

How to unlock innovation with APIs, Integration and Microservices



The world is different than it was five years ago.

Customer expectations have abruptly shifted towards a more connected, digital world not as a luxury but as table stakes. This shift towards digital isn't just a growth strategy—it is a survival tactic. And the survivors will find a way to unlock innovation.

And the key to this—to unlocking innovation—is digital business transformation through the right tools and architecture. To make your systems more connected and more agile without stripping them down and building from the ground up. Without reskilling and rehiring your teams. By using your current state as the starting point and making the most of what you have, not by burning it down and building from scratch.

This transformation is possible when your company is connected. And these connections are built on APIs, integration and microservices. They can be built

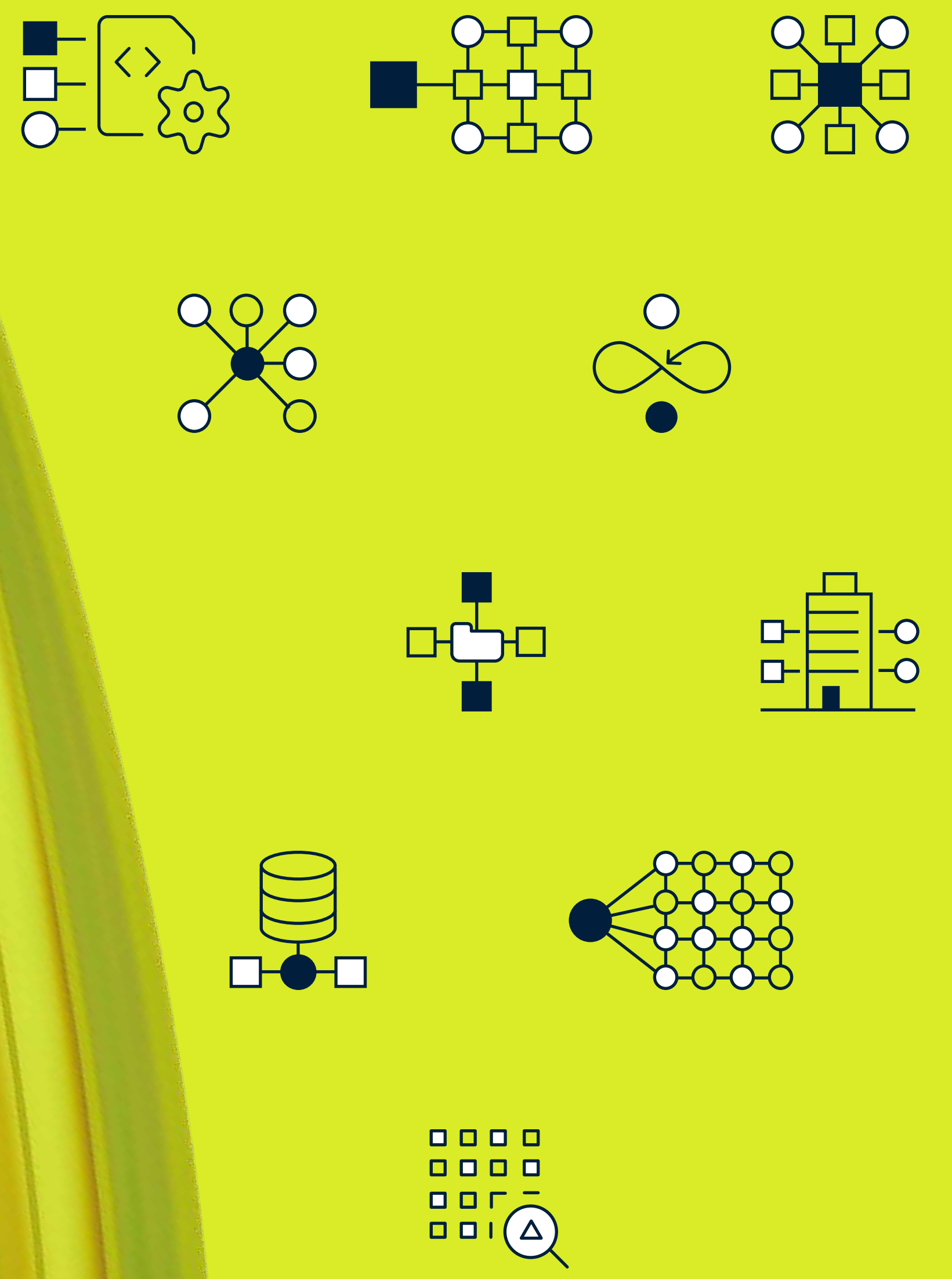
and hard-coded manually, but that is an expensive, time-consuming and inflexible approach to digitalization. It is not sustainable and it is not smart.

