

IBM Software

API Management Use Cases by Industry

Retail: Leading Electronics Retailer

Business Challenge

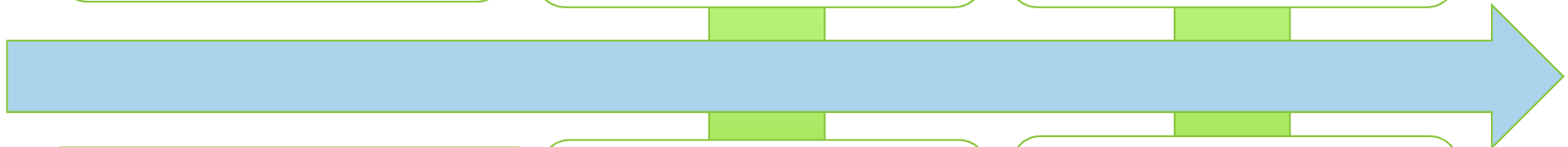
- **High cost of sale** due to reliance on retail stores
- No participation in external, web-based /mobile markets
- Limited access to customers in locations without store-fronts

Solution

- Publish APIs targeting content aggregation providers

Result

- Increased revenue via participation in external markets
- Increased profitability by closing under-performing stores
- Established differentiation in external markets by providing same day fulfillment (via storefronts)



Types of APIs

- Product catalog
- Price list
- Inventory by location
- Store location

Example Apps

- C-Net: Content aggregation for electronics reviews/pricing
- Amazon: Electronic store-front
- ShopSavvy: Mobile app for price-comparison

Leading Retailer in North America provides easy & secure access to retail services



Business Challenge

- Difficult for internal partners and developers to discover & access key retail services
- Leverage mobility as a revenue stream and manage internal and external business partners
- No visibility on Service consumption or ability to chargeback for LoB use of Services

Solution

- ✓ IBM API Management v2.0

Business Value

- ✓ Offers 3rd party merchants secure standards-based access to key business services as APIs, with a self-service experience
- ✓ Provides an internal ecosystem for partners and a central repository with usage analytics
- ✓ Drives innovation for Mobile application development

Telecom: Leading Wireless Carrier

Business Challenge

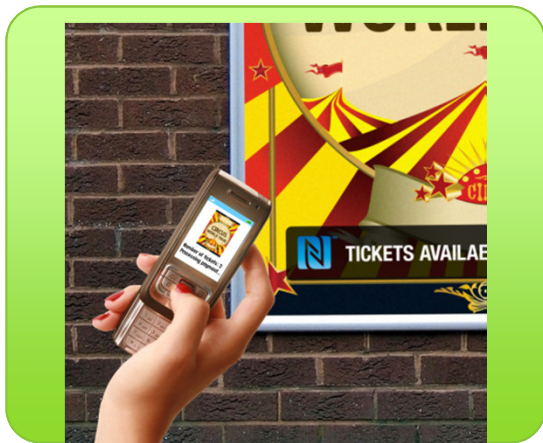
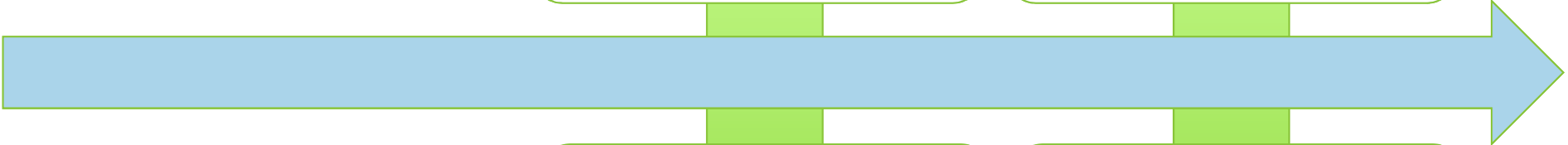
- Establish a secure digital wallet for subscribers
- Create ecosystem for Near Field Communication (NFC) transactions including banks and merchants
- Leverage existing loyalty programs

