

IBM App Connect Overview

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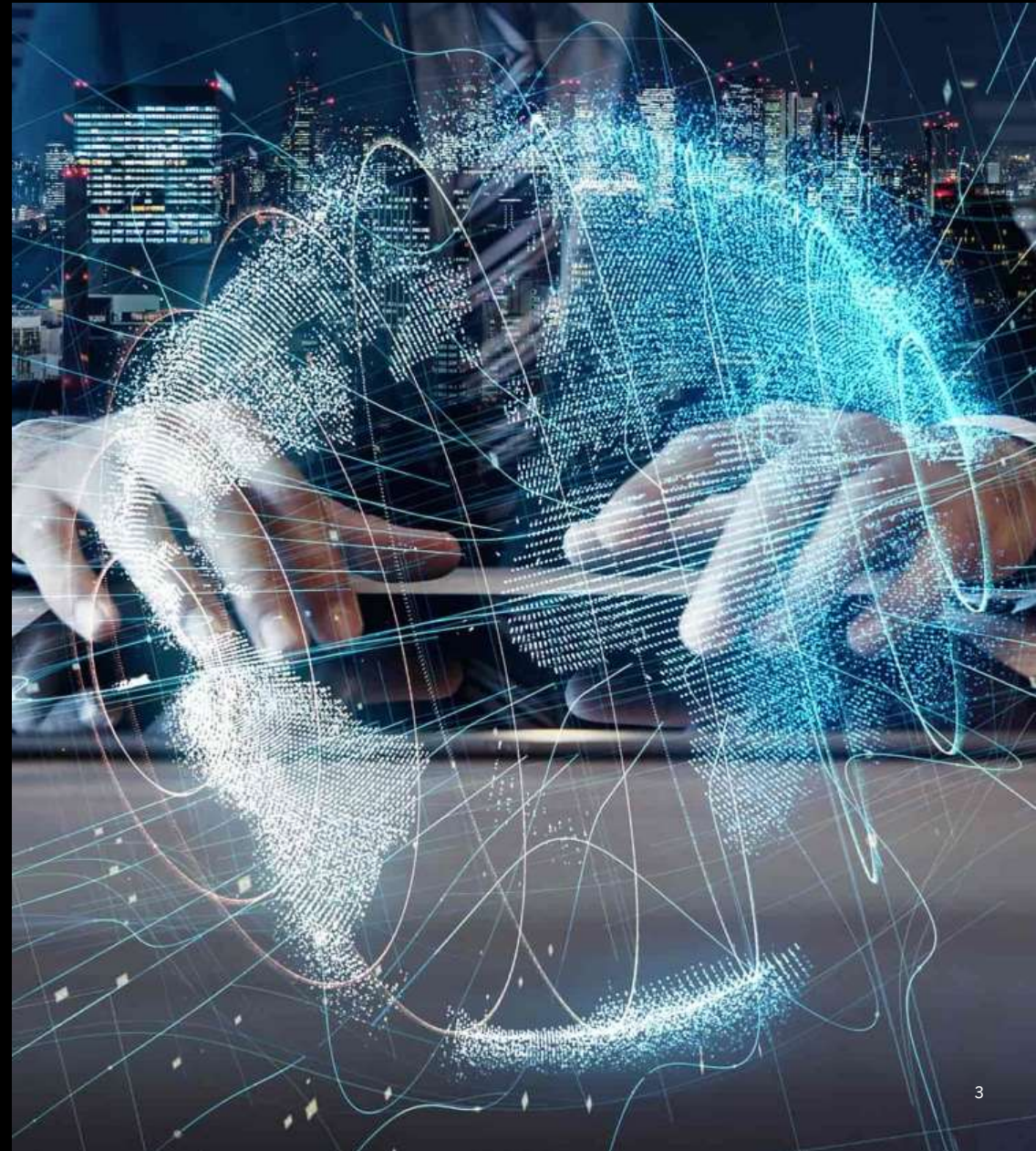
Why App Connect

Customer References

“Business executives are demanding a path to digital operational excellence.

The net result is tremendous pent-up demand for speed...of automation and integration.”

Quote from Gartner - Top 10 Strategic Technology Trends for 2020: Hyperautomation, March 2020



But going fast without the right approach, guided by real-world operational data, will only get you to the **wrong place faster.**

70%

of digital transformation projects fail due to **lack of integration quality.**

Automate your Integration Use cases

IT

- Ticket escalation and management
- Helpdesk management
- Threat management

HR

- Hiring process
- Employee onboarding
- Account & device provisioning
- Payroll & benefits

Finance

- Quote-to-cash
- Procure-to-pay
- Payment reconciliation

Marketing

- Data cleansing and enrichment
- Intent based campaigns
- Account based marketing orchestration

Sales

- Opportunity Management
- Lead routing
- SLAs
- Metrics and forecasting

Support

- 360 customer view
- customer experience management
- Ticket routing and follow-up

Integration for the whole team



Citizen and Ad-hoc
Integrator



API and App
Developer



IT Architect



Specialist and Expert



Dev-Ops

Why choose AI powered integration ?



