

# The Chief Digital Officer's Guide to Digital Transformation

The Essential Role of APIS in Today's Digital Business Landscape

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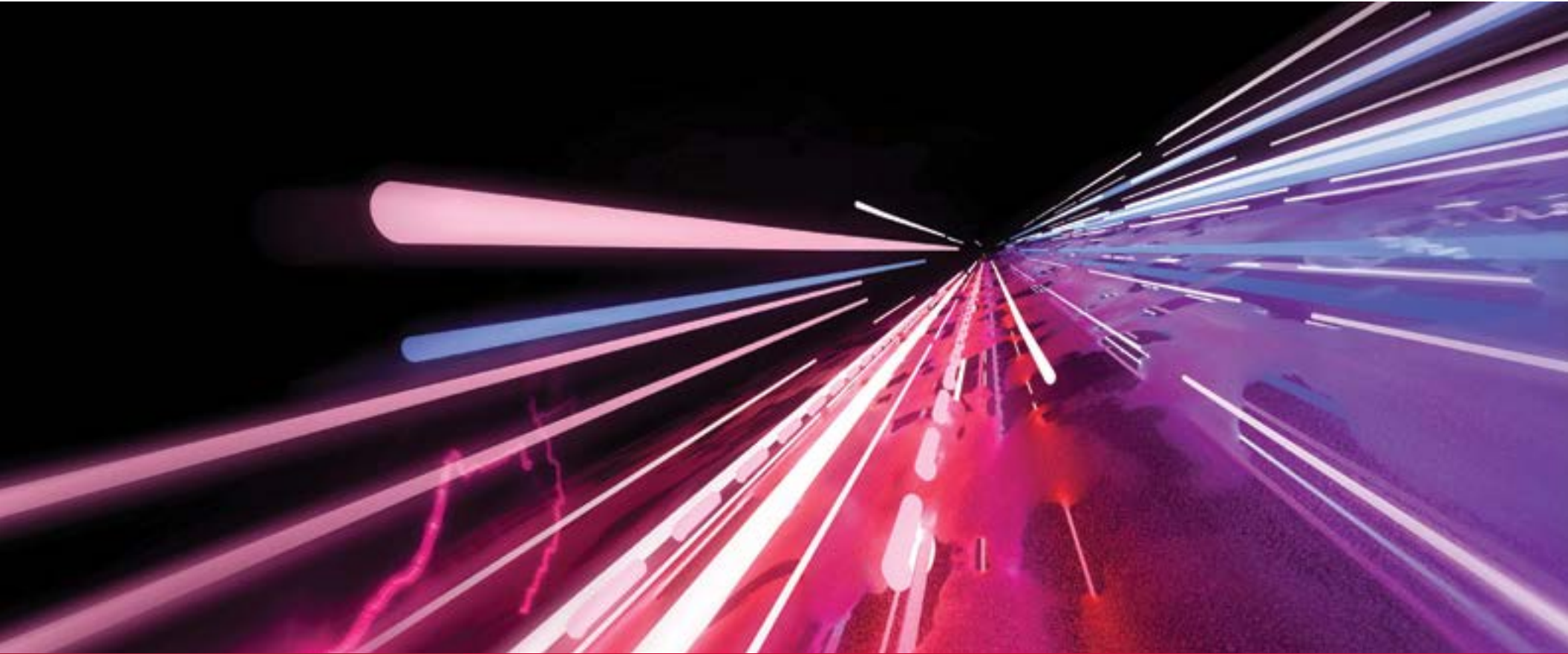
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# The Chief Digital Officer's Guide to Digital Transformation

THE ESSENTIAL ROLE OF APIS IN TODAY'S DIGITAL BUSINESS LANDSCAPE



*Digitalization doesn't just lead to new products and services; it can lead to new business models too. The disruptive effect of digital business models, and their contribution to exponential business growth (or fast extinction), is already visible.*

—Gartner Market Insight: The Digital Business Redefines Application Software Ecosystems, January 2018

# Digital Transformation is Accelerating Digital Risk

Today, digital is everywhere—cloud, mobile, social and the Internet of Things are changing the way we all work and play.

This rapidly evolving digital world is also redefining the relationship between your business and your customers, who now expect a convenient, interactive experience from their preferred brands. Security is also a concern. Risk is rising, as both the enterprise and its customers exchange a growing amount of sensitive data.