Solution

- Implement an API Management solution that provides:
 1. An easy to use developer portal
 2. Rapid assembly of new Restful APIs for merchants to access transaction data
 3. Extensive real-time analytics to better understand customer behavior

Result

- Launched new service with “sticky” application generating more ARPU
- Gained a closer relationship with subscribers and merchants
- Provided real-time views of buying behavior and accelerated the timing of new, targeted offers to buyers via loyalty programs



Types of APIs

- Payment options (credit/debit)
- Partner Loyalty Programs
- Merchant specific promotions
- Access to payment account information

Example Apps

- Groupon: Daily Merchant coupons to help drive new customers
- PayPal: Account linkage to banks, credit and debit cards
- Tripit Point Tracker: aggregates points from various travel industry merchants.

Travel & Transport: Leading Airline Carrier

Business Challenge

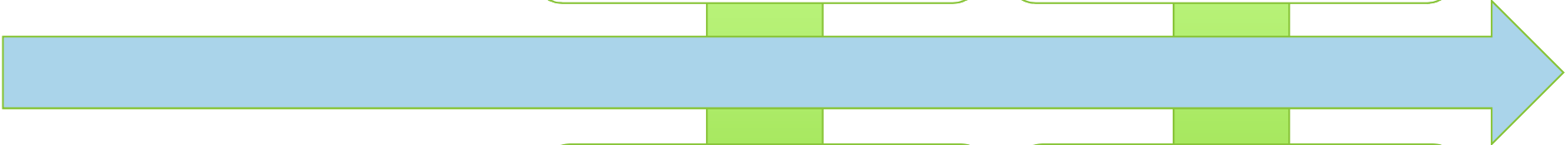
- Increase revenue from in-flight services.
- Improve customer satisfaction for passengers riding in economy class
- Combine travel information from partners in an easy to use app.

Solution

- Implement an API Management solution that provides:
 1. An easy to use developer portal to create effective apps
 2. Establish a partner ecosystem to combine customer specific info
 3. Extensive real-time analytics to better understand customer behavior

Result

- Created an app that incorporates travel info combined with map mash up
- Economy passengers can now pre order food and beverage up to 2 hours before the flight which has increased in flight revenues by 6% in early trials.



Types of APIs

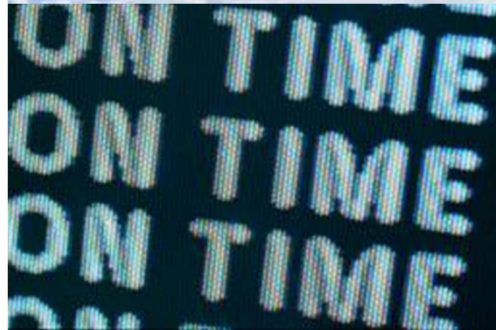
- Partner reservation data access
- Inventory look up and order processing for airline caterers.
- Aircraft services list (i.e WiFi on board) and order processing before boarding
- Access to map sources

Example Apps

- Google Maps: for directions once on the ground
- Tripit: for aggregating travel information
- Pizza Hut: food ordering and payment processing



Large Airline in North America provides authorized access to flight services



Business Challenge

- External business partners retrieve flight information by scraping the company's website
- Unauthorized access to full flight information , with no usage analytics
- Delays in updating website – difficult for authorized partner to test changes
- REST-based API had just been built but security was not in place

Solution

- ✓ IBM API Management v2.0

Business Value

- ✓ Easily and securely connect company Website to new APIs, saving cost of building OAuth based secure access
- ✓ Enable secure exposure of APIs to External Business Partners, saving the implementation cost of building a developer support infrastructure with access management
- ✓ Ability to leverage existing investment in IBM DataPower gateway and internal team skillset
- ✓ Enable secure Mobile app integration with Enterprise APIs

