

Axway AMPLIFY™

Set yourself apart with a platform that brings everything together

SOLUTION BRIEF

The best thing you can do with data explosion is AMPLIFY it.

Faced with new and unexpected competitive threats, organizations are searching for other ways to engage today's digital customers with experiences that delight to win mindshare and transform their markets. Most enterprises have embarked on far-reaching initiatives, from implementing customer relationship management (CRM) and "single view of the customer" projects to customer self-service and communication management (CCM) systems and Omnichannel initiatives. The success of these actions depends on taming the unprecedented volume of data flowing through digital ecosystems. Much of the data and insights sits in other organizations. Only a third of this volume is within enterprise silos; the other two-thirds is in the cloud, on mobile devices and inside things – and growing exponentially.

You can capitalize on the expanding universe of data by using Axway AMPLIFY to safely unlock the value of relevant data today and boost efficiency, innovate faster and wow customers tomorrow.

Axway AMPLIFY, a next generation data integration and engagement platform, enables organizations to adapt, engage and scale new ecosystem-driven business models with customer experience networks.

Customer experience networks reach beyond omnichannel. AMPLIFY makes them possible.

Omnichannel applications, which provide web and mobile access to primarily enterprise data sources, are no longer enough to remain competitive. An incomplete view of customer behavior, compounded by constrained IT capacity, prevent you from spotting opportunities and getting new ideas to market quickly. Rather than just stitching data together, do more with it and empower the ecosystem to co-create brilliant experiences. AMPLIFY lets you fuse and leverage interactions between everything and everyone – employees, suppliers, partners, developers, smart machines – to achieve one thing: a memorable customer experience.

Now you can anticipate and respond to changing customer expectations with light speed:

An agile, secure and scalable data integration foundation

Quickly convert data silos into configurable and API-enabled services that are more efficient and affordable to manage regardless of the underlying technology. Consolidate multiple types of systems and human-centric content flows – B2B/EDI, MFT and APIs – into a centralized digital shared service platform.

API lifecycle management

Unlock existing internal and third-party assets and engage your ecosystem of developers to shape rich digital, mobile, cloud and Internet of Things (IoT) experiences with a faster ROI with full lifecycle API Management.

App development

Create great, native mobile apps – all from a single JavaScript code base. Enable visual and hands-on design, built-in testing and connectivity to any data source via mobile-optimized APIs, leverage analytics to see usage and adoption, detect crashes and tune performance – all leveraging existing JavaScript skillsets.

Analytics and monitoring

Illuminate the real-time health, performance and adoption of services, helping to predict future growth and support continuous improvement.

Content collaboration

Re-energize the way your organization works. Compose a digital workplace that unlocks unstructured data across the enterprise and gives users secure access to files anywhere, anytime for internal and external collaboration.

Many powerful solutions. One reliable platform.

AMPLIFY is flexible enough to quickly start up with a single use case or scale to run many of your organization's mission-critical services. It builds on and extends the proven capabilities of Axway product sets – API Management, B2B Integration, Managed File Transfer, App Development, Operational Intelligence, Content Collaboration – adding a common layer of security and visibility, plus:

A unified user experience

Promotes reuse of skills and reduced dependence on scarce, expensive resources, including single sign-on, an intuitive interface style and familiar functional navigation.

A comprehensive API catalog

Provides comprehensive documentation compatible with Swagger 2.0 to support specialized scenarios and integrate easily with existing platforms.

Easier DevOps adoption

Gain the ability to import/export and version-control artifacts as part of your continuous integration and delivery processes.

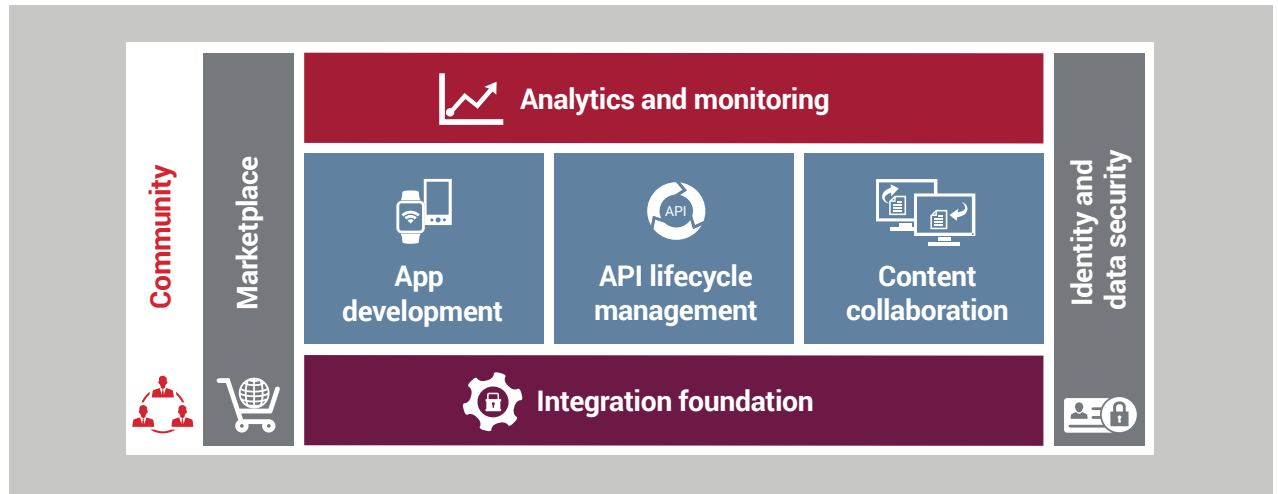
Reliable identity and data security

Protect critical data and enforce identity authentication across your entire digital ecosystem to prevent any potential damage from data breaches or unauthorized users.

Endless possibilities.

Collaborative communities.

Axway connects your organization to expert content, technology resources and skilled solution providers, including over 1 million skilled developers and partners from around the globe. Tap into different experiences and ideas to help your team achieve greater results faster:



Community portal services

Each user receives a personalized experience with documentation, support, user communities, knowledge bases and educational events with AMPLIFY.

AMPLIFY Marketplace

Discover, share and monetize an extensive catalog of prebuilt services and “service accelerators,” a customizable set of templates from connectors, policies and orchestrations to apps, dashboards and more. They are available with complete API documentation and can be used to bootstrap new and innovative services.

High scalability. Hybrid deployment.

Depending on your organization's requirements, AMPLIFY's hybrid design adheres to a variety of deployment models:

Cloud-connected products

Deploy robust design and runtime tools powered by AMPLIFY with high availability in on-premise data centers or on cloud-hosted environments (one per organization).

Cloud solutions

Ensure high resiliency and rapid scaling on any deployment environment using solutions architected from containerized microservices powered by AMPLIFY. You are provided with self-service access, monitoring and delegated administration.



Learn how the AMPLIFY platform makes you more competitive

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