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IBM Cloud



IBM App Connect

No code approach to building Cognitive APIs

Agenda

Using API to quickly tap into cognitive services to speed digital transformation

Inside IBM App Connect's 'no-code' approach to auto-generate APIs

Demo: Using APIS (no code) for integration between Salesforce and IBM Watson

Bio

Helps clients evaluate, adopt and implement IBM solutions for digital transformation

20+ years of experience in the IT – appdev, architecture, integration

Brings together IT and business with MBA from Carnegie Mellon, BS in computer science from Notre Dame

IBM App Connect

No code approach to building Cognitive APIs

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Worldwide Executive Technical Sales Leader

Four primary trends driving the integration market today



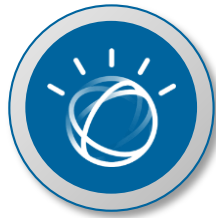
1. Increasing need to integrate across a **hybrid** environment



2. Increasing need to appeal to **Line of Business** users



3. Increasing need to provide **API-led integration** across apps and data



4. Increasing need to inject **cognitive** capabilities throughout processes





Over
the past
twelve
months:

1. Increasing need to integrate across a **hybrid** environment

74% Migrated critical applications to the cloud.

19% Migrated applications back on-premises.

69% Use up to three cloud providers.

1% Host their entire IT infrastructure in the cloud.

SolarWinds IT Trends Report 2017: Portrait of a Hybrid IT Organization
<http://it-trends.solarwinds.com>





2. Increasing need to appeal to **Line of Business** users

53% CAGR through 2020 for iSaaS market, led by business- and consumer-oriented solutions.

Gartner Forecast Snapshot: Integration Software as a Service, Worldwide, 2016

52% software decision makers concerned about integrating SaaS applications.

Forrester, How To Set The Right Strategy For SaaS Integration, April 21, 2017





3. Increasing need to provide **API-led integration** across apps and data

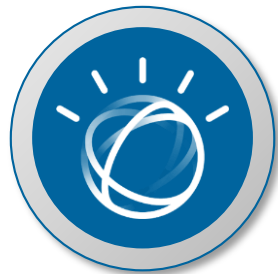
34% of Fortune 100 companies have API Developer Portals.

Forrester, Q4 2016

59% Data integration efforts require app integration.

Use iPaaS to Unify Data and Application Integration, Gartner (February 2017)





4. Increasing need to inject **cognitive** capabilities

75% of workers using enterprise applications will have access to intelligent assistants to augment their skills and expertise by 2019.

IDC Perspective, March 2017

55% companies surveyed plan to invest in AI in next twelve months.

Forrester, Artificial Intelligence: A CIO's Guide to AI's Promises and Perils, April 21, 2017



The next
generation
of Cloud
Integration
is here...



IBM App Connect Professional

1

Simple

No-code and low-code approach to integration, accessible by users of all skill levels