Insurance: Leading Property & Casualty Insurance Firm

Business Challenge

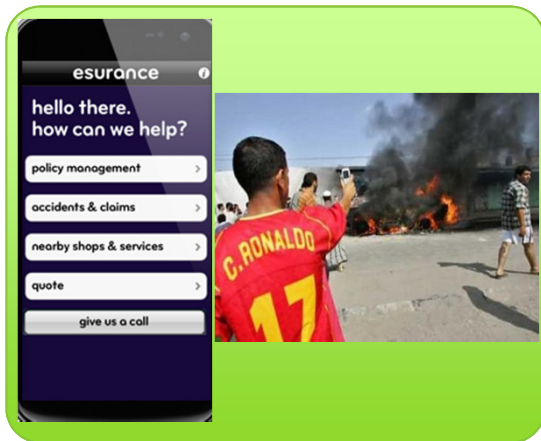
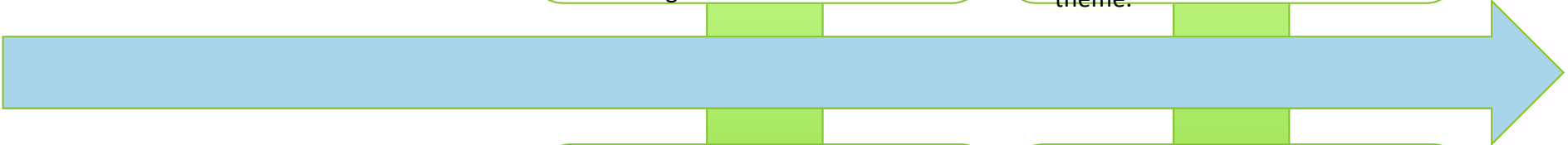
- Streamline claims processing for cost reduction.
- Improve customer satisfaction by speeding up claim resolution.
- Grow customer base.

Solution

- Implement an API Management solution that provides:
 1. Exposes customer policy information on mobile devices
 2. Enable claims adjustors to include images of claim to verify damage estimate.
 3. Include select repair partners to exchange data for fast resloution.

Result

- Eliminated paper based claims and reduced processing time by 3 days
- Customers had the option of having the claim check direct deposited to their banking account.
- Overall Customer Satisfaction rating improved significantly and then used as central marketing theme.



Types of APIs

- Customer policy coverage access
- Multimedia uploads to claim form
- Repair estimate data exchange with select partners
- Direct deposit banking approval

Example Apps

- Google Maps: for directions once on the ground
- Tripit: for aggregating travel information
- Pizza Hut: food ordering and payment processing

Banking: Leading Commercial Bank

Business Challenge

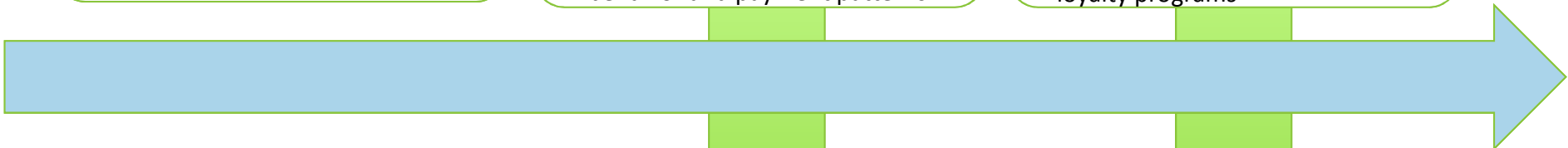
- Establish a secure digital wallet for consumer banking customers
- Create ecosystem for partners including global credit card companies and merchants
- Leverage international brand loyalty programs

Solution

- Implement an API Management solution that provides:
 1. A secure/encrypted environment for maintaining and transmitting sensitive card holder data
 2. An easy to use developer portal
 3. Extensive real-time analytics to better understand customer behavior and payment patterns

Result

- Launched new service maintaining multiple payment options
- Increased use and revenue from branded debit and credit cards
- Provided real-time views of buying behavior and accelerated the timing of new, targeted offers to buyers via bank and merchant loyalty programs



Types of APIs

- Payment options (credit/debit)
- Partner Loyalty Programs
- Bank and merchant specific promotions
- Access to banking account information

Example Apps

- PayPal: Account linkage to banks, credit and debit cards
- Tripit Point Tracker: aggregates points from various travel industry loyalty programs.
- PasKey Mobile banking (Monte Dei Pashi Di Siena) account access.