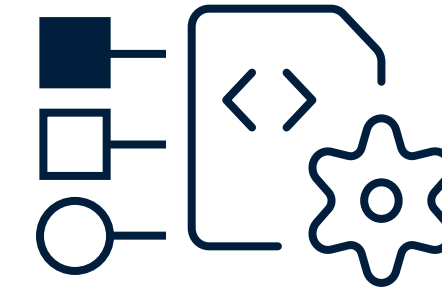
What you need is a unified, modern foundation that will accelerate time to market, increase visibility and connect more things in more places.

So as you look to unlock innovation and modernize your IT, here's a guide for what you will need to get it done. And if you're looking for a newly-refreshed platform that will help you with all of them, we have a recommendation that is already helping many of the world's fastest companies.

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1 Don't let your APIs run wild

APIs extend the value of everything you do. They open up new business models and new partnership opportunities. The more APIs you have, the more opportunities you'll get. However, you can't release them into the world without a strategy or a way to monitor and manage their performance. They need to be nurtured and analyzed so that you can improve in real time.



How does this unlock innovation?

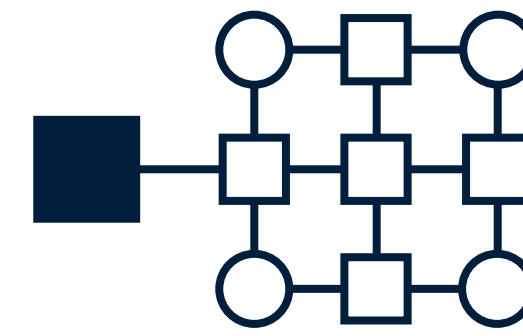
It means you can say "yes" more often to new opportunities. New partners. New channels. New revenue. And so much more.



What webMethods customers are saying:

With webMethods, we have been able to maximize our innovations while reducing the time to market

Clal Insurance



2 Microservices are the future

The business models of the future will be built on the apps of the future. And the apps of the future will be built on microservices. They allow you to upgrade and update individual capabilities within your app architecture without stalling out the entire app. You can pick and choose the best of each service to create an application that is greater than the sum of its parts. However, all of those amazing microservices can quickly create incredible chaos if you're not careful, which is why you need a platform that can manage them all. You can then get all of the benefits without any of the headaches.



How does this unlock innovation?

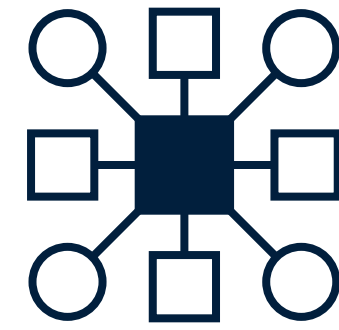
It allows you to deploy great ideas now, not later. You don't have to modernize the whole monolithic structure, just the relevant bits and pieces.



