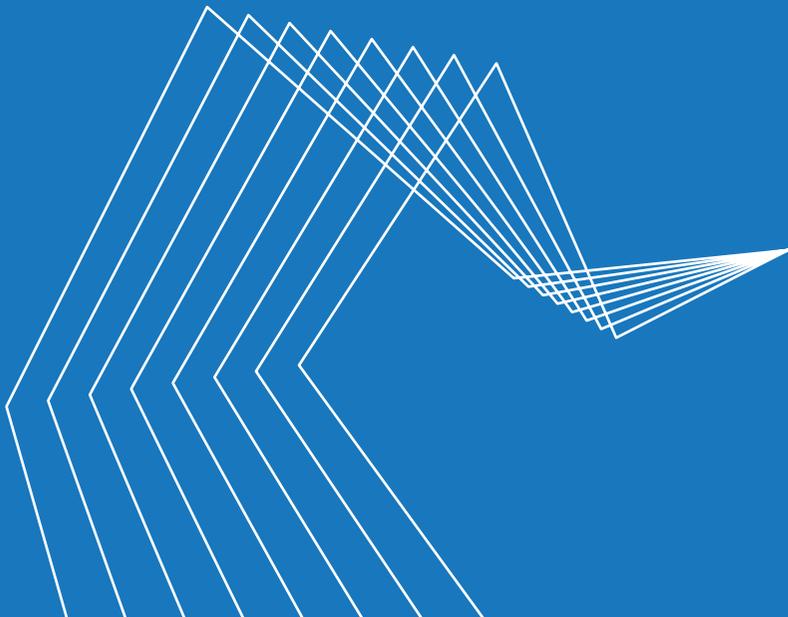


HYBRID INTEGRATION IN THE ERA OF DIGITAL DISRUPTION



LOOKING AT HYBRID INTEGRATION WITH A DIGITAL PERSPECTIVE

Hybrid integration is a critical element of any modern, well-thought-out digital strategy. How else can you bridge the gap between backend legacy system processes and new technologies? With digitalization disrupting markets, business models and changing your competition in the blink of an eye, the only way to survive and to succeed is to build your digital future with the trusted, experienced leader in hybrid integration – Software AG.



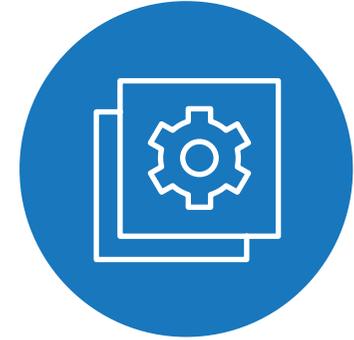
Are you looking to:



- Define a corporate digital strategy to counter disruptive competitors or offer new digital products and services