Leading Global Commercial Bank provides easy & secure access to key financial services



Business Challenge

- Difficult for internal partners and developers to discover & access key financial services
- Lacked a standard ecosystem to manage internal partners including global credit card companies and merchants
- No visibility on Service consumption or ability to chargeback for LoB use of Services

Solution

- ✓ IBM API Management v2.0

Business Value

- ✓ Offers 3rd party merchants secure standards-based access to key business services as APIs, with a self-service experience
- ✓ Provides an internal ecosystem for partners and a central repository with usage analytics
- ✓ Drives innovation for Mobile application development

Energy & Utilities: Leading Electric Utility

Business Challenge

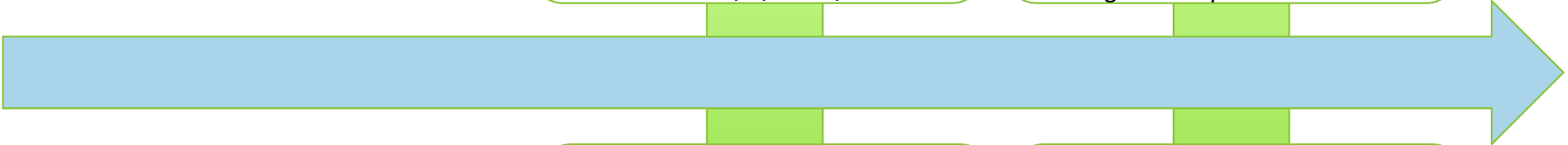
- Improve the efficiency of energy consumption across consumer, commercial and industrial customers.
- Increase utilization of self-service portal to reduce operational costs
- Reduce power outage time caused by extraordinary events.

Solution

- Implement an API Management solution that provides:
 1. A secure/encrypted environment for transmitting usage data to demand systems and models.
 2. An easy to use developer portal
 3. Extensive real-time analytics to better understand customer behavior and payment patterns

Result

- Launched multichannel app to monitor and control energy usage
- Increased use of self-service portal by 15% resulting in operational cost savings of 3%
- Improved response and power restoration time by mashing up location data of repair teams and outage failure point.



Engineering a Smarter Grid

Today's solutions for tomorrow's energy systems

- Grid Infrastructure
- Utility metering
- Smart home and building



Types of APIs

- Energy consumption & management
- Service requests including new service, repair, and rate management
- Location services for mobile repair teams
- Inventory management for field repair depots and teams

Example Apps

- MobileIron SmartHome: remote control of home electrical devices
- Southern California Edison: customer support for service transfer.
- Scottish Power XDA repair centre.

Media & Entertainment: Leading Movie Producer

Business Challenge

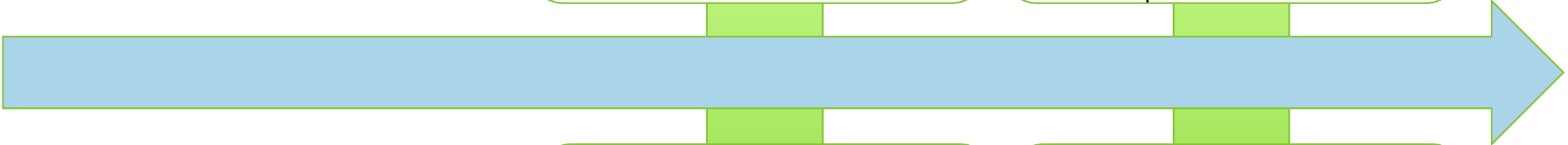
- Manage partner ecosystem leading up to major a movie release
- Control ticket distribution for selected premier venues
- Effectively manage IT infrastructure for cyclical demand loads