What webMethods customers are saying:

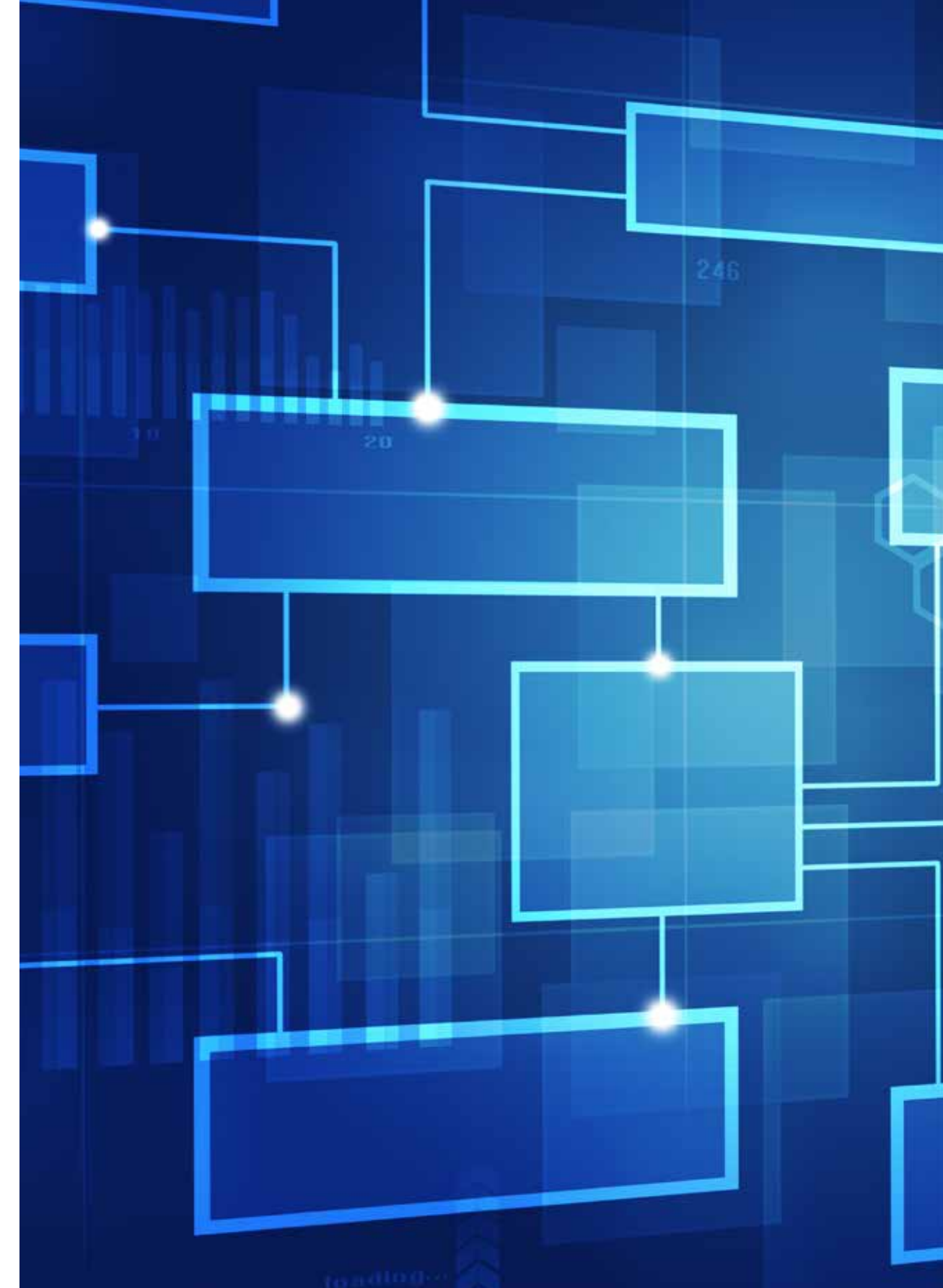
The project was up and running in just a few days—and on our own terms!

