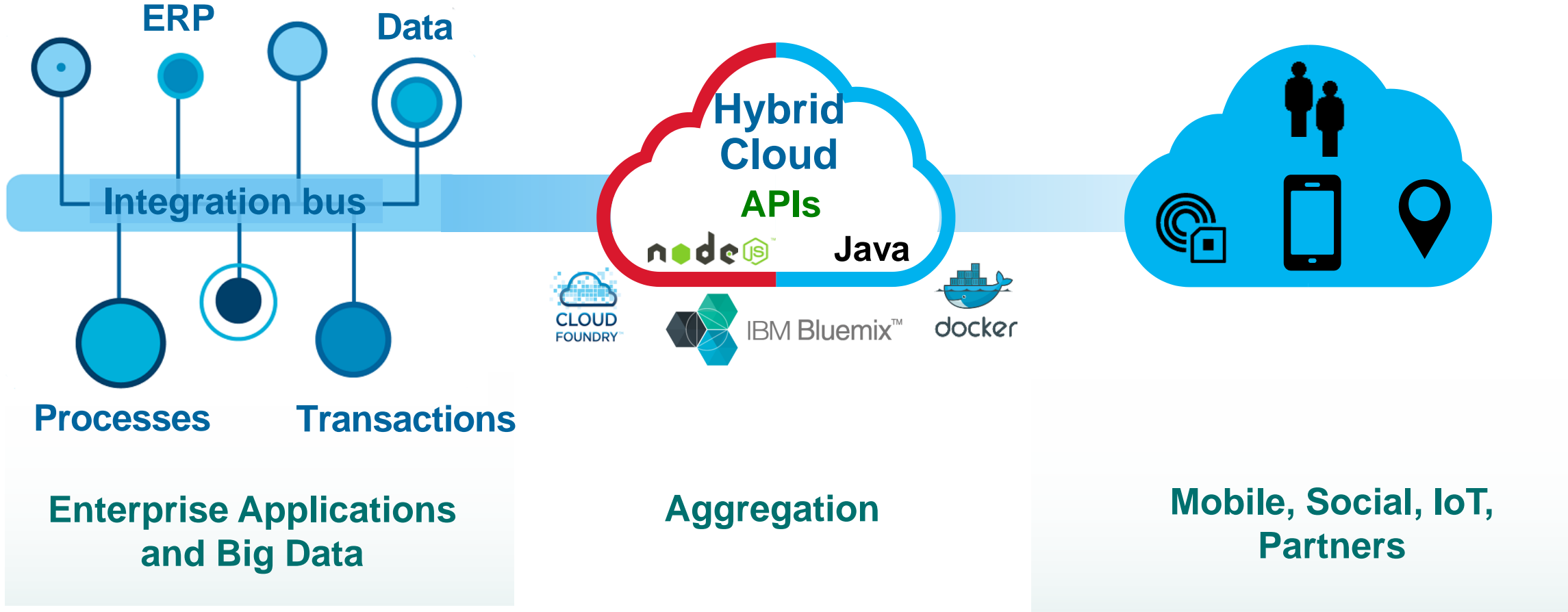An average of 1.3B Watson API calls are made a month

