



Lope Doromal Jr.

Chief Technology Officer, IBM Philippines

Run and manage industry solutions via cloud

Driving Innovation thru APIs and the Cloud

Lope A. Doromal Jr.
Chief Technology Officer
IBM Philippines

you 

Since 2000,

52%

of companies in the Fortune 500 have either gone bankrupt, been acquired, or now cease to exist.

72%

are vulnerable to disruption within three years

54%
of CxOs

expect more competitors from outside their industry

Why we're all vulnerable to seismic shifts

Internal Threats

Siloed data and systems

Gaps in expertise and skills

Inability to react quickly

External Threats

Born-on-digital companies that steal market share or rewrite customer expectations

New business models that reinvent our industry and change the game altogether



274,000

Estimated worldwide startups each day¹

Data is transforming industries and professions.

Data is of limited use to business until exposed by an API

By 2020,

1.7 MB

of new information will be created **every second for every human being** on the planet.

The world is being reinvented in code.

50% of B2B collaboration take place through web APIs

By 2017, there will be

1B

connected things in **smart homes**, including appliances, smoke detectors and cameras.

API 

Not having an API today is like not having a website in the 1990s...



Branch



Call Center



Internet Banking



*“The **API Economy** is the commercial exchange of business functions, capabilities or competencies as services using Web Application Programming Interfaces (APIs).”*

IBM RedGuide: Power of the API Economy

Building APIs - Key Considerations



Multi-Cloud Design

Scalable & performant design for multi-cloud deployments



Enterprise API Lifecycle

Syndication, analytics, monetization, runtime & performance enhancements



Developer Productivity

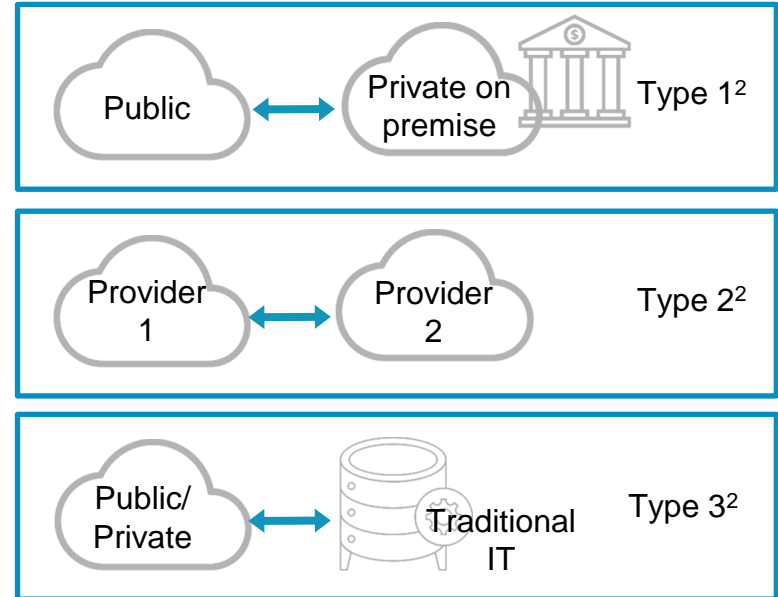
Easy to use security controls for building & exposing APIs from serverless & traditional apps

Hybrid cloud is a key enabler for the API Economy

Hybrid cloud is...

...a composition of two or more clouds (private, community or public) that remain unique entities but are bound together, offering the benefits of multiple deployment models¹.