Reduces expertise barrier

Free up employees to focus on what they do best



Reclaim 50% of employees time with intelligent automation



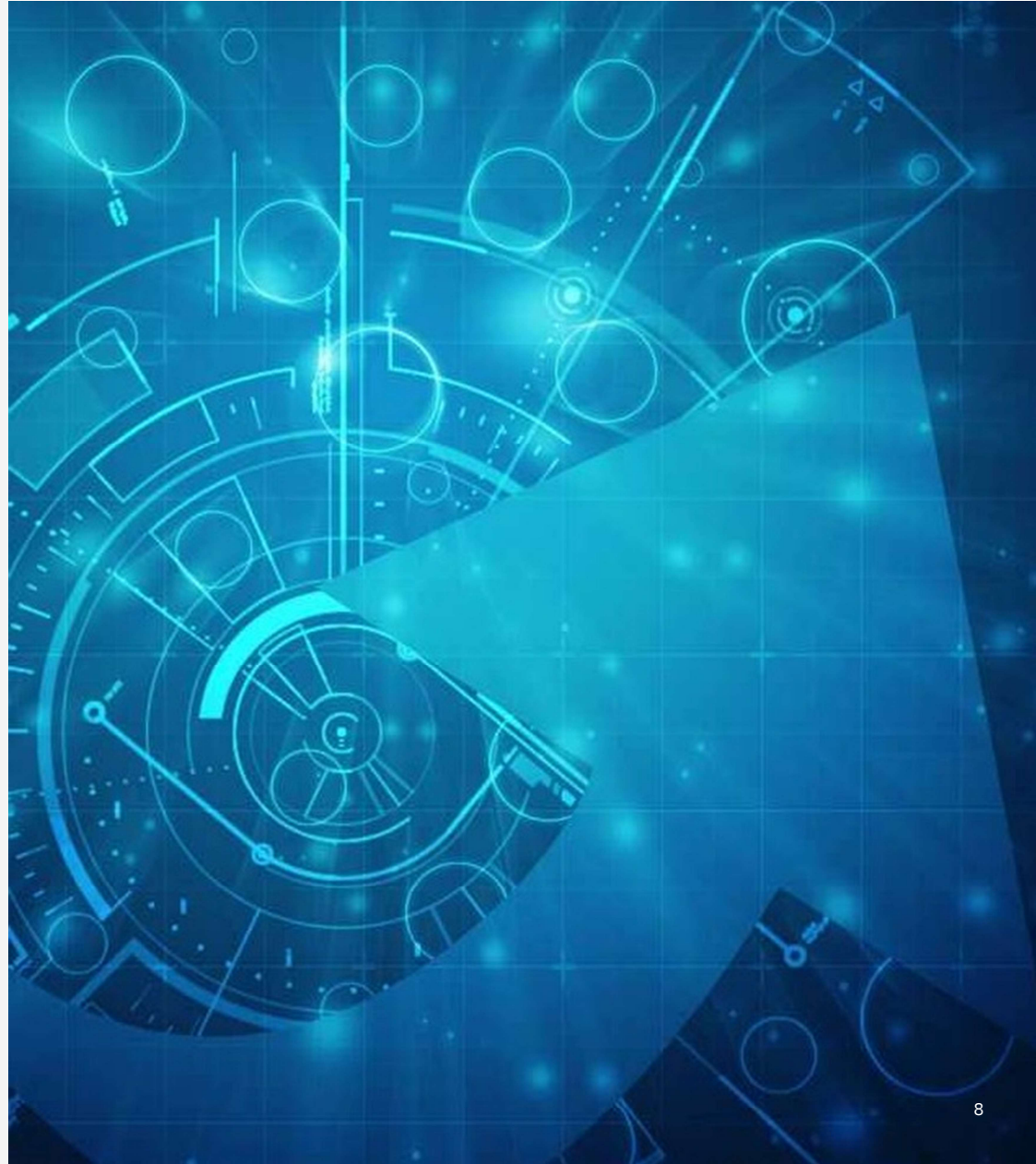
Organizations need to rethink their integration strategy

Each integration must be -

- Automated
- Closed-loop
- Multi-style

Powered by AI and using real world operational data to continuously improve integrations

Helps you integrate **faster** and **better**

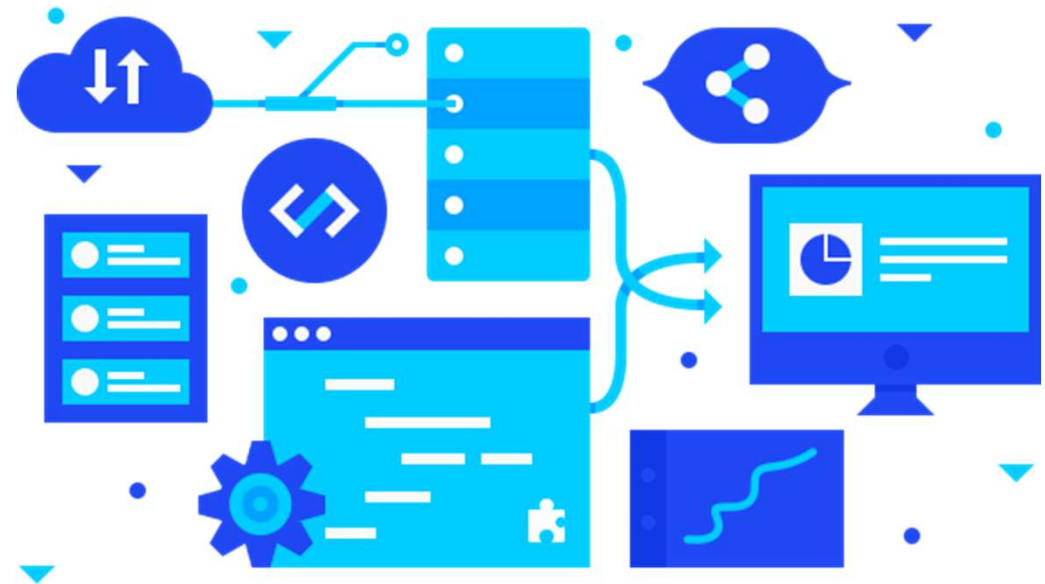


What is integration?

Provides:

1. Connectivity
2. Routing
3. Transformation

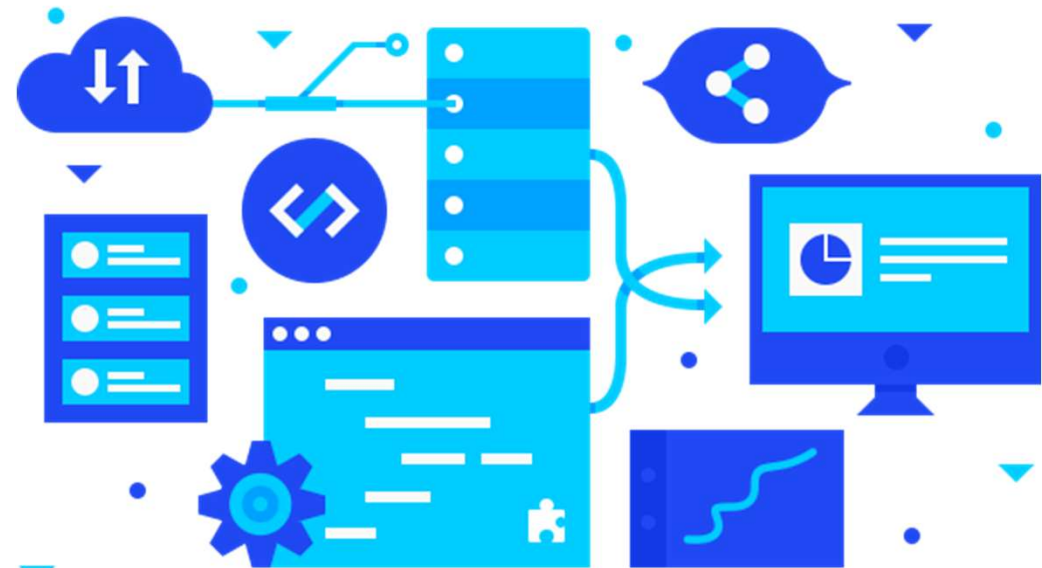
to enable sharing of data between applications and services securely irrespective of the data format and protocol that these system and services use between them



What is integration used for?