2

Fast

Pre-built connectors and templates for 100s of SaaS and legacy applications



3

Flexible

Cloud and on-premises options to deploy where most convenient for you



4

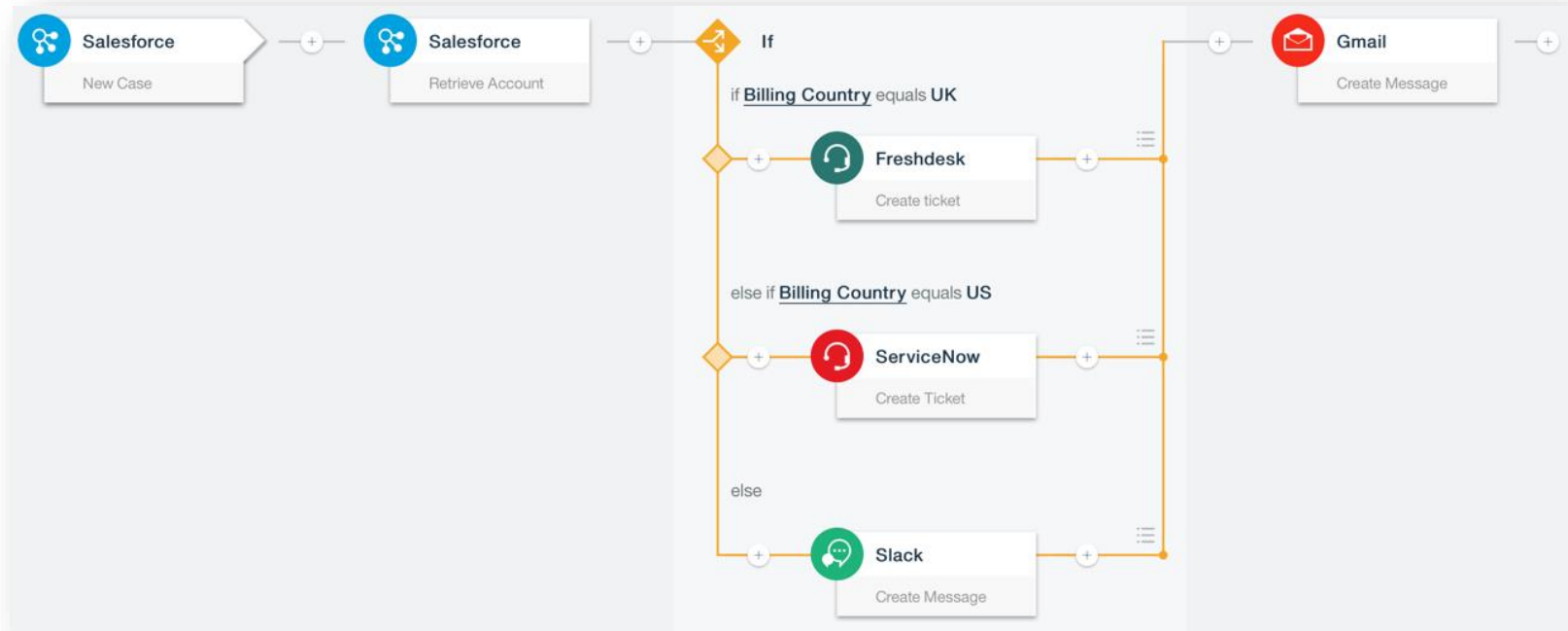
Affordable

Pay only for the integration actions you run, with no extra costs for application connectors.





Simple. No-code and low-code approach to integration, accessible by users of all skill levels





Fast. Pre-built connectors and templates for 100s of SaaS and legacy applications



Visit appconnect.ibmcloud.com/applications for complete list.





Flexible. Cloud and on-premises options to deploy where most convenient for you



Public Cloud / SaaS

- A fully managed, multitenant iPaaS, which auto scales to handle variable workloads
- Flexible pricing models and option of a dedicated runtime environment on SaaS



Private Cloud / On-premises

- Buy your own license and deploy on-premises or in a private cloud environment
- Available as Docker image which offers complete deployment portability



Hybrid Deployment

- Combine the efficiencies of public cloud with the control of private deployment
- Flexibility of choosing between SaaS and on-premises deployments





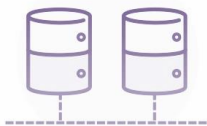
Affordable. Pay only for the integration actions you run, with no extra costs for application connectors.

- Flexible metrics based on capacity or run-time executions
- Unlimited endpoints at no extra charge
- Enterprise-grade 24x7 support included
- Available hybrid entitlement for SaaS and on-premises flexibility
- Free 30 day trial available

IBM App Connect is the most affordable iPaaS with the broadest set of capabilities.

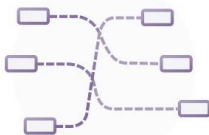


App Connect – No coding integration platform



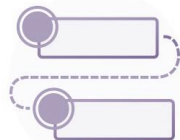
Connect

Pre-built connectors for SaaS & on premise systems and other IBM integration and messaging solutions



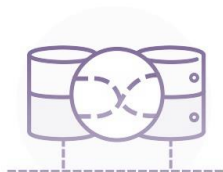
Transform

No-code graphical mapper for rapid transformation between source and target data formats



Design

Configuration-based tooling to implement integration logic without having to code



Manage

Web based management and monitoring of integrations



Comprehensive support for integration use cases

Event-Action

Automatically trigger an integration when a desired event happens at the source system

