


# IBM App Connect Enterprise as a Service on AWS

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The rapid adoption of a digital-first strategy has led to the proliferation of applications both on-premises and on multiple clouds

>50%

of organizations estimate they have

>100

applications in their portfolio



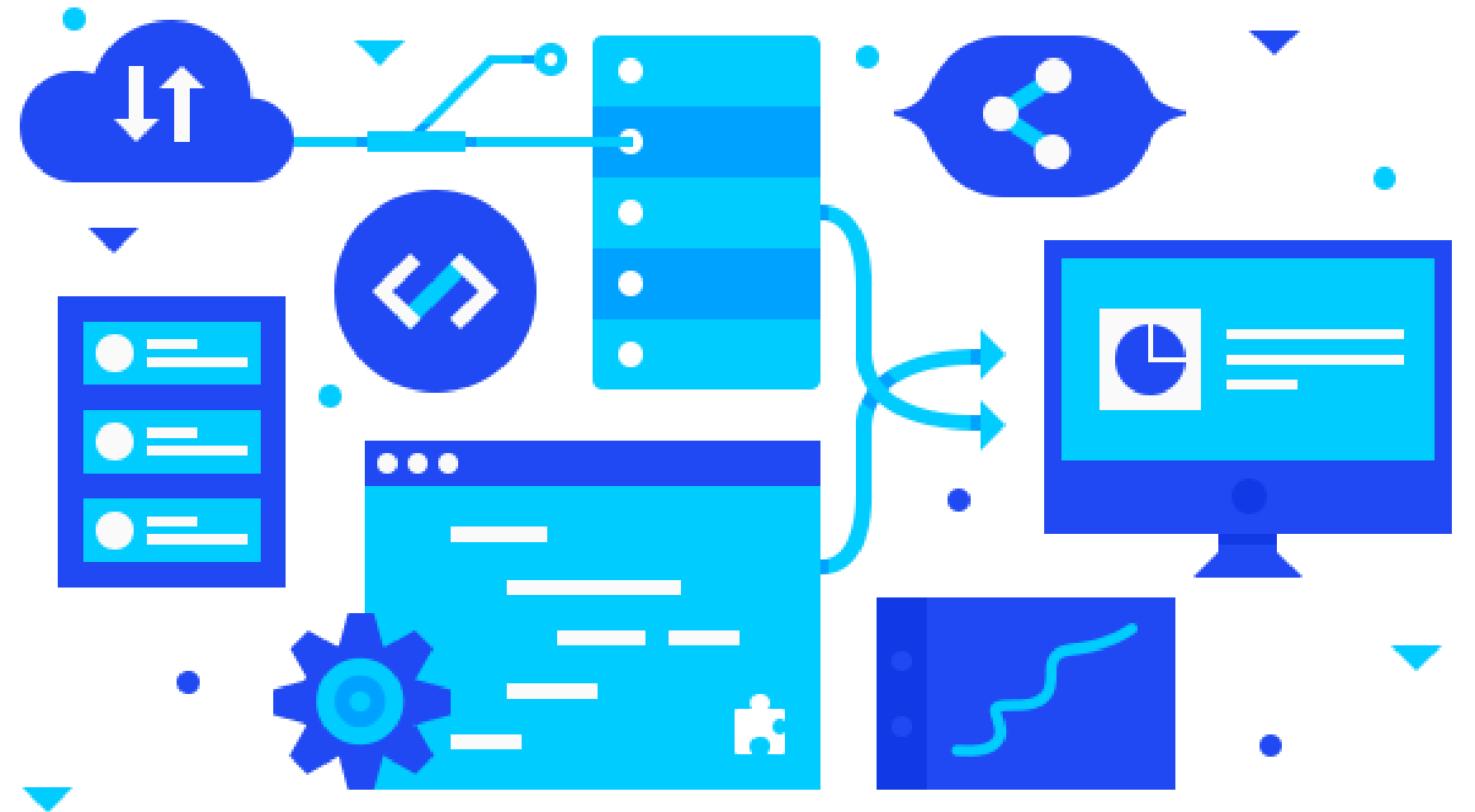
As the volume of apps continue to rise, **connectivity** across the ecosystem has become critical to ensure businesses remain competitive, as well as respond and adapt to market changes quickly





# IBM App Connect

An integration solution powered by **Automation and AI** technology allowing businesses to easily and rapidly connect people, processes, and data across hybrid environments



# Businesses can accelerate integration initiatives with modern low-code and no-code technologies

## New Integrators



### Citizen developer

Need no-code tech to address light & medium complexity integrations



### Business technologist

Need high productivity tools to rapidly assemble integrations



### App / API developer

Need smart tooling to access and expose back-end data



### Integration expert

Need powerful IDE including graphical tools & custom coding



### Integration architect

Need power tools to support wide range of integrations

## Traditional Integrators

By 2026, developers outside of formal IT departments will account for at least 80% of the user base for low-code dev tools, up from 60% in 2021, due to multitudes of citizen development, and executive-sponsored democratization initiatives.

# Ease of Access and Use, Versatility and Low Initial Cost Make App Connect Attractive for All Use Cases



## HR

Optimize hiring process, employee onboarding, account & device positioning, payroll & benefits

## Marketing

Accelerate data enrichment and intent-based campaigns, account-based marketing orchestration

## Finance

Integrate core banking services; Create new digital channel and value-added services

## Sales

Manage opportunity management, lead routing, SLAs, metrics and forecasting

## IT

Automate ticket escalation and management, helpdesk management, threat management

# IBM App Connect Enterprise SaaS

Available on Dec 13, 2022

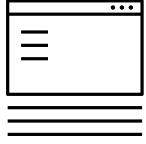
A powerful IBM iPaaS with hundreds of pre-built connectors and templates

Simple, no-code interface equipped with AI-based features


Versatile development environment to build and deploy flows for multiple integration patterns

Built-in management and dashboard tools, to easily administer and govern integrations


Highly scalable and available, multi-tenant integration platform supporting billions of transactions per day



