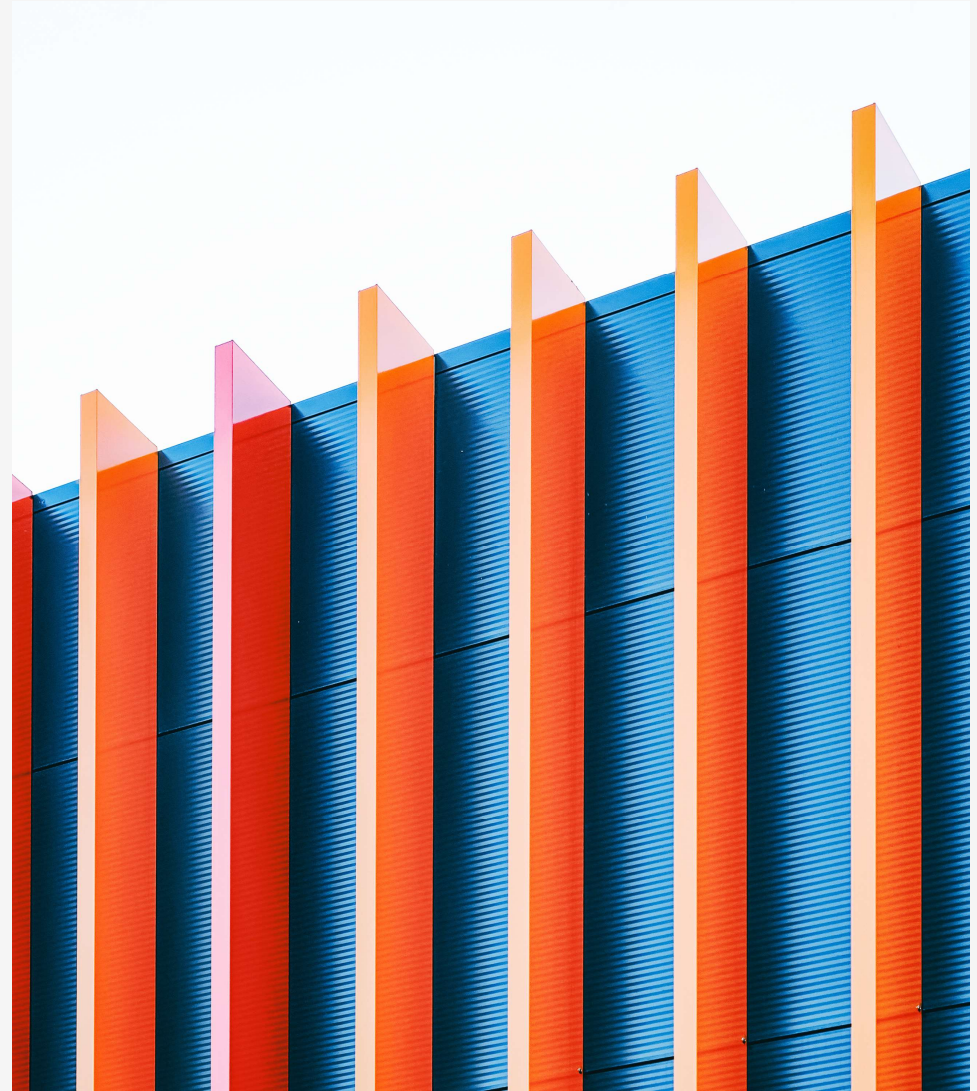


# IBM webMethods

Integration Platform as a Service (iPaaS)

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webMethods/ StreamSets

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Is integration a **competitive advantage** for your organization?

Integration should be a **key enabler** of business success, helping you move faster and overcome challenges