Popular use cases implemented:

- ✓ *Single view of customer data across systems, apps, locations*
- ✓ *Companies that have disparate systems merging into a single company would benefit by integration of the apps and data*
- ✓ *Digital enablement of systems of records that are hosting company data and transactions*
- ✓ *Build KPI dashboards by gathering inflight data, cleanse the data, integrate into analytics engine and offer users enhanced views of their data, adding value to customer insights*



Integrated Automations

IBM App Connect has been helping deliver automated services for decades

Automated digital experiences

Enabling applications across business units and external systems to communicate → needs **Integration**

Business Process Management (BPM)

Workflow modelled automated processes → needs **Integration**

Creating event networks

Publish and subscribe eventing data → needs **Integration**

IoT and devices

Create smart insights and automated processes by collecting sensor device data → needs **Integration**

Mobile and other modern interfaces

New digital experiences require seamless access to apps, data and processes → needs **Integration**

Robotic Process Automation

Automate common manual tasks requires access to app data and insights → needs **Integration**

How to choose an Integration solution & vendor:

IBM App Connect provides an out of the box set of capabilities that will integrate virtually any data and connect any protocol, providing a comprehensive solution for integration of systems and applications.



IBM App Connect

Connect | Transform | Test | Operate



Market leading integration solution since 1999

Support **wide range of integration styles**: events, APIs, batch processing



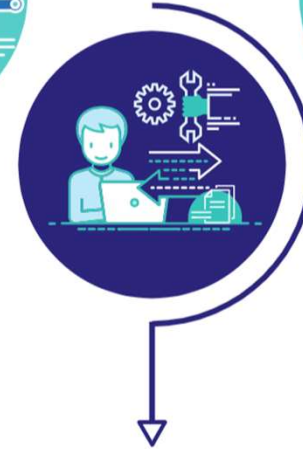
Deploy in any cloud or on-premises system, and **run your integration solution close**



Easily apply AI through a no code approach to **create intelligent business solutions**

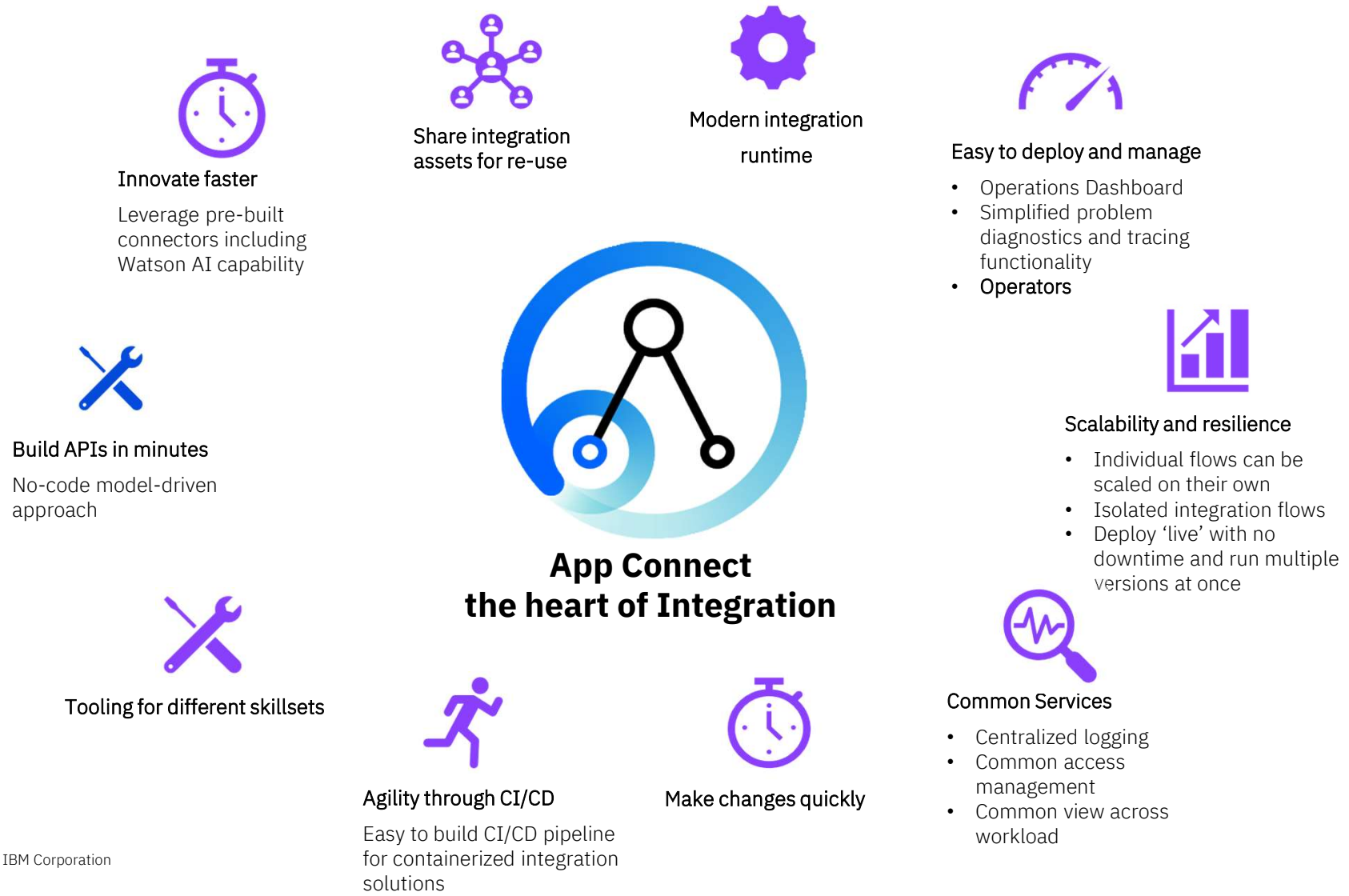


Access to hundreds of pre-built connectors so integration users can focus more on business logic



User centric tooling enables users to start integration projects **with no coding and training**

App Connect provide the benefits to overcome integration challenges and drive new engagement models and digital transformation