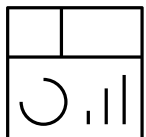
**No code tooling**



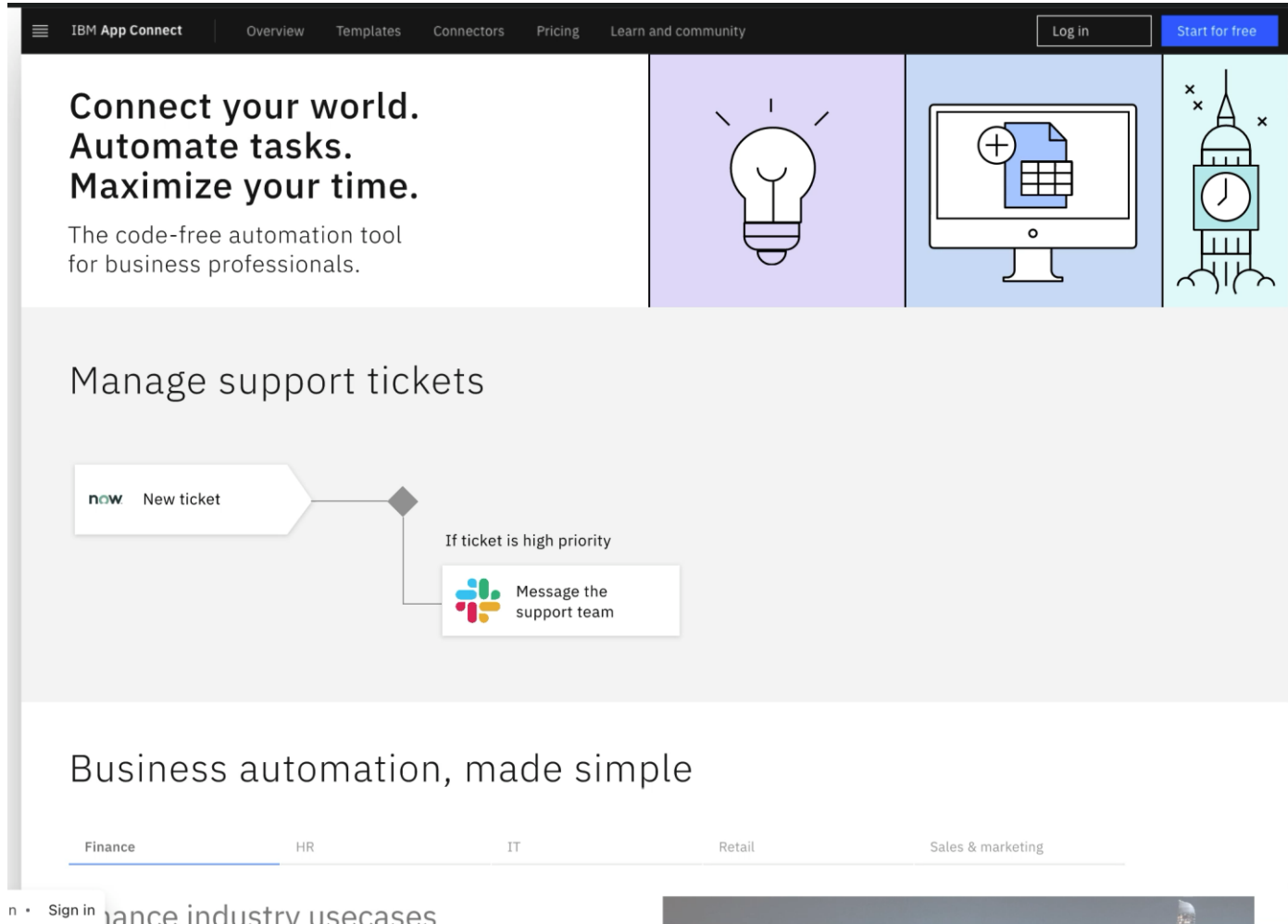
**AI-assisted**



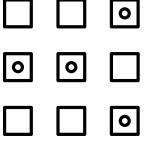
**Powerful IDE**




**Hybrid dashboard**




The screenshot displays the IBM App Connect Enterprise SaaS interface. The top navigation bar includes links for Overview, Templates, Connectors, Pricing, and Learn and community, along with Log in and Start for free buttons. The main content area features a header with the text "Connect your world. Automate tasks. Maximize your time." and a sub-header "The code-free automation tool for business professionals." Below this, there are three icons: a lightbulb, a computer monitor with a plus sign, and a clock. The central part of the interface shows a flow diagram for "Manage support tickets" with a "New ticket" step and a conditional step "If ticket is high priority" leading to "Message the support team". At the bottom, there is a section titled "Business automation, made simple" with tabs for Finance, HR, IT, Retail, and Sales & marketing.




**Business apps**



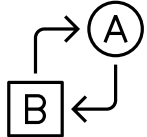
**Data stores**



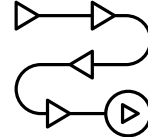
**APIs & Services**




**Enterprise systems**



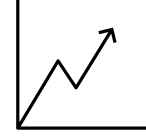
**Sync, load data**




**Orchestrate tasks**



**Build APIs**



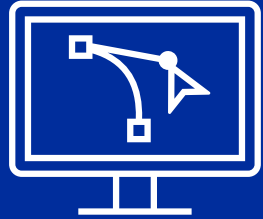
**Respond to events**



**Process files**



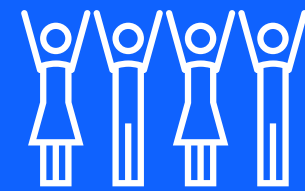
# Integrate Applications, Build APIs, Act on Events



## Connect

Accelerate integration projects with dynamic discovery of new data sources, corresponding metadata, and custom configuration.

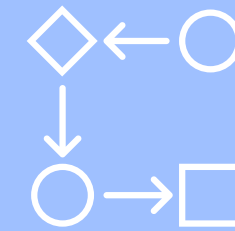
Work with information from hundreds of applications & enterprise data stores with pre-built connectors and templates.



## Access

Democratize integration with powerful no-code capabilities for business technologists and citizen integrators.

Enable seamless collaboration with technical users to share & reuse pre-built integration artifacts.



## Simplify with AI

AI Mapping Assist delivers intelligent mapping recommendations between sources and destination applications by thoroughly analyzing metadata.

Minimize the learning curve for working with new apps and data sources.



## Manage & Monitor

Hybrid management capabilities enable admins to easily manage integrations across cloud and on-premises environments, saving significant operational & administration overhead.