Successful digital transformation requires estimating the timing of markets based on three crucial factors: technology progress (such as price, function and user experience); cultural evolution (including social and demographic trends); and regulatory developments (such as policy, standards and taxation).<sup>1</sup>

<sup>1</sup> Gartner, Digital Business Transformation Strategy Needs a Change of Perspective, September 2017

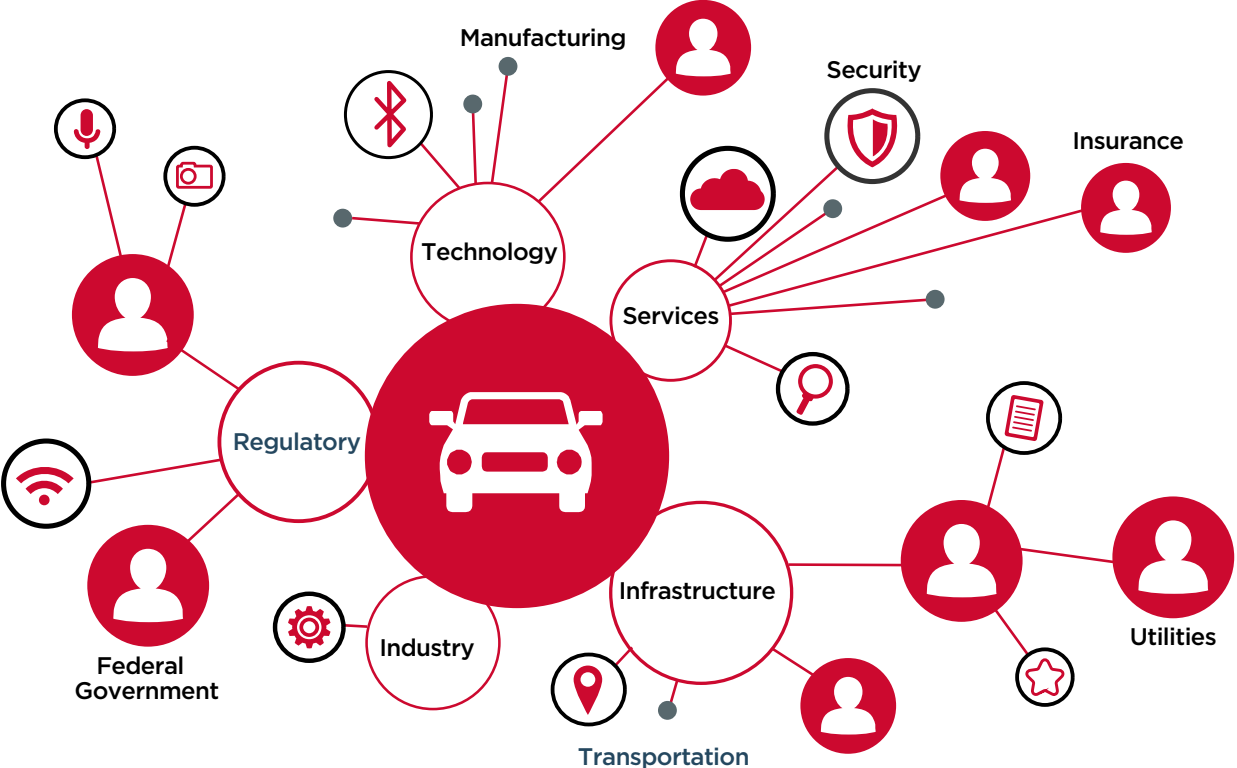


# Technology Is Reshaping the Competitive Landscape

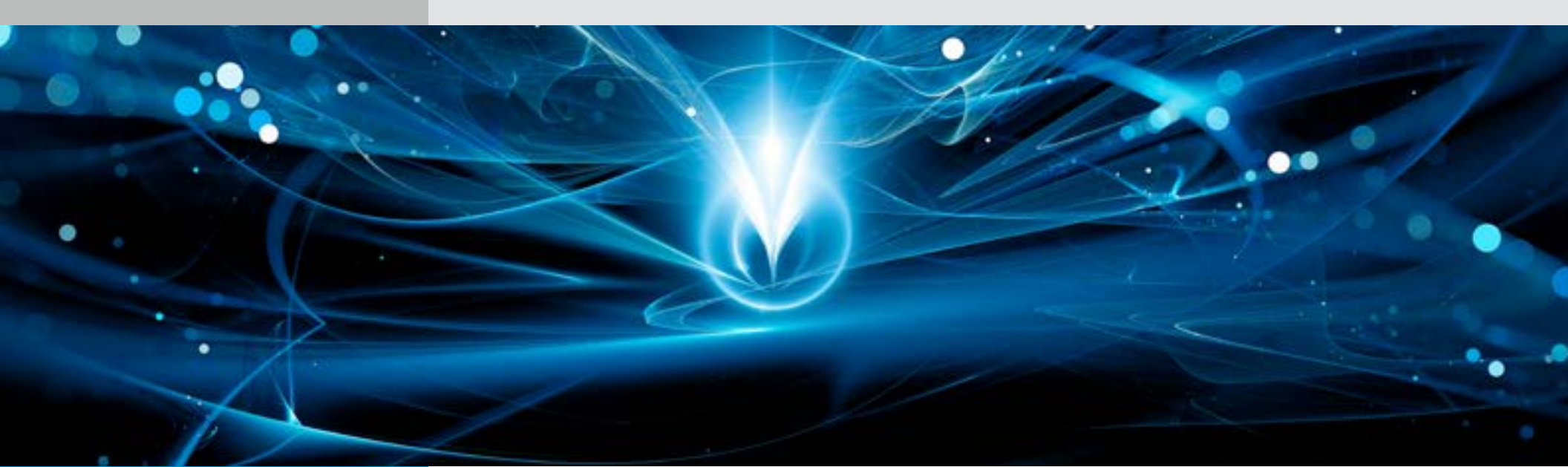
As an example, automakers now find themselves in a hyper-connected industry. Because of this connectivity, retailers, insurance companies and a host of other players have shaped a new competitive landscape. Once a simple, stand-alone durable good, the car has now become part of a vast ecosystem of connected products and services that have blurred industry boundaries.

*“To keep pace, almost 70% of business executives trade off security for velocity”*

— Frost & Sullivan - What Business Executives are Learning about Software Development and How it is Helping Achieve KPIs - 2018



<https://docs.broadcom.com/docs/apis-fueling-the-connected-car-opportunity>



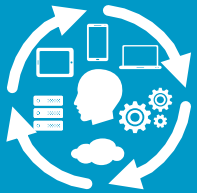
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# Assess Your Business Against the Backdrop of the Digital Landscape

The digital evolution is a complex process, affecting almost every area of your organization. Broadly speaking, you'll want to carefully consider these four steps:

Chief Digital Officers (CDOs) typically find that you cannot respond quickly enough to competitive, regulatory, or consumer demands for new apps, integrations, business models, and technology innovations.

What's needed is a platform that enables your enterprise to create an agile business by modernizing application architectures with APIs and microservices, allowing you to deliver a trusted application that improves your customer experience.



## 2

# Cultivate the Role of Chief Digital Officer

*“A chief digital officer (CDO) is responsible, at a high level, for driving growth by transforming analog business into digital business.”<sup>2</sup>*

The chief digital officer (CDO) is a role that’s quickly gaining acceptance. In fact, an Accenture survey found that 80% of organizations have hired a CDO. While charged with helping the enterprise develop and execute a cohesive digital strategy, a CDO may operate under a variety of titles, including:

- Digital Strategist
- Digital Marketing Officer
- Digital General Manager
- Digital Customer Experience

Depending on where this person sits inside your organization, they can take on a variety of duties, including advising senior leadership, optimizing your marketing strategy and serving as a digital business general manager.

Another key characteristic of the CDO position is that it’s temporary by its very nature. As all companies eventually make the switch to being primarily digital, the individual acting as CDO will likely take up other responsibilities inside the organization.