Integration API

Invoke backend integration (with multiple systems) as an exemplary REST API

Data Copy

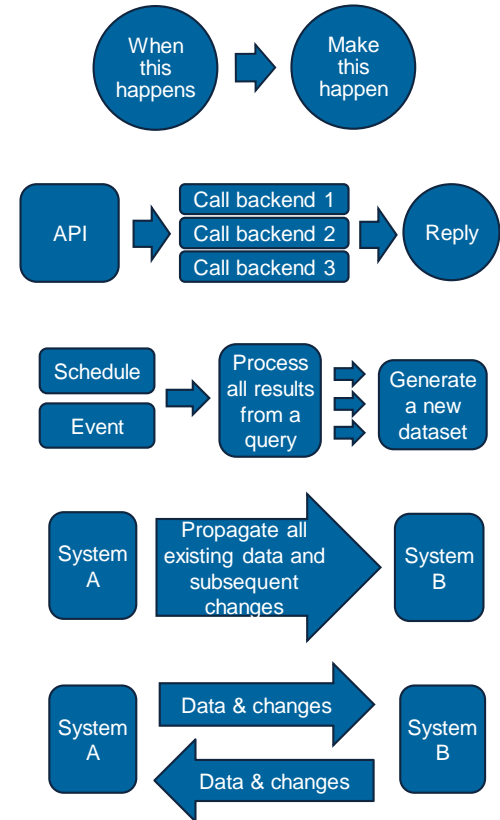
Copy records of data from source to target – one time data transfer or at a scheduled interval

Data Replication

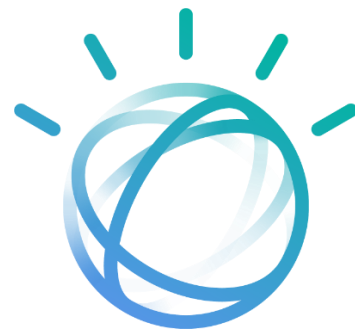
Initial copy of data from source to target and constant updates of any delta additions/ changes

Data Synchronization

Bi-directional updates of any changes to keep two or more data sources in sync



Integrate Watson services with no code



- Native support for cognitive services using IBM Watson
- Easy for business and technical users alike
- Enhance your integration with Augmented Intelligence

Tone Analyzer

Leverages cognitive linguistic analysis to identify a variety of tones including emotion, social propensities, and language styles from text.

Natural Language Classifier

Applies cognitive computing techniques to return the best matching classes for a sentence or phrase based on your training.

Language Translator

Identifies and translates languages in multiple domains, including conversations, news, and patents.

Retrieve and Rank

Helps find the most relevant information from your data by using a combination of search and machine learning algorithms with training.

Personality Insights

Derives insights from transactional and social media data to identify psychological traits which determine behavioral traits and intent.

Coming soon!

Natural Language Understanding, Discovery Services, and more....

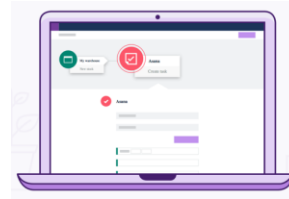


App Connect Professional includes two interfaces:

App Connect Studio (classic UI)



App Connect Designer (new UI)



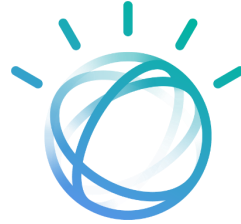
- 15 years of innovation
- Adaptable to more complex integration scenarios
- New versatile design
- Simple and intuitive for all users



