

Reduce Time and Cost of API Creation and Orchestration and Provide New Revenue Opportunities

CA Live API Creator enables rapid creation of application back-ends for internal applications, mobile development projects, data-as-a-service exposure, IoT enablement and partner integration. It allows the decomposition of large applications into self-contained units containing everything necessary for app delivery: data integration, business logic and a robust API interaction layer. And it does all this in minutes rather than months.

Business Challenges

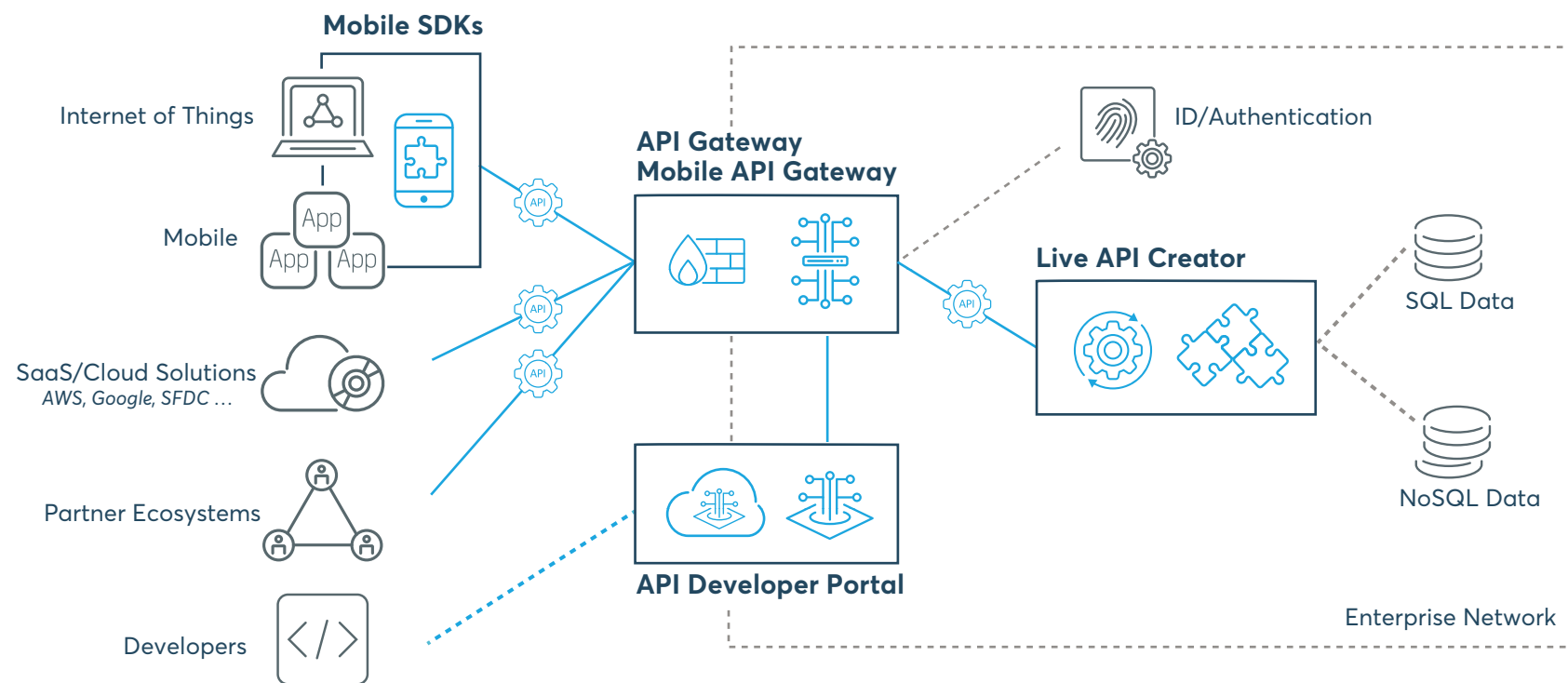
Today, businesses use costly manual processes to create APIs from hand-coded business logic and SQL calls before they can be managed by API Management solutions. Competitive pressures rising from the application economy, however, are pushing enterprises to develop API-based apps faster, unlocking stagnant value from data stores and legacy applications.

