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 Google Cloud



OTTOBRE 27, 2020

Digital Servitization

Cloud, dati e API per monetizzare il prodotto
"as a service"



Agenda

- 10.00 – 10.15** **Opening and Use Case as "servitization scenario" and Deloitte strategy**
Michele Paolin, Partner Deloitte
- 10.15 – 10.30** **Use Case in terms of integration, Golden Record and monetization**
Massimiliano Orsini, Manager Deloitte
- 10.30 – 10.45** **Boomi vision and the proposal on Integration, Golden Record and Smart Automation**
Giulio Moretti, Senior Systems Engineer - EMEA, Dell Boomi
- 10.45 – 11.00** **Vision and proposal on monetization with Google Cloud Apigee**
Nicola Cardace, Solutions Architect, Google Cloud Apigee
- 11.00** **Q&A session**

**Opening and Use
Case as
"servitization
scenario" and
Deloitte strategy**



Deloitte

BIOS



MICHELE PAOLIN

Cloud Engineering Partner

Deloitte Consulting

mpaolin@deloitte.it

Experience

Equity Partner at Cloud Engineering and one of the pioneers of the public cloud offering in Deloitte Central Med. For twenty years, I have operated in the world of large scale IT implementations and, in the last decade, I have focused on cloud solutions both infrastructural and applications. Although the experience allows me a good strategic vision of the cloud journey, my strong point is the ability to execute sophisticated cloud migrations. I handle complexities, methods and tools to migrate workloads and applications to public cloud efficiently, in time and in cost, mitigating operational risks. I foster an awesome team of cloud native architects and coders distributed between Italy and Greece that are the secret sauce of my success.

Deloitte Competences

"Deloitte named a worldwide Leader in Public Cloud Infrastructure Professional and Managed Services by Gartner."
May 2020 ¹

"Deloitte named a leader in Cloud Professional Services by IDC MarketScape."
April 2020 ²

"Deloitte named a worldwide leader in Business Consulting Services by IDC MarketScape."
May 2020 ³

"Deloitte named a global leader in Cloud Consulting based on capabilities by ALM Intelligence."
July 2019 ⁴



² Source: IDC MarketScape: Worldwide Cloud Professional Services 2020 Vendor Assessment by Gard Little, April 2020, IDC #US4539120
³ Source: IDC MarketScape: Worldwide Business Consulting Services 2020 Vendor Assessment by Gard Little, May 2020, IDC #US45629620
⁴ Source: ALM Intelligence; Cloud Consulting 2016; ALM Intelligence estimates © 2016 ALM Media Properties, LLC. Reproduced under license



Digital Servitization: Providing a definition

Using digital technology to change a company`s business model.

Three organizational factors that play a crucial role in the successful transition toward services:

- 1 capabilities for **service development**
- 2 capabilities for **service deployment**
- 3 the **service** orientation of corporate **culture**

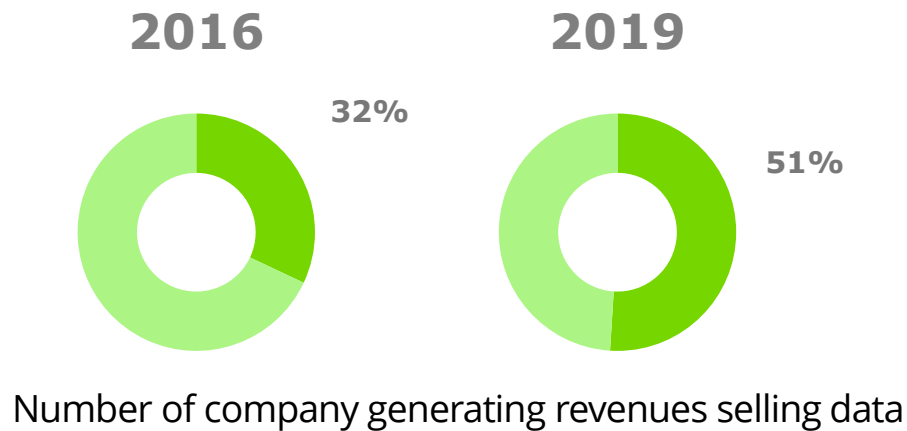


Source: «Practices and Tools for Servitization» di Marko Kohtamäki, Tim Baines, Rodrigo Rabetino, Ali Z. Bigdeli, 2018

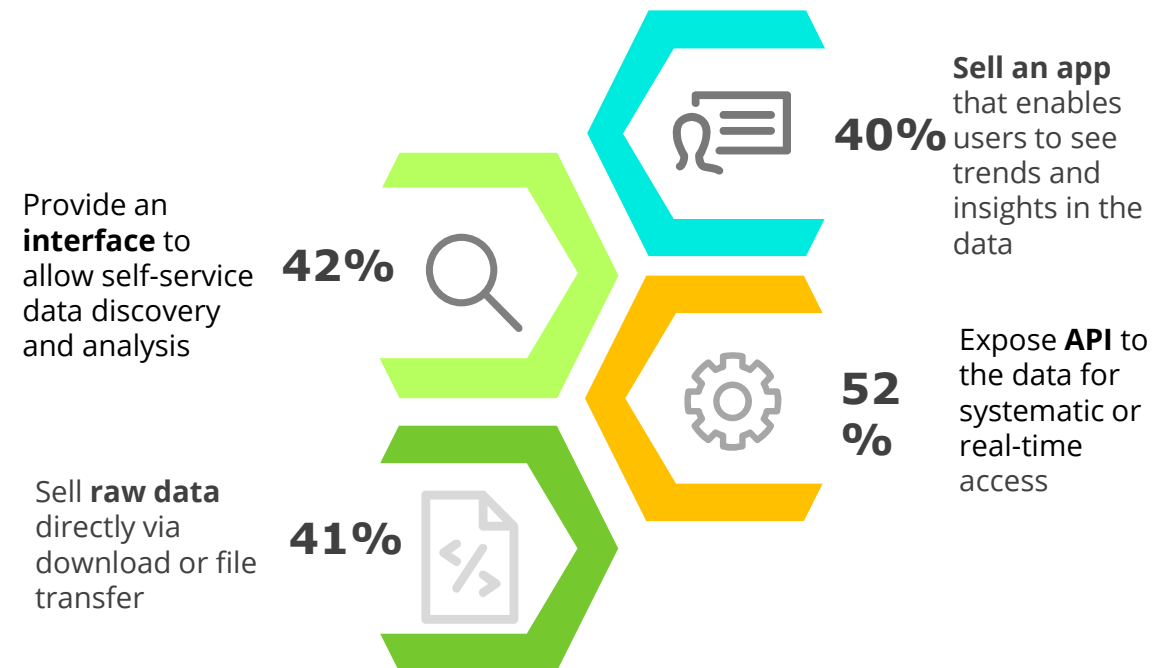
g S.r.l. All rights reserved.

Servitization Focus on Data monetization

Servitization is directly linked with **data monetization market** where its value is growing at an increasing pace, and is projected to reach **7,48M\$ in 2025**.

