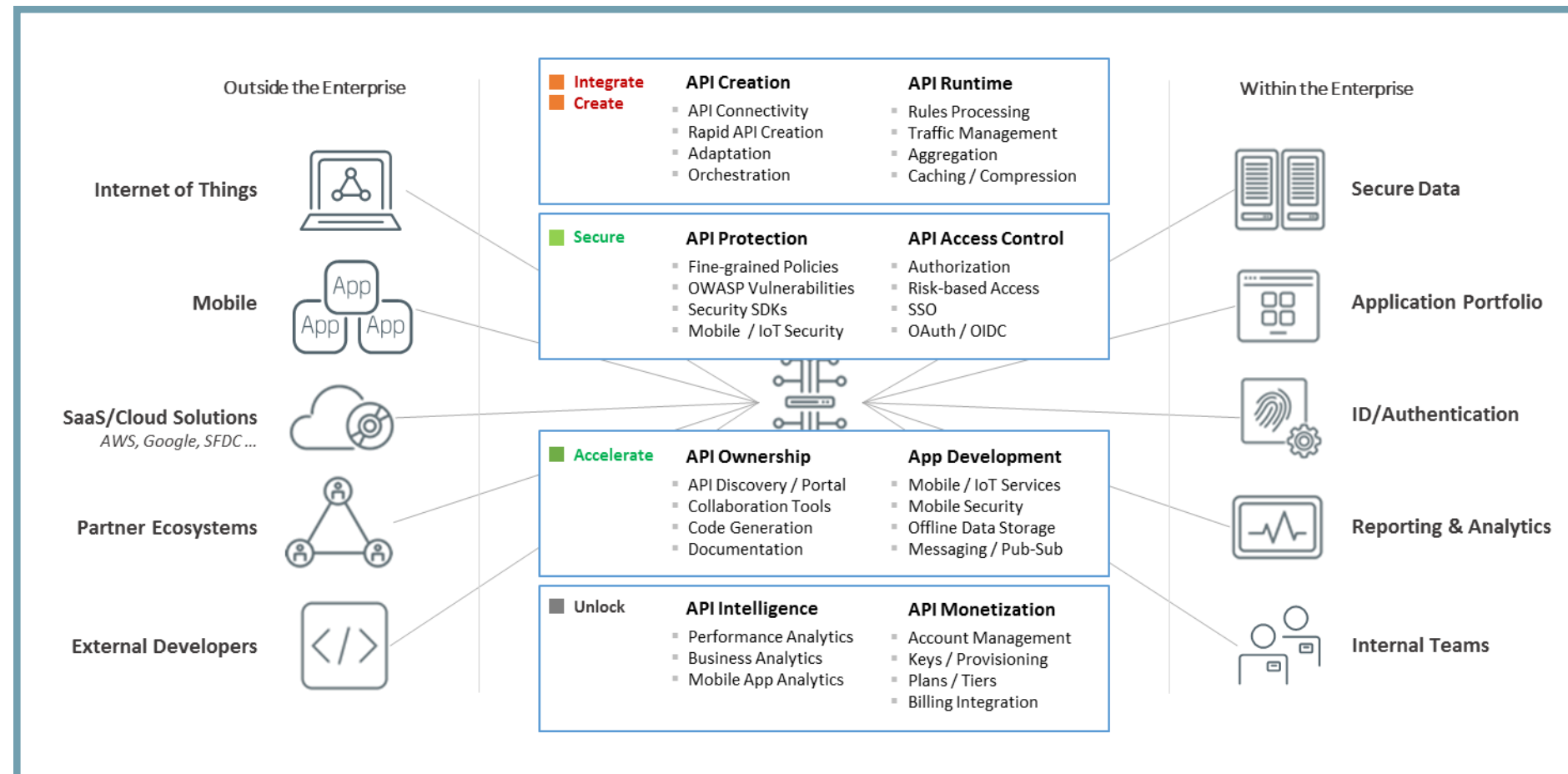


# CA API Management to Securely and Efficiently Expose APIs to Partners, Developers, Mobile Apps & Cloud Services

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

- <sup>1</sup> 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.
- <sup>2</sup> 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.
- <sup>3</sup> 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.
- <sup>4</sup> 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.
- <sup>5</sup> 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..
- <sup>6</sup> <sup>7</sup> 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.