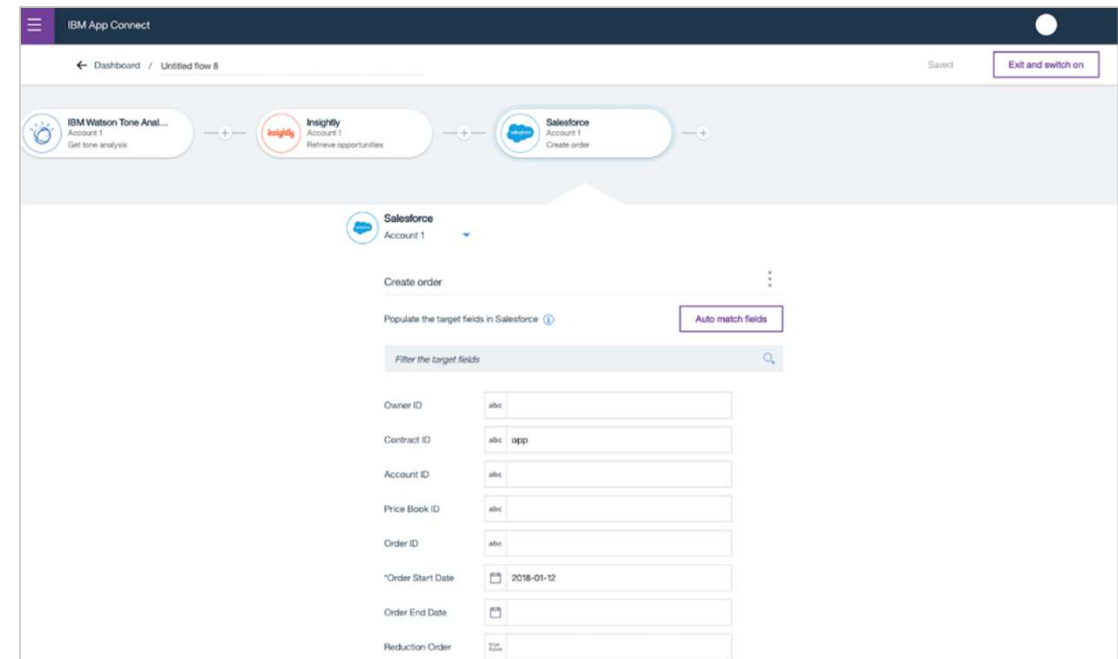
Application Integration

Integrate applications, build APIs and act on events

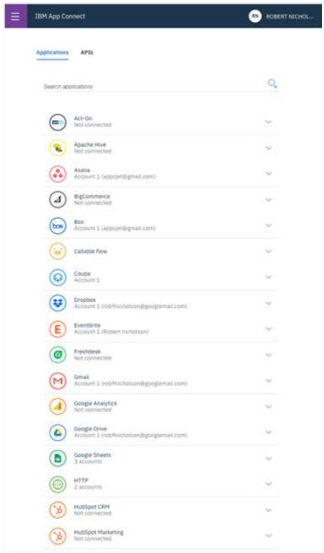
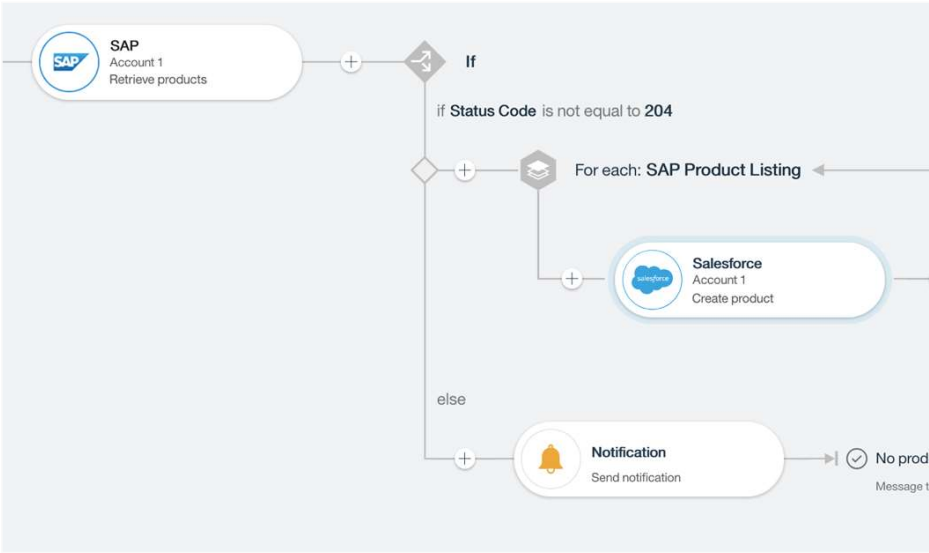
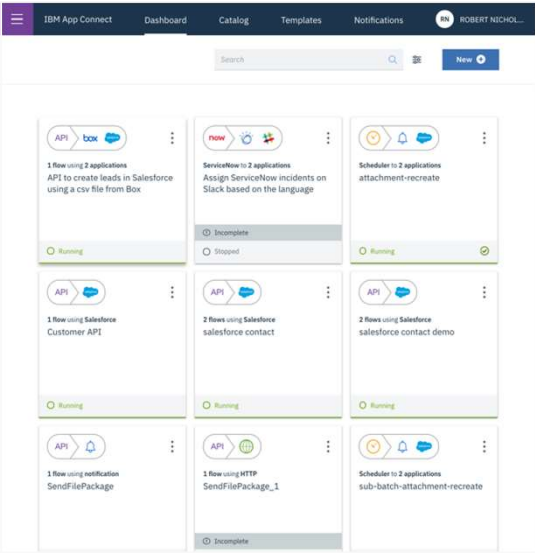


IBM App Connect connects your apps, events, data and APIs to quickly automate your business landscape

- **Connect** - securely connect to 100s of apps with out-of-the-box smart connectors
- **Transform** - leverage AI to help map fields and intelligently structure the format of your information
- **Test** - validate flows and ensure quality with visual debugging and generated test cases as part of automated pipelines
- **Operate** - end to end visibility of integration flow operations from any deployment– cloud managed, private cloud, ESB, or microservice