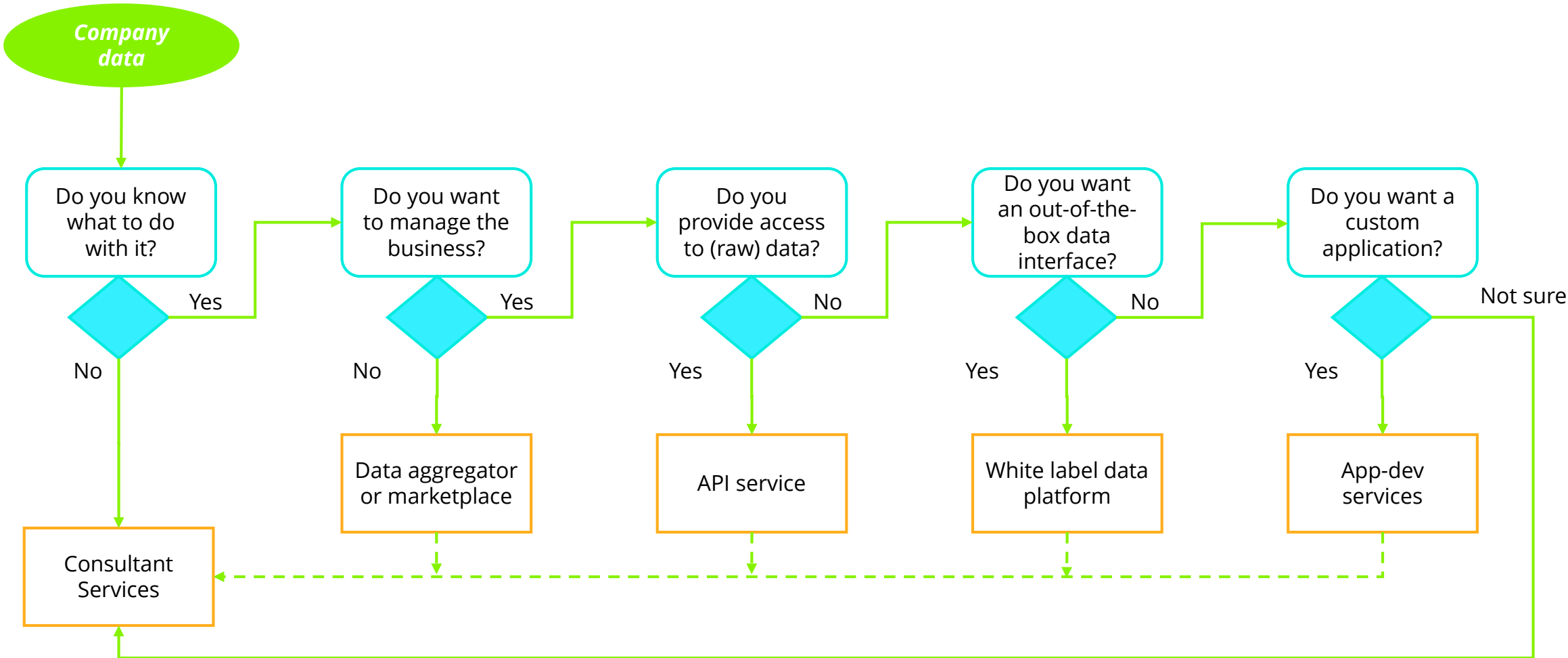


There are several ways for a company to commercialize its data



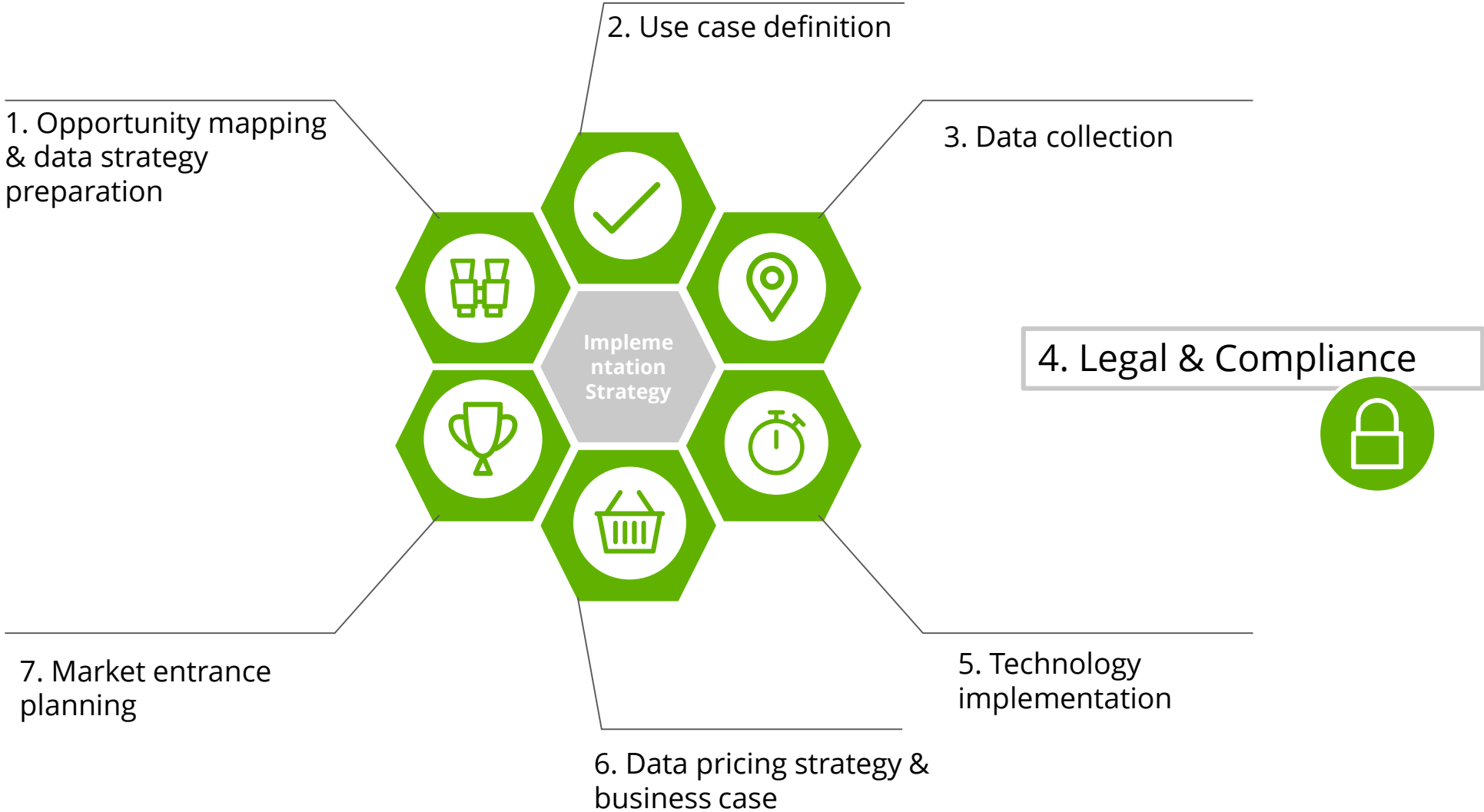
Servitization Strategy

Example of decision making process on data handling



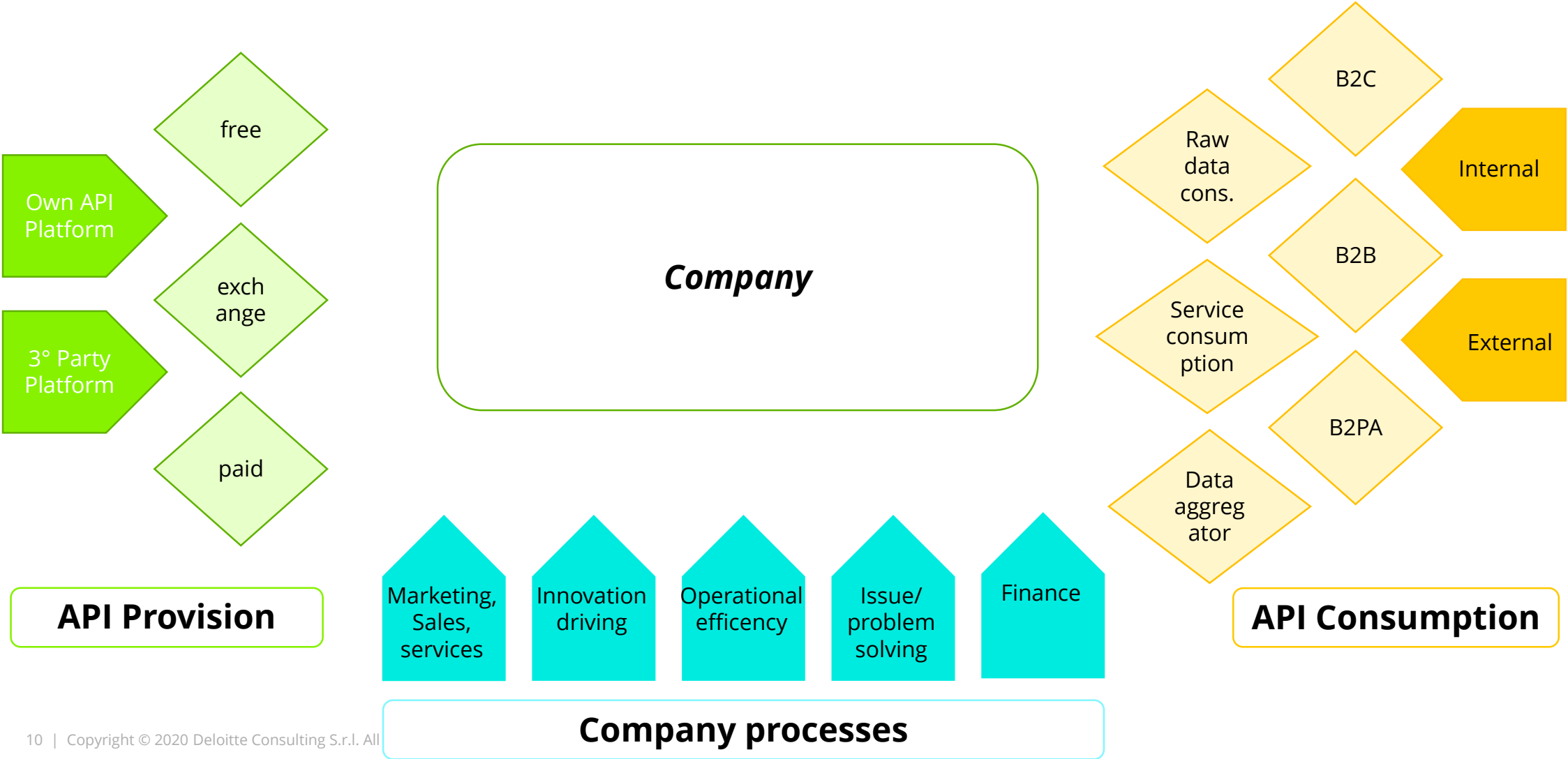
Servitization Strategy

GO TO MARKET STRATEGY FOR SERVITIZATION



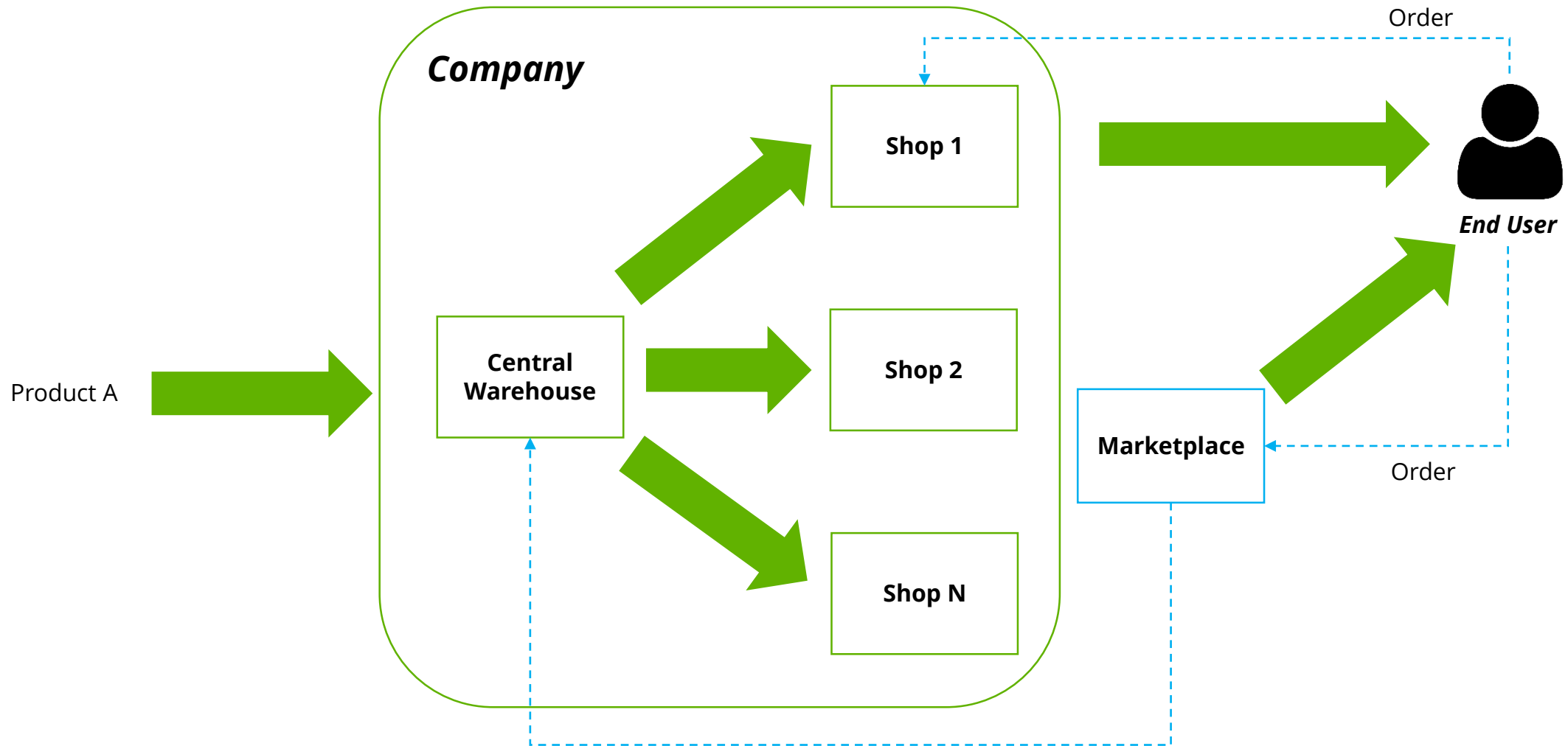
Servitization Options

Evaluation of API provisioning and consumption



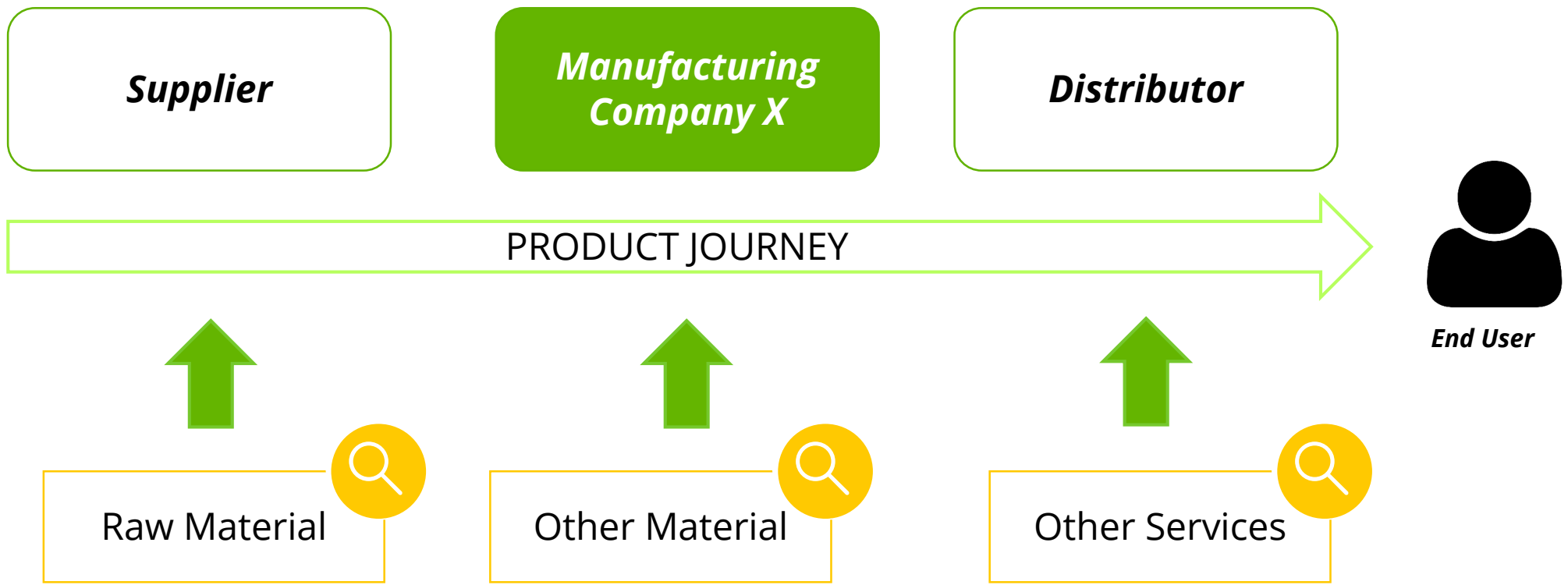
Use Case - Retail

Shop delivery



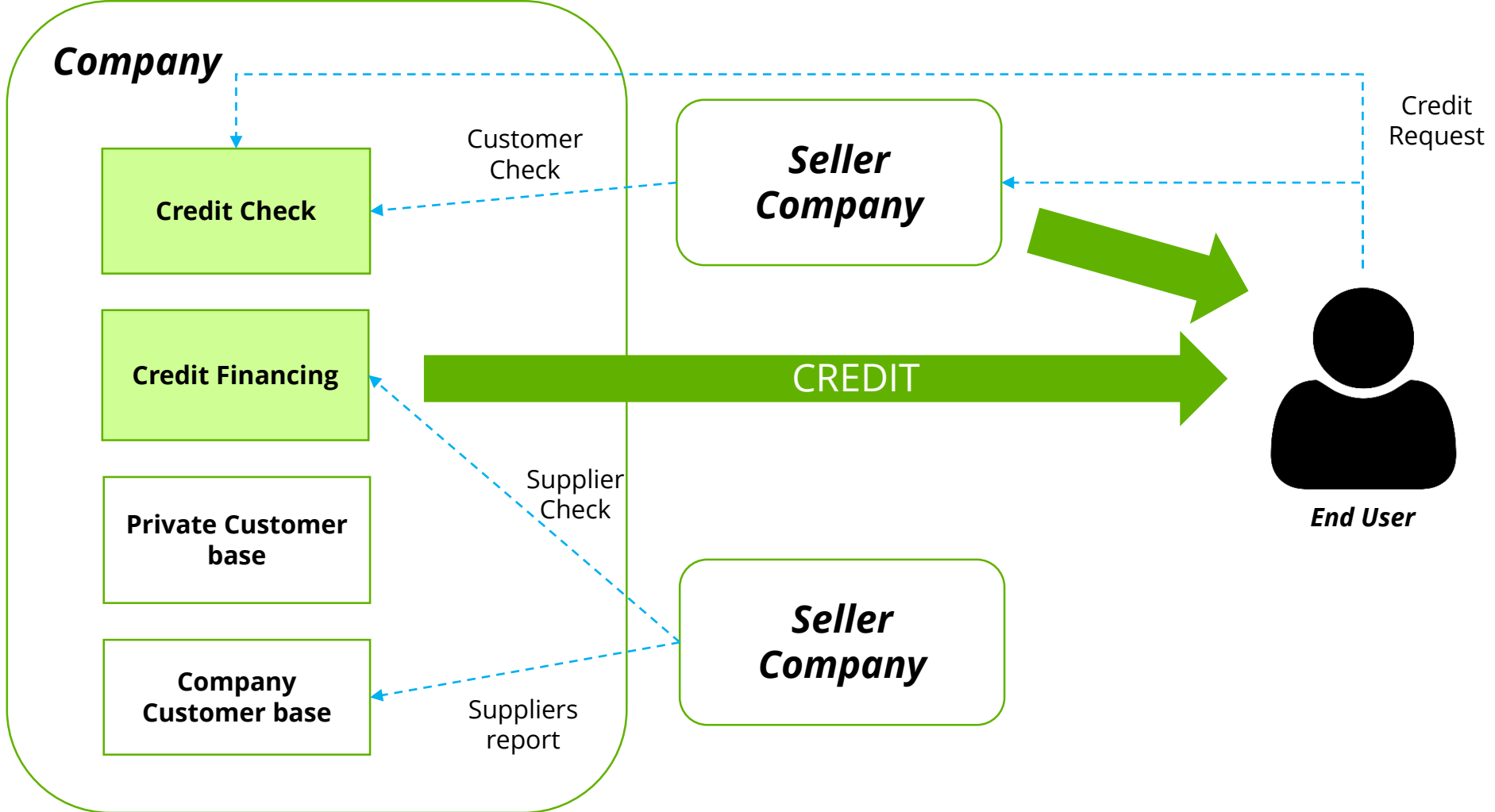
Use Case – Manufacturing

Supply chain integration



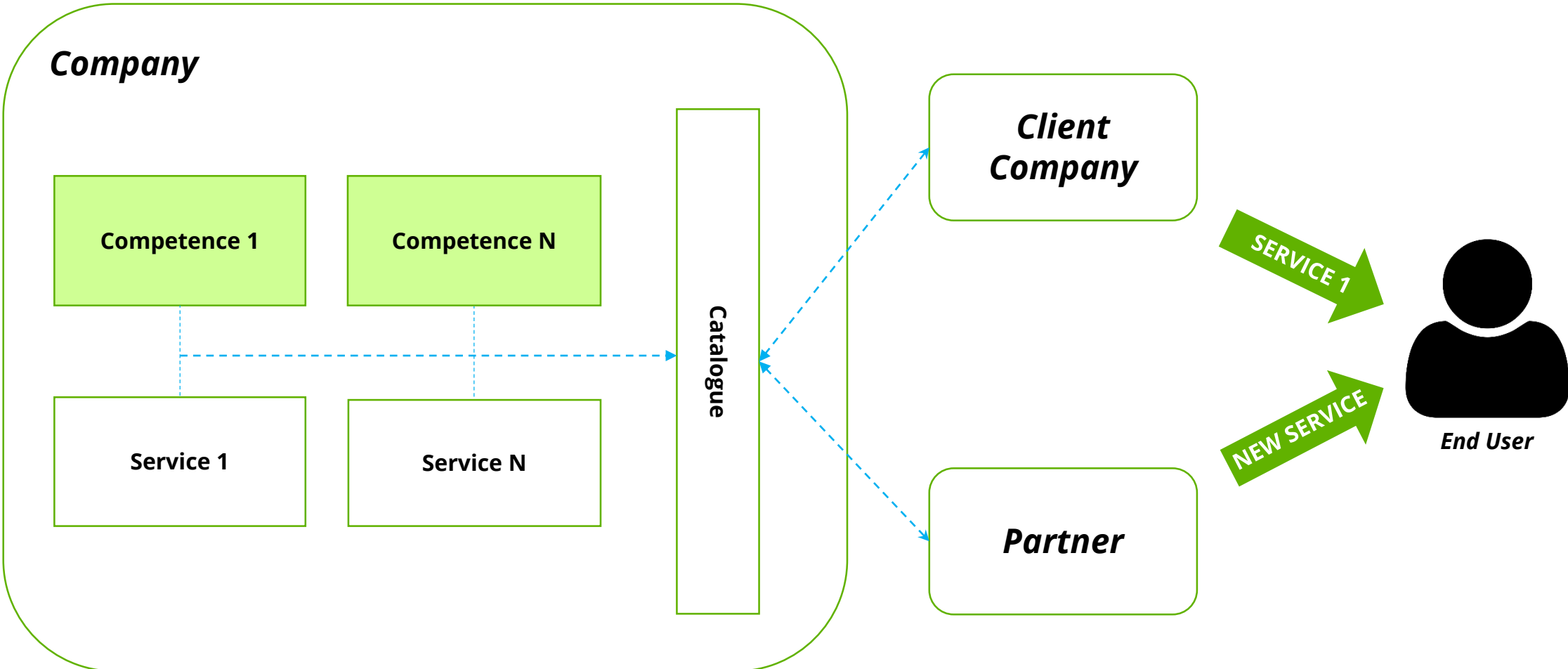