- Deploy new cloud applications in a hybrid IT environment

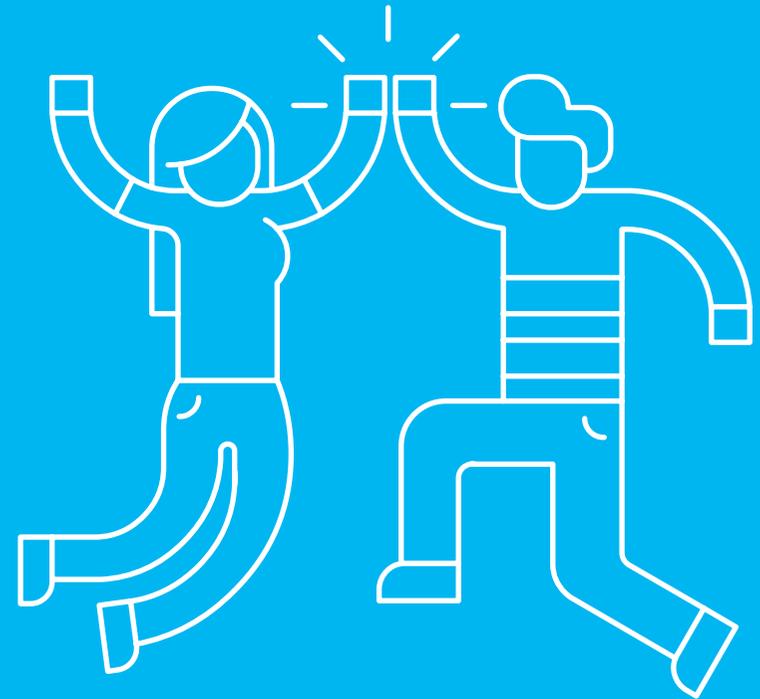
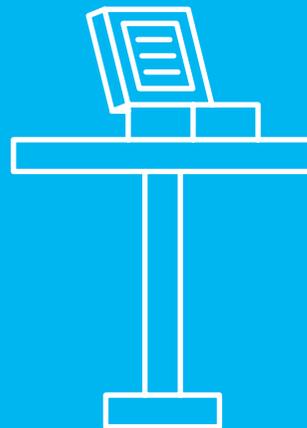


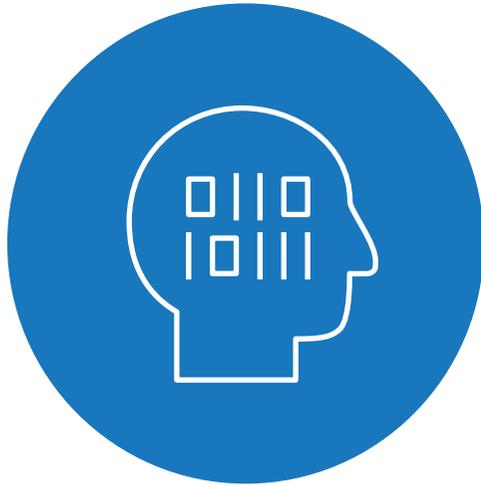
- Create a hybrid integration program

This E-book will give you a better understanding of the intrinsic value of hybrid integration and detail how Software AG is uniquely positioned to help you succeed with our industry-leading webMethods offering.

BE THE DISRUPTER. NOT THE DISRUPTED.

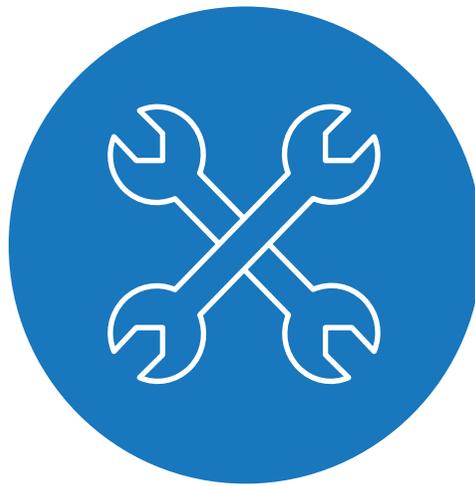
How can you stay ahead of the market – and competitors?
This checklist will position you for the future – and for success.





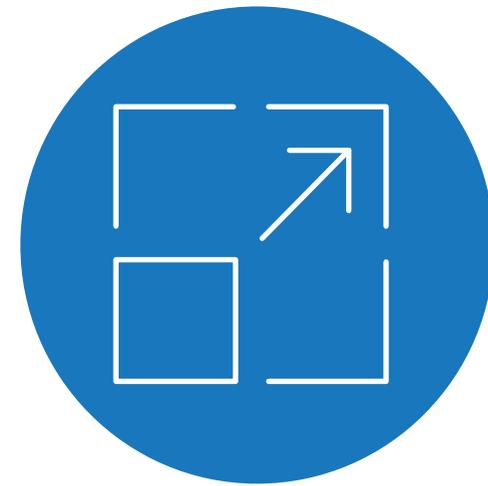
1. RETHINK INTEGRATION TECHNOLOGY:

Change how you think about integration technology with a focus on integration across hybrid environments rather than in silos of on-premises and cloud data sources. Integration isn't simply connecting applications and databases – it encompasses traditional and new, sophisticated architectures, a wide range of APIs and endpoints, plus new development lifecycles and deployment options.



