



Red Hat 3scale API Management in Action

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Inhalt

- Application Programming Interfaces (APIs) fuer Digital Transformation
- Erfolgreiche API Strategien fuer die API Economy
- Red Hat 3scale API Management
- Red Hat's Agile Integration Konzept

A large bridge with a red overlay. The bridge has a complex steel truss structure and a curved arch. The red overlay is a semi-transparent layer that covers most of the image, with some white geometric shapes cut out. The text "APIs und Digital Transformation" is written in white on the red background.

APIs und Digital Transformation



Digital Non-Natives?

By 2018, 67% of Global 2000 CEO's will have Digital Transformation at the center of their corporate strategy.

-- IDC, 2016

Gartner's Bi-Modal IT (for Digital Non-Natives)

Think
Sprinter



Systems of Innovation

Mode 2

Agility

Short cycles, copes with uncertainty

Close to customer

Think
Marathon
Runner



Systems of Record

Mode 1 (traditional)

Reliability

Long term, no uncertainties

Conventional processes

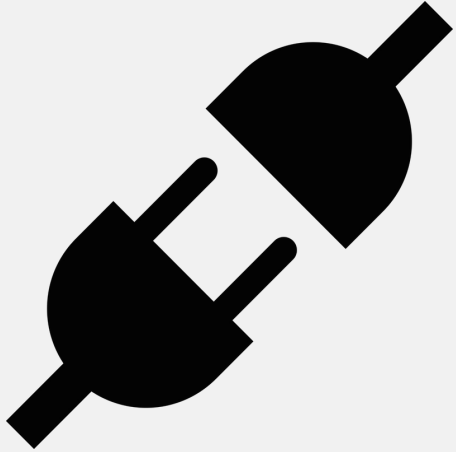
Die Geschaeftsvorteile von erfolgreicher Digital Transformation

- Schnelleres Reagieren auf Marktveraenderungen
- Bessere Nutzung bestehender Daten oder Dienste
- Neue Geschaeftsmodelle, neue Umsatzquellen
- Hoehere Kundenzufriedenheit durch optimiertes Angebot

Was hat das mit APIs zu tun ?

Was sind APIs?

“An **API** is standardized **interface** to a **software service or data** that can be invoked at a distance over a communications network”



Was hat das mit APIs zu tun ?

**APIs sind das Kernelement fuer
Digital Transformation**

Gartner's Bi-Modal IT (for Digital Non-Natives)

Think
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Systems of Innovation

APIs

APIs

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Erfolgreiche API Strategien

Was sind APIs/**API Management** ?



“An **API** is standardized **interface** to a **software service or data** that can be invoked at a distance over a communications network”

“**API Management** is necessary to **secure and control** this interface, and to get full **visibility** to make informed decisions”

Vier typische Vorteile durch Einsatz von APIs

Agility

Innovation

Ecosystems

Revenue

API Strategie

External View
5 Forces, PEST



Tactics
Strategic Fit
Business Model
Technology
Marketing
Operations



Internal View
VRIN Capabilities

Beispiel:
Google Maps API vs
Navteq

Beispiel:
Facebook “Likes”

API Strategie und Umsetzung im Detail

Winning in the API Economy

Software and APIs are radically changing the way organizations do business. By exposing data, business processes, and services or resources through APIs, organizations are creating compelling new business platforms.

Download the e-book ►

Inkl. Use Case Model

The API owner's manual

Today's organizations don't ask whether to engage in API programs, but how to do so. This whitepaper answers the question by drawing on best practices from leading practitioners in seven areas key to the success of effective API programs.