- *The National Institute of Standards and Technology (NIST)*



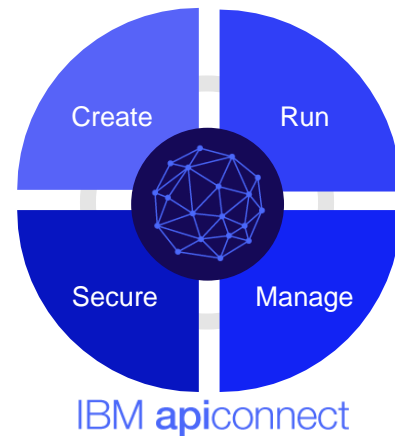
Typical API Management Solutions

Core Capabilities

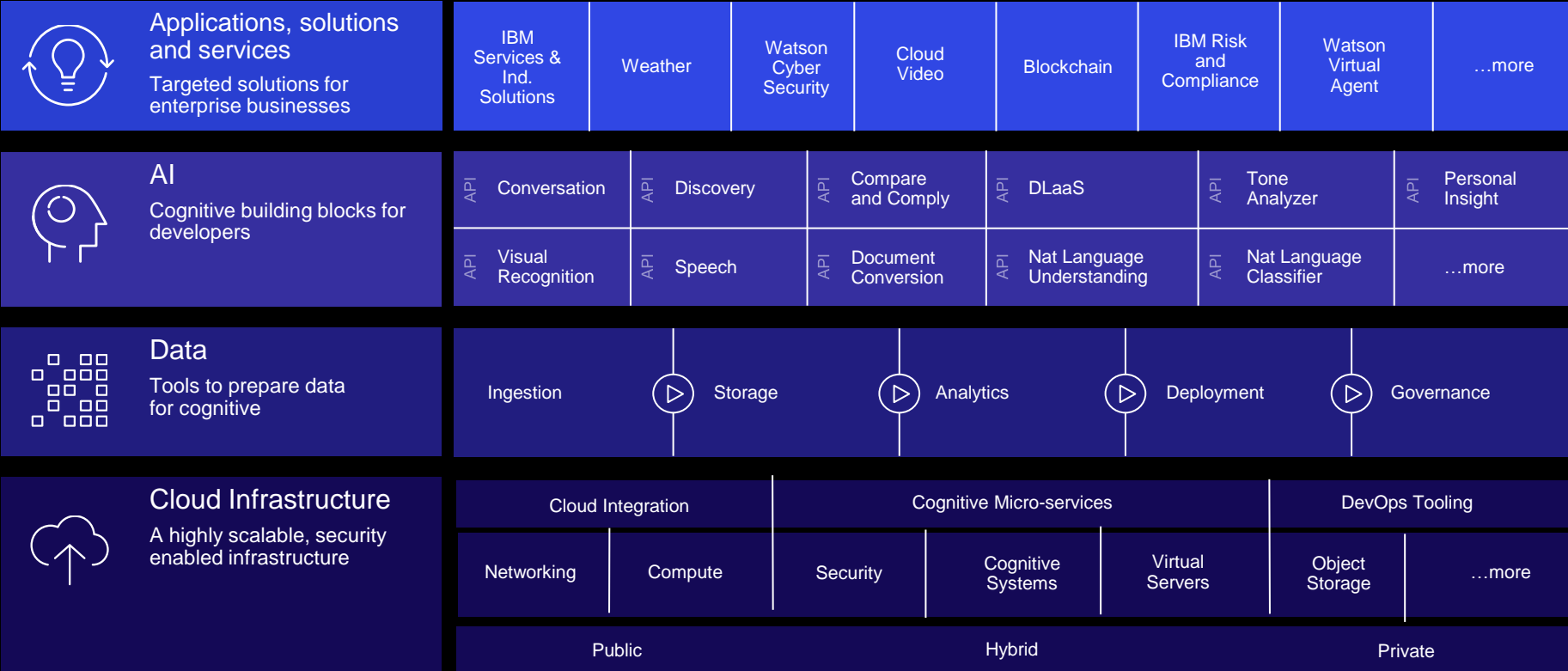
An integrated creation, runtime, management, and security foundation for enterprise grade API's and Microservices to power modern digital applications

Typical Features

- Automated, visual and coding options for creating APIs
- Lifecycle and governance for APIs, Products and Plans
- Multi-language support for creating Microservices
- Integrated enterprise grade clustering, management and security
- Access control over API's, API Plans and API Products
- Advanced API usage analytics
- Customizable, self service developer portal for publishing APIs
- Policy enforcement, security and control



The IBM Cloud, a foundation architected for disruption



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