Use Case - Fintech

Credit Check



Use Case - Services

Service Catalogue



A close-up photograph of a person's hands holding a smartphone. The person is wearing a blue long-sleeved shirt and a silver metal watch on their left wrist. The background is heavily blurred, showing warm indoor lighting and several bright green circular bokeh spots. The overall mood is modern and tech-oriented.

**Use Case in terms of
integration, Golden
Record and
monetization**



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Enterprise Integration Manager

Deloitte Consulting

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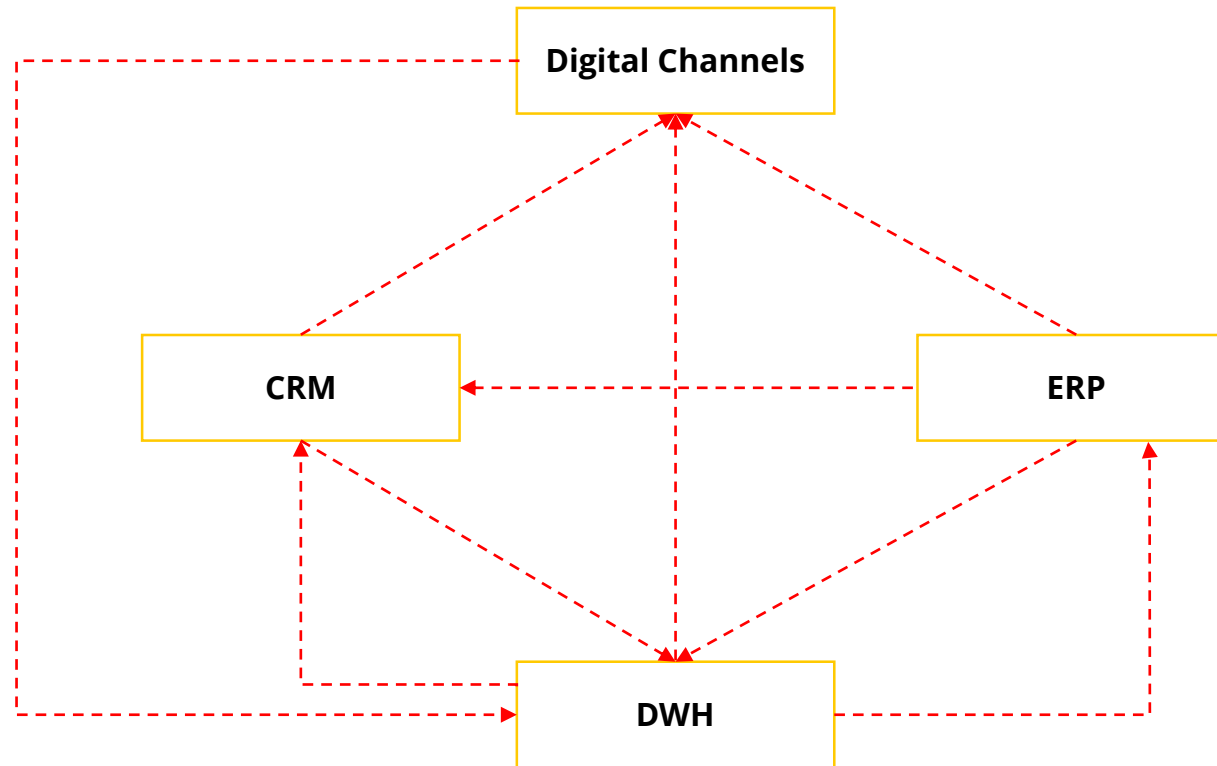
Experience

With over 20 years of experience in IT, in the last 8 years he has specialized in Enterprise Integration project by combining previous experience in different markets (Finance / Banking, Telco, Automotive and Health care) and on different roles (Software development, Architectural design and project management)

He joined Deloitte at the beginning of 2017, in addition to projects in the EI field, he returned to dealing with Custom application development, fully embracing the opportunities offered by the Cloud and helping to develop the Deloitte Alexander Competence Center (DACC) in Thessaloniki - GR.