Demo Scenario



Customer

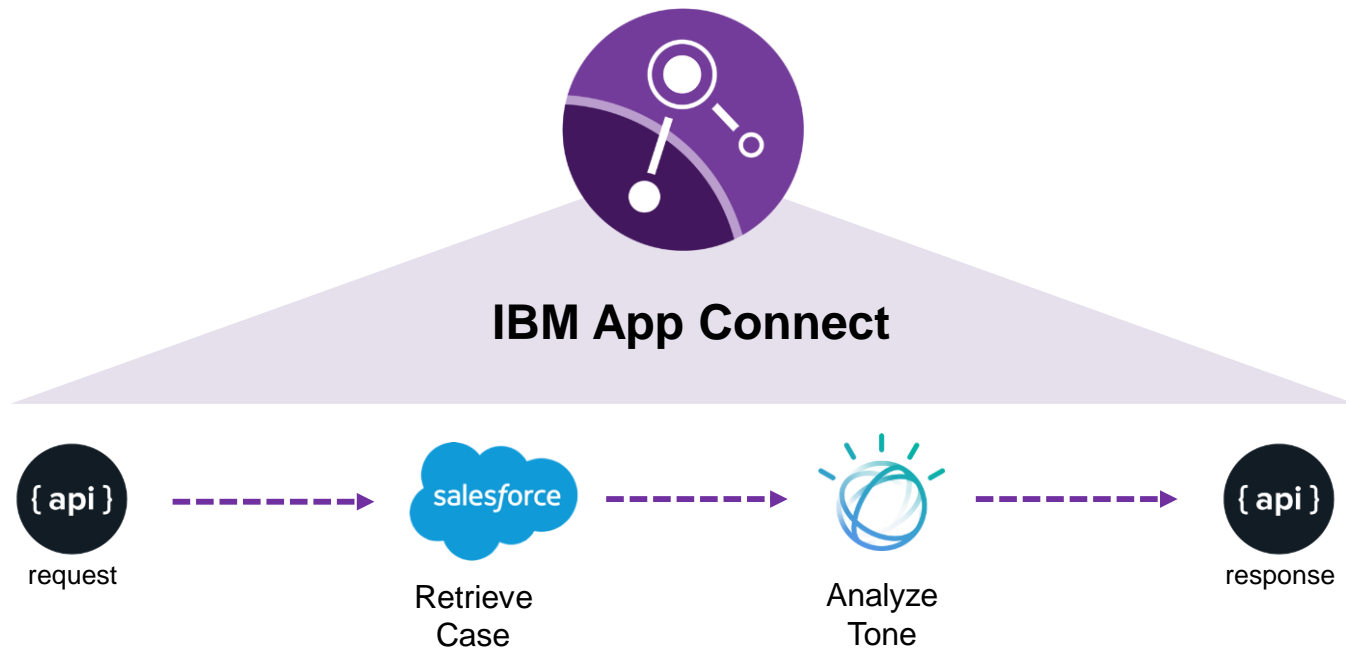


Seller

- When a customer registers a **complaint**,
- Execute a **cognitive analysis** of the situation,
- And immediately **notify** the seller.



Demo Summary



Extended event-action version (without API call) available here: <https://ibm.biz/BdjEek>