Continual change



Cybersecurity threats



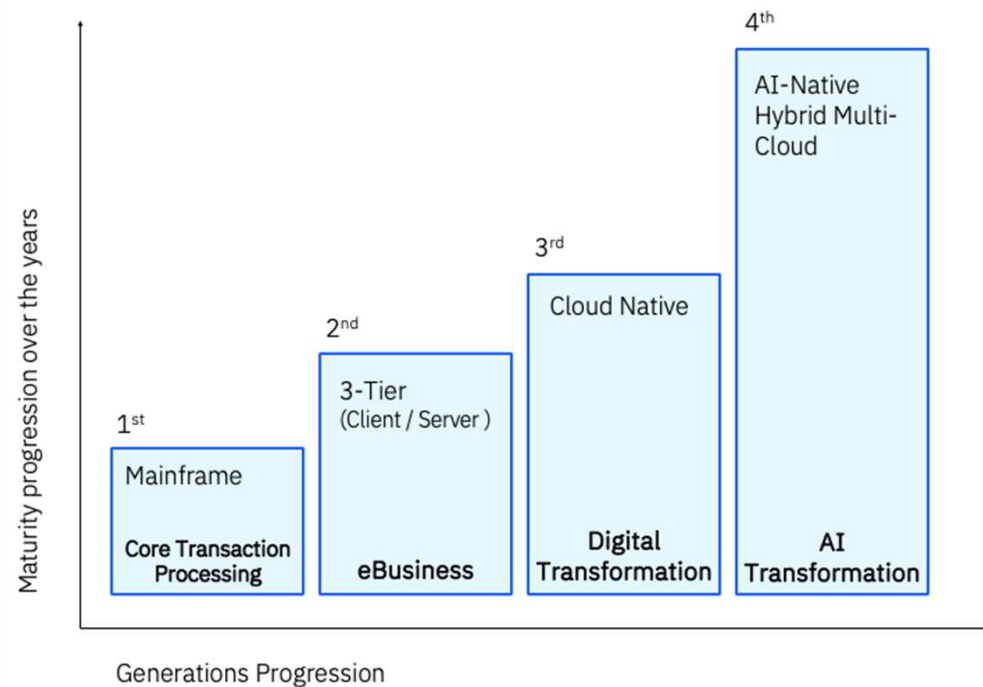
Economic challenges



Regulatory requirements

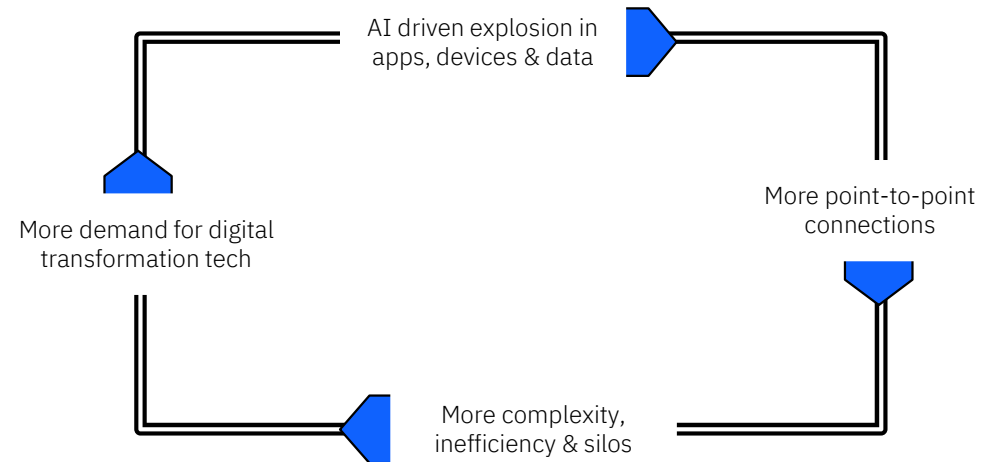
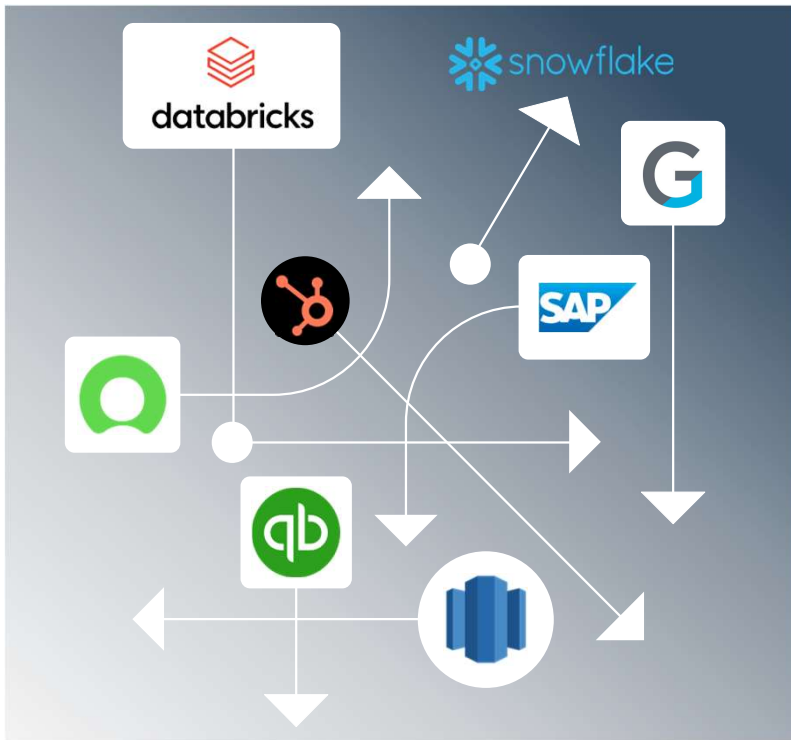
1 billion new applications are expected by 2028<sup>1</sup>

Integration, APIs, and data are essential to success in the paradigm shift to hybrid, multi-cloud, AI transformation



# Businesses today face a chaos of connectivity

Silos of systems and applications make it difficult to effectively leverage their data and derive maximum value



- Complexity is spiraling as digital transformation accelerates
- Current technology is only exacerbating the problem. It's unsustainable.
- Point integration solutions create islands and more siloes, increase operational costs and limit innovation

# Businesses need a platform to achieve their integration goals

Current

Future



Fragmented systems



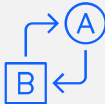
Seamless integration with AI and automation



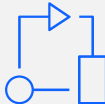
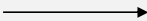
Manual and time-consuming processes



User-centric connected workflows



Vendor lock-in and limited flexibility



Interoperability and open systems

# Integration challenges can have lasting business impact

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## Technical problem

## Business impact

Disconnected systems create difficulty surfacing the right data for the business

Silos prevent fully leveraging your assets for new services, enhanced client experiences, and AI-infused innovation

Incomplete observability, no end-to-end view

Operational inefficiency increases costs, slows issue resolution, and impacts SLAs

Limited access to legacy/on-prem systems from cloud apps

Inability to efficiently modernize and innovate while continuing to drive the business

Multiple IT vendors and tools to connect the systems

Vendor sprawl results in higher costs, specialized skills, reduced productivity

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# The negative business impact compounds over time

Declining  
client satisfaction



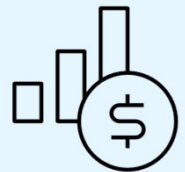
Growing IT backlog,  
slowing essential projects



Stifled growth



Loss of market share



Gartner: 89% of companies will compete primarily on customer experience<sup>1</sup>