Integration

AsIs picture



Digital Channels: all applications/solutions directly connected to the end customer

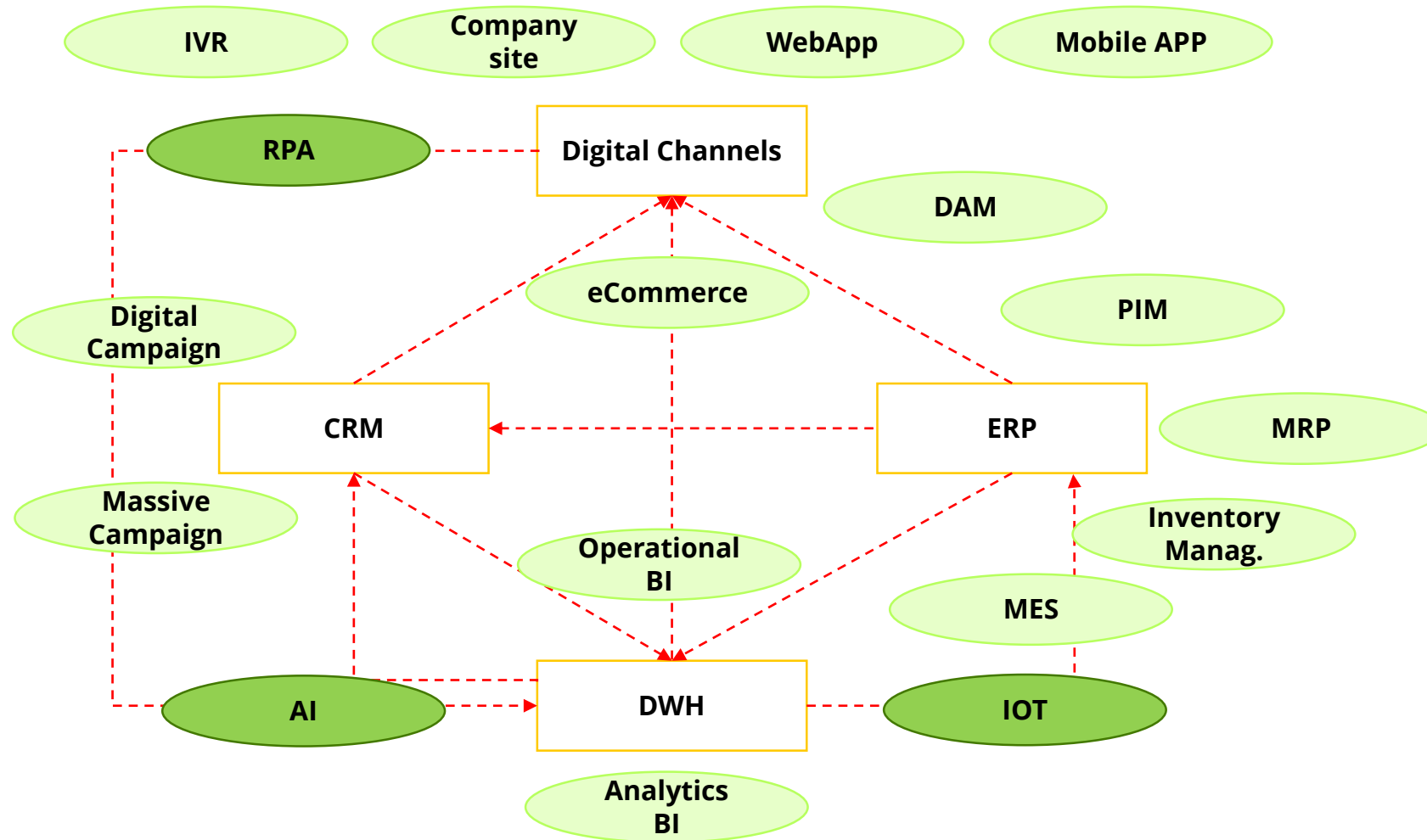
CRM: relationship with the customer and management of Marketing Campaigns

ERP: support for production, logistics, finance ...