Download the whitepaper ►

www.redhat.com/en/technologies/jboss-middleware/3scale

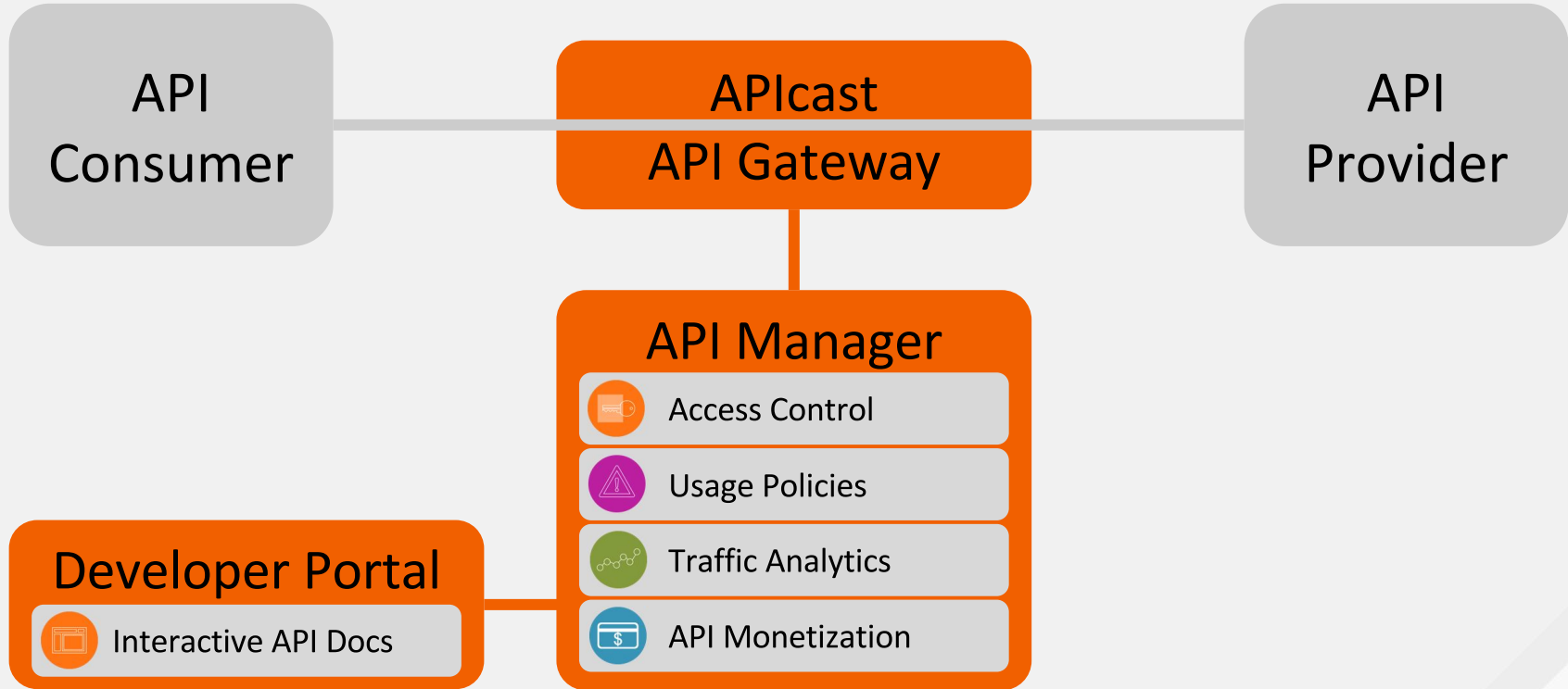
A large bridge with a red overlay. The bridge has a complex steel truss structure and a prominent arch. The red overlay is a semi-transparent layer that covers most of the image, with some white geometric shapes cut out. The text "Red Hat 3scale API Management" is written in white on the red background.

Red Hat 3scale API Management

Wie kann Red Hat 3scale helfen ?

- Führende API Management Lösung
 - API Gateway
 - Policy Management Portal
 - Entwickler / Partner Portal
- Markt-etabliert
- Integriert nahtlos mit anderen (Red Hat) Produkten
 - Jede 3scale Funktion ist selbst eine API

