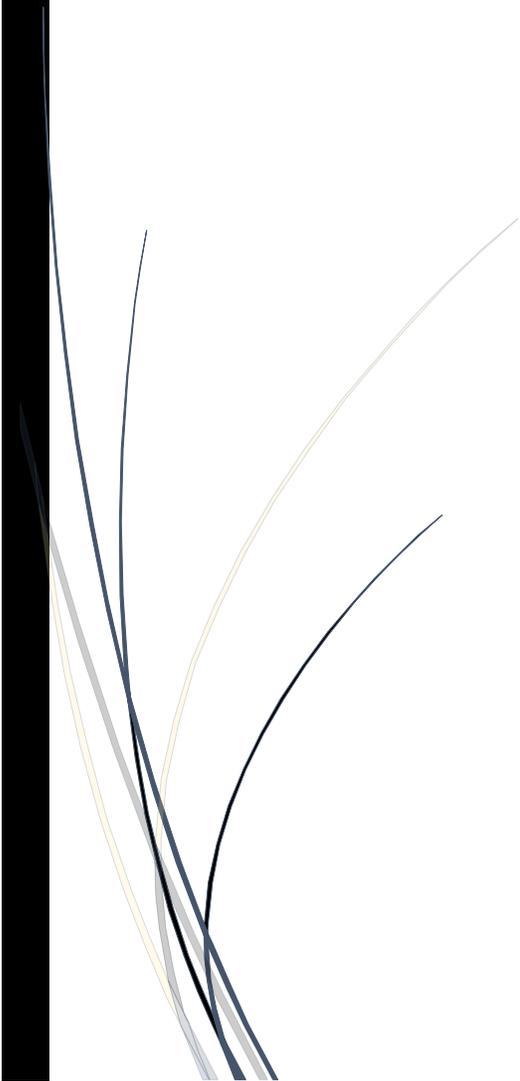




11/21/2018

White Paper

APIs: The Bridge Between Legacy
Systems and Legacy Status



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APIs: The Bridge Between Legacy Data and Legacy Status

Introduction:

Data is an untapped gold mine often disguised as legacy systems that can't keep pace with the speed of today's market place. When companies are looking to keep up with ever-changing software needs and an increasingly competitive and rapidly adapting market, solutions are needed at an even faster pace. Without this rapid adaptation, companies run the risk of being left in the digital dust.

How can IT managers and CIOs ensure that their legacy data solutions are leveraged as a revenue growth strategy? Fortunately, a solution exists, all around us, that allows companies to not only ensure their data are utilized correctly but that allows them the possibility to generate a substantial amount of revenue. The result is a company with more profitable digital assets, higher value existing legacy systems, better customer user experiences (UX) and greater agility in the market.

This white paper will examine current data management processes and look at the potential benefit of developing and using Application Programming Interfaces (APIs) to generate growth and revenue.

Market Drivers: What is driving the market toward APIs?

Aging software infrastructure: Many companies are faced with a difficult decision in today's market place. They are sitting on existing software infrastructure that is too valuable to abandon, but that is also rapidly becoming obsolete (Harvard Business Review). Without a solution that allows companies to leverage their existing software infrastructure, these companies face an uncertain future.



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Increased demand for better UX: Customers these days expect a certain experience when digitally engaging with companies. The days of self-contained client systems, and data existing in silos has long-passed. Without the ease of use that comes with a connected digital experience, customers will abandon companies that don't deliver.

Increased demand for better value proposition for customers: Customers want increased value for their money today more than ever. Companies are looking to offer clients an increased value proposition by partnering with other companies that offer complimentary products and services.

Rapid pace of change in the digital market place: Things change in the IT world faster than you can say API. Companies often struggle to manage the rapid pace of change (TechUk) and according to Susan Bowen, President of Cogeco, "staying ahead of the pace of change is vital for the future competitiveness of a business." Companies are looking for solutions that will allow them to adapt to and keep up with the speed at which change happens today.

