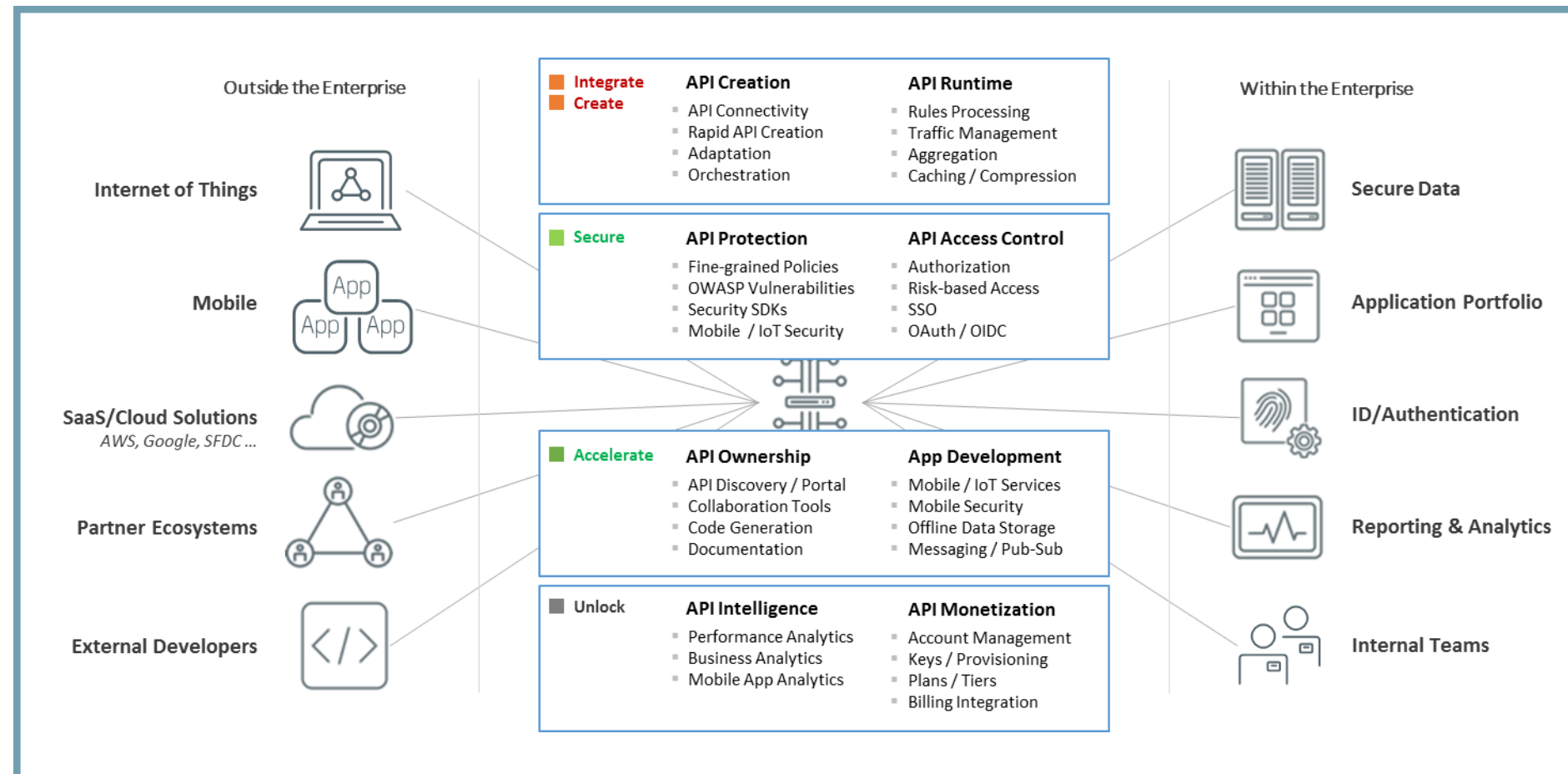


CA API Management to Securely and Efficiently Expose APIs to Partners, Developers, Mobile Apps & Cloud Services

Increasingly, enterprises are opening their data and applications to partners, developers, mobile apps and cloud services. APIs provide a standardized way to open up information assets across the Web, mobile devices, Service Oriented Architecture (SOA) and the cloud. However, to make API information sharing safe reliable and cost-effective, enterprises must deal with critical security, performance management and data adaptation challenges. CA Layer 7's API Security & Management Suite makes it simple for enterprises to address these challenges.. CA API Management combines advanced functionality for back-end integration, mobile optimization, cloud orchestration and developer management. It is unique in its ability to address the full breath of enterprise API management challenges.

Common challenges

- **Opening on premise data and applications to third parties via APIs:** raises security concerns and challenges around ensuring scalability and manageability as user adoption grows and adapting data for consumption by a range of constituents.
- **Protocol orchestration:** As businesses migrate to the open enterprise model, there is a need to connect disparate data/applications across a multitude of environment from legacy to cloud to mobile. The ability to connect these different solutions, their identity management, their protocols, and their data into a seamless solution is critical.
- **Manageability:** A big challenge that businesses face is how to manage a framework that consists of legacy solutions and open solutions across data centers and the cloud. Further, any new solution must integrate with corporate reporting/analytics/BI tools inside the enterprise.