IBM App Connect Designer – Zero Code development



Multiple usability award winner



AI-powered tooling

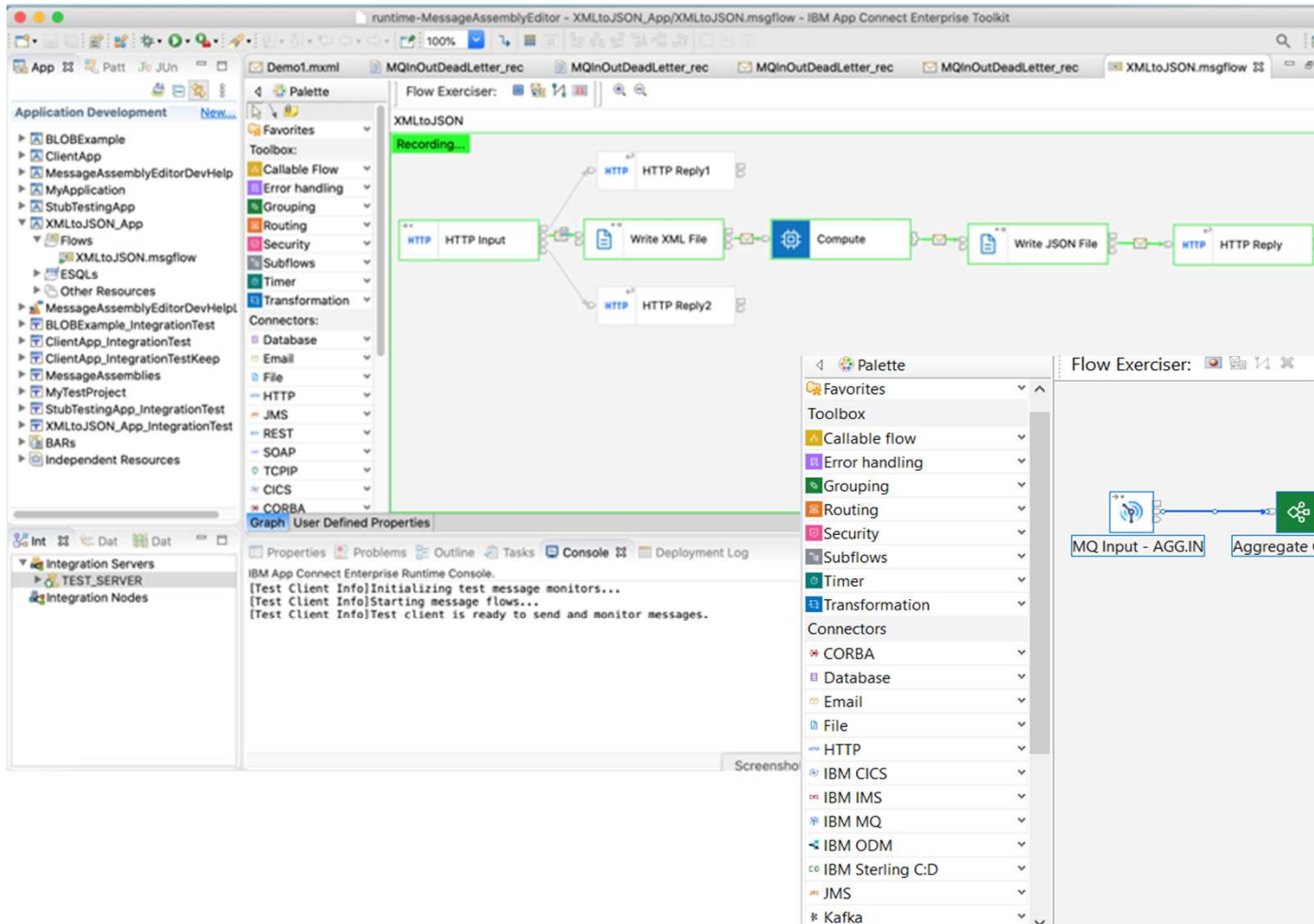


Democratize integration dev



increase productivity, ROI

IBM App Connect Toolkit - High Control



- Built-in nodes encapsulate transports, technologies and applications:
- High performance and scalability
- Feature rich Message Modelling

Key innovations

Accelerate through automation

TEST & DEVOPS AUTOMATION

Fast-track adopting agile practices while mitigating risk

New test-driven development capability accelerates shift-left strategy

HYBRID-CLOUD OPERATIONS

Achieve enriched operational visibility and control across any deployment

New dashboard provides end-to-end transparency of integration runtime across all environments

DEVELOPMENT PRODUCTIVITY

Improve time-to-value through intelligent and optimized tooling

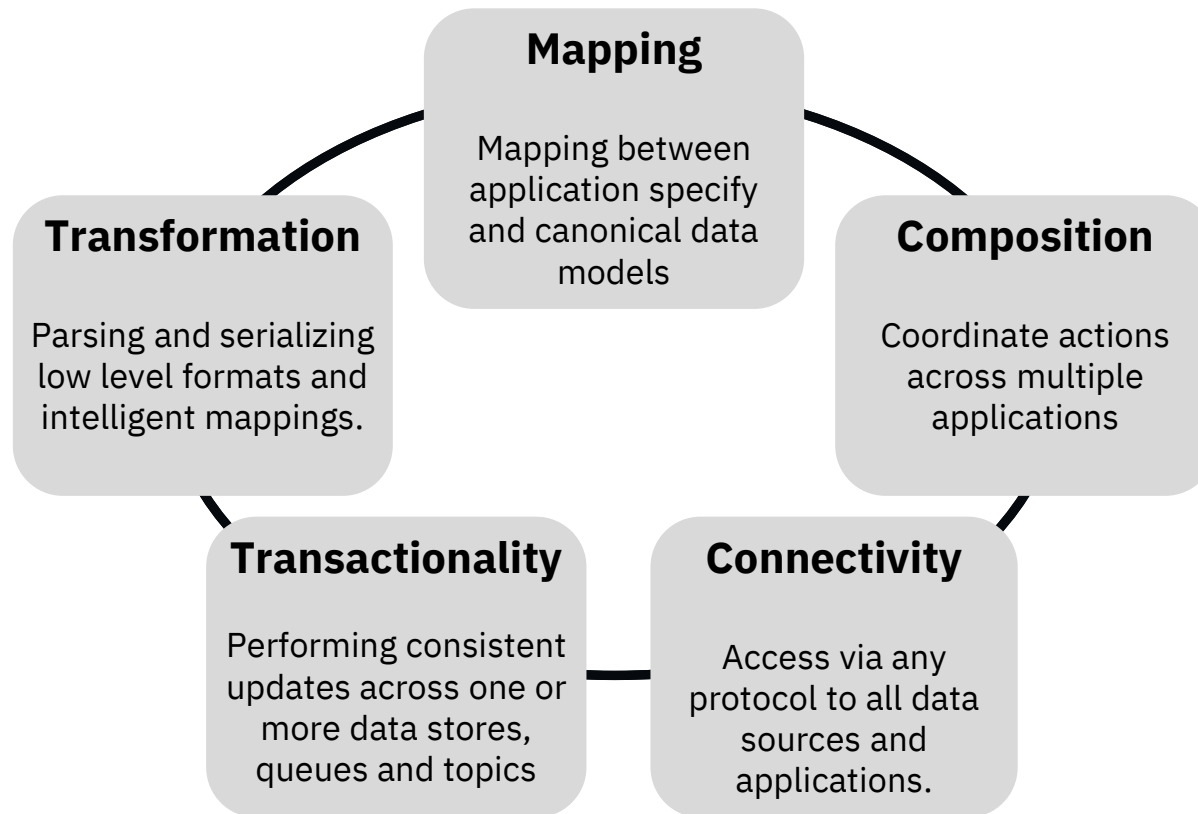
Integrated & common UX with API Management along with new tutorials and accelerators