Solution

- Implement an API Management solution that provides:
 1. An easy to use and access developer portal for partners
 2. Traffic management to control demand for access to ticket outlets
 3. Scalable cloud based infrastructure to meet demand

Result

- Launched new developer portal for partners to add tie in promotions for new movie releases
- Smoothed message traffic and incorporated a tiered access program for high value customers
- Augmented an on premise implementation with on-demand cloud expansion as needed.

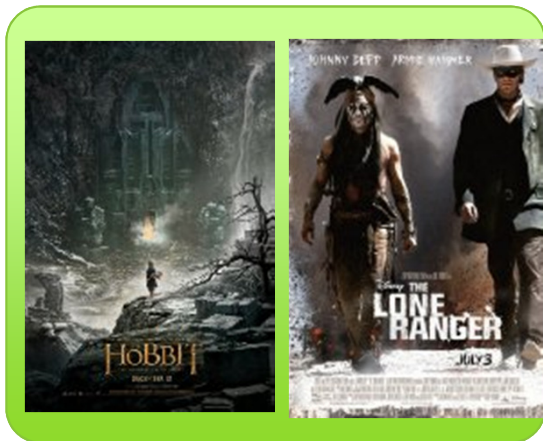


Types of APIs

- Ticket purchase
- Product placement promotions
- Access to sound track recordings
- Tiered access (i.e. gold, silver, bronze etc.)

Example Apps

- Moviefone pre-release ticket ordering
- ComingSoon.net: movie trailers and latest news on stars
- Sony Pictures Brand Placement on YouTube, webpages etc.



Government: Business License Bureau

Business Challenge

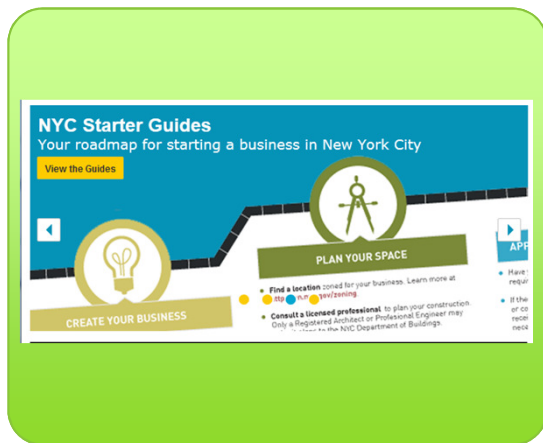
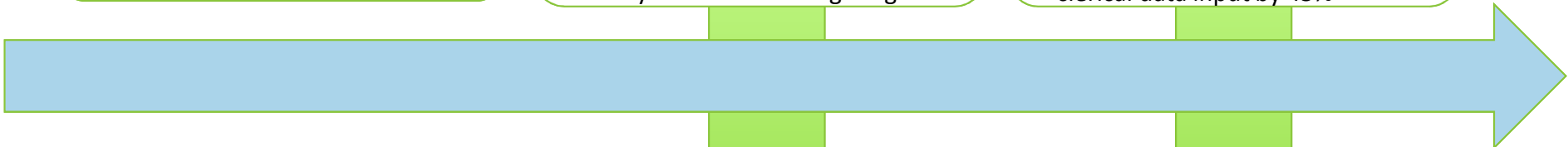
- Create a multi-channel business license application process
- Reduce the steps and shorten the time process the application
- Ensure license renewals are executed on time.

