

Case Study: S&P 500 Professional Services Company

Introduction

This case study of a S&P 500 professional 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:
 - Retain existing customers and reduce churn
 - Differentiate service delivery
 - Develop new markets and create new revenue streams
- Primary digital initiatives for API Management project:
 - 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:
 - Solutions to integrate and optimize activity across digital channels
- Systems/environments that will be integrated with CA API Management:
 - Enterprise data (databases, data warehouses)

Results

- Solved the following operational challenges after deploying API management:
 - Adopt new business channels quickly
- API programs benefited business by:
 - Opening up of new markets
 - Creation of new routes to market
 - Creation of new business models
- Achieved significant measurable benefits from:
 - New income streams
 - Customer acquisition
- Took 5 – 8 weeks 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:
S&P 500

Industry:
Professional 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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