EXTENDED CONNECTIVITY

Simplify, enhance, automate connected systems & applications

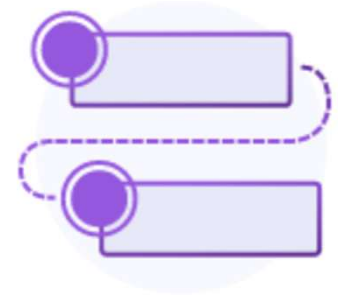
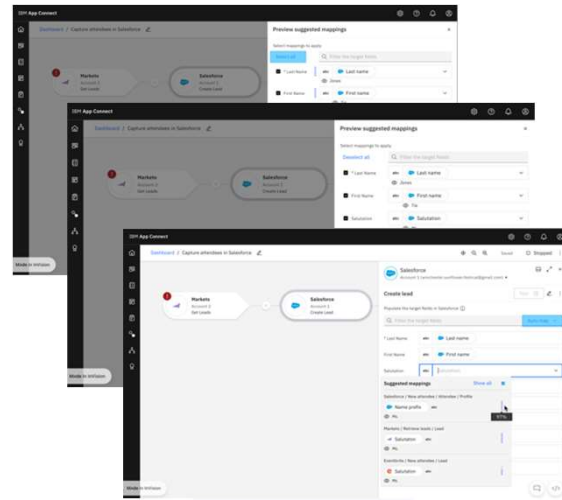
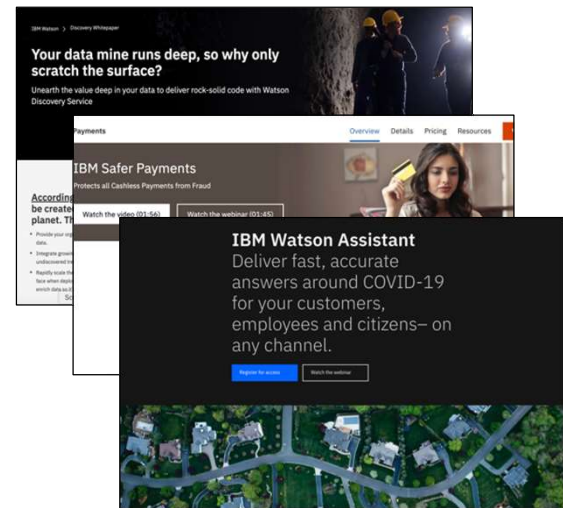
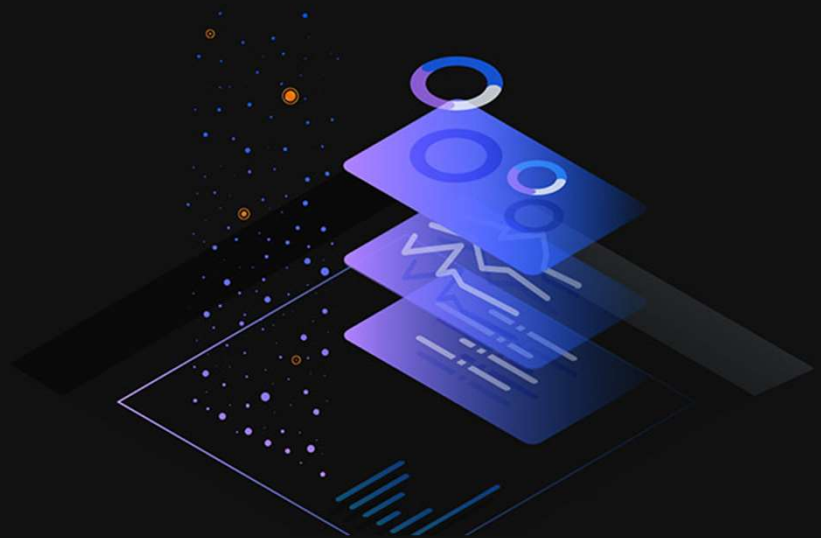
Addition of more than 200 open-source connectors to our community

Accelerated implementations

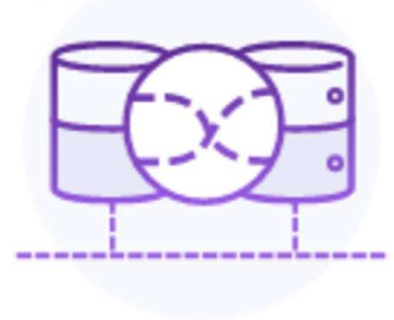


App Connect and AI

- Explainable
- Ethical
- Secure



Integrations to power AI



AI Powered Integrations

Top industry-specific customer use cases implemented using IBM technology

IBM App Connect supports today's integration platforms while paving the way for innovation.



Banking and Finance

- Accelerating PSD2 initiatives
- Integrate core banking apps to process financial transactions and payment
- Creating new digital channels and experiences for customers
- Risk Management Analysis and Fraud detection services
- Streamline segmentation process and value added services



Manufacturing

- Automate business processes at factory, plant or shops
- Optimize asset and device support and maintenance
- Connect and synchronize any system, device or cloud
- Create single unified views across industrial workplaces



Government

- Creating payment processing solutions
- Reduce paper documentation and provide real time insights for accounting and taxation
- Unified views for police id checks, pension funds, etc.
- Create businesses processes like Housing management and Traffic management platforms



Power, Transport & Utilities

- IoT and Device integration
- Creating new digital channels and processes
- Reduce paperwork and optimize business processes
- AI-powered chatbots to improve customer support and services
- Creating partnering network by integrating providers, operators, metering services, etc.
- AI, Analytics and Weather data

Top industry-specific customer use cases implemented using IBM technology

IBM App Connect supports today's integration platforms while paving the way for innovation.



Healthcare

- Creating single integrated view of patient health records
- Creating segmentation and targeted services
- Digitise, automate and optimize clinical processes
- Predictive supply chain management
- AI and analytics infused business processes



Retail & Supply Chain

- Creating 360 customer views
- Enabling market segmentation to come up with targeted offers
- Developing newer digital channels
- Improve logistic and supply chain management
- Automate and optimize business processes like Order to Cash, Loyalty programs, etc.



Insurance

- Creating single payment processing platform solutions
- Real time insights for accounting and taxation
- Unified views for police id checks, pension funds
- Supporting key projects like Housing management and Traffic management platforms



Telecom & IT services

- Creating new content and media based services and experiences
- Creating online services that integrate social media, messaging, searching and shopping
- Optimize business processes like analytics, billing, accounting and coupons
- Value-added services like geo-based, quick payments, etc.