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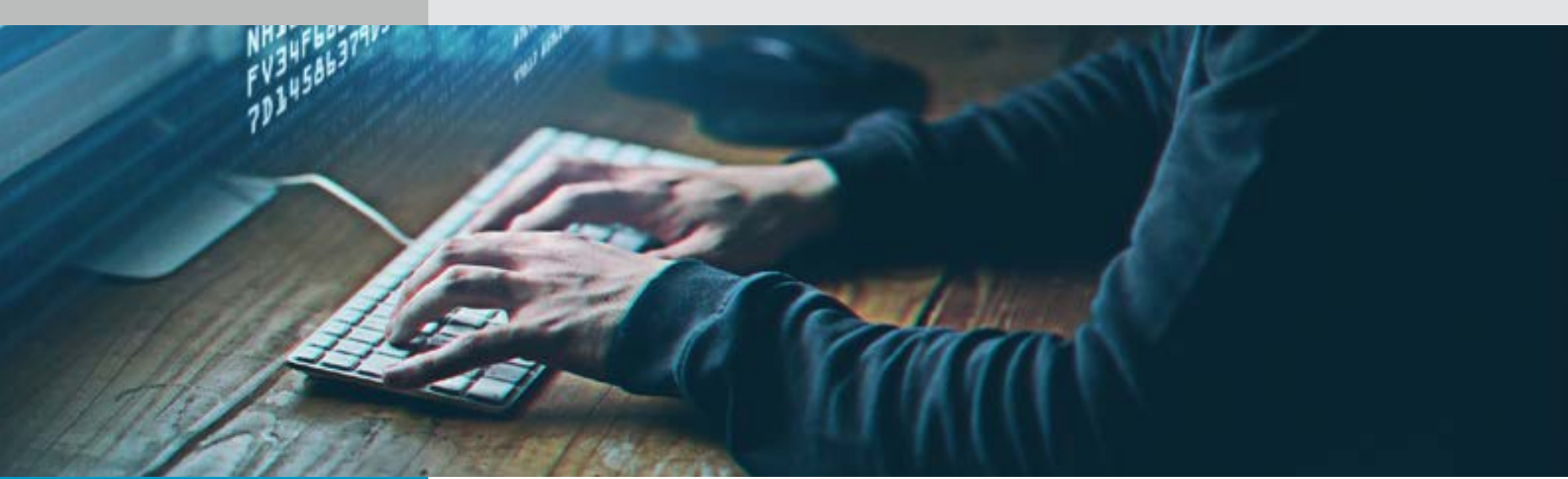
## Maximize Customer Engagement, Brand Equity, and Trust

*Start by listing the security issues pertinent to your business or industry so that the API and app lifecycles can address those issues at initial design.*

Standard practices of identifying customers via username and password, especially on mobile devices, is impacting the user experience, which could lead to customer defection and impact brand reputation—an Infographic study found that 52% of users said a bad mobile experience made them less likely to engage with a company and 5 times more likely to abandon a task if a site isn't optimized for mobile.

What's needed is a way to ensure that end to end security is baked into the application and API lifecycle while removing developer and customer friction with security.

**Your New Digital Business and APIs**



4

## Full Lifecycle API Management

*Your chief digital officer can play a crucial role in nurturing these skills internally.*

Key to maximizing customer engagement while maintaining trust is building an infrastructure that streamlines the ability to design, create, test, secure, and manage APIs, with the ability for the development to access those APIs, build them into their apps with security built-in, and the ability to monitor the entire deployment.

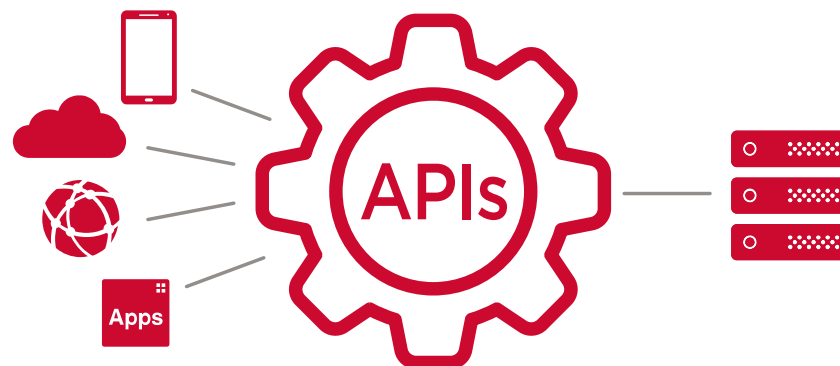
Full lifecycle API management is the platform that ensures the right customer experience.





# With the capabilities to put the right APIs in place, you can master these digital initiatives:

- **Accelerate Mobile App Development.** APIs provide developers with service interfaces to accelerate app development across mobile apps, cloud platforms and partner applications.
- **Ensure API Testing and Monitoring.** A complete solution to test APIs during the development phase and monitor your complete API lifecycle is crucial to application deployment.
- **Provide a sustainable and scalable customer experience.** By building up an automated API platform, you enable the flow of data across the infrastructure — from apps to IoT, to backend multi-cloud systems and services, where it's transformed to strategic insight and business decisions.
- **Open up data and access new markets.** By intelligently using APIs, your business can more easily access new markets. Data is the lifeblood of the digital business world, and APIs allow you to monetize your information with new products and services.
- **Unlock data silos and optimize value chain.** APIs make your organization more agile. By unlocking data silos between internal systems and partners, business processes are optimized across the entire value chain.

