

Why a modern integration strategy is essential for digital transformation

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With customer expectations quickly evolving, enterprises are rushing to digitally transform and adopt cloud and AI capabilities. Companies are looking for ways to innovate faster, create personalized customer experiences, and deliver actionable business insights faster. The key is unlocking the hidden power of data and services.

Unlock data and services to power your digital transformation

From smartphones to Internet of Things (IoT) devices such as smart speakers and appliances, there are more services and more data being generated by companies and consumers than ever before. But before you can turn these into a competitive advantage, you first need to be able to access and connect to all, no matter where they may live across multiple clouds and on-premises environments.

Traditional integration architectures that are more centralized may not be as scalable. They simply can't keep up with the speed and volume of integrations required to digitally transform. Modern integration requires speed, flexibility, security and scale, but ripping and replacing simply isn't an option for large organizations.

What's needed is an approach that balances traditional and modern integration, allowing businesses to use their existing investments, integrate hybrid environments and drive speed and efficiency, all while lowering costs.

Consider an agile integration strategy

By using a decentralized, container-based, microservices-aligned approach to integration, businesses can empower their teams to build and support the volume of integrations required to keep up in today's digital world. We call this an agile integration strategy.

Adopting an agile integration approach requires a variety of integration capabilities, including API management, messaging, event streams and of course data and application integration.

In fact, [Gartner predicts](#) that by 2022, "at least 65 percent of large organizations will have implemented an HIP to power their digital transformation."

Introducing the IBM Cloud Integration Platform

I'm pleased to announce [IBM Cloud Integration Platform](#), the industry's most complete hybrid integration platform, designed to support the scale, security and economics required for your integration and digital transformation initiatives.

IBM Cloud Integration Platform helps organizations easily connect applications, services and data across multiple clouds by bringing together into a single user experience.

IBM Cloud Integration Platform Capabilities include:

- API lifecycle management
- Data and application integration
- Enterprise messaging
- Event streams (Apache Kafka)
- High-speed data transfer

The platform is container based and can be deployed across on-premises or cloud environment that support Kubernetes. This allows businesses to set up the appropriate organizational models and governance practices they need to support a decentralized and self-service approach to integration. The platform's common asset repository allows teams to find, share and reuse integration resources, helping to improve efficiency.

The new IBM Cloud Integration Platform makes use of existing investments while getting the much-needed flexibility and speed that an agile integration strategy provides in a secured environment. These can accelerate your organization's ability to deliver the personalized experiences your customers demand, take advantage of cutting-edge AI applications and deliver game-changing business insights to help you make more informed decisions faster.

The bottom line is that this can help companies [cut the time and cost of integration by one third](#).



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