Run App Connect in any location or cloud, exactly as you need it

1. Customer managed

Licenses from IBM can be installed in any environment of the customers' choosing

2. Public Service

Multi-tenant, fully managed service (including hybrid license)

3. Reserved Instance

Single tenant, fully managed service

4. Red Hat OpenShift Kubernetes Services (ROKS)

provided as a managed platform on all cloud vendors with simple container-based deployment

5. IBM Satellite

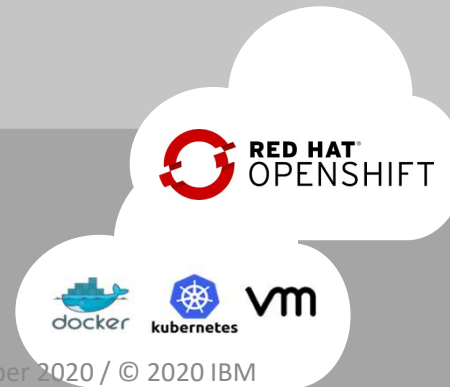
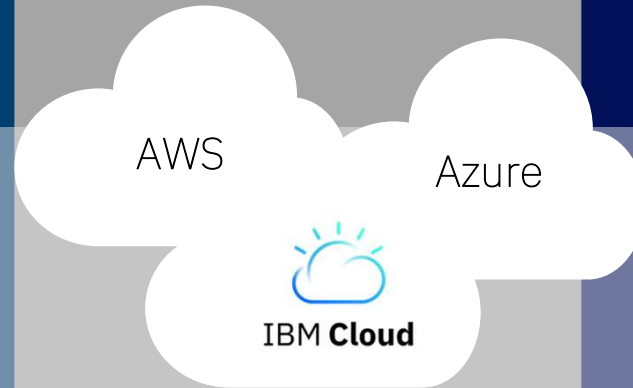
extends IBM Cloud services to other hybrid and multi-cloud locations delivered as a service from a single pane of glass controlled through the public cloud

- On-premise, software

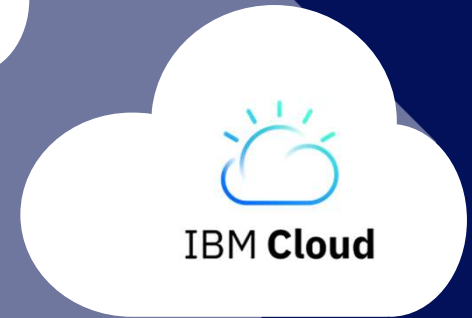


Linux	AIX	IBM Z
Windows		
LinuxOne		zLinux

- Run yourself in public or private clouds



- Let IBM host for you



Client References

IBM App Connect

a trusted partner in enterprise integration globally and across all industries

2000+

global customers in production

21

of the top 25
insurance companies

23

of the top
25 US Retailers

90%

of global credit
card transactions

600+

Healthcare & Life Sciences companies

50

of the top
50 global banks

20

of top 20 global
comm service providers

80%

of all worldwide
airline reservations

IBM Watson

Crawls millions of documents

IBM Watson Assistant

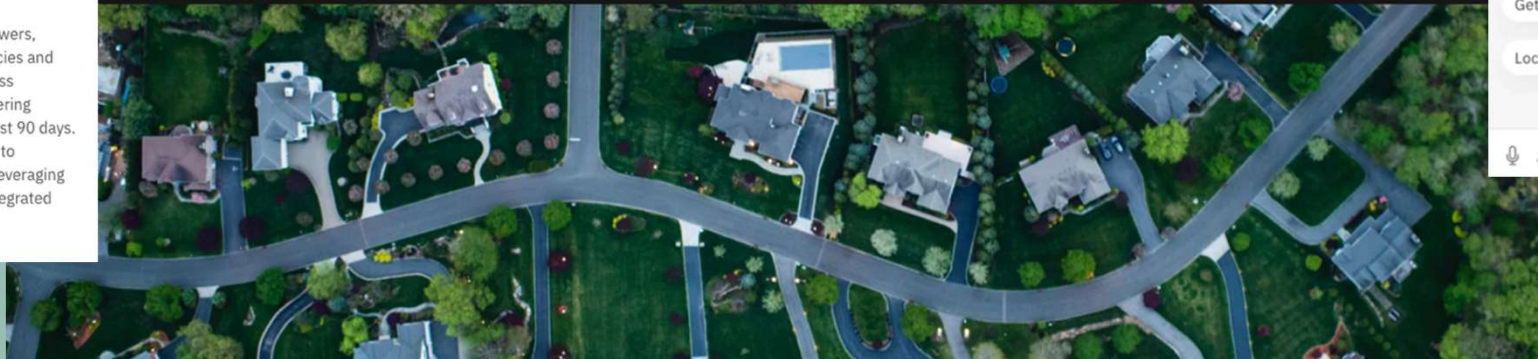
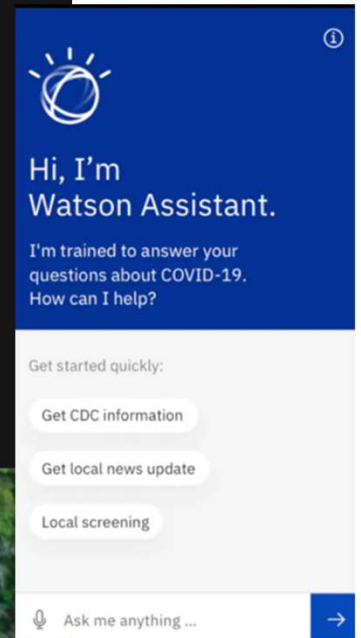
Deliver fast, accurate answers around COVID-19 for your customers, employees and citizens— on any channel.

Register for access

Watch the webinar

At work in 25 countries and counting

COVID-19 has everyone looking for answers, straining businesses, government agencies and healthcare organizations. To help address situations around COVID-19, IBM is offering Watson Assistant at no charge for at least 90 days. It is trained to understand and respond to common COVID-19 questions directly leveraging U.S. CDC guidance and can be easily integrated into existing web or phone channels.



Watson Discovery Services

IBM Watson > Discovery Whitepaper

Your data mine runs deep, so why only scratch the surface?

Unearth the value deep in your data to deliver rock-solid code with Watson Discovery Service

Because these APIs are built into Watson Discovery Service, you don't have to build all of the plumbing normally associated with building a cognitive data pipeline. That effort minimizes the complexity of deploying cognitive solutions and slashes the time to see results.

Watson Discovery Service
INGEST | NORMALIZE | ENRICH | QUERY | ANALYZE



According to Forbes, by 2020 about 1.7 MB of new information will be created every second—for each and every human being on the planet. This wealth of data offers extraordinary opportunities to:

- Provide your organization with insights extracted from exploding volumes of data.
- Integrate growing volumes of unstructured data to reveal previously undiscovered trends.
- Rapidly scale the learning curve and overcome three obstacles organizations face when deploying cognitive solutions: identify and ingest data sources; enrich data so it's searchable; and build queries.

Screenshot



Salesforce

SharePoint Online

SharePoint 2016

Box

Web Crawl

IBM Cloud Object Storage

IBM Safer Payments



Payments

[Overview](#)

[Details](#)

[Pricing](#)

[Resources](#)

IBM Safer Payments

Protects all Cashless Payments from Fraud

Watch the video (01:56)

Watch the webinar (01:45)



Join the data science revolution

IBM Safer Payments enables your fraud prevention teams to adapt their controls faster to emerging threats and detect fraud with greater speed and accuracy without vendor or data scientist dependencies. It comprises the analytics and simulation tools needed to continuously monitor business performance and adapt the decision model to emerging and modified fraud patterns. With an open platform, customers can leverage their existing detection models and IP all at a low total cost of operation (TCO) as all required components are self-contained and run on commodity hardware.