2. EMPOWER INTEGRATION DEVELOPERS:

Connecting to “things” in an instant is a must. With centrally staffed teams becoming harder to maintain as the focal point of all your integration, you need to empower a broader set of integration developers – even “citizen developers.”



3. SCALE AND ADAPT FAST:

Agility is needed to scale quickly and flexibility is needed to be future-ready. That means having the ability to scale everything from cloud integration, multi-cloud flexibility, microservices, containers and container orchestration, as well as automated deployment for continuous delivery quickly. And, having an open platform to work within to be ready for future tech and new trends.

DELIVER FUTURE-PROOF INTEGRATION

Hybrid integration must be in the future of every company to survive in the era of digital disruption. Best-in-class hybrid integration solutions must provide more capabilities than are commonly found in traditional on-premises integration platforms, iPaaS offerings or cloud platform services.



What should you consider as you define your integration strategy?

IoT DEVICE INTEGRATION AND MANAGEMENT

CLOUD-TO-ON-PREMISES

INTEGRATION CONTINUOUS DELIVERY

API MANAGEMENT

MICROSERVICES

ARCHITECTURES

ENTERPRISE VS.
DEPARTMENTAL USE

**PERSONAS AND
BI-MODAL DEVELOPMENT
SUPPORT**

**IN-MEMORY DATA
MANAGEMENT**

**BROAD
CONNECTIVITY**

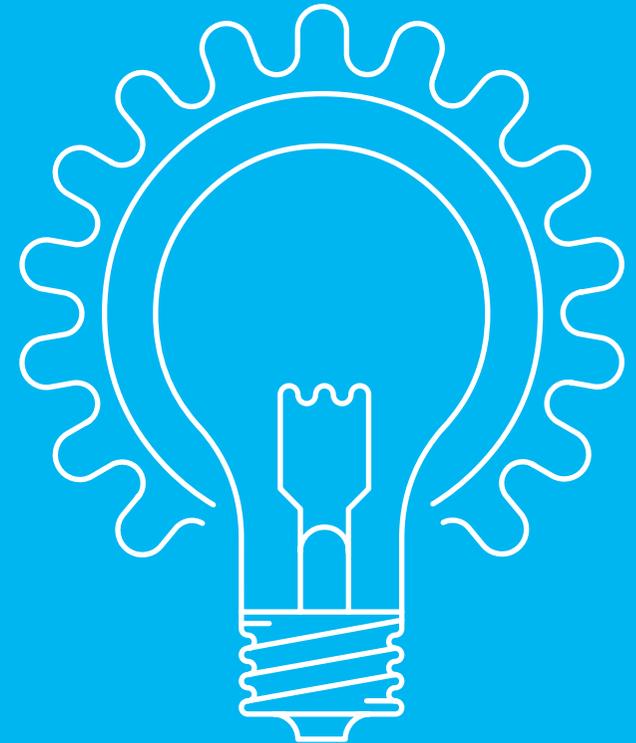
**MULTI-CLOUD
PLATFORM
SUPPORT**

COMPLEX CLOUD

INTEGRATION PATTERNS

WEBMETHODS HYBRID INTEGRATION: THE MARKET LEADING, ANALYST RECOGNIZED ANSWER TO DIGITAL DISRUPTION

Now that you've framed your thinking around digital demands and the initiatives you are driving, here's why webMethods Hybrid Integration is the only, logical choice. Hybrid Integration continues to demand new, technical and architectural capabilities that are essential for success in the era of digital disruption. To help companies meet these needs, Software AG offers the webMethods Hybrid Integration Platform.