Powerful management and dashboard tools provide visibility into performance and the health of integration flows.

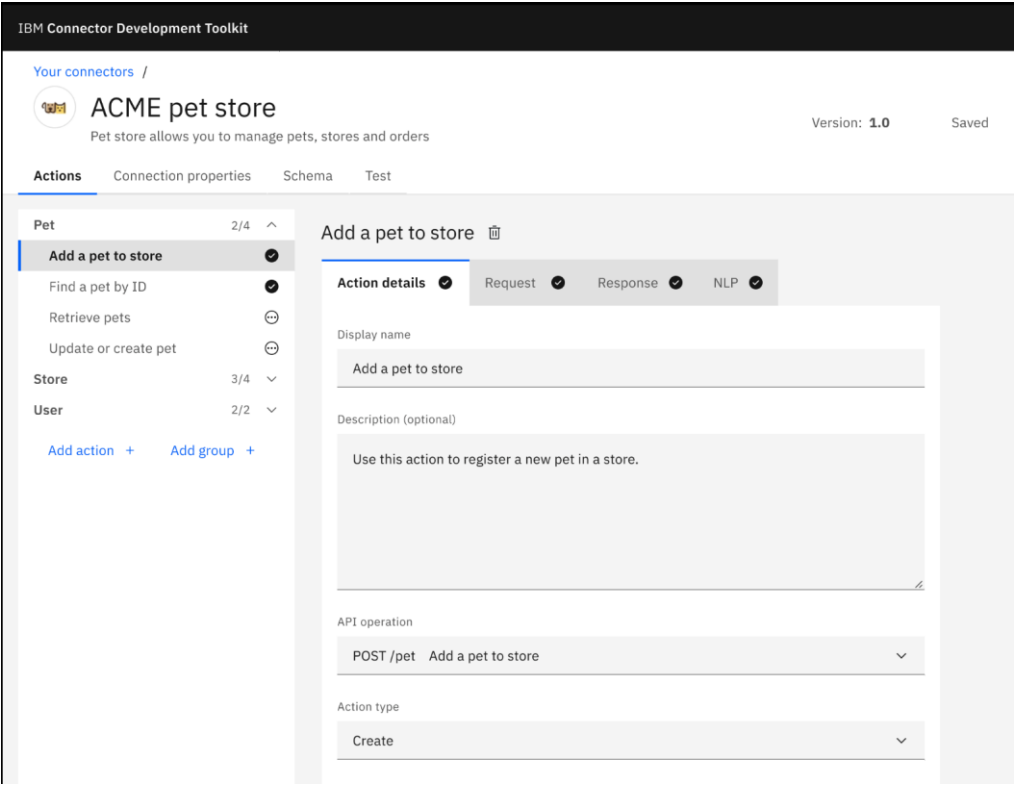
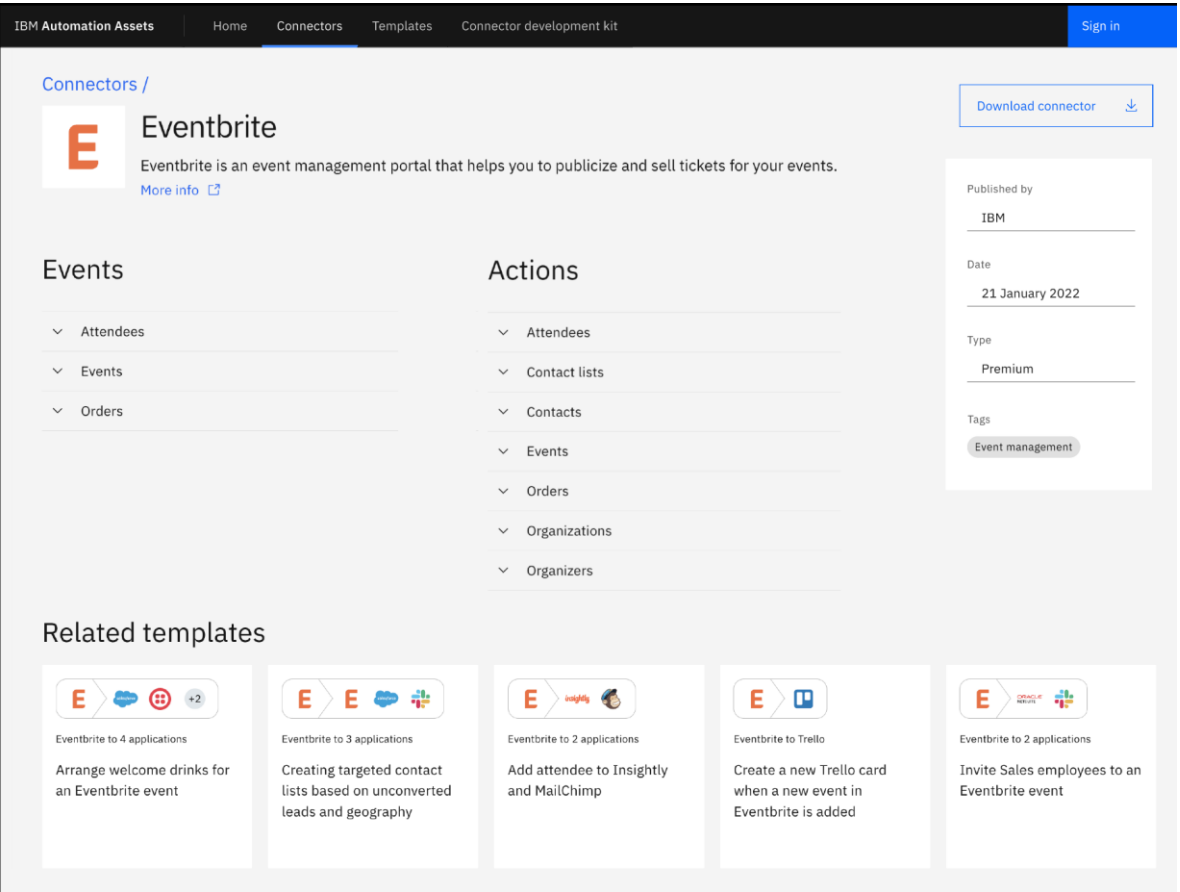
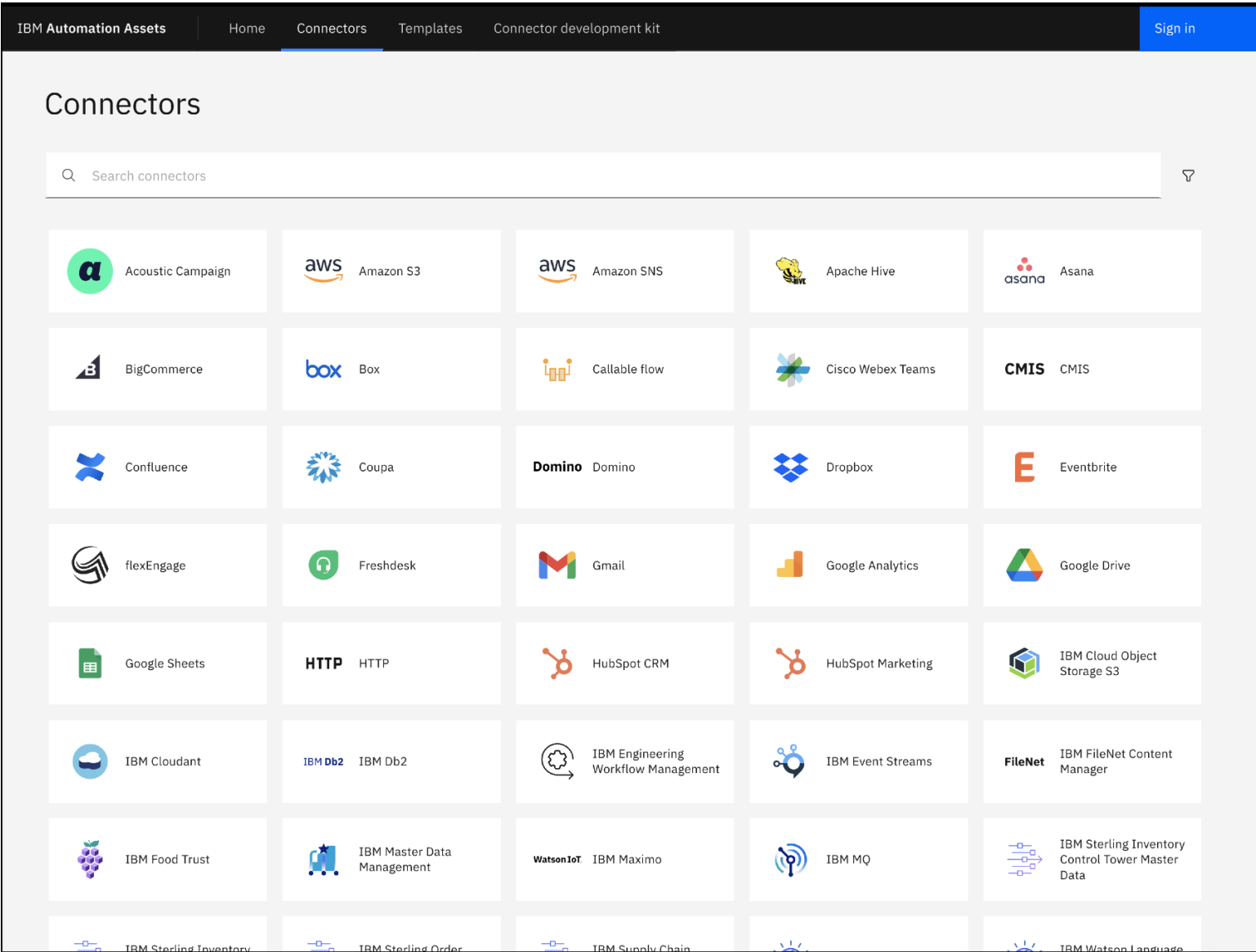


