

Boost Your Integration for Digital

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WAYS TO MODERNIZE INTEGRATION FOR INNOVATION, EFFICIENCY AND SPEED

01

Reimagine the customer experience.

Today's tech-savvy customers are calling all the shots. It's up to IT and business leaders to understand exactly what they want and need at specific business and life moments, and use data to invent captivating experiences that draw them in and keep them coming back.

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Align IT with business efforts.

The Venn diagram of IT goals and business strategy can no longer overlap at just the edges; they must inhabit the same circle. Because future success hinges on an open and connected digital ecosystem, IT needs to take a leading role in enabling innovative digital products and services.

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Remember your legacy.

As you plan to modernize your digital infrastructure, don't throw the baby out with the bathwater. Open up existing back-end systems to create new digital experiences, preserving original investment value.

04

Share the wealth.

Build a shared integration services platform that provides access to existing assets, new technologies and consolidated

MFT, EDI and API data flows all in one place. You'll transform IT into a business-oriented partner that meets internal demand while monetizing data to generate revenue.

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Embrace the next generation.

It's impossible to provide shared services if data flows are still being managed across fragmented silos. Introduce a next-generation data exchange layer to enhance existing components, provide scalability and end-to-end visibility, and integrate APIs.

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Disrupt disruption with APIs.

To respond quickly to disruptive market forces, use APIs to extend core IT to cloud apps, adapt the architecture to digital business processes, and scale to support far more users and endpoints.

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Combine forces.

Avoid the cost and risk of multiple data silos by combining EDI and API management in one system. Use APIs to open access to B2B services, portals and mobile apps and unlock new EDI-as-a-service capabilities.

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Consider outsourcing.

If you outsource, you can quickly gain a modern MFT/EDI/API integration foundation that allows critical resources to focus on more strategic digital initiatives.

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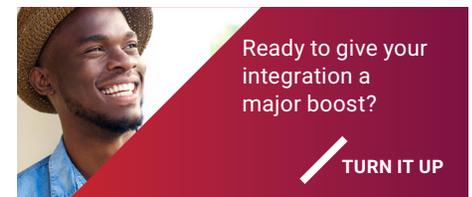
Move beyond omnichannel.

Providing web and mobile access to enterprise data is not enough. Boosting your integration foundation lets you fuse and leverage interactions between everything and everyone – employees, suppliers, partners, developers, smart machines – to achieve one thing: a memorable customer experience.

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Unleash your data.

Axway AMPLIFY™ provides an integration foundation that securely unleashes data, opening the door to engagement with new ecosystems and speeding your digital transformation.



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