

The Consumerization of Retail API-Driven Omni Channel Commerce



e-Commerce is moving past the browser. Retailers and e-tailers alike want to give customers an immersive shopping experiences across Web, mobile and social media channels. These experiences will be location-specific and contextualized to each shopper's identity and buying history. APIs provide the means for ensuring consistent shopping experiences across online channels. CA Technologies provides a geo-aware and mobile-optimized API management and security platform that enables personal, omni channel commerce.

Building an Omni Channel Commerce Platform Through APIs

Retailers are increasingly seeking to engage buyers everywhere they may be, whether online or in-store. e-Commerce providers are looking for ways to deliver immersive commerce experiences—including consistent content, promotions and rewards—across Web, mobile and social media channels. Retailers want to tailor these experiences to buyers' enhanced identity information (e.g. location, buying history). Achieving all this requires technology able to:

- Access content, commerce, loyalty and promotion functions as APIs
- Integrate APIs from third-party Web affiliates, mobile apps, social networks, geo-location services, customer data sources and ad networks
- Resolve and reconcile a buyer's identity across online channels
- Route content or take an action based on an enhanced identity context (e.g. location or shopping pattern)
- Simplify mobile notifications

CA Technologies provides all the API creation, integration and orchestration features necessary to deliver on this vision of a local, context-aware, omni channel retail.

CA API Gateway for Identity-Enhanced, Context-Aware API Commerce

The CA API Management and Security Suite gives retailers an advanced API platform for creating omni channel retail experiences built upon enhanced identity- and context-driven interactions. Features include:

- API adaptation of retailer content and commerce functions
- API-level integration with cloud/Web/social/mobile services
- SSO and identity federation across online channels
- Logic for building an enhanced "buyer profile"
- Context-sensitive content routing and API orchestrations
- An API Portal for helping developers discover and consume APIs



Using CA API Gateway as a Secure Omni Channel Retail API Platform for Your Customers

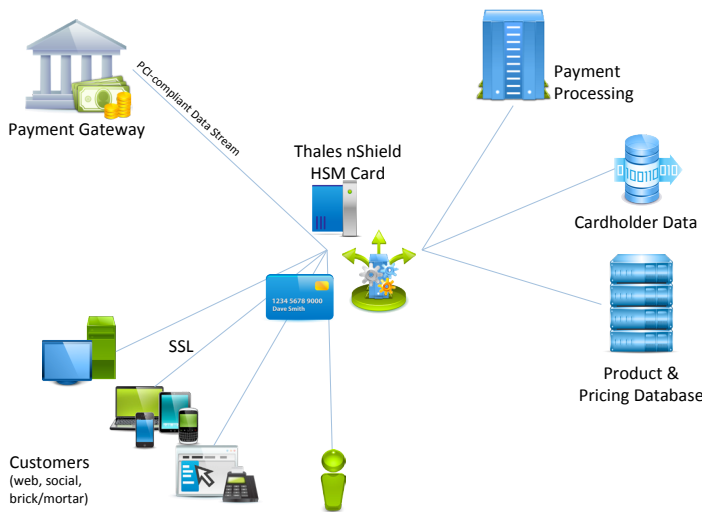
The CA API Management and Security Suite offers a range of key features to enable a omni-channel platform that allows the retail to deliver a brand, rather than multiple channels of a brand—and supports the required technical and regulatory requirements.

CA API Gateway integrate with existing IAM systems, providing SSO for both employees and customers. CA also integrates with social networking sites, allowing SSO to extend beyond the enterprise.

Using the CA API Gateway technology, retailers can ensure all channels see the same database of products, prices, promotions, etc., and all transactions are appropriately secured and encrypted—with additional data validation and verification controls in place to guarantee transactional integrity.

The key benefits include:

- An effective solution to deliver the same information across multiple channels
- PCI-DSS compliance for data security and end-to-end transport encryption
- Advanced OAuth tools to enable context-based authorization and broker cloud-based payment credentials
- Data validation and verification to ensure transactional integrity



For more information, please visit ca.com/api

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