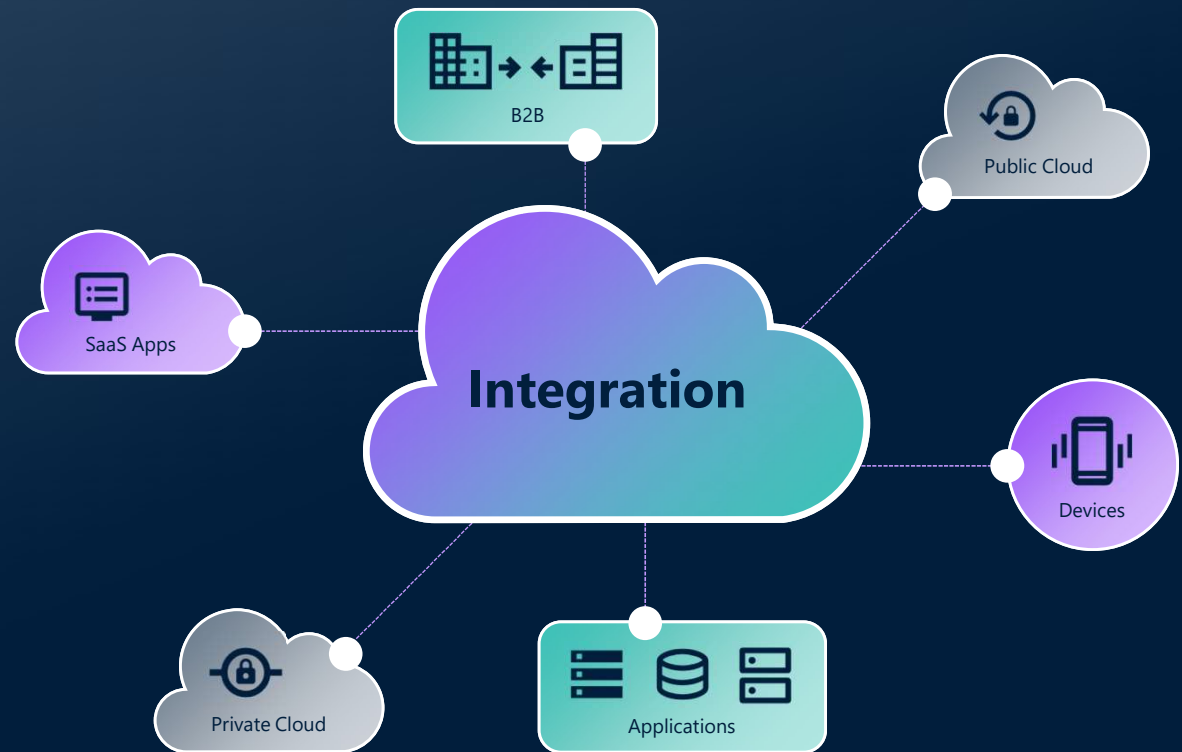
# Integration is a Multi Faceted Problem

That cannot be solved by point solutions

There is a proliferation of Apps, APIs, Events, Files, and B2B Partners and the problem is increasing

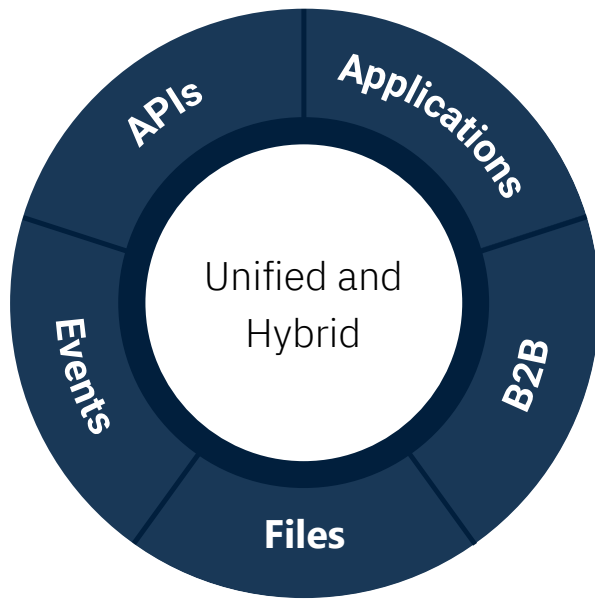
Customers data is now spread across hybrid multi-clouds

- Private, public, hybrid.....
- AWS, Azure, IBM.....
- Across global geographies....
- Legendary and new.....





# IBM webMethods is revolutionizing integration



IBM webMethods is a [unified, hybrid Integration Platform as a Service](#) to help streamline connections, enhance real-time data flow, and simplify operations

- Save time, reduce rework, and eliminate siloed data that hampers growth.
- Stay agile and innovative with seamless integration for apps, APIs, B2B, Files, and Event streams, ensuring continuous growth.