Red Hat 3scale API Management



API Anwendungsbereiche

1. Intern Einsatz
2. Partner Zugang
3. Allgemein zugänglich

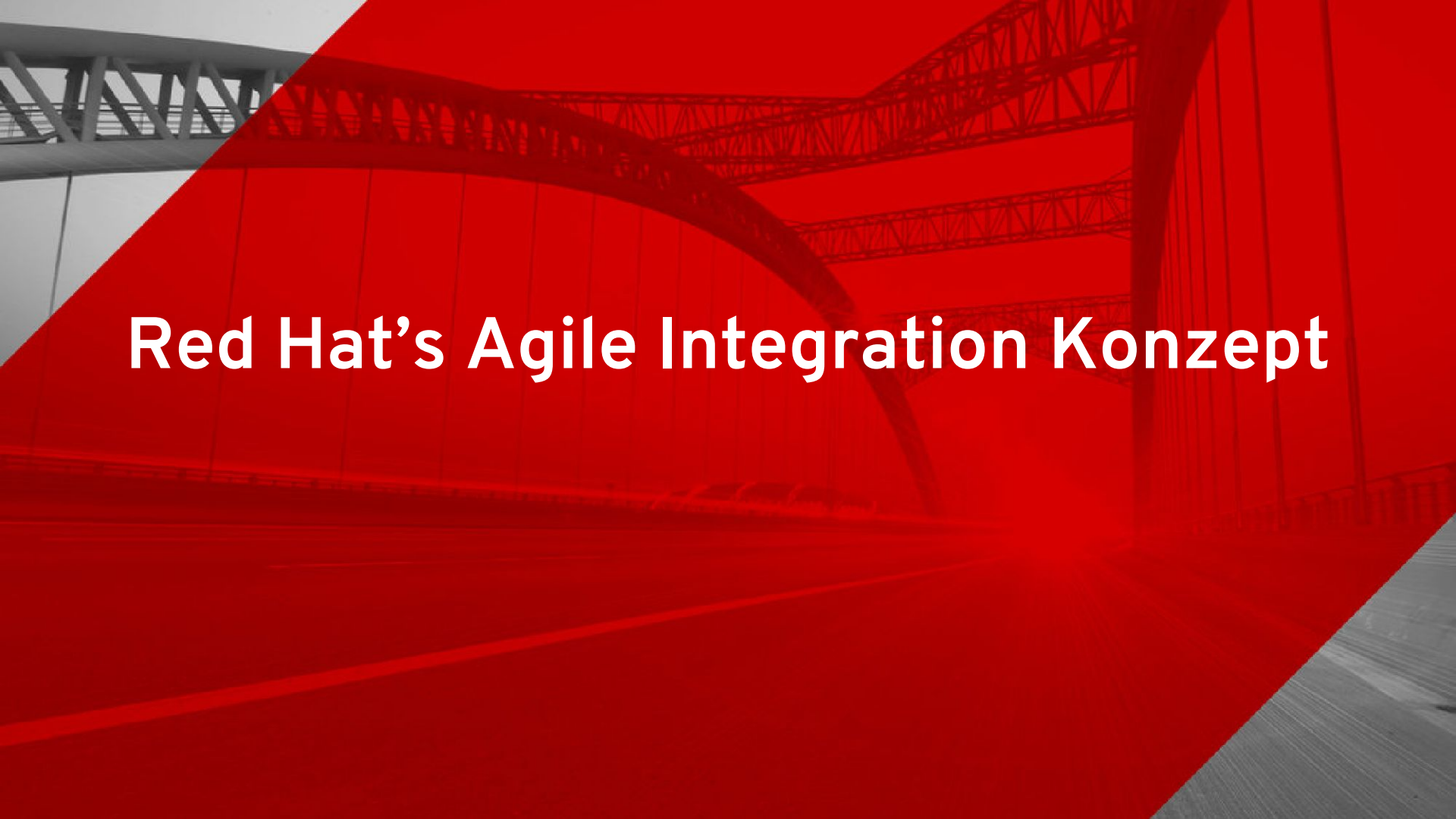


Oxford Dictionaries API

Enhance your app with our world-renowned dictionary data.

GET STARTED

<https://developer.oxforddictionaries.com/>

A large bridge with a red overlay. The bridge has a complex steel truss structure and a prominent curved arch. The image is partially covered by a semi-transparent red overlay that features a diagonal line. The text "Red Hat's Agile Integration Konzept" is written in white on the red background.

Red Hat's Agile Integration Konzept

Red Hat's Agile Integration Konzept

DISTRIBUTED INTEGRATION

- LIGHTWEIGHT
- PATTERN BASED
- EVENT ORIENTED
- COMMUNITY SOURCED

FLEXIBILITY

**RED HAT® JBOSS®
FUSE**

CONTAINERS

- CLOUD NATIVE SOLUTIONS
- LEAN ARTIFACTS,
INDIVIDUALLY DEPLOYABLE
- CONTAINER BASED
SCALING AND HIGH
AVAILABILITY

SCALABILITY



APIs

- WELL DEFINED, REUSABLE,
AND WELL MANAGED
END-POINTS
- ECOSYSTEM LEVERAGE

RE-USABILITY

**RED HAT® 3SCALE®
API MANAGEMENT**

Red Hat JBoss
BPM Suite

Red Hat
Mobile

Red Hat JBoss
DataGrid

...

Kundenbeispiel

Ziel: **Verbessertes Reiseerlebnis fuer Flugreisende**

Mehrere Kundenprobleme geloest durch Einsatz von:

RED HAT® JBOSS®
FUSE



RED HAT®
OPENSIFT

RED HAT® 3SCALE®
API MANAGEMENT



Umgesetzte Kundenvorteile:

- Mehrwert durch innovative Mobile Apps aus Partnernetzwerk
- Anbieten von umfangreicher, integrierter und qualitativ hochwertiger Reiseinformation
- Effektiveres Anbieten von Daten und Informationen an alle Interessensgruppen

Take-aways

APIs sind der Schluessel zu Digital Transformation bzw allen digitalen Projekten.

Erfolgreiche API Initiativen brauchen gut durchdachte API Strategien.

APIs brauchen API Management fuer Sicherheit, Kontrolle und Sichtbarkeit.

Red Hat bietet umfangreiche und Markt-etablierte Loesungen fuer API Management und Agile Integration.

Mehr zum Thema Agile Integration



WHITEPAPER

DIGITAL INNOVATION THROUGH AGILE INTEGRATION

What is agile integration and why is it needed?

www.redhat.com/en/resources/innovation-through-agile-integration-whitepaper

Kontakt

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<http://bit.ly/APIManual>

Get account:

<https://www.3scale.net/signup/>