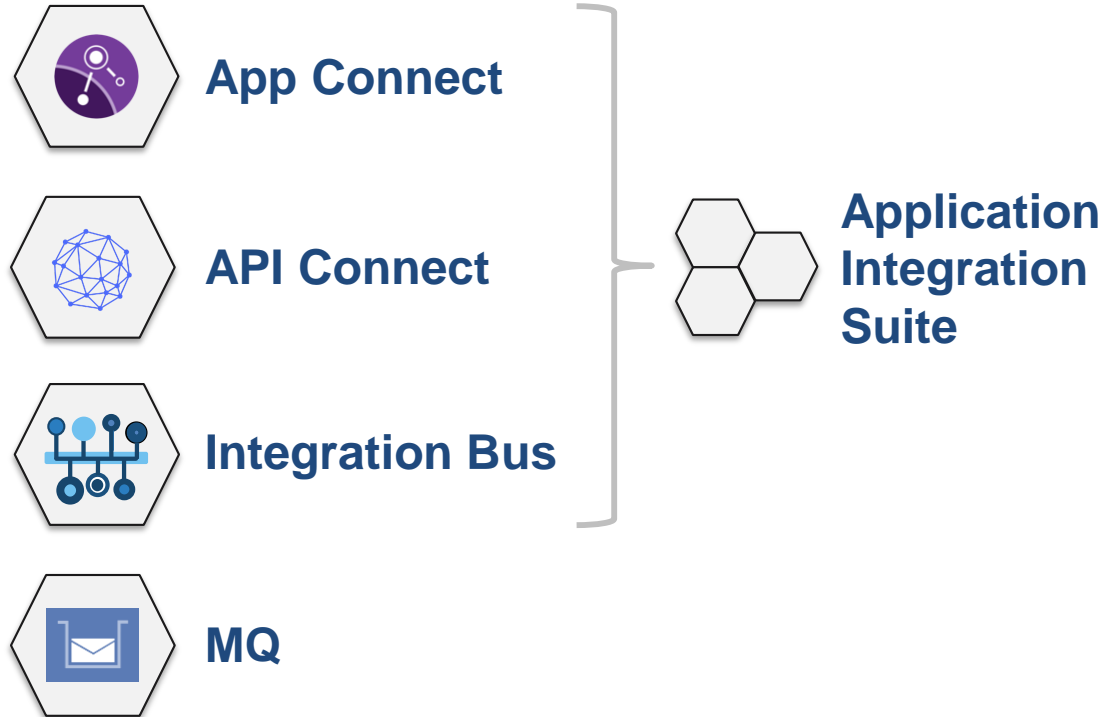


Demonstration

IBM Cloud Integration



IBM App Connect is part of a portfolio



IBM Cloud Integration portfolio recognized for market leadership



App Connect

Leader Recommendation

*Decision Matrix: Selecting a
Middleware-as-a-Service Suite
Ovum June 2017*

Leaders Segment

*iPaaS for Dynamic Integration
Forrester August 2016*

Visionary Quadrant

*Enterprise iPaaS
Gartner March 2017*



API Connect

Fastest growing solution

- **1.6x** market
- **1.7x** leading vendor

#2 market share (by 0.3%)

*API Management Marketshare
IDC August 2016*

Leaders Quadrant

*Full Lifecycle API Management
Gartner October 2016*

Leaders Segment

*API Management Solutions
Forrester November 2016*



Integration Bus

#1 market share (23%)

*Integration
Integration and Orchestration MW
IDC September 2016*

Leaders Segment

*Hybrid Integration for Enterprises
Forrester November 2016*

90% ROI

50% Hardware requirements

185% Throughput

*Integration Bus vs Open Source ESB
Total Economic Impact
Forrester May 2014*



MQ

#1 market share (66%)

*Messaging
All Software Markets, Worldwide
Gartner April 2017*

#1 market share (54%)

*Event-Driven
Integration and Orchestration MW
IDC September 2016*

85 of Fortune 100 companies

94 of top 100 global banks

- **50** of top 50

59 of top 100 US retailers

- **10** of top 10 & **18** of top 20

Fortune, relbanks.com, nrf.com



What makes IBM Cloud Integration the market leader?

Scalability and Performance

Well suited for handling high message volumes in complex IT environments



Ease of Use

Supports client choice of developer skills and tools
Provide extensive support for open standards



Connector Range

Large breadth of adapters, platforms and protocols.
Connect anything to anything.



Hybrid

All products can be deployed as on-prem, public cloud or IBM managed SaaS with single Hybrid Entitlement license



Multiple Editions

to suit different requirements and budgets: Full function at entry level, simple upgrades without rewrites



IBM Support

Over 4,000 certified specialists worldwide, extensive network of IBM Business Partners and ISVs



Extended Value

Built in features that simplify and extend value:
Global cache, WLM policies, decision services, monitoring, record and replay



User community

Unique offering targeted to LOB users that can easily be extended to Enterprise use cases





IBM App Connect Professional

Register for your free trial today at

appconnect.ibmcloud.com



thankyou IBM®

Q&A

IBM App Connect Professional – Resource Center



<https://www-03.ibm.com/software/products/en/ibm-app-connect>

Intro to IBM App Connect and App Connect Professional)

http://qa.ziffdavisb2b.com/ibm/app_connect/

Demo

Blog

Get Started

Other IBM App Connect Resources

Analyst Report: Gartner Names IBM Market Share Leader in Application Infrastructure for 13 consecutive years

<https://www-03.ibm.com/press/us/en/pressrelease/43565.wss>

IBM developerWorks:

Visit for more technical deep-dive info on IBM App Connect

<https://www.ibm.com/developerworks/>

Extended DEMO:

Integrate Watson and Salesforce with IBM App Connect

<https://ibm.biz/BdjEek>

Free Trial: IBM App Connect Professional

https://www.ibm.com/account/us-en/signup/register.html?a=IBMSystems_CI&cc=us&lc=en&catalogName=Master&partNumber=C_I_Trial&quantity=1&trial=yes&S_TACT=000000WT&pkg=ov39095&S_OFF_CD=10000818&source=mrsaas-trial-ibmid

<https://appconnect.ibmcloud.com/professional/>

List: Complete List of IBM App Connect Application Connectors (out-of-the-box)

appconnect.ibmcloud.com/applications

Whitepaper: Use Case -- IBM App Connect Professional Integrates Microsoft Dynamics in Days

<http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?subtype=SP&infotype=PM&htmlfid=WSS14095USEN&attachment=WSS14095USEN.PDF>

Video: Introducing IBM App Connect Professional

Rapidly connect public clouds, private clouds and on-premises applications

https://youtu.be/y_ibEmLUDcs