Agile Integration

The Three Pillars That Solve Your Integration Problems
In An Agile Way

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EMEA Business Development Director for Integration Middleware
Series of monthly Agile Integration webinars for Partners

1. **Intro: Agile Integration Vision**
2. Agile Integration Reference Architecture
3. Focus on Pillar 1: Distributed Integration
4. Focus on Pillar 2: Containers
5. Focus on Pillar 3: APIs/API Management

[https://www.redhat-partner.com/webinars_on_demand](https://www.redhat-partner.com/webinars_on_demand)
What to expect from today...

- Agile Integration: What’s in it for Partners?
- Why Agile Integration?
- The Agile Integration concept explained
- Red Hat Technologies for Agile Integration
- Customer success stories
The Idea behind Agile Integration

Move from product-led customer conversations ...

... to customer challenge-led conversations

... which translate into solutions including various products.
What’s in it for Partners?

Becoming the strategic integration partner to your customers in a long-term relationship

Move to:

- Single Product Conversations
- “Just” a Sales Rep for Point Solutions
- Long-Term Customer Value Discussions
- Strategic Platform Partner
Middleware: Huge Potential for Red Hat Partners

Growth opportunity with a total addressable market estimated at ~$66B in 2020

Let’s not sell empty glasses!

Why would there be ANY deal, where we are not at least trying to sell Middleware on top of OpenShift?
Why Agile Integration?
Why Agile Integration?

We start from two premises:

1. “Agility” is the most important business capability today.*

* BCG: https://www.bcgperspectives.com/content/articles/it_strategy_it_transformation_it_enabled_business_agility/
Hypercompetition

“A situation in which there is a lot of very strong competition between companies, markets are changing very quickly, and it is easy to enter a new market, so that it is not possible for one company to keep a competitive advantage for a long time.

Why Agile Integration?

We start from two premises:

1. “Agility” is the most important business capability today.*
2. Every organisation has integration problems to solve.

The Integration function (technically and organisationally) is most often a centralised bottleneck.
This makes “Agility” impossible.

* BCG: https://www.bcgperspectives.com/content/articles/it_strategy_it_transformation_it_enabled_business_agility/
The Need for a Change in Integration Approaches

Centralized Integration

Demand for More Agility

Decentralized Integration (API-based)
Three Key Concepts of Modern Architecture

Integration
Containers
APIs
The Red Hat Agile Integration Concept Explained...
Typical Integration Challenges

- Increase Internal Agility
- Build consistent Omni-channel Experience
- Leverage Existing Data/Services Better
- Build Customer Or Partner Ecosystems
- Integrate With Cloud Native/Mobile/IoT Apps
- Enable SaaS Integrations Across Hybrid Environments

For details refer to the Agile Integration Whitepaper here: << LINK >>
# Red Hat’s Agile Integration Concept

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**FLEXIBILITY**

**SCALABILITY**

**RE-USABILITY**

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**Culture**

**Processes**

**Tools**

**Automation**
Red Hat Technologies for Agile Integration
Red Hat Technologies for Agile Integration

**Distributed Integration**
- RED HAT® JBOSS® FUSE

**Containers**
- RED HAT® OPENSHIFT

**APIs**
- RED HAT® 3SCALE® API MANAGEMENT
Red Hat JBoss Fuse + AMQ

Distributed Integration Logic + Event-based Messaging for massive scale

- Lightweight Integration
- Reusable Pattern Toolkit
- Rich Transformation, Routing, Messaging

- Move away from the monolith
- Wrap & leverage legacy
- Create APIs
Fuse Product Variants

- **Fuse Standalone**
  - Single JVM Fuse, EAP based
  - Developer-focused
  - Integration where you need it
  - “Classic” integration

- **Fuse Integration Services**
  - Scale out Fuse
  - Developer-focused
  - Optimised for OpenShift
  - “Cloud native” integration

- **Fuse Online (iPaaS)**
  - Low/no-code UX
  - 100% cloud-based via OpenShift
  - Integration through a browser
  - Fuse for Everyone
  - “Ad Hoc” Integration
Two Dimensions of Distributed Integration

WHERE INTEGRATION IS USED
Data & Service integration at the center or the edge of your enterprise architecture.