Today, businesses in

36 **countries** across 17
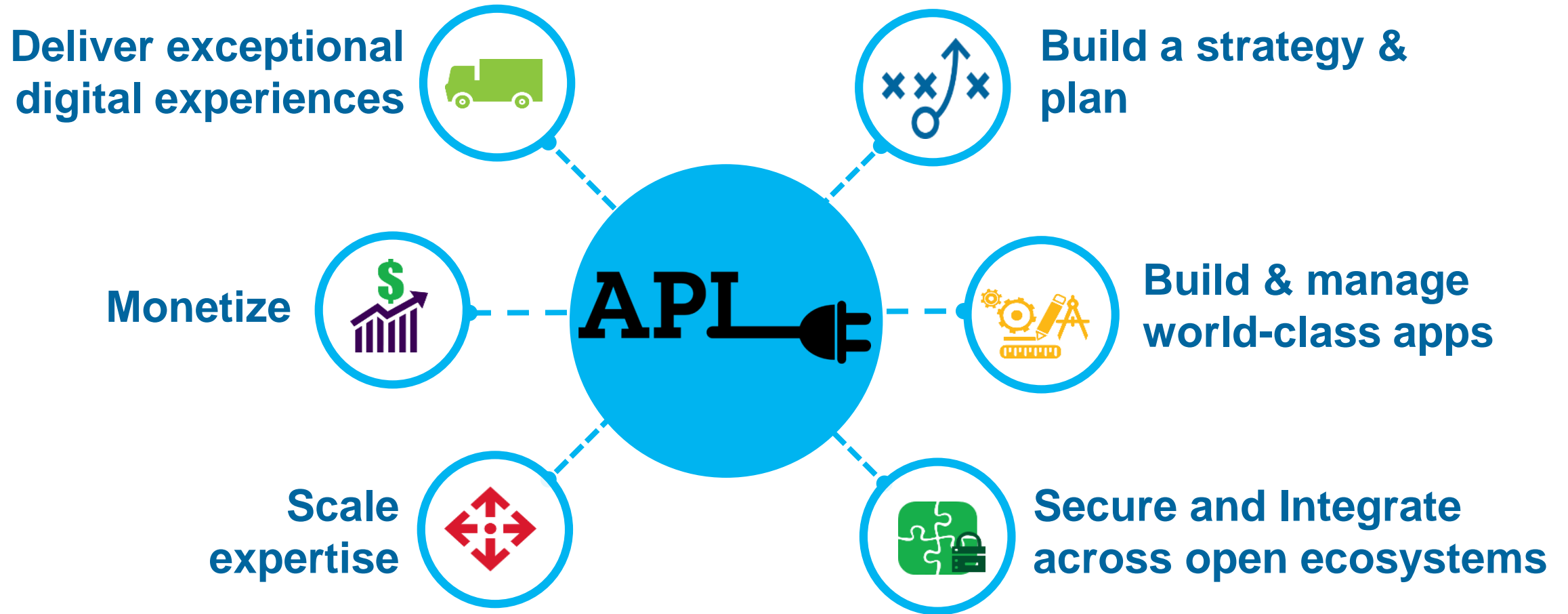
industries are applying cognitive technologies.

API

Connecting the API economy with multi-speed IT

ERP

Data

Integration bus

Hybrid Cloud

APIs

node JS   Java

CLOUD FOUNDRY   IBM Bluemix™   docker

Processes   Transactions

Enterprise Applications and Big Data

Aggregation

Mobile, Social, IoT, Partners

Getting started in the API economy

Getting started in the API economy

Build a Strategy & Plan

Clients can leverage IBM's Journey Map to evaluate their current maturity level, and IBM's starter workshops and digital transformation services to advance their strategic & technical planning

Result: It's quick and easy to get started!

Build and Manage World-Class Apps

APIs don't always have to be exposed to the world. Many companies build much of their internal code as APIs, for reusability.

Result: a library of useful components that can be reused to greatly accelerate app development

Secure and Integrate

Enterprises are taking existing businesses into the mobile world. Their data resides on-premise, but needs to be available to mobile apps running on devices everywhere.

Result: APIs provide a secure and simple way to allow mobile & hybrid cloud apps to access existing on-premise data.

Scale Expertise

Your team may have 10's to 100's of developers. The rest of the world has millions.

Result: APIs enable you to access a wider set of partners, entrepreneurs, developers to innovate around your business – without having them on your payroll!

Monetize

Businesses often have existing high-value data and services which they could sell to others.