Kiabi



3 Integrate everything

Falling back on excuses is, well, inexcusable. Analyzing data in silos may have worked in some cases in 2019, but it won't cut it in 2022 and beyond. Innovation will live between the silos where your competitors still may not find the insights you can—if all of your data, information and systems are truly integrated. It's where you will find your competitive advantage, where you will operate more quickly, where you will unify your organization. You're everywhere—in the cloud, on premises and even embedded in other apps. Your integration should be too. That's what the innovators do, at least.



How does this unlock innovation?

With your systems completely and totally integrated, you eliminate drag, make decisions that are completely informed and transact on a dime.



What webMethods customers are saying:

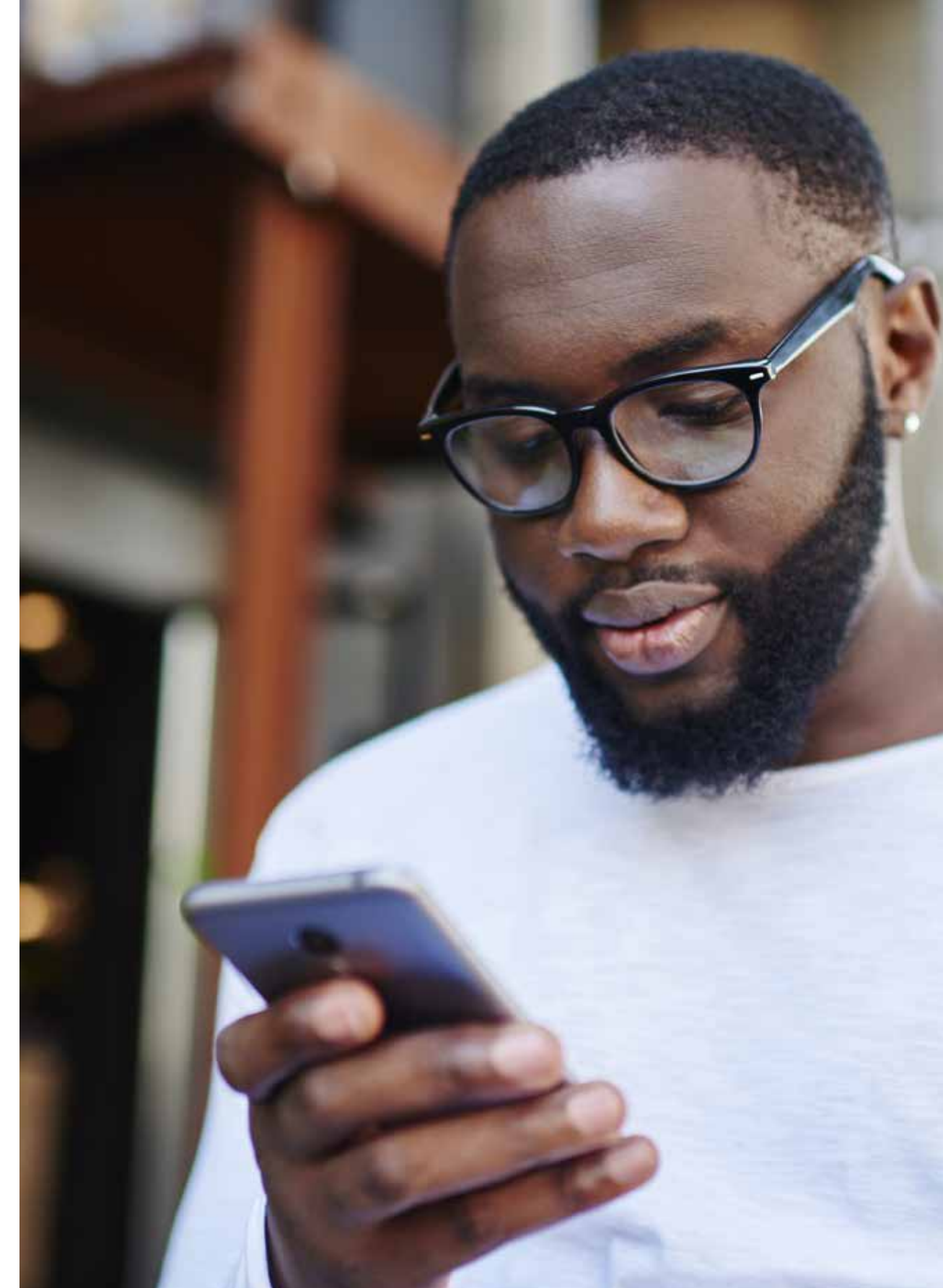
With webMethods, our in-house team of experts can respond quickly and efficiently to a wide variety of integration requirements without detouring through external service providers.