# Connect

Discover a range of premium, technology and community connectors

Inspect capabilities and templates

Build your own using an accelerated connector development kit

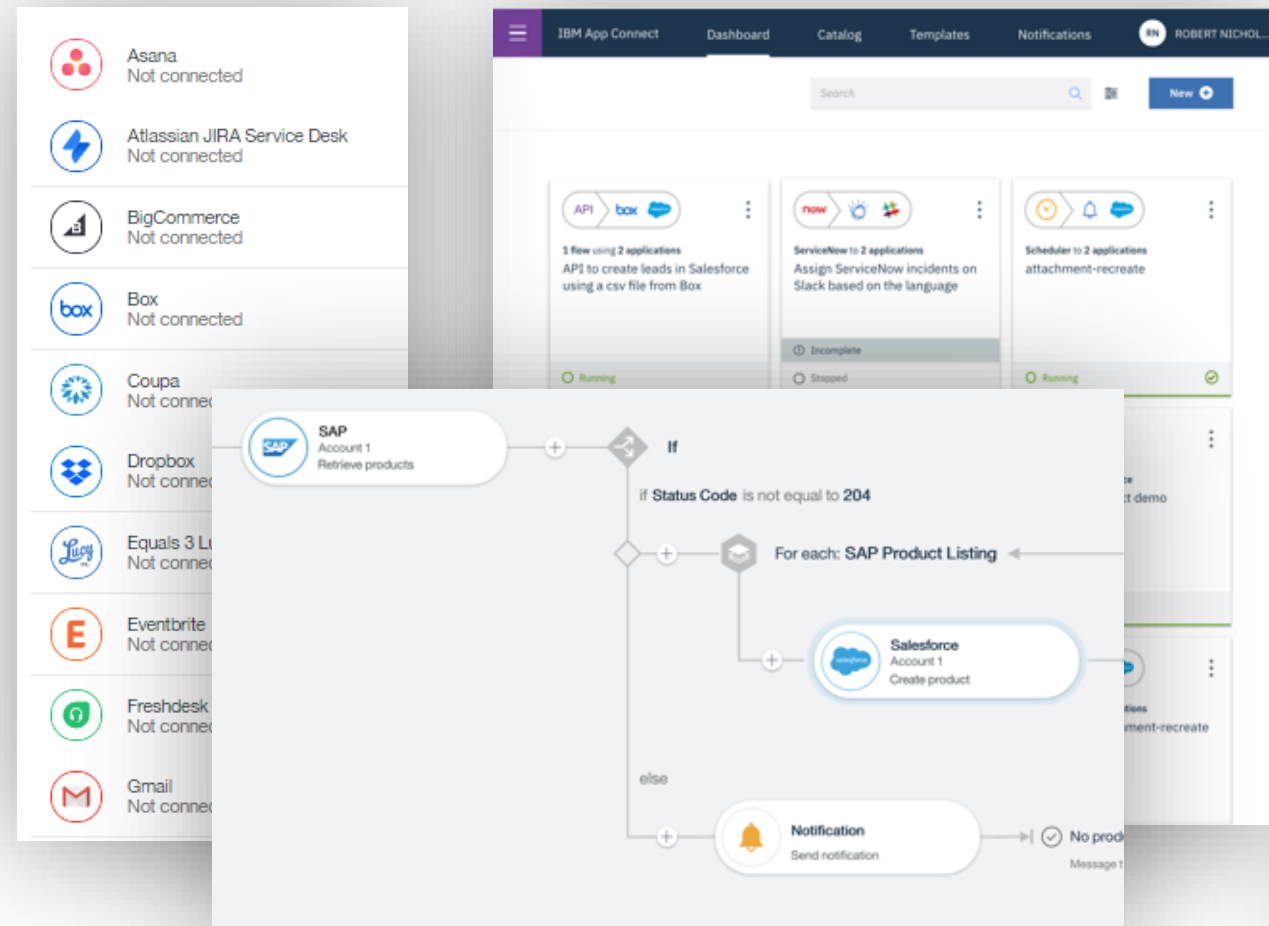


# Access

Newer integrators can seamlessly collaborate with integration experts

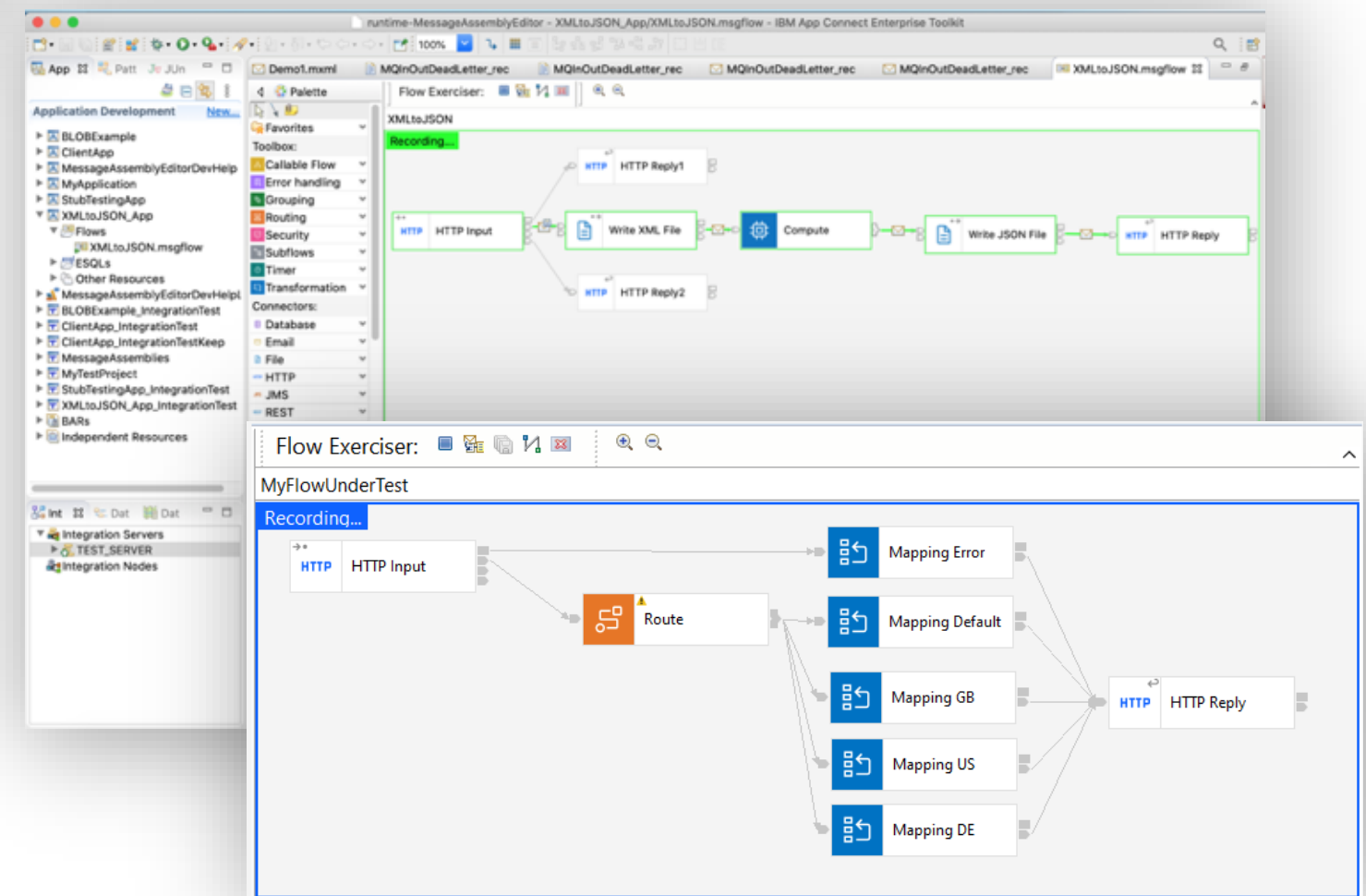
Integrations can be reused throughout an organization

Create complex internal integrations but also empower and enable line of business users



Designer provides an award-winning UI with **no-code** development and **AI-powered** tooling for **business users**

Toolkit provides **feature rich message modelling** with **built-in nodes** encapsulating transports, technologies and applications for **integration experts**





# Simplify with AI

AI-powered mapper simplifies creating integrations with hundreds of pre-built functions

Easily transform data to and from JSON, XML and flat files

Inline guidance and recommendations

Validate flows with visual debugging and generated test cases

The collage consists of four screenshots from the IBM App Connect interface:

