

# Case Study: Large Enterprise Consumer Services Company

## Introduction

This case study of a large enterprise consumer 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:
  - Develop new markets and create new revenue streams
  - Improve operational efficiency and agility
  - Gather insights on customers through any channel they do business
  - Improve employee productivity through a better IT experience
- Primary digital initiatives for API Management project:
  - Accelerate mobile app development
  - Provide an omni-channel experience
  - Open up data securely and capture new markets
- Uses digital transformation via separate, discrete initiatives (not always coordinated).

## Use Case

- Areas digital transformation investments are directed:
  - Infrastructure and tools to accelerate software development/delivery
  - Solutions to integrate and optimize activity across digital channels
- Systems/environments that will be integrated with CA API Management:
  - Mobile
  - Enterprise data (databases, data warehouses)

## Results

- Solved the following operational challenges after deploying API management:
  - Improved data protection of critical corporate/customer information
  - Allowed integration with mobile employees/customers / partners

### 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:  
**Large Enterprise**

Industry:  
**Consumer 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.

#### Learn More:

[CA Technologies](#)

[CA Technologies API Management](#)