

Case Study: S&P 500 Financial Services Company

Introduction

This case study of a S&P 500 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
 - Make it easier for prospects to review and buy products
 - Shift IT from a cost center to a profit center
 - 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
 - Unlock the value of data and optimize the value chain
- 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
 - Infrastructure and tools to accelerate software development/delivery
 - Infrastructure and tools to improve user experience
 - Solutions to integrate and optimize activity across digital channels
 - Adoption of Software as a Service to gain rapid access to digital capability
- Systems/environments that will be integrated with CA API Management:
 - Mobile
 - Cloud/IoT/Industrial Internet
 - Enterprise data (databases, data warehouses)
 - Legacy systems

Results

- Solved the following operational challenges after deploying API management:
 - Improved business / resource agility
 - Increased development velocity/project execution speed
 - Allowed integration with mobile employees/customers / partners
 - Adopt new business channels quickly
 - Met regulatory compliance standards
- API programs benefited business by:
 - Opening up of new markets
 - Creation of new routes to market
 - Ability to act quickly on opportunities
- Achieved significant measurable benefits from:
 - New income streams
 - Customer acquisition
 - Overall profit

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:
S&P 500

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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