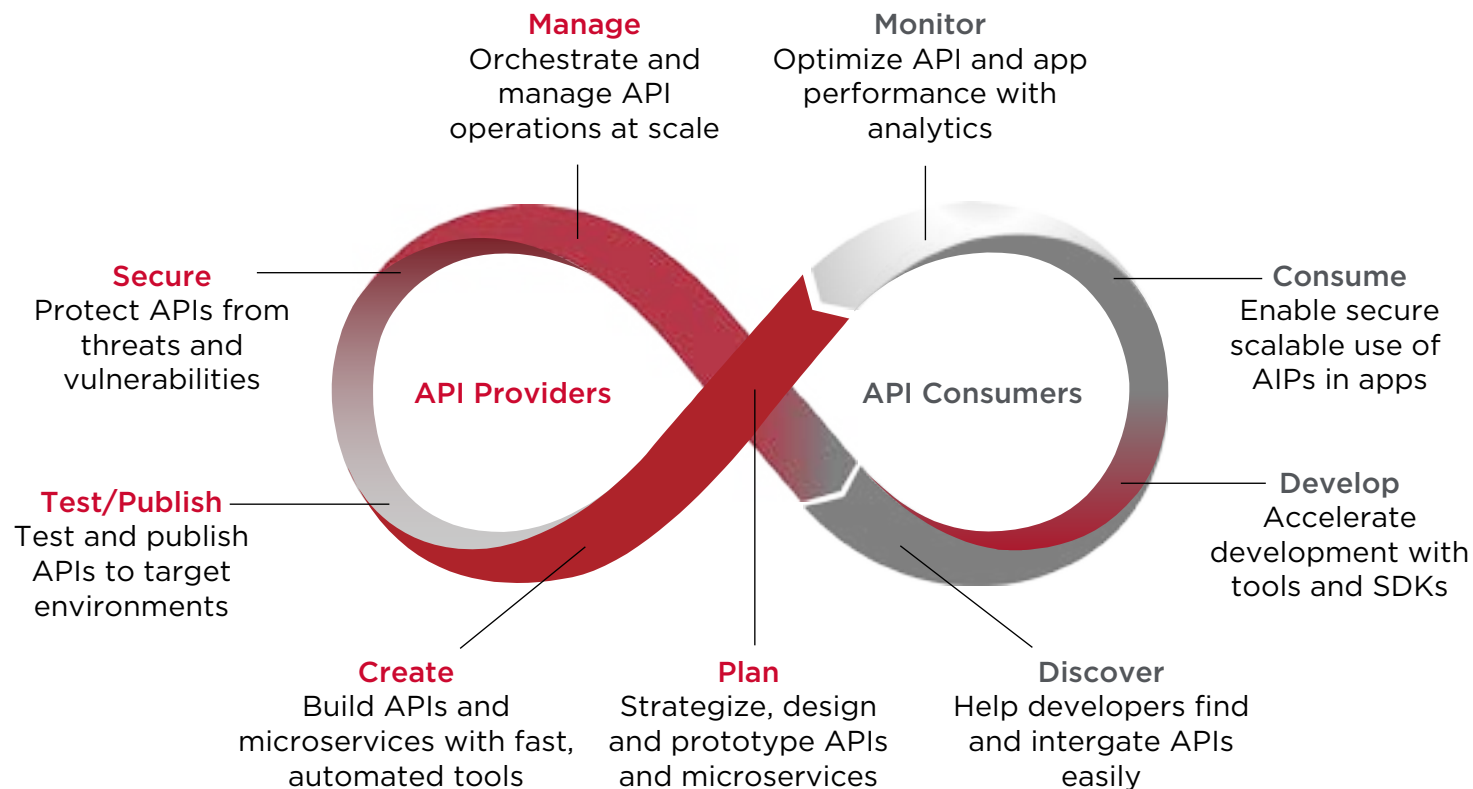


*“APIs provide the key to unlock new growth opportunities at an unprecedented scale in our digitally connected economy. The capability to manage APIs will soon become a primary driver of competitive advantage.”*

— Mohan Subramaniam, Associate professor of strategy at Boston College's Carroll School of Management



# Full Lifecycle API Management delivers success



A Full Lifecycle API Management solution can provide you with the capabilities to transform your business

Learn more  
about the  
advantages  
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