Problems with legacy software systems:

High cost of rebuilding software infrastructure: Although you may be aware of the need to rebuild some or all of your existing software infrastructure, it remains a cost-prohibitive option. CIOs know that relying on decades-old software is not the ideal but they are hesitant or even unable to abandon them because it is a widely-held belief that undergoing a major technology upgrade is a mistake in this market (<https://www.cio.com/article/2440936/infrastructure/why-now-s-the-time-to-tear-down-old-legacy-apps-and-rebuild.html>).

Difficult to change at the pace of the digital market place: The current market is defined by change. Nothing is as certain as change, I believe the saying goes. So why is this change a problem for the modern IT company? Change in and of itself is not a bad thing but what



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companies struggle with is that they are finding change is occurring at a pace that is impossible to keep up with. Cogeco Peer 1 recently ran a study that found “55% of IT decision-makers feel they are struggling to keep up with the pace of technology, with 28% stating that they feel unable keep up with the increasing number of changes available to them”

https://info.cogecopeer1.com/the-2018-powering-potential-study-lp?utm_campaign=FY18-EMEA-UK-Powering%20Potential%20Study-LP&utm_source=Press&utm_medium=powerin-potential-study-2018-lp

Changing landscape of business: No longer can companies exist within their own internal networks. The business landscape has shifted from one of “everyone for themselves” to more of a collaborative environment. What used to work, planning a project, setting up the requirements, designing, developing, testing and rolling out months, sometimes years later, is no longer an option. Following this method would result in you possibly developing a project that would be obsolete by the time it is completed, I mean, just think of all of the new applications that have been developed over the last few months!

Are APIs the Answer?





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What are Application Programming Interfaces (APIs)? Think of an API in simple terms, as an international plug adapter when you're trying to charge your phone in a hotel room in Paris. You have the phone and charger (with a North American plug), you have the electricity (with a European socket), but you need something that will allow those two pieces of the puzzle to talk to each other to get the job (of charging the phone) done. APIs work in the exact same (albeit much more complicated) way.

APIs have been defined as "plug-and-play services that enable different services, applications, and platforms to communicate with each other in real time" (Imperva, 2018). They are the reason why we are all now so interconnected. APIs are used in hundreds of businesses across the world. A pizza company won't develop its own mapping and GPS software to let customers know where they are going, they will simply plug into the Google Maps API. Not doing so would be a waste of valuable time and resources when they likely wouldn't be able to develop a system as good as Google's in the first place.

Benefits of Using APIs

More agility in the market
Seamless UX
Wider range of service offerings
Faster time to market.
Less resources (in people and in dollars) creating systems that already exist.
Business partnership opportunities.
Real-time data updates → analytics can be used to optimize and improve systems.
Increased market visibility/credibility.
Reach new audiences.
Increase revenue (by both charging for your API and by offering the use of other APIs to increase your value proposition & charge more for your services).



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Jaguar as a Solution

Jaguars are fast, agile and are at the top of the food chain. They play an important role in stabilizing ecosystems, much like we do here at Jaguar Systems Inc. We can work with your company to assess your existing software architecture and determine what APIs could be developed to enhance the experience of your customers, and ultimately to increase your revenue generation capabilities.

With a full consultation we can save your company valuable time and resources by doing a complete market assessment and determining not only the APIs that your company can develop and leverage, but what APIs you can tap into to increase your overall value proposition.

By working with our experts, you will see the following benefits

Full utilization of your current legacy software architecture.

Cost savings resulting from an analysis of where your company can save money by tapping into the power of complimentary APIs.

Revenue generation - By increasing your value proposition to customers you will be able to charge more for your services.

Over 10 years' experience working strategically with companies to ensure their current systems are leveraged properly.

Impressive client list – over our decade of experience we have worked with clients such as: Adobe, Apple, Symantec, Oracle and Dell.



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Next Steps:

The first step to getting your company's legacy solutions working for you is to reach out and ask. Send us a quick email via the contact form below and one of our Solutions Architects will be in touch soon!



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