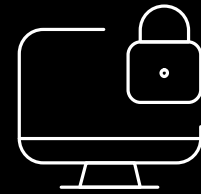
# It's time for a new way to think about Integration— IBM Hybrid iPaaS



Single Integration  
Product with central  
control and  
distributed execution



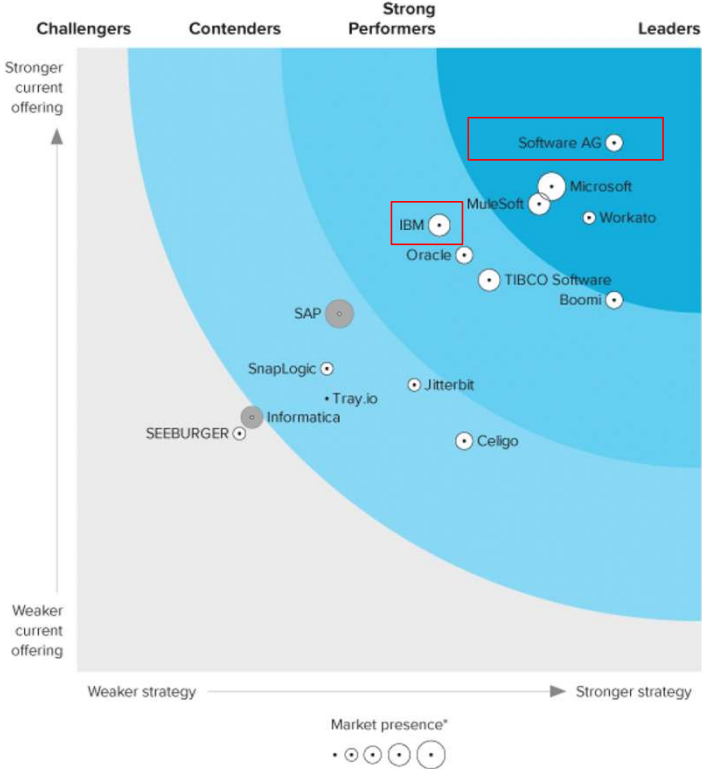
Develop integrations in  
Cloud or Designer,  
Deploy them in  
private/public cloud or  
on-premises



Multi-Cloud orchestration  
and executions of  
integrations with full data  
jurisdiction & control

Together, IBM + webMethods are industry, analyst, and customer leading

iPaaS  
Forrester Wave



API Management  
Gartner Magic Quadrant



# Why IBM webMethods iPaaS is unique



## Central control, distributed execution

Easier compliance and better control of your integration landscape with a unified control plane



## Develop anywhere, deploy anywhere

Work how you like and eliminate duplicate effort



## Data control and governance

Multi-cloud orchestrations in a hybrid landscape



## Unified experience across all iPaaS components

Simplify learning, managing, and collaboration across APIs, apps, B2B and Events



## Composable business architecture

Be able to turn on a dime with a flexible set of building blocks that let's you deliver faster.