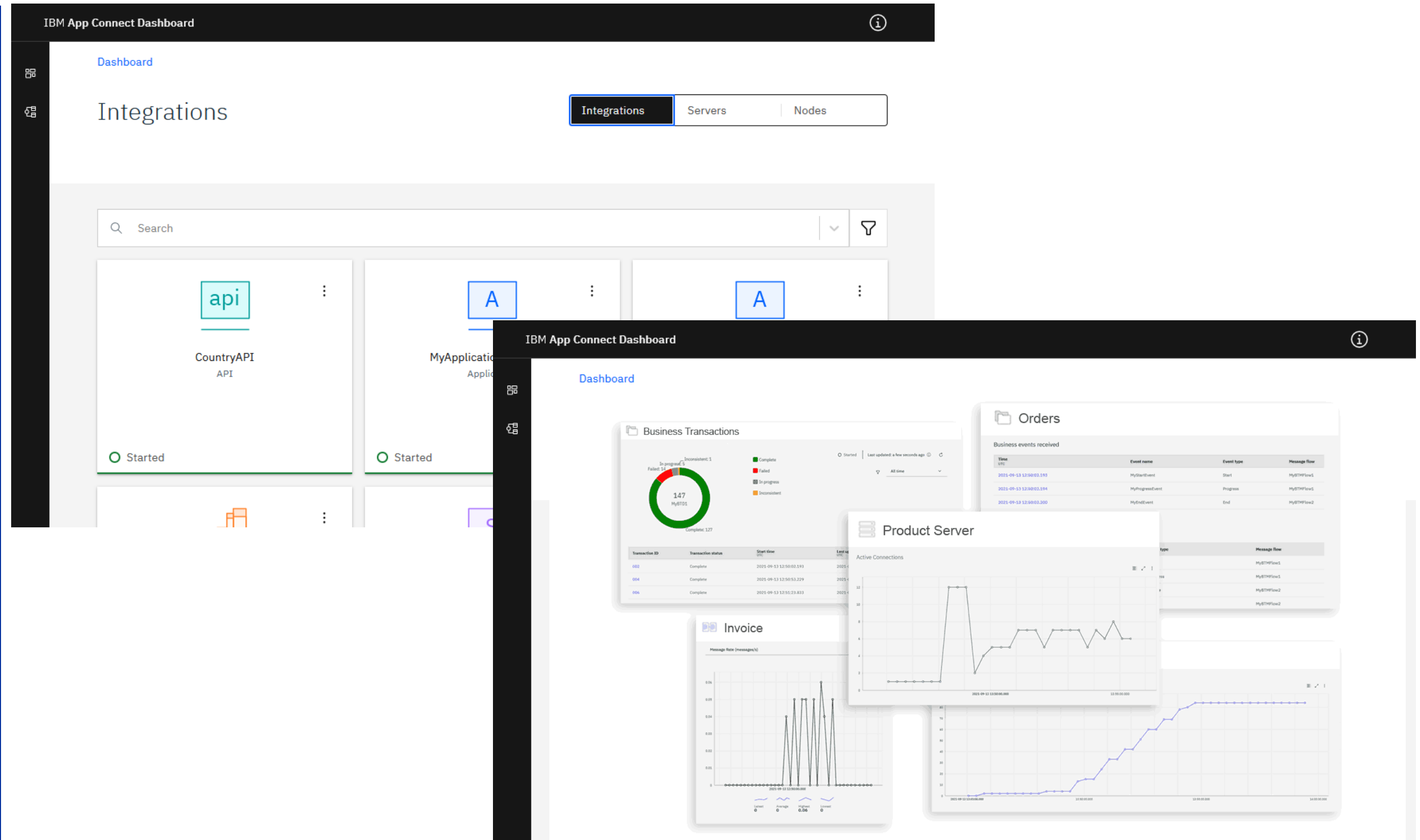
- Top Left:** A 'Create lead' integration flow. It shows a 'Microsoft Dynamics ...' connector (Retrieve leads) connected to a 'Salesforce' connector (Create lead 2). The 'Salesforce' connector has fields for '\*Company' (abc) and 'Street' (abc). A 'Suggested mappings' panel shows 'Salesforce/Retrieve leads/Leads' mapped to 'Street' (abc). Below, a 'JSON Parser/ Parse 2/Parsed JSON' connector is shown with a field 'address\_street' (abc).
- Top Right:** A 'Dashboard / sample data demo' view. It shows a flow from 'Eventbrite' (Retrieve contacts) to 'Gmail' (Create email). The 'Gmail' connector has fields for '\*To' (abc), 'Subject' (abc), and 'Body' (abc). A 'Context and sample data' panel shows a table of contact data.
- Bottom Left:** A 'Generate transformation for "priority"' dialog box. It shows a mapping from 'ServiceNow Ticket Priority value' to 'Salesforce Case Priority value'. The mapping is: Low to Low, Normal to Medium, High to High, Urgent to High. A 'Generate JSONata expression' button is visible, and a 'Generate transformation...' button is at the bottom.
- Bottom Right:** A 'Dashboard / Cognitive analysis of New Incidents' view. It shows a flow from 'IBM Watson Language Translator - Identify' to 'Slack' (Create message). The 'Slack' connector has fields for '\*Where do you want to post the message?:' (customer-messages) and '\*Text' (Customer sentiment from the message: happy and category-1234). A 'Test results' panel on the right shows the flow completed successfully.

# Manage & Monitor

Lightweight dashboard that can securely communicate with multiple deployment locations