Zurich Airport



5 DevOps not DevOops

Businesses rely on dozens or even hundreds of APIs that offer a convenient way to do business at speed and at scale. However, all of those APIs need to be actively managed, and that's not convenient. A single human error during a migration or patch (which happen practically all the time) can quickly disappear opportunities for hard-earned revenue. That's why most businesses turn to well-tested automated scripts for software updates. It's a tried-and-true DevOps approach that fully automates the process to make APIs always up to date, practically free of risk. At Software AG, we offer an API for practically everything, enabling you to automate connections with applications, partners and platforms.



How does this unlock innovation?

A key aspect of innovation is speed to market. And without a seamless, automated and high-quality software delivery system, even your most brilliant ideas won't take shape fast enough to be effective.



What webMethods customers are saying:

"Since partnering with Software AG we have optimized healthcare delivery in Israel powered by webMethods. Now more patients not only have access to us, but benefit from an exceptional patient experience."

Maccabi Healthcare



6 Frictionless file transfers

We know—managing file transfers seems like a decades-old problem. But in a world where business is more remote than ever before, and security concerns sky-high, the status quo needs to be revisited. Large files? Inconsistent network connections? Tricky protocols? Find a way to know—with a surety—that your files are received at the right time and by the right person.



How does this unlock innovation?

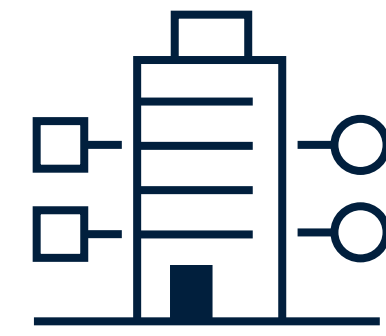
Even in 2022, documents are the bedrock of business. Getting the contracts in place and to the right people with full visibility gets you started faster.



What webMethods customers are saying:

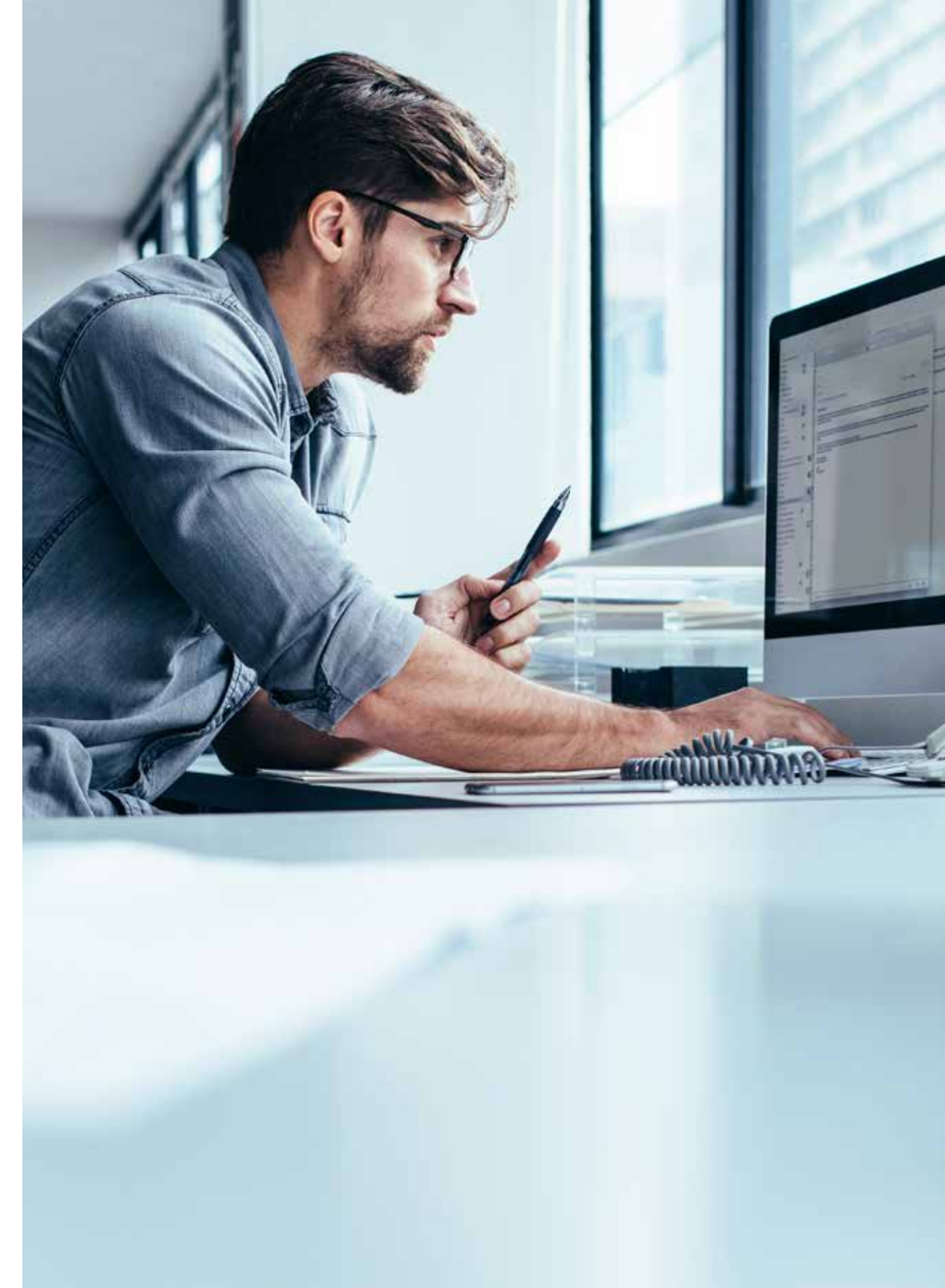
We selected Software AG as a partner due to its demonstrated commitment to understanding our unique business challenges and its creation of a flexible implementation plan that aligned to our needs and those of our stakeholders.”

AEMO



7 Catch B2B up to consumer trends

Consumer trends are driving a need for rapid digitalization. B2B demands may lag behind, but not by much. The businesses that can transact faster are better vendors and better partners. As you look to innovate at the B2B level, think about the same modern digital tools that are used for consumer transactions—built-in integration, APIs, automations, web-based user interfaces. As you treat B2B relationships and transactions like consumer ones, you will be ahead of the curve.



How does this unlock innovation?

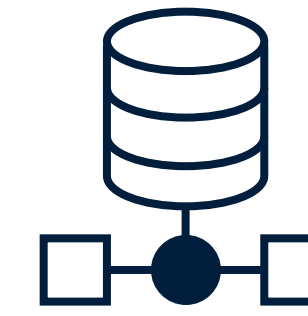
Simply put? Faster, easier digital transactions make you a better partner. Reducing friction while ensuring rock-solid security can be the difference in an undifferentiated B2B marketplace.



What webMethods customers are saying:

“ANA cannot fly without Software AG’s integration platform webMethods.”