webMethods Hybrid Integration Platform provides:

- Application integration
- Cloud integration
- Mainframe and legacy integration
- Big data integration
- B2B partner integration
- API management
- DevOps and continuous delivery
- Microservices deployment and architectures
- IoT device integration and management
- Bi-modal development support
- In-memory data management

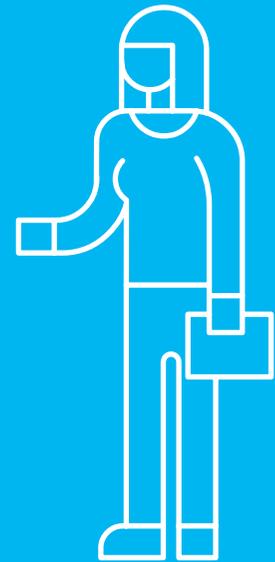
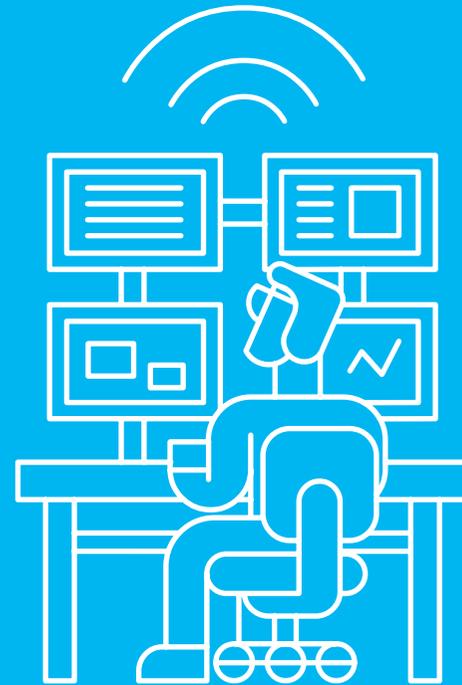
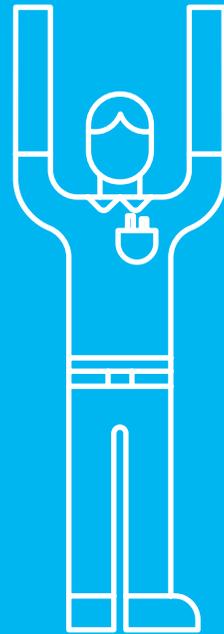
Additionally, you can choose several cloud-based hybrid integration services to extend webMethods:

- webMethods Integration Cloud
- webMethods API Cloud
- Cumulocity IoT

Want more details? [Download this Hybrid Integration white paper.](#)

WHO IS DISRUPTING MARKETS WITH WEBMETHODS HYBRID INTEGRATION?

THEY ARE

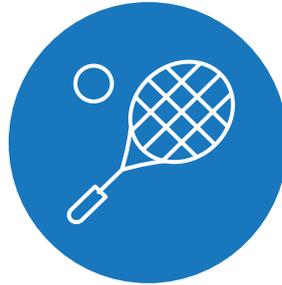




BRIDGING DIGITAL ISLANDS AT BTPN

To reach more customers and leapfrog ahead of the competition, BTPN of Indonesia underwent a total digital transformation—putting mobile front and center while integrating a host of disparate systems.

“Using the latest version of webMethods Microservices Container and DevOps we quickly improved quality, performance and time to market,” said the IT Integration System Lead. The results: BTPN launched two mobile banking platforms, reduced operational costs and opened 85,000 new accounts in just three months.

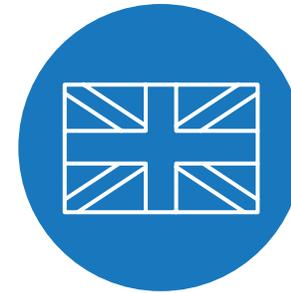


SCORING SATISFIED CUSTOMERS AT LEADING SPORTING GOODS CHAIN

The goal: to be recognized as the #1 sports and fitness specialty omni-channel retailer.

