Case Study: Small Business Computer Software Company

Introduction

This case study of a small business computer software 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.

> "
> "API Management has increased our revenue stream."

Challenges

- Primary business goals of API Management project:
    - Differentiate service delivery
    - Make it easier for prospects to review and buy products
    - Improve employee productivity through a better IT experience
- Primary digital initiatives for API Management project:
    - Accelerate mobile app development
- Uses digital transformation as a fundamental part of everything they do.

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
- Systems/environments that will be integrated with CA API Management:
    - CRM systems (Siebel, Salesforce.com, MS Dynamics)
    - Mobile
    - Cloud/IoT/Industrial Internet
    - Sensors/devices

Results

- Solved the following operational challenges after deploying API management:
    - Increased development velocity/project execution speed
- API programs benefited business by:
    - Creation of new routes to market
    - Ability to act quickly on opportunities
- Achieved significant measurable benefits from:
    - Customer retention
    - Overall revenue
- Took > 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:
Small Business

Industry:
Computer Software

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:

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CA Technologies API Management