ANA



8 Don't write off your mainframe

Innovation isn't about starting over. It's about starting where you are and making it work better. Nowhere is this more true than it is of your mainframes. You use them because they are stalwart and reliable. The mainframe apps you have been using for years (even decades?) work—but they could do more. They could be connected to the cloud. Partners could access them. Etc.



How does this unlock innovation?

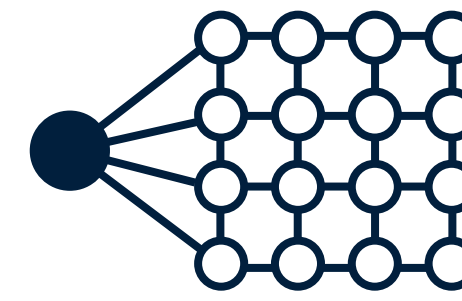
Retain the stability and integrity of key systems while adding new self-service and mobile tools that delight your customers.



What webMethods customers are saying:

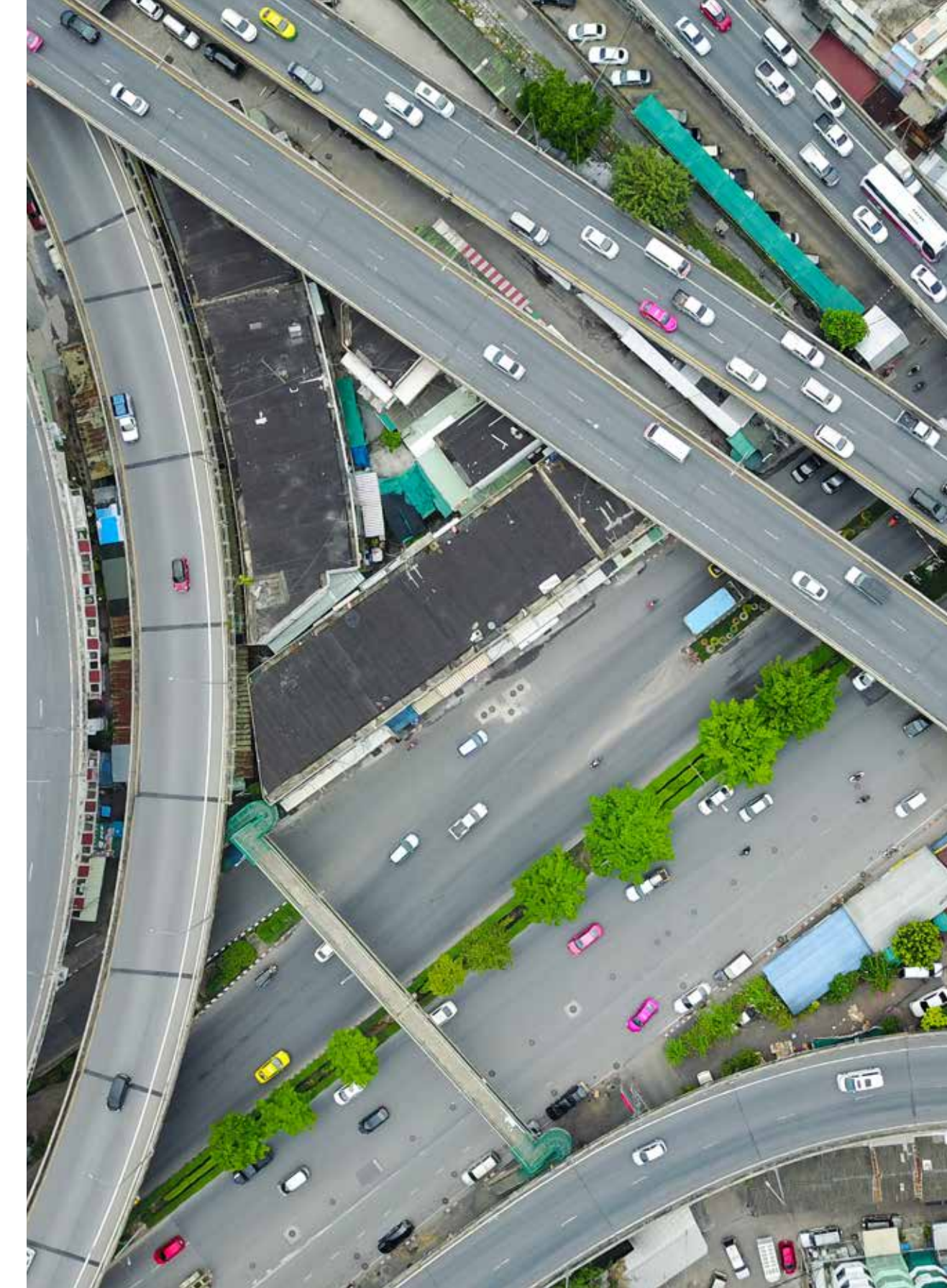
We are a fast-growing company with many different IT systems. webMethods helped us gain an overview of all the data flows in the company, and we're ready for more—for our company's business transformation."

