Case Study: Large Enterprise Media & Entertainment Company

Introduction

This case study of a large enterprise media & entertainment 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 and API Management has been an evolution of existing SOA architectural approaches. APIs have simply been an evolution to an existing strategy for us."

Challenges

- Primary business goals of API Management project:
  - Differentiate service delivery
  - Improve operational efficiency and agility
  - 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
- 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
  - 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:
  - ERP systems (SAP, Oracle Financials)
  - CRM systems (Siebel, Salesforce.com, MS Dynamics)
  - Mobile
  - Cloud/IoT/Industrial Internet
  - Sensors/devices
  - Enterprise data (databases, data warehouses)
  - Legacy systems

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
  - Adopt new business channels quickly
  - Met regulatory compliance standards
- API programs benefited business by:
  - Ability to attack and defend quickly
  - Ability to act quickly on opportunities
- Achieved significant measurable benefits from:
  - Share of key markets
- Took 2 – 4 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:
Large Enterprise

Industry:
Media & Entertainment

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