DWH: consolidation, aggregation and analysis of company data

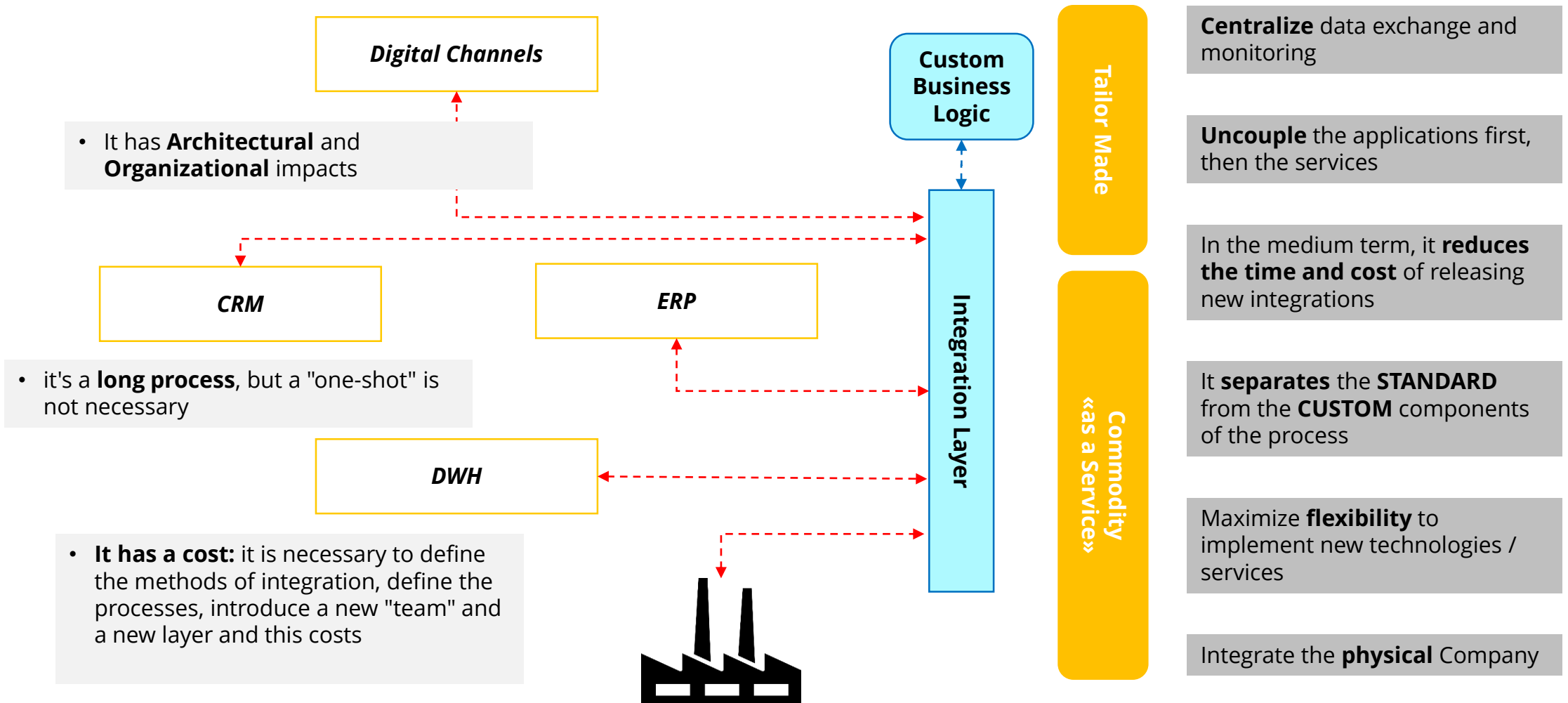
Integration

AsIs picture

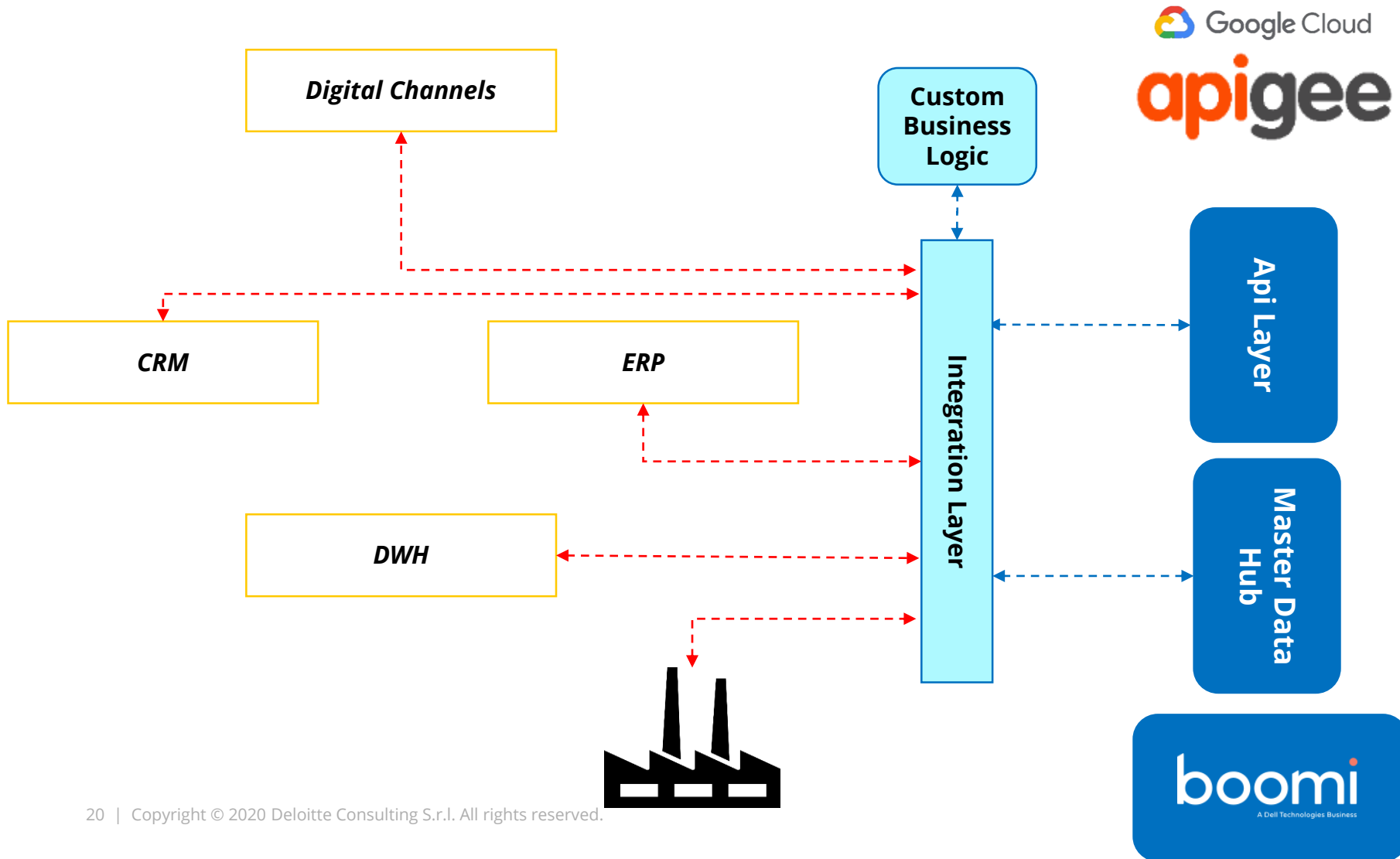


Integration - Integration Layer

Out Integration Layer



Integration – MDH & Api layer



Api Layer

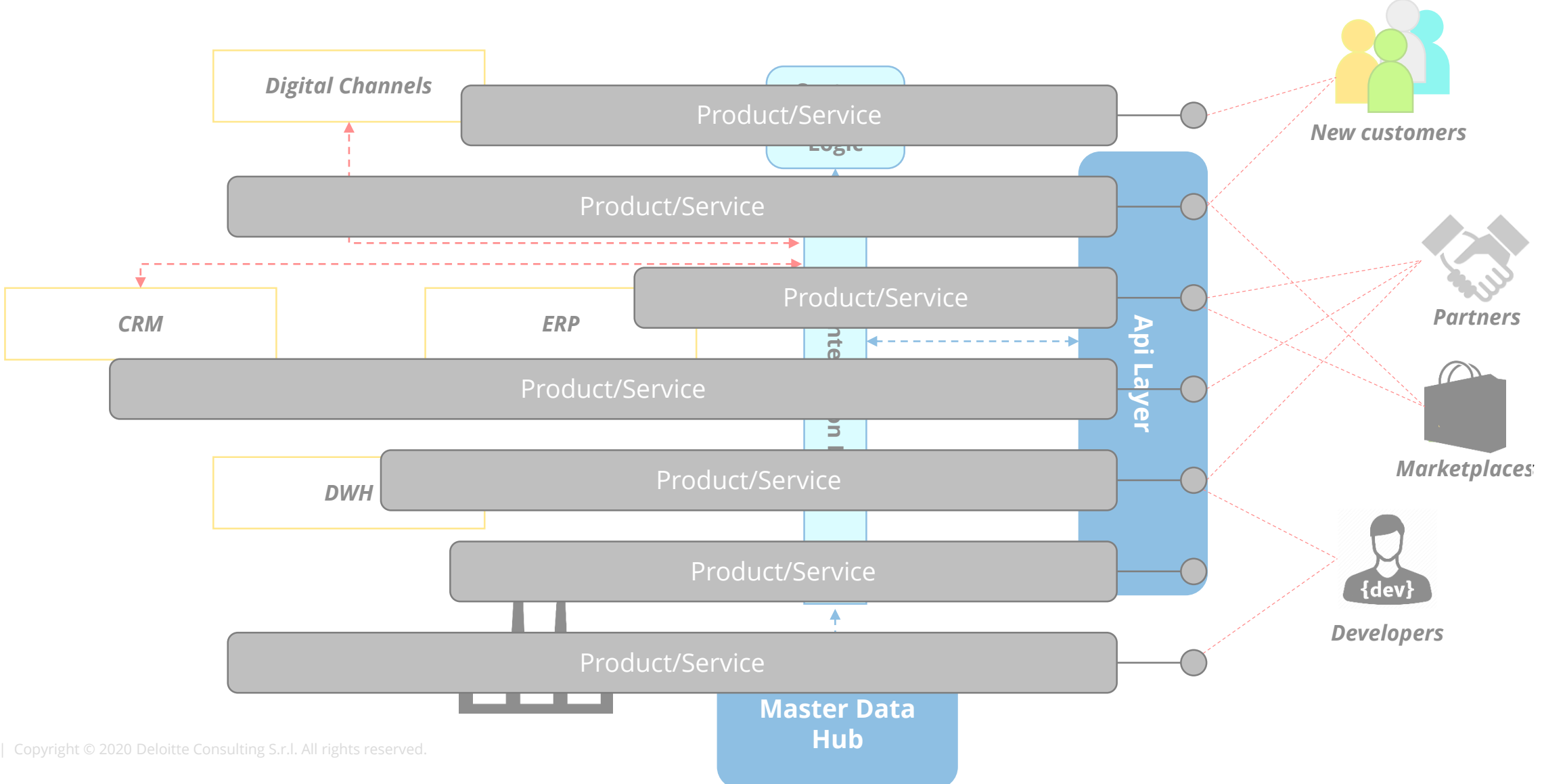
Mediate elementary or aggregate services to all potential users. In this mediation work monitor the use in order to:


- Preserve the internal infrastructure (security, volumes, loads)
- Monetize the use of services / data by external partners → **MONETIZATION**

Master Data Hub

Collect and redistribute in near **REAL TIME** all the information, or aggregates, which constitute value for the company → **GOLDEN RECORD**

Integration – Catalogue of Products/Services



A close-up photograph of a person's hands holding a smartphone. The person is wearing a blue long-sleeved shirt and a silver metal watch on their left wrist. The background is heavily blurred, showing warm, bokeh-style light spots in shades of green and yellow, suggesting an indoor setting with ambient lighting. The overall mood is professional and modern.

**Boomi vision and the
proposal on
Integration, Golden
Record and Smart
Automation**

Dell Boomi

BIOS



Giulio Moretti

Senior Solution Architect

Dell Boomi

Giulio.moretti@dell.com

Experience

Giulio is a visionary with over a decade of experience as a Solution Architect. Giulio has helped several large Enterprise realize their digital transformation journey and his experience implementing large scale enterprise architecture, including various omni channel projects, makes him a perfect fit to help customers with their ambitions.

Since joining Dell Boomi, he has mastered the platform and led a number of successful projects.

Leader in iPaaS

As one of the pioneers of the iPaaS space, Dell Boomi has a deep understanding of the market's key needs.

This market knowledge is now informing Dell Boomi's strategic moves toward the IoT, edge computing, blockchain, low-code development and artificial intelligence (AI)/machine learning (ML).



Figure 1. Magic Quadrant for Enterprise Integration Platform as a Service



Source: Gartner (August 2020)

The following disclaimer with the graphic: This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from [<https://boomi.com/it/content/report/gartner-magic-quadrant-ipaas/>]. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