## AI

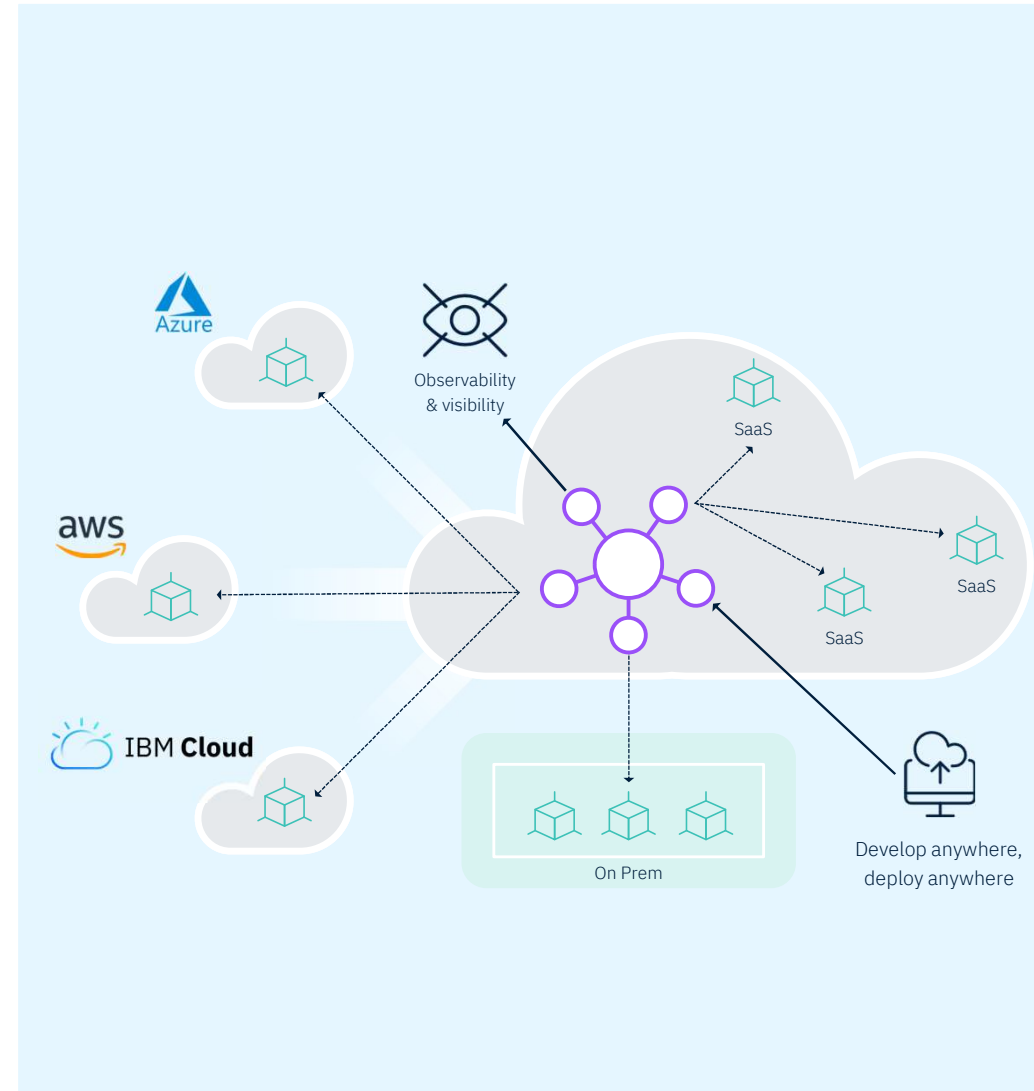
### AI-driven productivity

Improve productivity with generative AI across the integration lifecycle

# Central control, distributed execution

Easier compliance and better control of the integration landscape

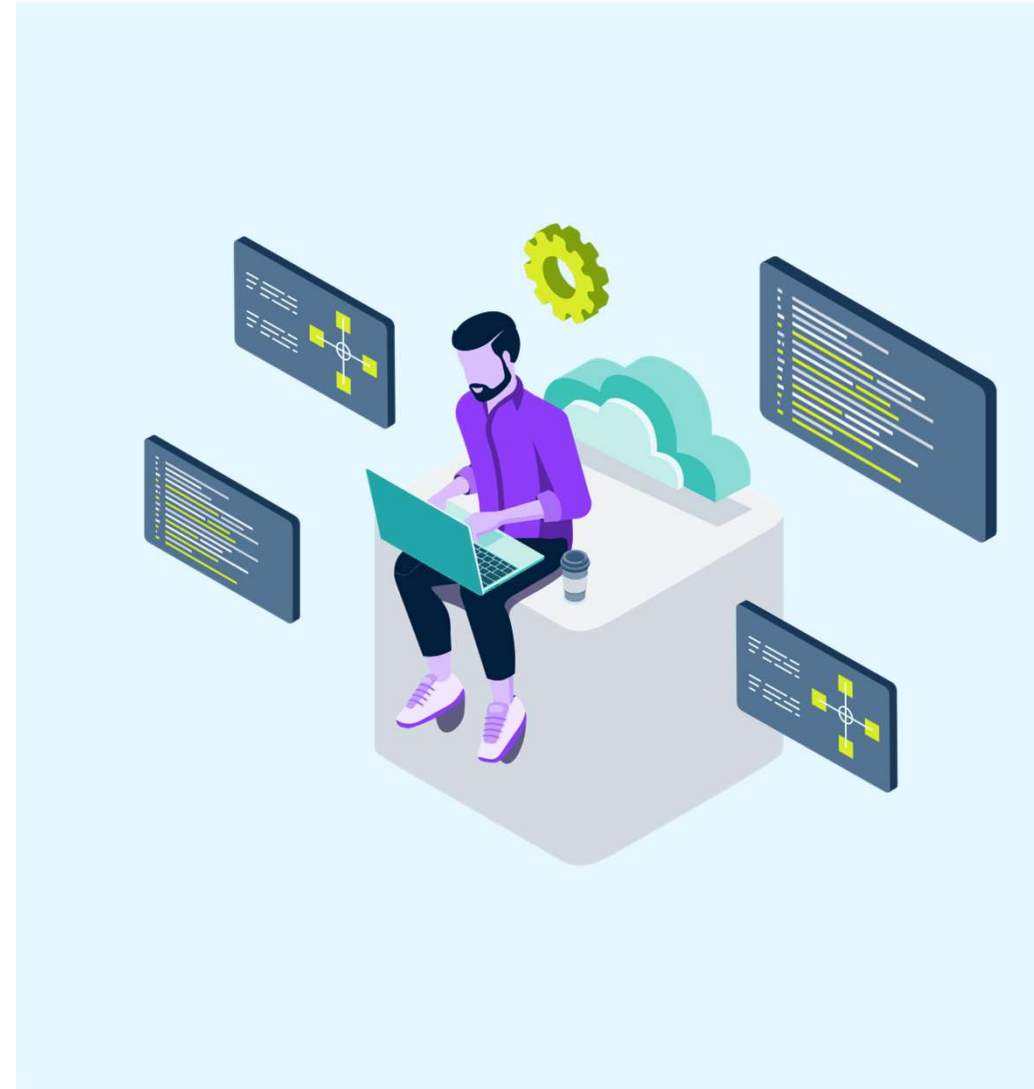
- **Control a distributed network** of integrations running complex business transactions from one place. Eliminate disconnected integration tools that need specialized dev and ops teams.
- **Easily scale up and down** to save money, simplify compliance, and regain control of your integration landscape, driving productivity and governance.
- **Run locally** to meet data sovereignty laws yet managed centrally to assure governance