Protecting an entire country from payment fraud
STET, Paris

[→ Read the case study](#)

Critical Inventory Management

Find alternative suppliers and understand availability or critical COVID-19 supplies.

Rapid emergency supply onboarding (RESO) can provide an immediate private supplier network, and inventory visibility will show what goods are available and optimal delivery.

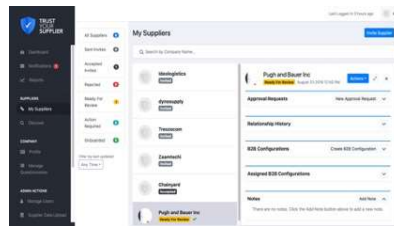
Powered by Trust Your Supplier, a supplier management solution built on IBM Blockchain, and IBM Sterling Inventory Visibility.



COVID-19 and shattered supply chains

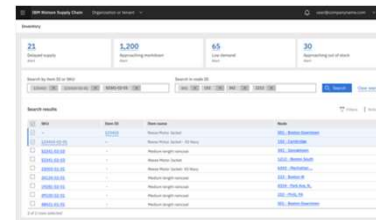
Reducing vulnerabilities through smarter supply chains

Trust Your Supplier



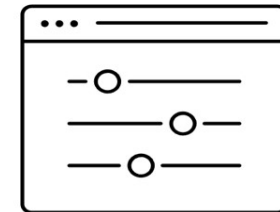
Private TYS instance for non-traditional suppliers accelerated, credentialed onboarding to facilitate buyer matching

Sterling Inventory Visibility



Enable buyers and suppliers to have product inventory visibility

CovID Rapid Response



War room for operational execution to support business & technical onboarding

Resources

[App Connect Home Page](#)

[App Connect Guided Demo](#)

[App Connect Documentation](#)

[IBM Integration Community](#)

[App Connect Enterprise Essentials \(Course\)](#)

[App Connect Cloud Essentials \(Course\)](#)

For conversation with product management - ask.application.integration@uk.ibm.com

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Job Title

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Universal Connectivity & Transformations Powering the Innovations





Content Services Platform

- Box 
- IBM FileNet 
- MS SharePoint
- CMIS
- MS One Drive
- IBM MDM AE
- Confluence
- Dropbox
- Google Drive
- Google Sheets
- Salesforce Files
- Salesforce Libraries
- WordPress



Cloud Storage

- Amazon S3 
- IBM Cloud Object Store



Technology Endpoints

- HTTP 
- SOAP
- LDAP
- MS Active Directory
- Website Crawler
- SFTP
- Open API 
- IBM Maximo
- Siemens Teamcenter
- Generic JDBC



Cognitive & AI

- IBM Weather Data 
- IBM Watson Language Translator
- IBM Watson Discovery 
- IBM Watson Natural Language Classifier
- IBM Watson Tone Analyzer
- IBM Watson Visual Recognition


Databases

- IBM Db2
- Oracle DB 
- MS SQL Server 
- My SQL
- IBM Cloudant
- Redis (Azure, AWS, IBM)
- Google Big Query

Human Capital Management


- Workday 
- Kronos
- NetSuite Suitepeople HCM
- Peoplesoft
- IBM Cloudant 
- Oracle Taleo

Customer Relations Management



- Salesforce 
- MS Dynamics 365 for Sales
- Sugar CRM
- NetSuite CRM
- Oracle Sales Cloud 
- Zoho CRM
- Insightly
- Intacct
- HubSpot
- Infusionsoft
- Apttus

IT Service Management & Project Management

- Service Now 
- Salesforce Service Cloud
- Jira
- Oracle Service Cloud 
- Zendesk
- Fresh desk
- Act-on
- Asana
- Trello

IBM Food Trust 



Enterprise Resource Planning

- SAP 
- Workday
- NetSuite ERP 
- Coupa
- Zuora



Banking & Finance

- MS Dynamics F&O 
- NetSuite Finance
- Yapily 
- QuickBooks Online
- SAP Concur
- Stripe


Enterprise Messaging

- IBM MQ 
- IBM Event Streams, Kafka
- Amazon SQS 
- Amazon SNS
- Google Pub Sub



E-Commerce

- Shopify 
- Magento 
- Big Commerce
- SAP Commerce Cloud
- Salesforce Commerce Cloud

Marketing

- Marketo
- Google Analytics 
- Salesforce Marketing Cloud
- Salesforce Pardot
- Eventbrite 
- Infusionsoft
- Mailchimp
- Wufoo
- Acoustic Campaign

Collaboration & Communication

- MS Exchange 
- MS Office 365, MS Teams
- Domino
- Cisco WebEx Teams
- Slack 
- Gmail
- Twilio, Twitter
- Email

Universal Connectivity & Transformations Powering the Innovations



AggregateControl node
AggregateReply node
AggregateRequest node
AppConnectRESTRequest node
CallableFlowAsyncInvoke node
CallableFlowAsyncResponse node
CallableFlowInvoke node
CallableInput node
CallableReply node
CDInput node
CDOutput node
Check node
CICSRequest node
Collector node
Compute node
CORBARRequest node
Database node
DatabaseInput node
DatabaseRetrieve node
DatabaseRoute node

EmailInput node
EmailOutput node
EndpointLookup node
FileInput node
FileOutput node
FileRead node
Filter node
FlowOrder node
FTEInput node
FTEOutput node
GroupScatter node
GroupGather node
GroupComplete node
HTTPAsyncRequest node
HTTPAsyncResponse node
HTTPHeader node
HTTPInput node
HTTPReply node
HTTPRequest node
IMSRequest node

Input node
JavaCompute node
JDEdwardsInput node
JDEdwardsRequest node
JMSHeader node
JMSInput node
JMSMQTransform node
JMSOutput node
JMSReceive node
JMSReply node
KafkaConsumer node
KafkaProducer node
KafkaRead node
Label node
LoopBackRequest node
Mapping node
MQGet node
MQHeader node
MQInput node
MQJMSTransform node

MQOptimizedFlow node
MQOutput node
MQReply node
MQTTPublish node
MQTTSubscribe node
.NETCompute node
.NETInput node
ODMRules node
Output node
Passthrough node
PeopleSoftInput node
PeopleSoftRequest node
Publication node
Real-timeInput node
Real-timeOptimizedFlow node
RegistryLookup node
Resequence node
ResetContentDescriptor node
RESTAsyncRequest node
RESTAsyncResponse node
RESTRequest node

Route node
RouteToLabel node
SalesforceRequest node
SAPInput node
SAPReply node
SAPRequest node
SecurityPEP node
Sequence node
SiebelInput node
SiebelRequest node
SOAPAsyncRequest node
SOAPAsyncResponse node
SOAPEnvelope node
SOAPExtract node
SOAPInput node
SOAPReply node
SOAPRequest node
TCPIPClientInput node
TCPIPClientOutput node
TCPIPClientReceive node
TCPIPServerInput node