1 Source: <https://boomi.com/it/content/report/gartner-magic-quadrant-ipaas/>.

Fastest-growing

11K
Customers

25K
Certifications

97%
Renewal Rate

6
Customers a day

65K
Community

580
Partners

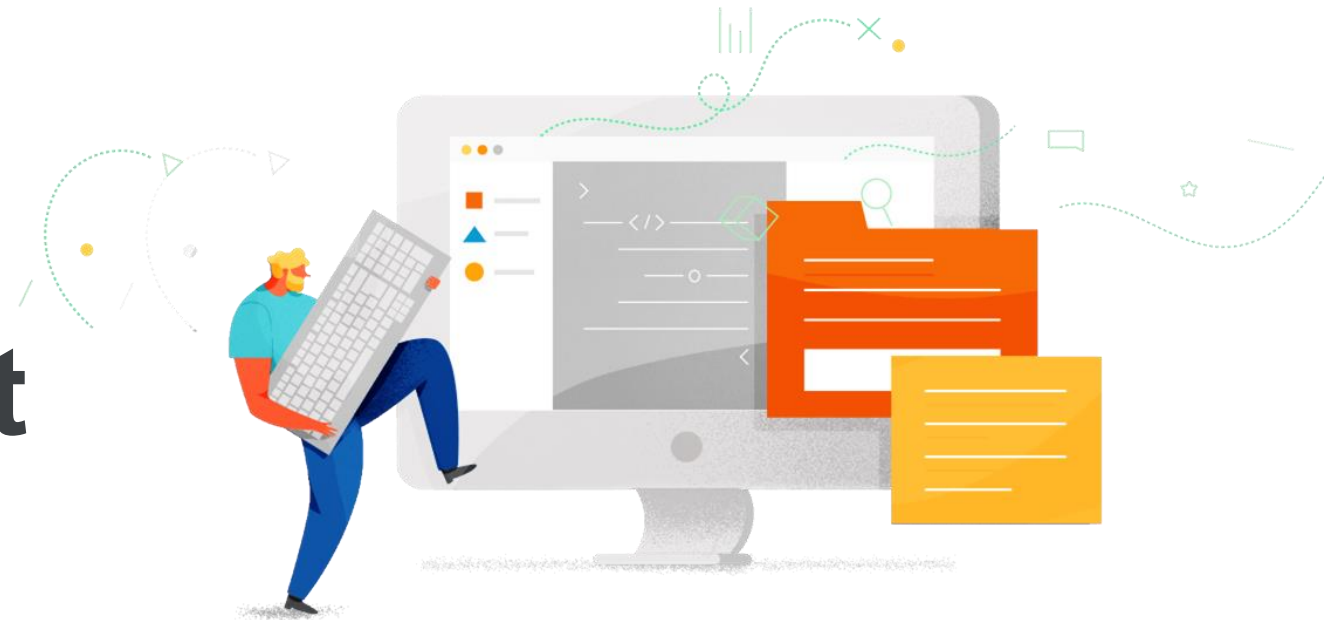


API Management with Apigee

Nicola Cardace ncardace@google.com

Solutions Architect, EMEA

Google Cloud



Nicola Cardace



<https://www.linkedin.com/in/nicolacardace/>

Solutions Architect in Telco, Financial Services at Google Cloud

Apigee hybrid API Gateway

Security compliance certification

Design for Performance and Scale

700+ enterprise customers

Financial Services



Education



Technology



Travel & Hospitality



Media & Entertainment



Telco



Government



Retail



Healthcare



Manufacturing

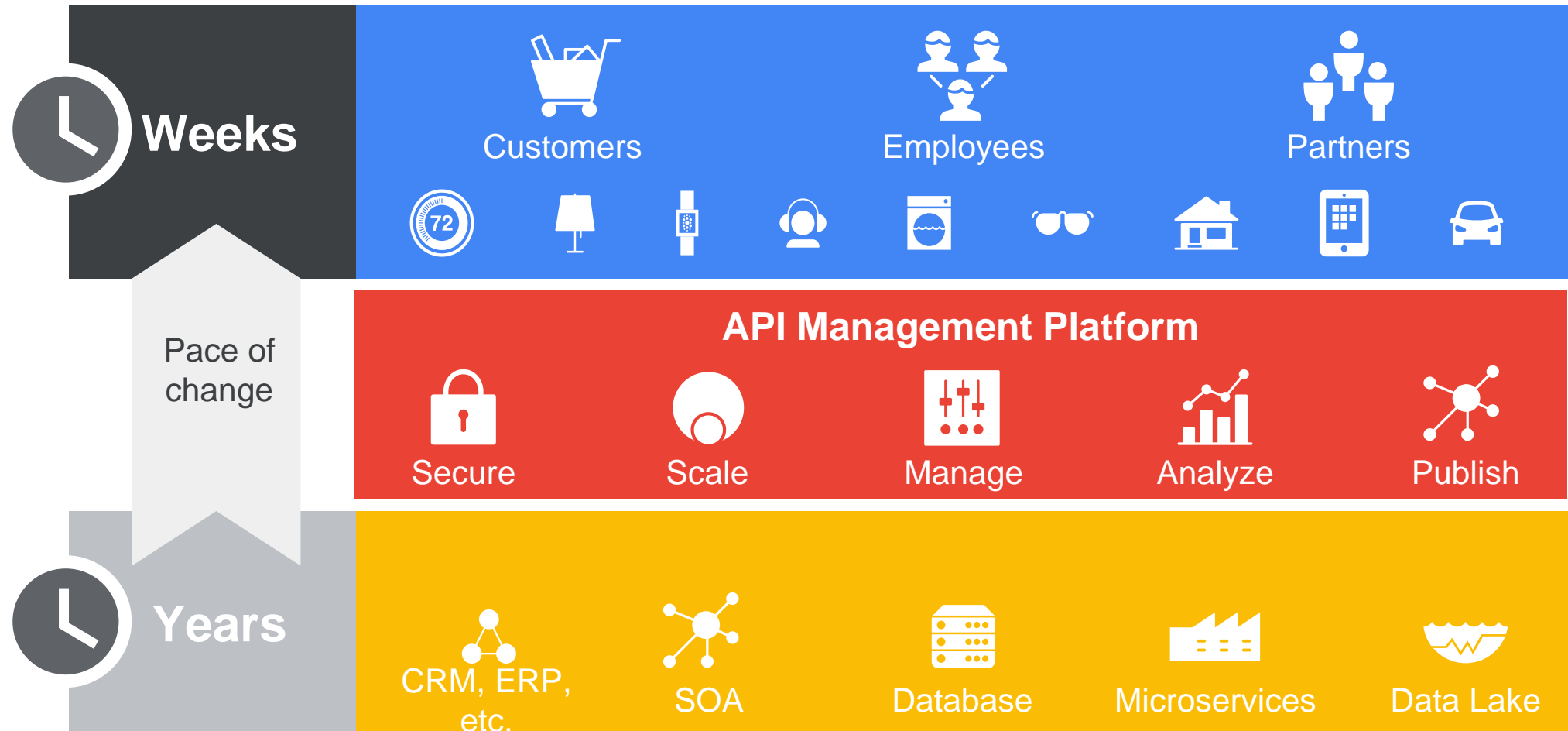


Other













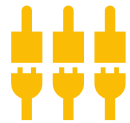









Bridging the Gap

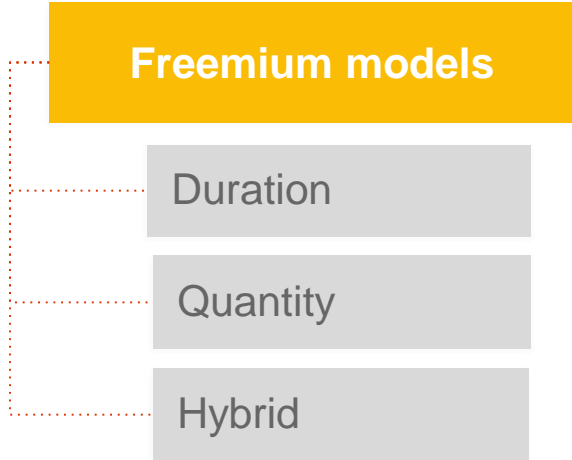
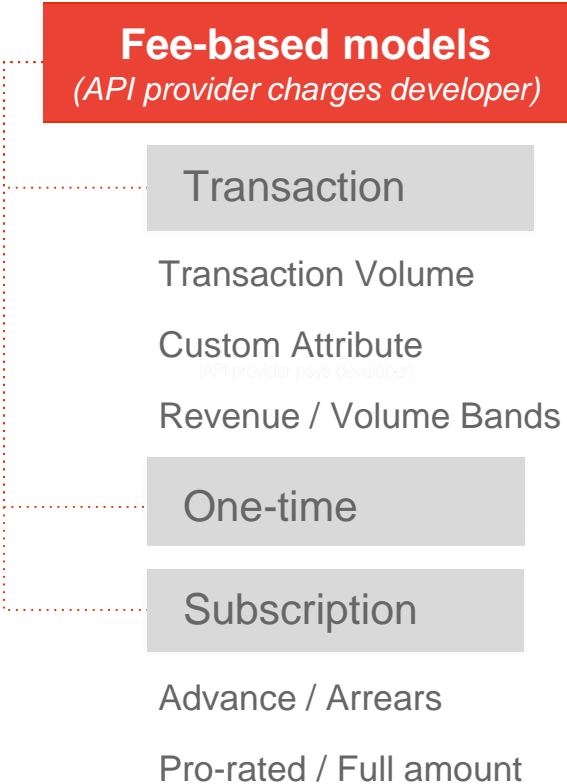
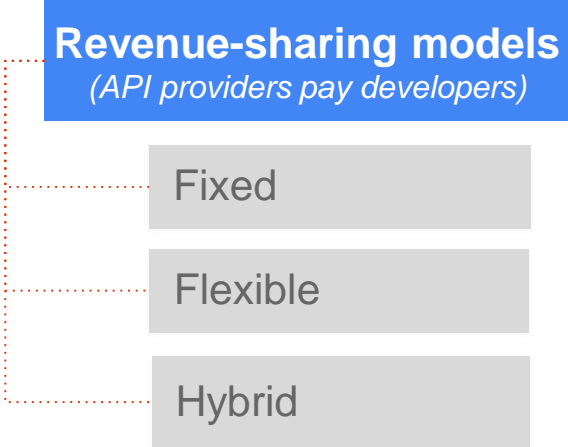
Systems of Engagement