Result: APIs allow companies to sell data and services to external business partners via APIs, for new high margin revenue stream
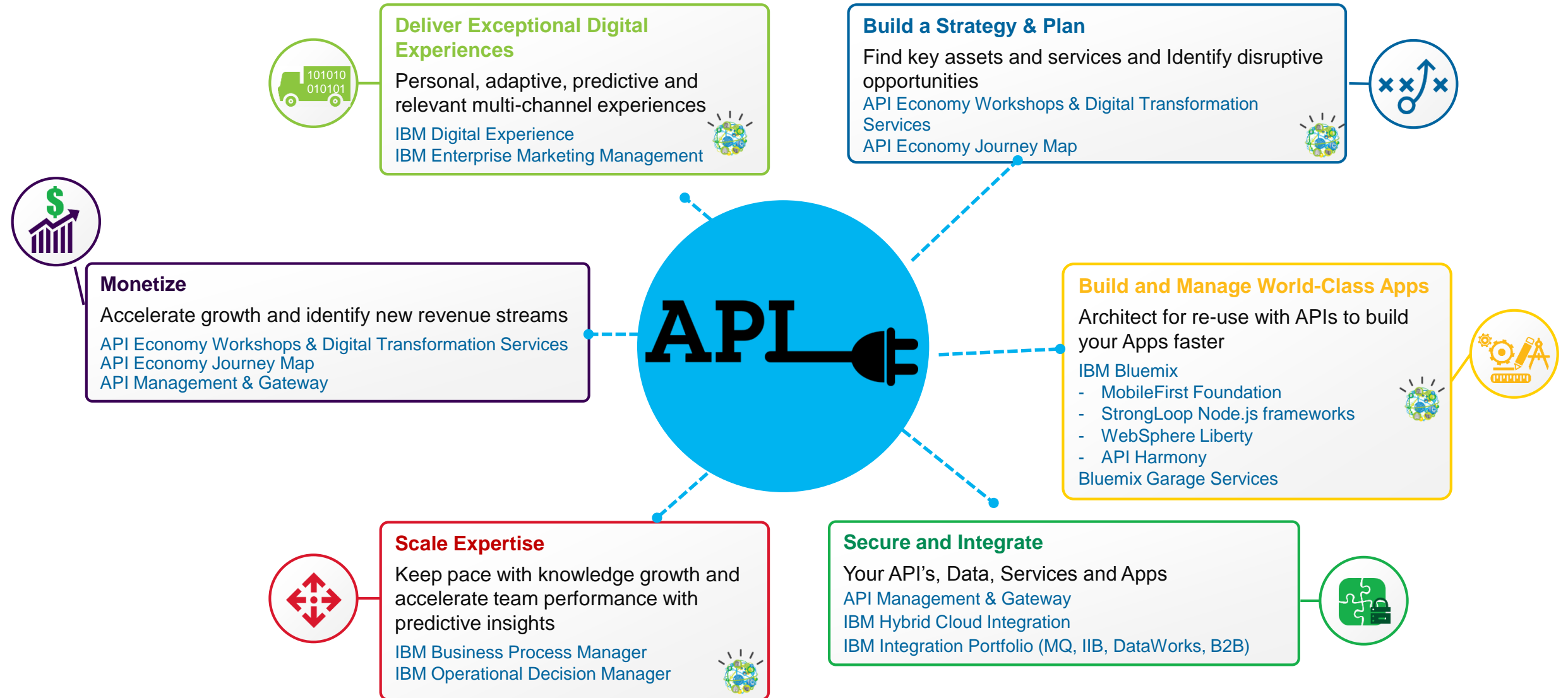
Exceptional Digital Experiences

Clients increasingly expect digital experiences that are seamlessly integrated across company lines

Result: APIs allow you to integrate other companies' services into your app & web page experiences, and vice versa

Getting Started in the API Economy with IBM

Deliver Exceptional Digital Experiences

Personal, adaptive, predictive and relevant multi-channel experiences

IBM Digital Experience
IBM Enterprise Marketing Management

Build a Strategy & Plan

Find key assets and services and Identify disruptive opportunities

API Economy Workshops & Digital Transformation Services
API Economy Journey Map

Monetize

Accelerate growth and identify new revenue streams

API Economy Workshops & Digital Transformation Services
API Economy Journey Map
API Management & Gateway

Build and Manage World-Class Apps

Architect for re-use with APIs to build your Apps faster

IBM Bluemix
- MobileFirst Foundation
- StrongLoop Node.js frameworks
- WebSphere Liberty
- API Harmony
Bluemix Garage Services

Scale Expertise

Keep pace with knowledge growth and accelerate team performance with predictive insights

IBM Business Process Manager
IBM Operational Decision Manager

Secure and Integrate

Your API's, Data, Services and Apps

API Management & Gateway
IBM Hybrid Cloud Integration
IBM Integration Portfolio (MQ, IIB, DataWorks, B2B)

A Comprehensive API Foundation
API Economy Foundation to jumpstart your entry into the API Economy

Create

StrongLoop — An IBM Company

WebSphere® — Application Server

Develop & Compose APIs with Java or Node.js
Connect APIs to data sources
Generate API consumer SDKs
Build, deploy, scale Node apps
Monitor & debug Node apps

Manage

/apimanagement

API Discovery & Assembly
API Policy Management
Lifecycle Mgmt & Governance
Self-service App Developer Portal
API Monitoring & Analytics
Social Collaboration
Subscription Management
Community Management

Enforce

IBM DataPower Gateways

API Policy Enforcement
Security & Control
Connectivity & Scale
Monitoring/Analytics Collection