# Develop anywhere, deploy anywhere

Work how you like and eliminate duplicate effort

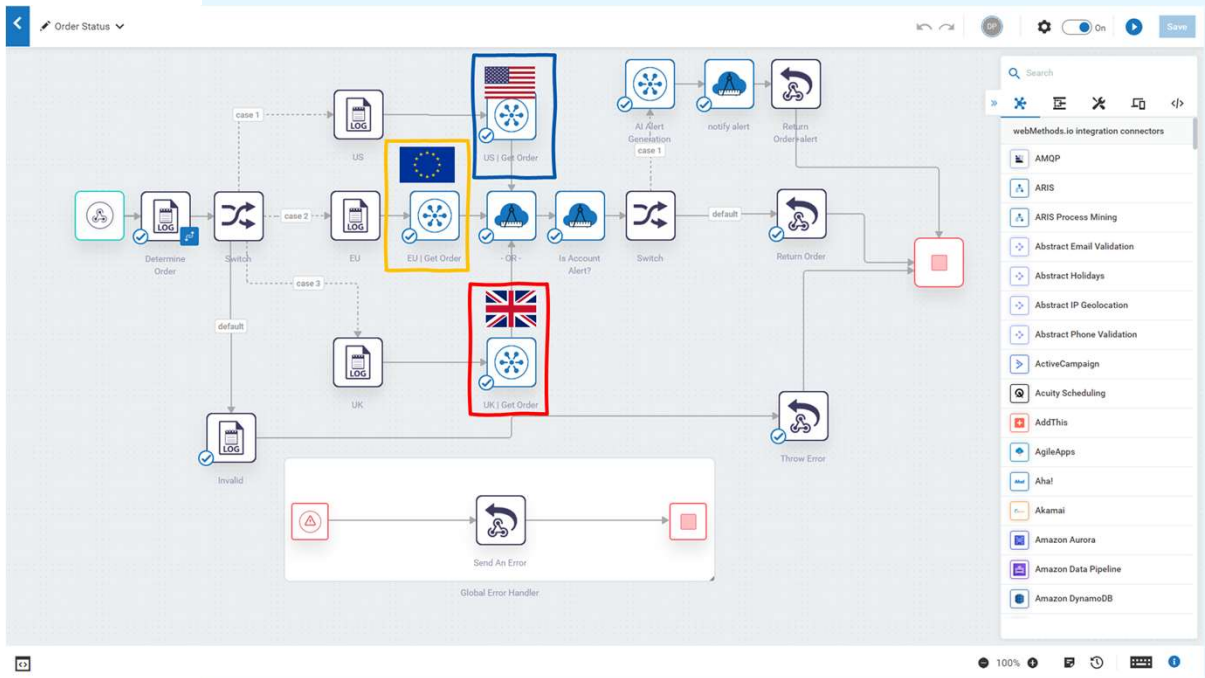
- [Design and develop integrations anywhere](#) with your preferred tooling (whether it's online or offline) and [deploy them anywhere](#).
- Eliminate duplicate effort and complicated local configurations, so, you can enjoy increased [productivity and agility](#).



# Data control and governance

Multi-cloud orchestrations in a hybrid landscape

- Have complete control over the data returned by integrations
- Comprehensive monitoring and observability
- Granular control over integration execution

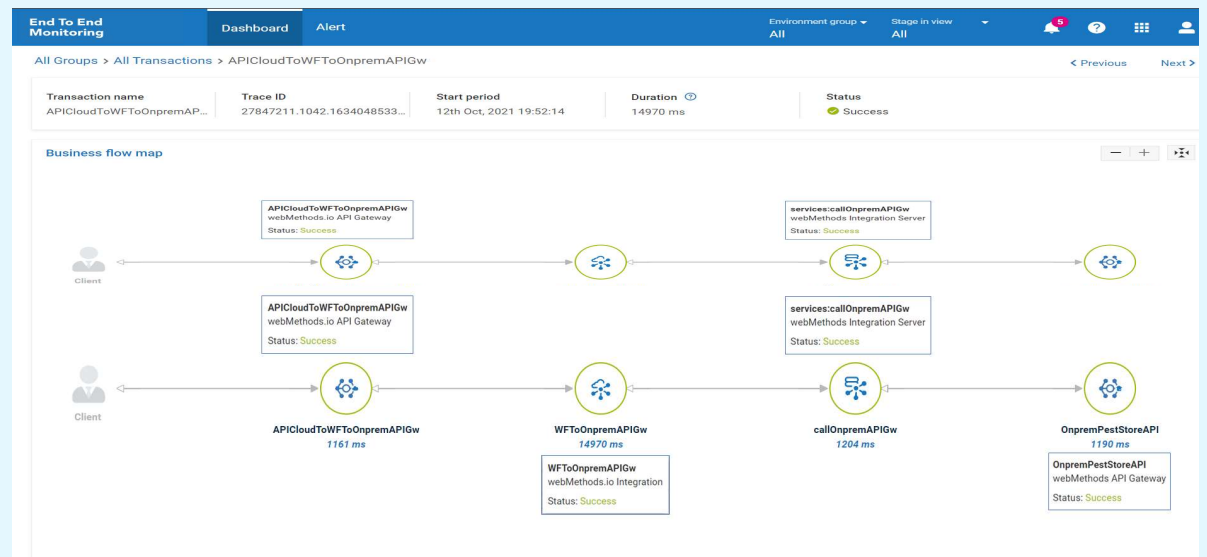


# Unified experience across all iPaaS components

Simplify learning, managing, and collaboration across APIs, apps, B2B, and Events

Administer and monitor integrations, APIs, and data distributed across hybrid and multi-cloud landscapes for unprecedented visibility and monitoring.

Stop wasting time learning different tools and switching interfaces. A unified experience across APIs, apps, B2B, and more increases developer collaboration and productivity.