The solution: webMethods for hybrid integration and API management.

Using webMethods, this leading U.S.-based sporting goods chain integrates different e-commerce applications on-premises and in the cloud to deliver a consistent omnichannel customer experience via web, mobile and at the point of sale. Real-time inventory visibility across channels helps boost sales.



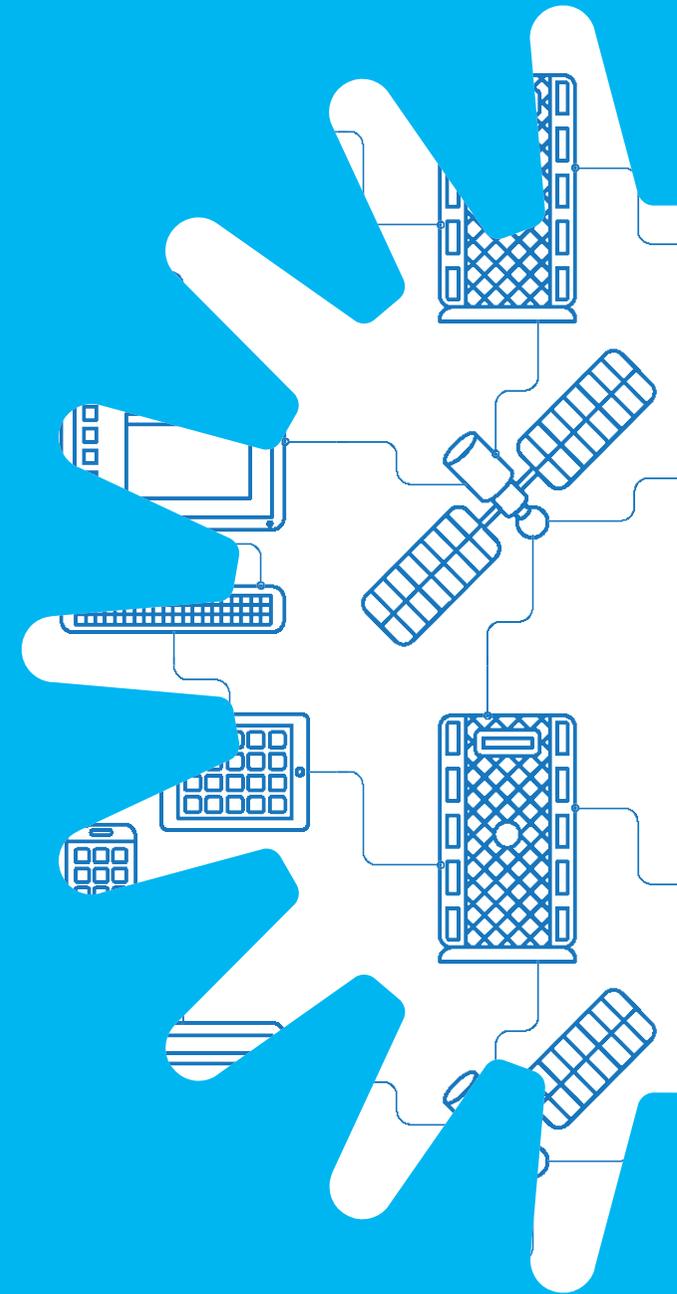
ARMED WITH WEBMETHODS & READY TO SERVE

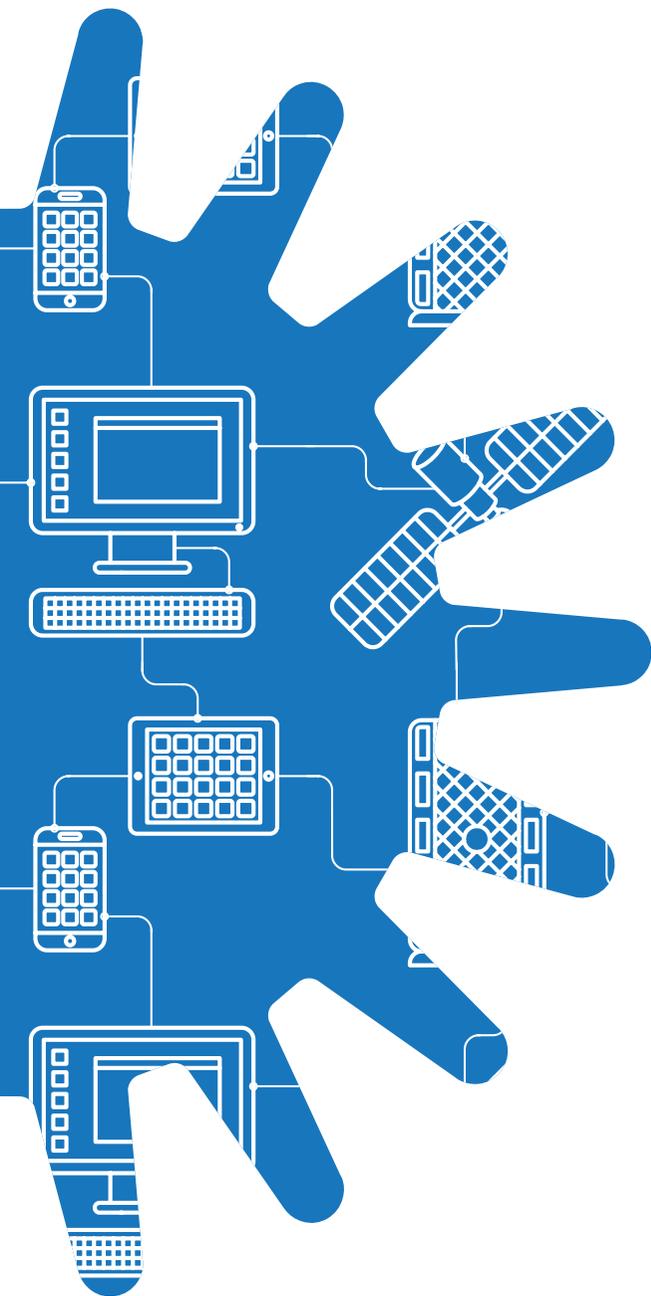
In three months, Software AG delivered an API management platform that enables the British Army to break down information silos and share information quickly, effectively and, most importantly, securely.

With webMethods, the Army can enable a range of services across boundaries, drawing information from many systems to support a wide range of functions, from HR and equipment availability to operational readiness and payment of Army Reserves.

SOFTWARE AG

THE OPEN & INDEPENDENT,
ANALYST-RECOGNIZED MARKET
LEADER FOR HYBRID
INTEGRATION





How can we help you?

Accelerate your digital transformation by working with us. We've helped thousands of leaders across nearly every industry with their digital transformations – of which, hybrid integration is an essential element. We're a global, independent software company that delivers innovative integration technologies to help you solve your most complex integration challenges.