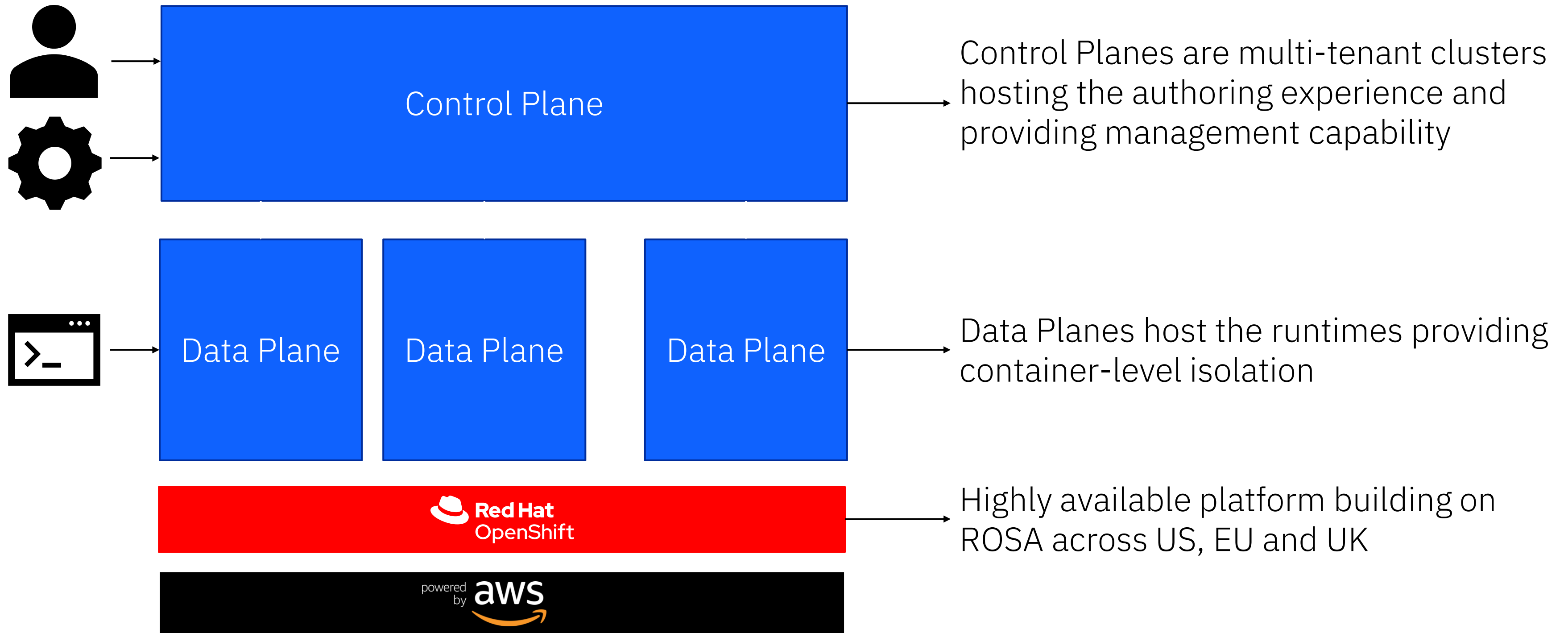
View deployments on-premises, public, private, multi, hybrid clouds in a single control plane

Perform instant health checks, problem determination and troubleshooting across deployments



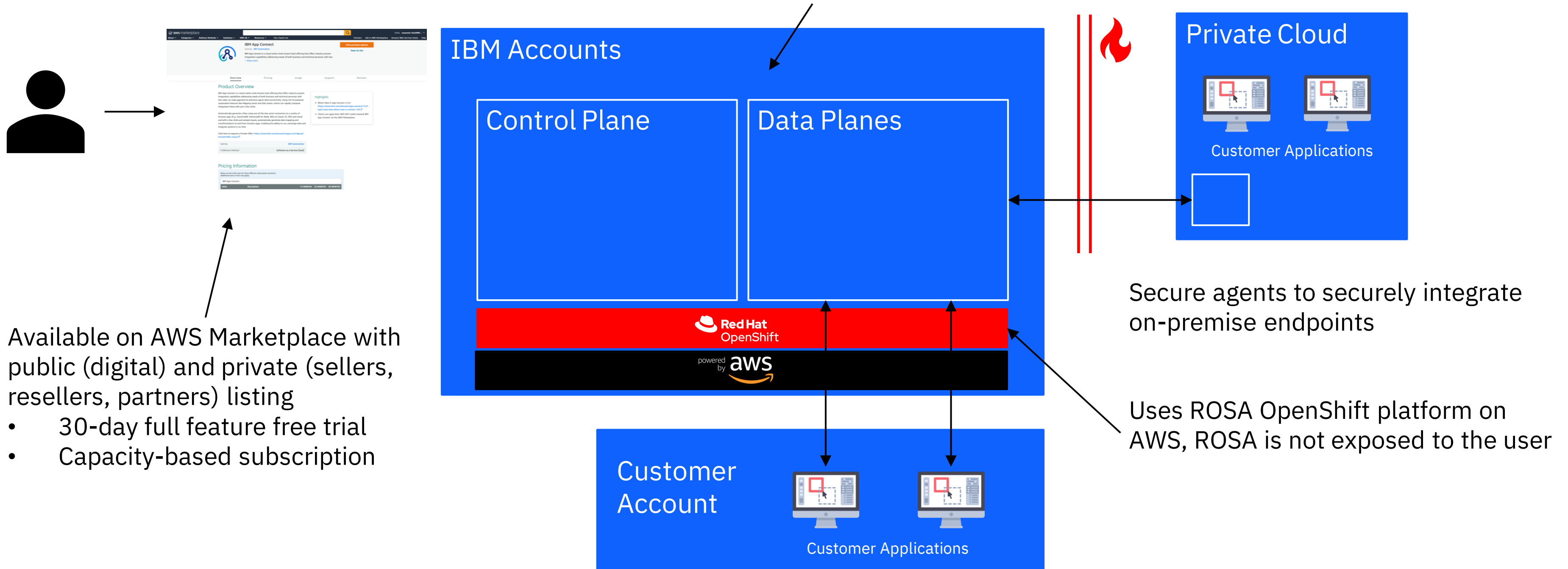


# High Level Architecture



# High Level Architecture

Authoring and management capabilities  
Support for Designer and Toolkit integrations