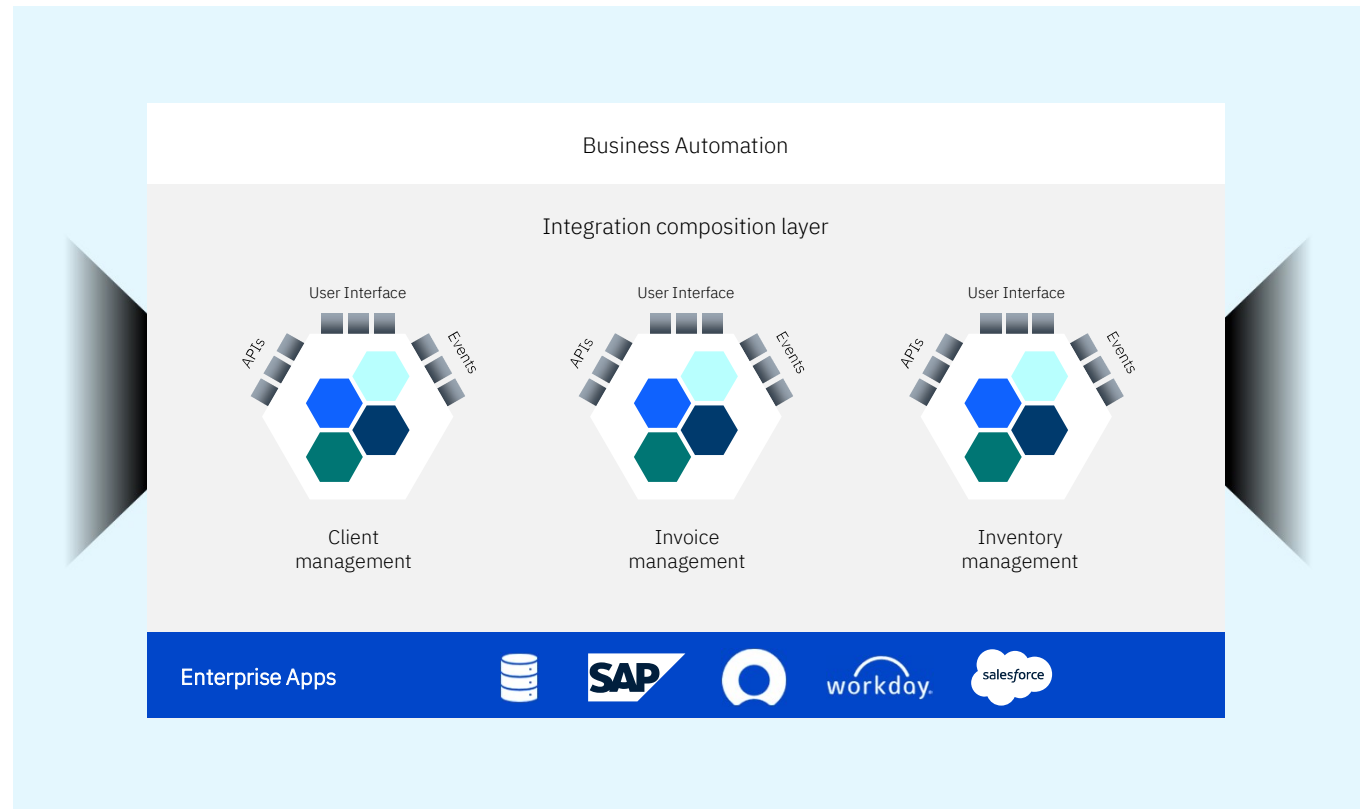


# Enable composable business architecture with APIs & Events

Be able to turn on a dime with a flexible set of building blocks that lets you deliver faster.

Power the application landscape with a **composable architecture** that builds upon high-quality, well-managed, reusable business capabilities. Gain the **agility** needed to take advantage of new opportunities faster.

Quickly assemble responsive apps that communicate across the business – to deliver better experiences to clients, employees and partners.



# Improve productivity with generative AI

Create workflows with natural language prompts

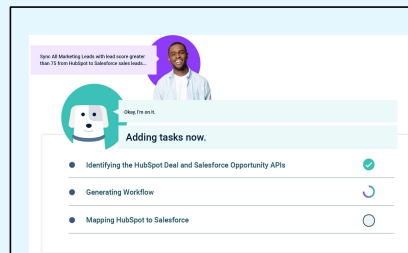
1

Easy integration for line-of-business users

2

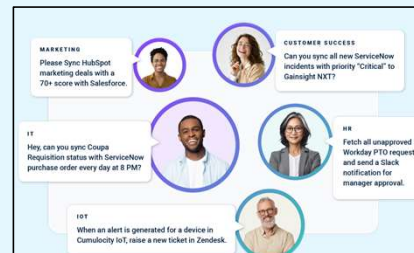
Alert monitoring (and healing)

3



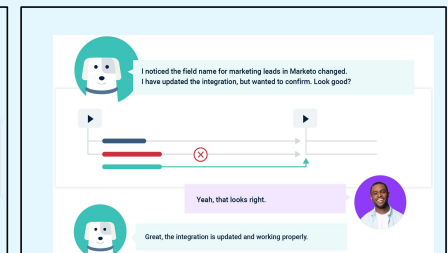
Simply define what needs connecting, & AI handles the rest. It understands API specs, matches custom fields, and schedules syncs. Just ask.

1



With AI understanding your needs, business users can create or modify integrations using natural language. This frees your engineers to focus on more specialized tasks.

2



Applications in your integrations are always evolving, which can cause issues. AI monitors and fixes integration errors, notifying you in natural language where attention is needed.

3

# Komatsu

## *Moving Mountains with Cloud Integration*



*"IBM has served as both a catalyst and activator for our business. With a powerful and open hybrid integration platform—boosted by webMethods—we're about to go from integrating everything to being able to offer our customers anything."*

— Kevin Li, Integration Solution Architect,  
Komatsu, Australia

## The challenge

Komatsu, a global leader in utility, construction, and mining equipment, faced the challenge of **realigning its IT architecture and infrastructure to support its new digital strategy.**

With a heritage of 100 years, Komatsu dealt **with data locked in legacy systems** and a dependency on an expensive third-party vendor. The company needed to integrate old and new data in the cloud to become more agile and meet business needs.

## IBM solution

To address these challenges, Komatsu Australia implemented the webMethods hybrid integration platform with API, microservices, and self-service tools. This platform **facilitated the integration** of critical systems like Microsoft Dynamics®, Salesforce®, and legacy IBMi applications.

webMethods Trading Networks streamlined parts ordering from mining partners, providing a single source of truth for B2B transactions.

## Their outcome

The integration with webMethods improved IT agility and client experience, reducing single file integration time from 5 days to 1 and increasing development speed by 30%.