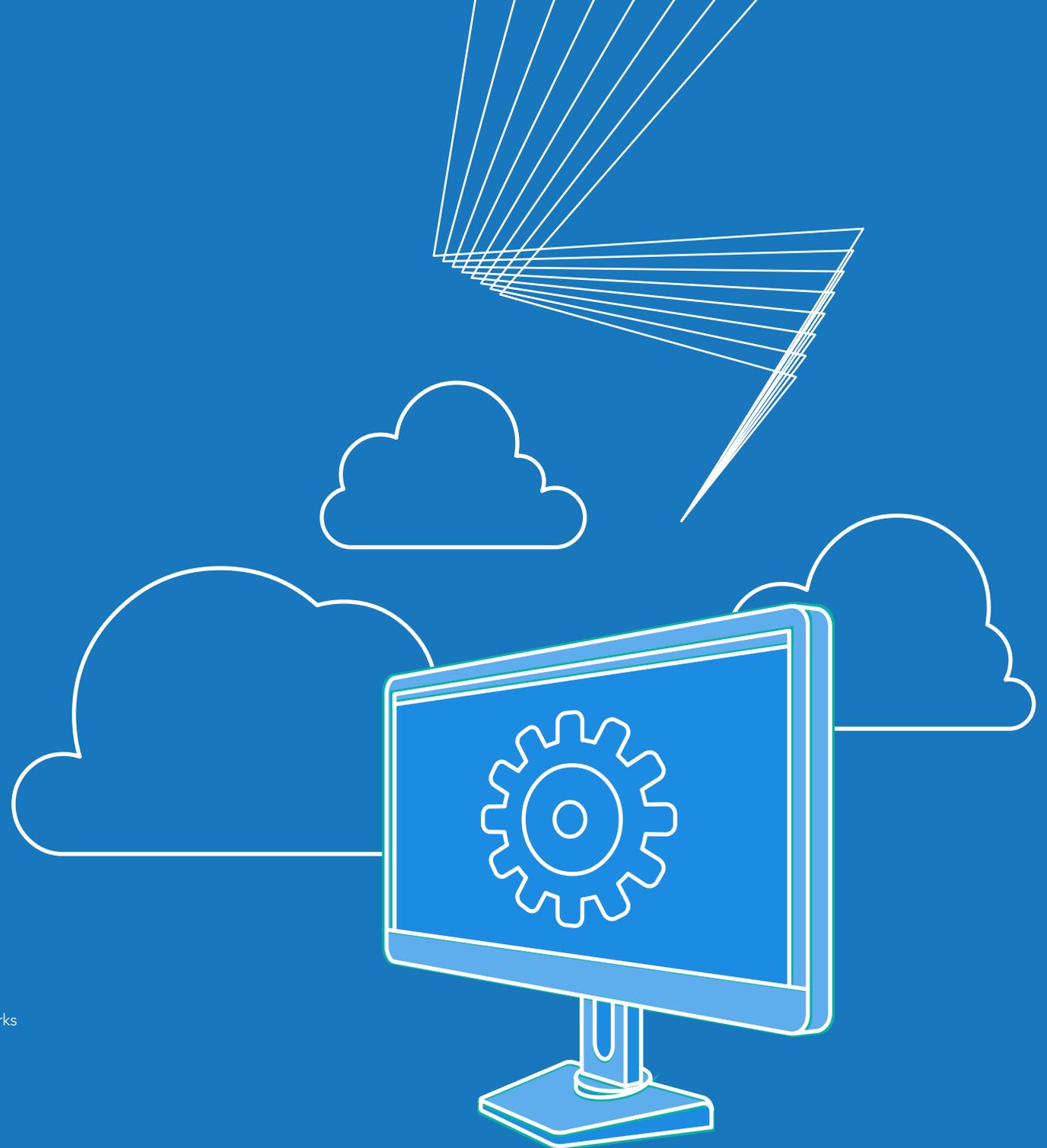
Our webMethods offering is the smart choice for connecting apps, data and IoT devices in the cloud and on-premises. webMethods provides state-of-the-art capabilities, spanning application, cloud and big data integration, API management, B2B integration, managed file transfer and master data management.

Try it yourself. Take the next step and [register for our FREE trial of webMethods Hybrid Integration.](#)



FIND OUT MORE

Visit us at: [softwareag.com](https://www.softwareag.com)



© 2018 Software AG. All rights reserved. Software AG and all Software AG products are either trademarks or registered trademarks of Software AG. Other product and company names mentioned herein may be the trademarks of their respective owners.

SAG_Hybrid_Integration_e-Book_September18