Solution

- Implement an API Management solution that provides:
 1. A secure/encrypted environment for maintaining and transmitting sensitive applicant data
 2. An easy to use developer portal for accessing legacy systems during the approval process
 3. Analytics for measuring usage

Result

- Launched new license application portal that automatically populated forms during the approval process
- Automated the insurance verification process required for license issuance
- Reduced the time to process by 15% and minimized applicant clerical data input by 45%



Types of APIs

- Access to variety of legacy systems including:
 - Building permits
 - Food and liquor licenses
 - Neighborhood variances
 - Fire inspections
- Property and casualty insurance verification

Example Apps

- Chicago Business Affairs: License application and zoning guide
- New York City Restoration Permits: post Hurricane Sandy rebuilding
- Slate.com link to TerraEarth observatory showing Moore, OK after EF5 tornado

Aerospace & Defense: Supply Chain

Business Challenge

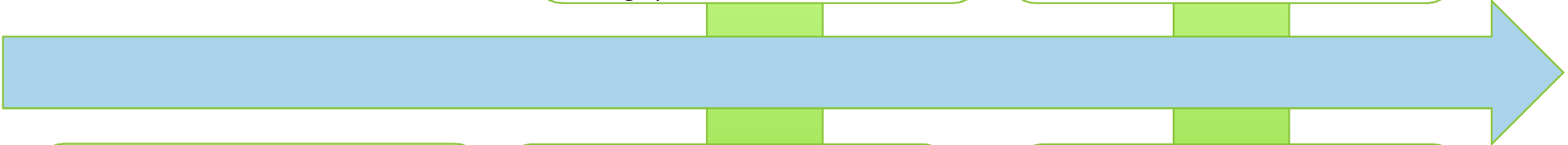
- Streamline procurement process when **on-boarding new trading partners**
- Minimize reliance on VANs (Value Added Networks) to reduce costs
- Maintain accurate **real-time location** and inventory usage data.

Solution

- Implement an API Management solution that provides:
 1. A secure/encrypted environment for maintaining and transmitting **sensitive purchasing data**
 2. An easy to use developer portal
 3. Extensive **real-time analytics** to better understand location and usage patterns

Result

- **Eliminated** need for sending and receiving purchase order and invoice **documents** for new vendors
- Provided catalog access and **“shopping cart”** order process
- Generated extensive **analytics tracking individual products** for location, shelf life and consumption statistics.



Types of APIs

- Payment options
- Catalog/inventory availability
- **RFID location based services**
- Shopping cart services
- **Tiered access**

Example Apps

- Amazon shopping cart
- IBM® Emptoris® for supplier on-boarding and qualification
- PINC Solutions Real Time Location Systems for GPS enabled RFID asset tracking



Healthcare: Leading Healthcare Provider

Business Challenge

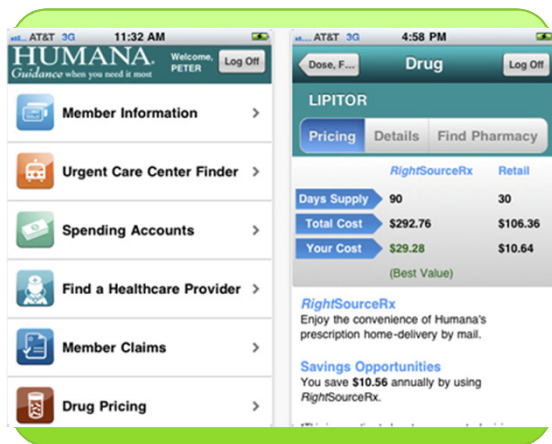
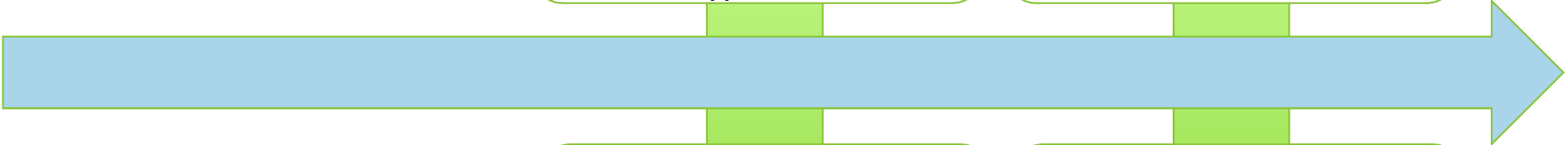
- Allow patients, physicians and medical **personnel secure multi-channel access to patient data** including:
 - Appointments
 - Insurance coverage
 - Prescription refills
 - Patient/physician email

