Case Study: Medium Enterprise Financial Services Company

Introduction

This case study of a medium enterprise financial services company is based on a June 2015 survey of CA Technologies API Management customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

- Primary business goals of API Management project:
    - Differentiate service delivery
    - Develop new markets and create new revenue streams
    - Improve operational efficiency and agility
    - Link IT projects to revenue generating initiatives
    - Improve employee productivity through a better IT experience
- Primary digital initiatives for API Management project:
    - Provide an omni-channel experience
    - Expand engagement with the Internet of Things/Industrial Internet
    - Open up data securely and capture new markets
    - Unlock the value of data and optimize the value chain
- Uses digital transformation via separate, discrete initiatives (not always coordinated).

Use Case

- Areas digital transformation investments are directed:
    - Development of apps and services focused on digital channels
    - Solutions to integrate and optimize activity across digital channels
    - CRM to coordinate activity across the customer lifecycle
- Systems/environments that will be integrated with CA API Management:
    - CRM systems (Siebel, Salesforce.com, MS Dynamics)
    - Enterprise data (databases, data warehouses)

Results

- Solved the following operational challenges after deploying API management:
    - Improved business / resource agility
    - Allowed integration with mobile employees/customers / partners
    - Adopt new business channels quickly
- API programs benefited business by:
    - Creation of new business models
    - Ability to act quickly on opportunities
- Achieved significant measurable benefits from:
    - Customer acquisition
    - Customer retention
- Took 2 – 3 months to go live with their first API Management project.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Financial Services

About CA Technologies API Management

CA API Management accelerates digital transformation by providing the capabilities to bring systems together, secure these integrations, deliver customer experiences and capitalize on new opportunities.

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