With a new API-driven client service portal, Komatsu enhanced its digital footprint, setting a target to move 70% of on-prem interfaces to the cloud, raising the profile of Komatsu Australia to a "digital one to watch."

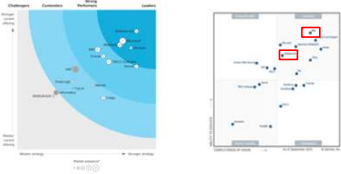
### Key Metrics

- Development speed increased by 30%<sup>1</sup>
- Single file integration time reduced from 5 days to 1<sup>1</sup>
- On target to move 70% of on-prem interfaces to the cloud<sup>1</sup>

# webMethods iPaaS Differentiating

## Differentiating Capabilities

### Market Leading Hybrid Capabilities



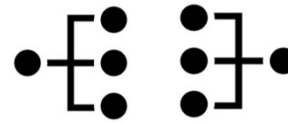
- Deploy runtimes anywhere with central management through the hybrid control plane.
- Integration flows can span clouds/geos/deployment models

### Multi-Function Integration



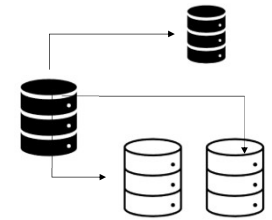
- Offers a broad set of integration capabilities across applications integration:
  - App Integration
  - API management
  - B2B integration
  - Managed File Transfer (MFT)

### Persona Based Development Interface



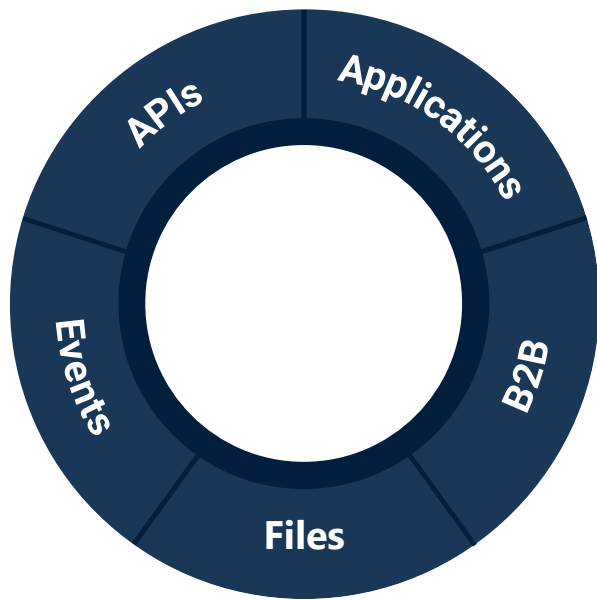
- Low code interface for the Business Technologist
- Flexible and powerful capabilities for the Integration Developer

### Flexible Packaging



- Single consumption-based price across SaaS and On-Premise
- Enables a flexible mix of deployments and movement of workloads

# How do we Go To Market with iPaaS?



## Position and Differentiate with the Multi-Function iPaaS vision

### Sell Components Modularly

- No single iPaaS part number
- Can sell/deploy API Mgmt, App Integration, B2B, etc. independently
- Differentiated value when multiple capabilities are deployed and work together
- Customers prefer vendor consolidation
- iPaaS simplifies cross-sell

# IBM products that can be upsold to webMethods customers w/ special incentive

## GraphQL

*IBM APIC Essentials* helps teams build and run APIs that can federate data from multiple sources (REST APIs, SQL Databases, NoSQL Databases, GraphQL APIs and more) and run those APIs at scale to help clients unlock more business value from their data.  
(Note: Product name is IBM APIC Essentials, but runs separately from API Connect)

[GraphQL Customer presentation](#) [GraphQL Sales Kit](#)

## Kafka / events

*IBM Event Automation* is a comprehensive solution for event-driven (Kafka) transformation projects. It provides capabilities to help liberate events from existing systems, transport them to where they are needed and process

[IBM Event Automation Customer presentation](#) [IBM Event Automation Sales Kit](#)

## Advanced API Security

*IBM Noname* is a leading provider of proactive API security, Noname Security helps protect clients from vulnerabilities, misconfigurations, and design flaws. IBM Noname Security utilizes machine learning to provide real time analysis and detection of vulnerabilities, helping to prevent security incidents.

[IBM Noname Customer presentation](#) [IBM Noname Sales Kit](#)

## Value-Added Network (VAN) for B2Bi

*IBM Sterling B2B Integration Value-Added Network (VAN)* augments the capabilities of webMethods by streamlining EDI between customers, suppliers, distributors, and other trading partners. Quick onboarding and access to over 3.1 million pre-connected businesses globally results in faster time to value.

[B2Bi VAN Customer presentation](#) [B2Bi VAN Sales WinCon](#)

## Fast file transfer

*IBM Aspera* has next-generation transport technologies designed to overcome the challenges of size, distance, and network conditions. Whether a large file, object, or stream, IBM has built a platform that moves the world's digital assets at maximum speed.

[IBM Aspera Customer presentation](#)

[IBM Aspera Sales Kit](#)

## Enterprise gateway

*IBM DataPower Gateway* is a robust standalone enterprise gateway to secure API, Web Services, B2B, and web-application workloads. When combined with webMethods, organizations can have the best protection, control and optimization capabilities of DataPower along with microservice mediation and integration of the webMethods for a better-together solution.

[IBM Datapower Customer presentation](#)

[IBM Datapower Sales Kit](#)

Learn how IBM webMethods  
can help you **transform  
your business operations**  
and conquer the chaos  
of connectivity

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