Solution

- Implement an API Management solution that provides:
 1. A **secure/encrypted** environment for maintaining and transmitting sensitive patient data
 2. An easy to use developer portal
 3. Rapid assembly of new APIs to access legacy applications **without extensive app rewrite.**

Result

- Released new REST enabled applications for mobile devices in **under 90 days.**
- Created **reusable APIs** for pretreatment authorization from **multiple insurance carriers**
- Provided patients a mobile app to **refill prescriptions via mobile devices.**



Types of APIs

- Appointment book access
- **Insurance coverage requests**
- **Pharmacy order entry**
- Secure messaging/email

Example Apps

- Merck Medicus: Patient handouts
- Greenway PrimeMOBILE: Electronic Health Record access
- BC/BS NC: HealthNAV, provides an urgent care finder
- WellDoc Diabetes Manager: connecting patient readings with physicians

Automotive: Leading Automobile Manufacturer

Business Challenge

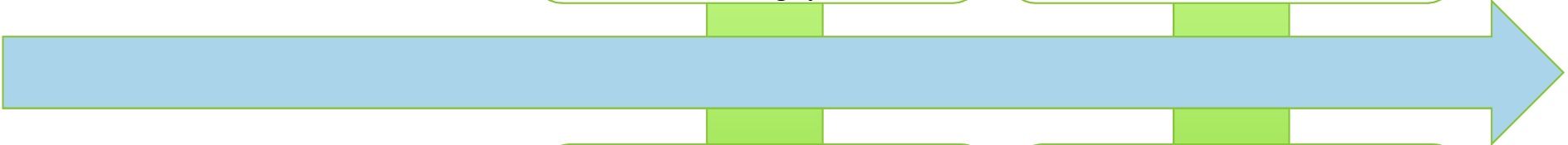
- Create additional **sticky services** for auto owners
- Expand **the ecosystem** for dealers and partners **including road service and hospitality brands.**
- Generate **higher dealer traffic** volume

Solution

- Implement an API Management solution that provides:
 1. A **secure messaging environment** between the auto manufacturer and the partners.
 2. An easy to use developer portal
 3. Extensive real-time analytics to better **understand customer behavior and usage patterns**

Result

- Launched new service utilizing sensor data from the car, GPS coordinates and roadside service stations to **minimize breakdowns** and locate nearby repair facilities.
- Generated multiple customer testimonials that **helped increase dealer traffic by 8%**



Types of APIs

- Location based services
- **Sensor data to warranty systems**
- **Alerts to dealers**
- Service record access

Example Apps

- Google Maps: GPS location mapping
- GM OnStar: vehicle diagnostics online monitoring while you drive
- BMW Connected Drive: intelligent emergency call for assistance



Leading European Auto Manufacturer provides innovative vehicle connectivity with IBM API Management



Business Challenge

- ❑ Offer innovative connectivity services to customers, improve the driver experience, improve safety, and create new revenue sources
 - ❑ Improve driving conditions with driver profiling, eco-driving, fleet management, reduce accident risk
 - ❑ Collect data to monetize them for partners

Solution

- ✓ IBM API Management v2.0 & IBM MessageSight

Business Value

- ✓ “Always connected” low-latency reliable communications with the car systems/apps and customer mobile apps
- ✓ Vehicle data APIs published on secure developer portal
- ✓ Internal & external developers use vehicle data to develop mobile applications
- ✓ Drives innovation for Mobile application development