Application development is moving toward DevOps processes and microservices architectures that break monolithic applications into logical components. These can be continuously developed and deployed for new projects.

Big data and IoT are driving the explosion of data that needs to be collected, selectively exposed and monetized to create new business models. Industry's response to these trends all point to the need for more and more APIs which are difficult and expensive to build."

As today's enterprise embraces digital transformation, it needs to address all three of these challenges to move forward.

CA API Management—App-to-Data and End-to-End



Key business benefits

- Easier integration and mobilizing of information resources
- Creates opportunities for partnership based on reuse of data and application resources
- Expands existing business models by monetizing valuable enterprise data
- Enables secure data access based on user or role

Key features

- Addresses requirements for rapid development of APIs and application back-ends
- Point and click exposure of REST APIs integrates SQL, NoSQL and external API resources
- Custom APIs combine multiple data sources with uniform business logic
- Supports JavaScript validation, derivation and logic extensibility
- Reactive programming model for business rules, provides order of magnitude productivity improvement over traditional approaches

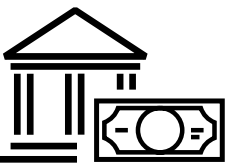
On page 2 of this document, see how CA Live API Creator can enable financial benefits of up to \$1.1m per year.

For more information, please visit <https://www.ca.com/us/products/ca-live-api-creator.html>



Business Value Estimations for CA Live API Creator

Business value can be quantified per 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	Key Resources Affected ¹	Average Resource Value ²	Projected Financial Impact / Year ³
Reduced cost of development and testing	<ul style="list-style-type: none"> Reduce lines of code to be written by using Reactive Logic Reactive Programming is transparent to Business Users so that issues are found sooner Lower developer skill sets required 	Cost reduction in developer labor	30 - 50%	Typical project expense	\$1,000,000 ⁴	\$400,000
Increased security of applications for improved audit compliance	<ul style="list-style-type: none"> Provides fine-grained access control over databases, tables, rows, columns, fields and operations Provides declarative security model that extends to all new APIs / resources without a need for new access control code 	Cost reduction in security resource labor	20 - 30%	Security compliance staff	2 FTEs	\$65,000
Reduced risk of data breaches	<ul style="list-style-type: none"> Avoids exposing more data than is intended Exposes data only to intended users 	Revenue at risk from potential data breaches	3 - 7%	Lost revenue & notification and remediation cost	\$3,000,000 ⁵	\$150,000
Improved opportunities for API monetization	<ul style="list-style-type: none"> Partnership opportunities based on reuse and increased utilization of data and application resources More easily integrating and mobilizing owned data and information Unlock existing enterprise data for data-as-a-service 	Value of new revenue streams	4 - 6%	New revenue streams created	\$6,000,000 ⁶	\$300,000
Improved time to value for revenue generating applications	<ul style="list-style-type: none"> Faster development through all phases of the software development lifecycle 	Earlier revenue streams from faster app releases	15 - 45%	Revenue from new apps	\$600,000 ⁷	\$180,000

This table shows some key benefits of CA Live API Creator. Your CA representative can also share additional and more detailed ROI business case examples for each solution component by engaging the CA ROI & Business Value Analytics Team. This team offers complimentary help to CA Technologies 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 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 the calculated mid-point of annualized resource values captured in reference business case and customer analyses by the CA ROI & Business Value Analytics Team.
- ³ The **Projected Financial Impact** calculations are based on the product of the midpoints of the Impact and Average Resources to show a single representative potential savings value. The labor rates for all FTEs are assumed to be \$65/hour for a 2,000 hour work year.
- ⁴ The **Development and Test Cost Savings** are based on a typical \$1.0M project with 40:1 improvement (i.e., replacing 200 lines of code with 5 rules) in lines of code to be written of which 40% is back-end (60% front-end).
- ⁵ The **Average Resource Value** for a **potential data breach incident** is calculated as 1% of \$300M revenue or \$3.0M.
- ^{6,7} The **Average Resource Value** for **potential API monetization** calculated as 2% of \$300M in annual revenue or \$6M, while Time to Value is calculated as 4 projects per year each 30 days early at \$5,000 per day on average or \$600,000. 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.