Prinzhorn



9 Connecting better using... connectors

In 2022, you shouldn't start from scratch. Ever. Find connectors that will allow you to reuse the hard work that others have done so you and your developer teams can focus on adding value elsewhere. When it comes to integration and API management, let the connectors—and “recipes” that offer handy pre-built workflows—do the work for you. All connectors are not created equal. Connectors to simple API-enabled SaaS apps may be easy to whip up, but connecting to on-premises packaged apps is no walk in the park. And writing device connectors is expert-level work.



How does this unlock innovation?

When you are using connectors and recipes, you and your team can focus on where your company can make its unique difference.



What webMethods customers are saying:

Using Software AG's technology helps us serve our high-end customers faster and cater to their needs better. We were able to build the majority of the application in just weeks and realized tangible business results in just a few months.

The Star Entertainment Group



10 Monitor this, that and everything

When you look at the world of monitoring services, APIs, and B2B transactions flying across cloud and on-premises systems, it is wild. Important bits of data can fall through the cracks. This is especially true when you build applications that span multiple functional areas—cloud workflows, on-premise connectivity, partner transactions and API calls. When something goes awry, it can be near impossible to identify the source of the problem, let alone how to solve it. Innovators will have eyes on everything so they aren't stuck wondering what happened. Instead they will have systems in place to react in real time.



How does this unlock innovation?

It allows you to focus on how to make things work better instead of sinking resources into trying to identify the problem to fix.



What webMethods customers are saying:

Software AG has a thorough understanding of the challenges we face, and in just three months have delivered a platform which enables us to break down information silos and share information quickly, effectively and, most importantly, securely.

UK Army

Congratulations!

If you find a platform that allows you to do everything in this list, you will have found the key to unlocking innovation within your organization. It will give you the innovator's advantage over a sea of competitors, making all the difference between being disrupted and being the disruptor.

webMethods can be that platform for you. It can give you complete control over your APIs and microservices. It can enable seamless, reliable connections across every imagineable input, output and data point. And it can integrate every IT investment—past, present and future.

We have a team of integration, APIs and microservices experts who would love to help you use webMethods to unlock innovation.

If you're interested, visit softwareag.com/webmethods



The digital transformation is changing enterprise IT landscapes from inflexible application silos to modern software platform-driven IT architectures which deliver the openness, speed and agility needed to enable the digital real-time enterprise. Software AG offers the first end-to-end Digital Business Platform, based on open standards, with integration, process management, in-memory data, adaptive application development, real-time analytics and enterprise architecture management as core building blocks. The modular platform allows users to develop the next generation of application systems to build their digital future, today. With over 45 years of customer-centric innovation, Software AG is ranked as a leader in many innovative and digital technology categories.

Learn more at SoftwareAG.com.