WHO PERFORMS INTEGRATION
Unlocking integration capability for new categories of integration personas.
Try it yourself

Fuse Online Tech Preview

https://www.redhat.com/en/explore/fuse-online
Red Hat OpenShift Container Platform

Container-based PaaS and DevOps

Deploy & manage container apps
Seamless across Hybrid Clouds
Automated and scalable

Shift to a containerized, DevOps deployment model
Consistency across environments
Key Microservices enabler
Red Hat 3scale API Management

API Security, Control and Visibility

- API visibility & control enterprise wide
- Security, rate limits, analytics, developer portal
- Manage internal and external APIs

Transform internal IT into “API First” approach
Empower teams to deliver their own APIs
Provide global visibility and a uniform approach
Customer Success Stories
Schiphol Amsterdam Airport

Fuse and 3scale build the base, adding OpenShift completes their transition to an Agile Enterprise

CHALLENGE
To become the best digital airport and improve passenger experience.

SOLUTION
Transform data and services into re-usable endpoints and share these with partners and mobile applications via APIs: creating a genuine partner ecosystem. Then scale up and automate software deployment with containers.

WHY RED HAT
Wanted to select open source software that was backed by support from a trusted vendor. Created API foundation for seamless handoff between the airport and its partners.

PRODUCTS & SERVICES
- Provide APIs for access to all core services for internal developers and partners
- and cut development time for new services and APIs by 50%

Red Hat OpenShift Container Platform
Red Hat JBoss Fuse
Red Hat Satellite

Red Hat 3scale API Management Platform
Red Hat Gluster Storage
Red Hat Consulting

Red Hat JBoss Enterprise Application Platform
Red Hat OpenShift Dedicated
Red Hat Consulting
Large European Bank

CHALLENGE
Not only to comply with PSD2 -- but leverage Agile Integration to build the programmable bank of the future based on the banking platform business model

SOLUTION
Bought 3scale onprem. Now rolling out OpenShift further.

WHY RED HAT + Partner
Satisfied existing customer.
Partner as subject matter expert. Great consulting by partner.
3scale flexibility wrt to gateways. Competitive pricing.
“The Role of Agile Integration in Open Banking”

Wrap-up
Take-aways

**Everybody** has an integration problem. Or a problem with integration.

The Agile Integration concept should help to move to **customer challenge-led** and **solution-oriented** conversations.

**Three pillars** make up the Red Hat Agile Integration concept.

The key technologies behind the concept are Red Hat JBoss **Fuse**, **OpenShift** Container Platform, and **3scale** API Management.

**Six typical key customer challenges** can be addressed with Agile Integration.

Become a **strategic partner** to your customers offering a **comprehensive solution** to tackle modern integration challenges.
More about Agile Integration: Whitepaper

DIGITAL INNOVATION THROUGH AGILE INTEGRATION
What is agile integration and why is it needed?

Partner Enablement Activities

- Red Hat Webinar series for Partners

- Agile Integration Classroom Workshop
  [https://www.redhat-partner.com/trainings#agile-integration-workshop](https://www.redhat-partner.com/trainings#agile-integration-workshop)

- Agile Integration Sales Day
  [https://www.redhat-partner.com/trainings#sales-day-agile-integration](https://www.redhat-partner.com/trainings#sales-day-agile-integration)
Agile Integration

The Three Pillars That Solve Your Integration Problems
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Manfred Bortenschlager
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Bring Agility Into Integration
Make your platform agile...not just your software

Leveraging methods and tools that allow **agile and effective integration** of services, apps, APIs and data is a foundation for **competitive advantage**
Understanding customers

Integrating digital and physical

NORDSTROM

Social media

Multichannel integration

The Volvo Car Company

CHALLENGE -- Volvo’s Vision
“IoT (connected cars) IoH (connected drivers) and IoD (mobile devices) will use APIs as key mean to access Volvo Cars. API integration is the new imperative.”

SOLUTION
3scale API Management SaaS and onprem. Start with SaaS and add onprem later for a hybrid scenario. Several parts must run on top of Azure. Several internal and external (partners) stakeholders will interact with the Volvo API platform.

WHY RED HAT
Existing and satisfied Red Hat customer. Excellent relationship based on trust. Like the open source philosophy. Decided for 3scale because of product flexibility, esp wrt. deployment in hybrid cloud scenarios. Pricing was competitive.
SOLUTION
Bought 3scale onprem.
Initially several production shortcomings became apparent which were solved by GPS customisation engagements (deployments, performance, DB connections).

WHY RED HAT
Satisfied existing customer -- esp. with a large OpenShift installation. Like the open source way and contribute back to upstream.