# Meet **Cool Beans** Coffee Company!

## Demo Scenario



15



**Rashmi**

Sales & Supply Business  
technologist



**Martin**

IT Integration lead

# Meet Cool Beans!

**BLACK FRIDAY**  
**SALE**



16



**Rashmi**

Sales & Supply Business  
technologist



**Martin**

IT Integration lead



# Meet Cool Beans!



17

2x  
sales



Rashmi  
Sales & Supply Business  
technologist

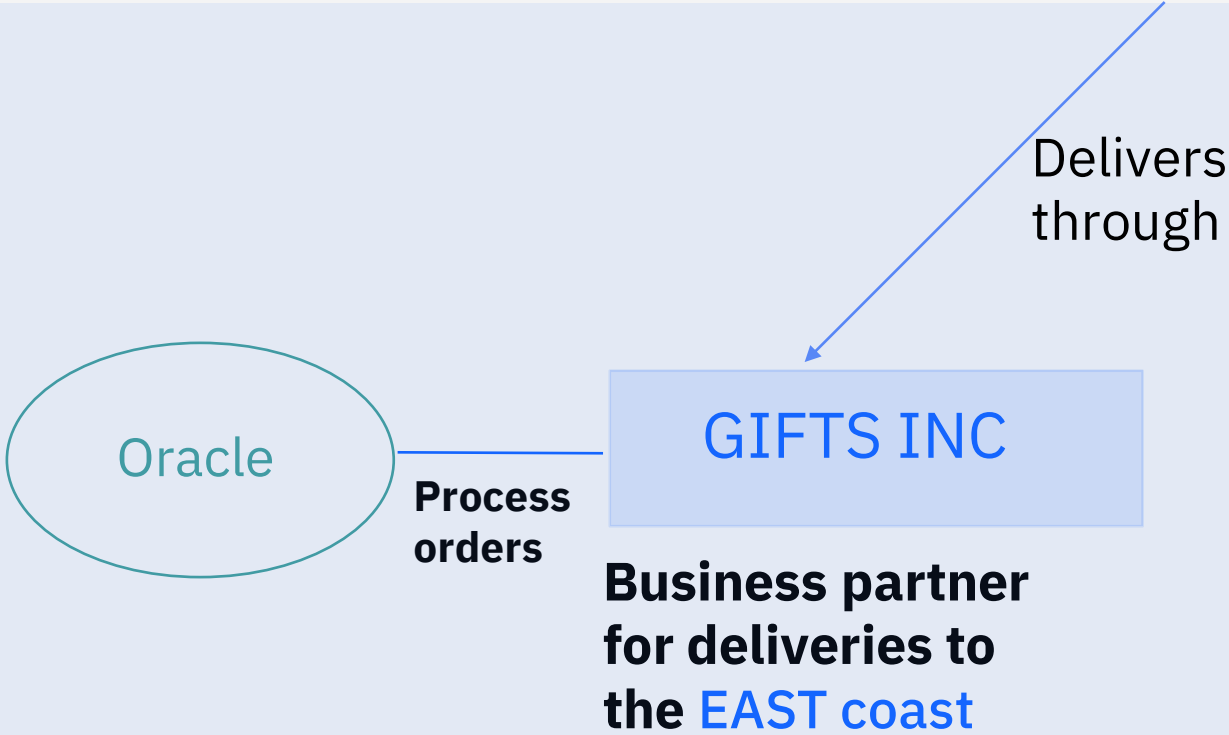


Martin  
IT Integration lead

# Meet Cool Beans!



(STORES IN NY, CA | ONLINE DELIVERIES AVAILABLE )



**Martin**  
IT Integration lead

**Martin creates a template with Oracle connector for east coast deliveries**



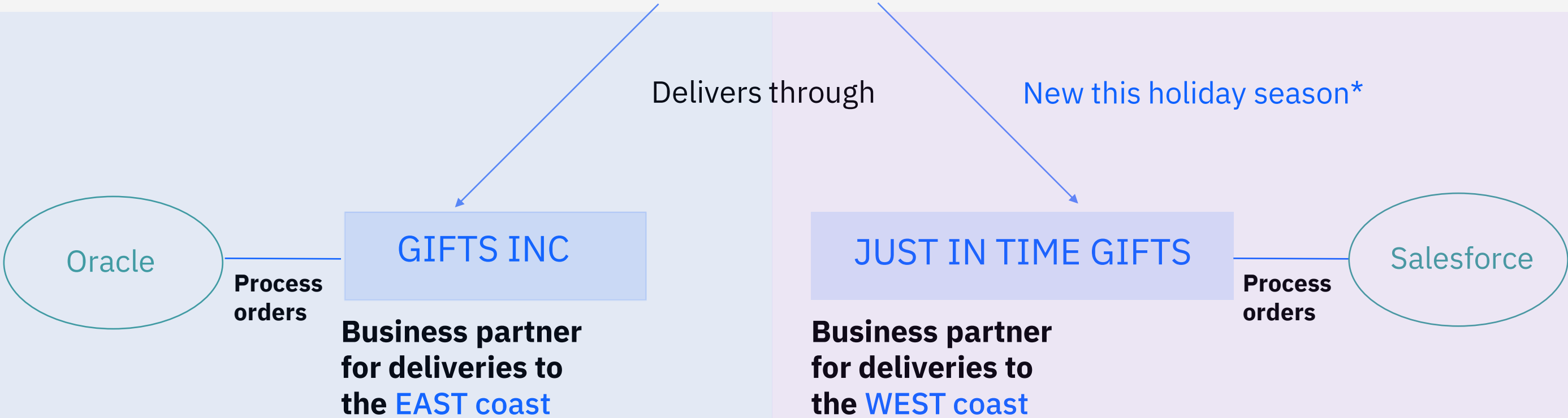
**Rashmi**  
Sales & Supply Business technologist

**Rashmi modifies the template to add Salesforce for west coast deliveries**

# Cool Beans goes bigger

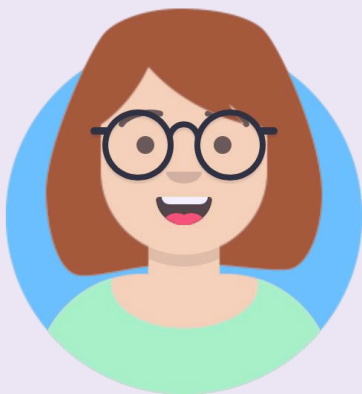


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**Rashmi**  
Sales & Supply Business technologist

**Rashmi modifies the template to add Salesforce for west coast deliveries**



Let's hear from Rashmi & Martin on how they're using **IBM App Connect on AWS**

**Cool Beans.**



# Learn more

## IBM App Connect free trial

Try IBM App Connect for free for 30 days, and learn how you rapidly connect apps and data sources across your enterprise

[Free trial >>](#)

## How to buy App Connect?

Purchase and provision IBM App Connect as a Service from AWS Marketplace to get more from enterprise connectivity today

[Visit AWS Marketplace >>](#)

## Contact IBM

Let IBM show you how you can get more from your APIs while driving your digital transformation.

[Contact us >>](#)

# Thank you