Key features

CA API Management solutions securely enable and protect your business

- **API Security & Management Suite** - Expose information assets for reuse across Web, mobile and cloud, while maintaining the highest data security and IT efficiency standards
- **Developer Access** - Empower internal and external developers to leverage your APIs
- **Mobile Access** - Securely connect the enterprise with mobile apps and smart devices
- **Partner Access** - Share information and services across organizational boundaries
- **Cloud Access** - Remove barriers to adoption of SaaS applications and cloud infrastructure

Benefits and results

- **Developer Access:** empower internal and external developers to leverage your APIs
- **Mobile Access:** Securely connect the enterprise with mobile apps and smart devices
- **Partner Access:** Share information and services across organizational boundaries
- **Cloud Access:** Remove barriers to adoption of SaaS applications and cloud infrastructure
- **Data Access:** Produce a complete working system of data integration, app logic and API

Marquee benefits yielding over **\$1.1M** per year in financial impact are demonstrated for an enterprise with **\$1.0B in annual revenue** as shown on the reverse side of this document. They are illustrative examples of business value achievable through the use of the CA API Management solution.

For more information, please visit ca.com/api





Business Value Estimations

CA API Management benefits can be quantified via a wide range of benefit scenarios. A selection of these is listed below to show common areas measured.



| Business Value Proposition | Business Value Enabler | Specific Measurement | Impact Range ¹ | Key Resources Affected | Average Resource Value ² | Projected Savings / year ³ |
|--|---|---|---------------------------|--|-------------------------------------|---------------------------------------|
| Faster Time to Market for revenue producing applications | <ul style="list-style-type: none"> Provides advanced functionality for backend integration for mobile optimization Provides cloud orchestration and developer management Allows for faster deployment of revenue-generating apps | Early revenue through early release | 3 - 5% | Revenue generated earlier than originally planned | ⁴ \$4,500,000 | \$200,000 |
| Reduced cost due to decreased exploitation of vulnerabilities | <ul style="list-style-type: none"> Prevents successful exploits leading to expensive system damage with unparalleled security capabilities Combines policy management with runtime policy enforcement Prevents system downtime Prevents customer attrition and legal fees | Cost of security breaches | 20 - 30% | Remediation and customer credit/ID protection cost | ⁵ \$790,000 | \$197,500 |
| Reduced revenue impact through improved business services availability | <ul style="list-style-type: none"> Enables application teams to expertly manage mission-critical application infrastructure resources Assures steady revenue streams | Revenue at risk through poor service delivery | 2 - 4% | Revenue loss potential from customers | \$4,500,000 | \$150,000 |
| Reduced service provider resource cost | <ul style="list-style-type: none"> Frees up resources by delegating resource-intensive tasks from the application to the API gateway specialized infrastructure Frees up resources on backend for other apps thereby increasing capacity | Services provider labor costs | 10 - 15% | Number of Admin FTEs | ⁶ 6 | \$97,500 |
| Reduced cost of software maintenance for redundant/replaced solutions | <ul style="list-style-type: none"> Creates opportunity for cost savings through consolidation and retirement of redundant, single purpose, or obsolete tools | Reduction in software maintenance costs | 90 - 100% | Cost of maintenance of replaced software | \$125,000 | \$118,750 |
| Improved productivity for development staff | <ul style="list-style-type: none"> Provides easy to configure policies with out-of-the-box support for many industry standards and proprietary mechanisms Enables 'configure/not-code' approach increases productivity Frees up development resources and assign them to other more useful tasks | Cost reduction in developer labor | 15 - 20% | Number of developer FTEs | ⁷ 15 | \$341,250 |

This table shows some **key benefits of CA API Management**. Your CA Technologies representative can also share additional and more detailed ROI business case examples for this solution by engaging the CA ROI & Business Value Analytics Team. This team works with CA's customers to develop and analyze a comprehensive set of assumptions and environment specific metrics in order to build customized projective business cases.

- ¹ The **Impact Ranges** shown above are typically estimations derived from the analysis of benchmark data which is a composite of data derived from industry analyst published information, interviews with subject matter experts and experiential data from prior projective analyses.
- ² The **Average Resource** column shows resource values representative of the scale of operations for the analyses performed by the CA ROI & Business Value Analytics Team.
- ³ The **Projected Savings** calculations are based on the product of midpoints of the Impact and Average Resources to show a single representative potential annual savings amount.
- ⁴ The **Average Resource Value** selected for this benefit is 10% of \$1.0B in annual revenue of which 5% is touched by the CA solution.
- ⁵ Assumes that 5,000 customers may be compromised per breach incident per year and that the **cost of credit/ID protection required, forensics and legal fees** combined is \$158 per customer..
- ⁶ ⁷ For **FTE labor cost** it is assumed the blended annual fully loaded salary is \$130,000 (\$65 per hour).

Your CA Technologies representative can provide a presentation showing detailed benefit calculations for values in this field. Please note, the values expressed in this table are not a guarantee of achievable results and will vary depending upon your current infrastructure, people, and processes as well as the appropriate, effective implementation, adoption, and use of the CA solution.