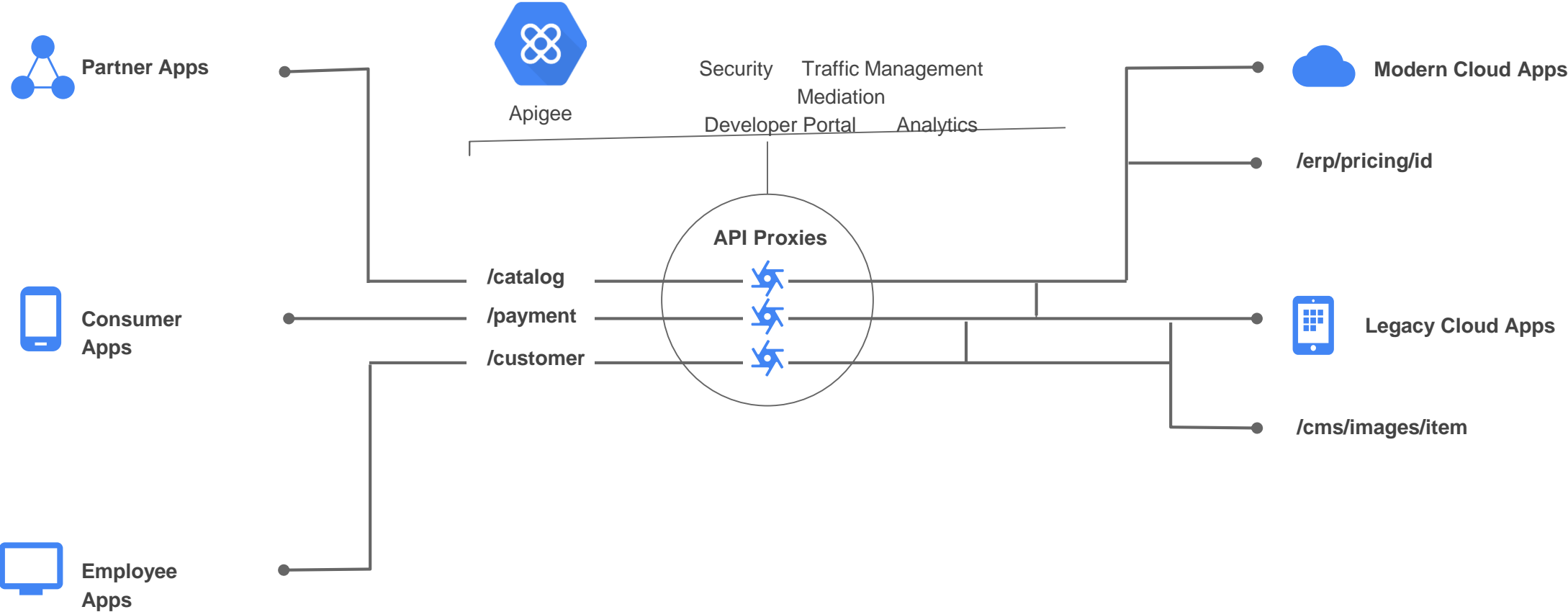
Apigee - Capabilities Overview

Developer Ecosystem	 API Catalog	 Client/SDK	 API Products	 API Monetization	 API Marketplace
API Analytics	 Developer Engagement Metrics	 Business Metrics	 Operational Metrics	 API Program Metrics	 Security Reporting
Mediation Engine	 Security	 Transformation	 Extensions	 Orchestration	 API Abuse Prevention
API Runtime	 Enterprise Gateway	 Microgateway	 Hybrid Gateway	 Istio Mixer Adapter	 Hosted Targets

Monetization for APIs



API Platform as an Abstraction Layer



Apigee Policies - Building Blocks for API Proxies



Traffic Management

- Quota
- Reset Quota
- Spike Arrest
- Concurrent Rate limit
- Response Cache
- Lookup Cache
- Populate Cache
- Invalidate Cache



Security

- XML Threat Protection
- JSON Threat Protection
- Regular Expression Protection
- OAuth v1.0a & v2.0
- Get OAuth v2.0 Info
- JWT encode, decode
- Verify API Key
- Access Control
- Generate SAML Assertion
- Validate SAML Assertion



Mediation

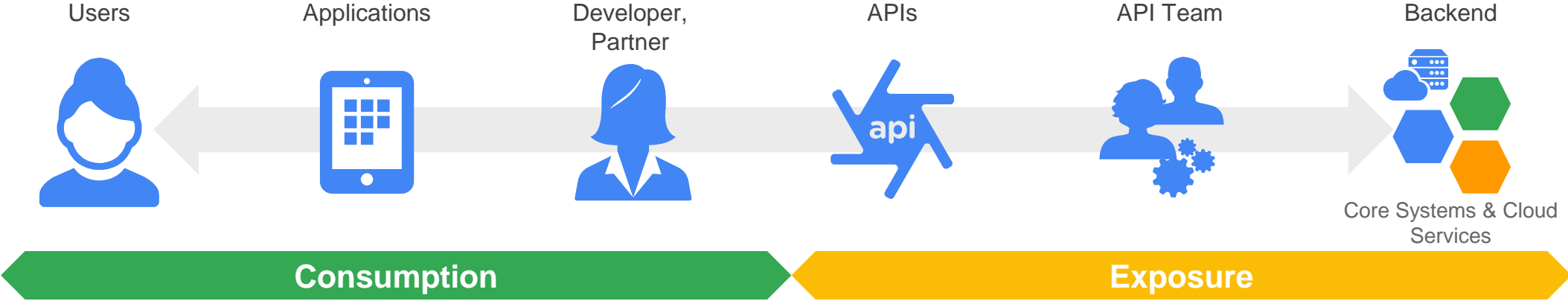
- JSON to XML
- XML to JSON
- Raise Fault
- XSL Transform
- SOAP Message Validation
- Assign Message
- Extract Variables
- Access Entity
- Key Value Map Operations



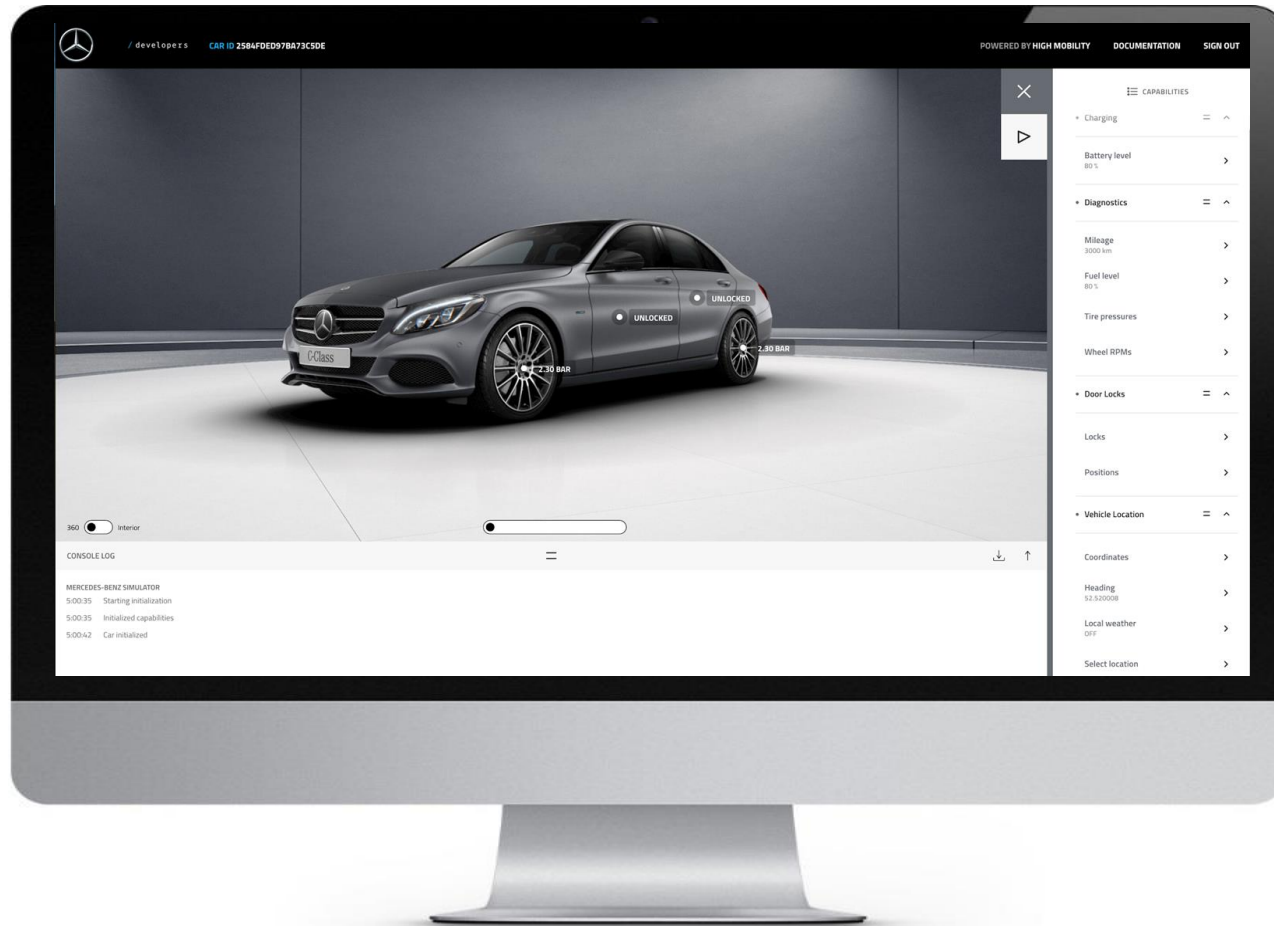
Extension

- Java Callout
- Python
- JavaScript
- Service Callout
- Statistics Collector
- Message logging

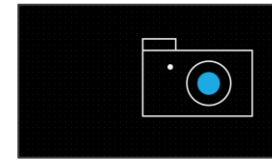
The Digital Value Chain of APIs



Mercedes-Benz (Daimler)

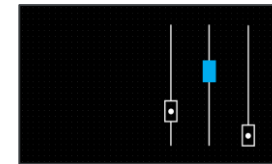


<https://developer.mercedes-benz.com/>



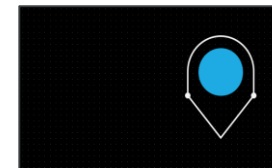
Get vehicle images - exterior, interior, 360° and detailed shots

/ Vehicle Images



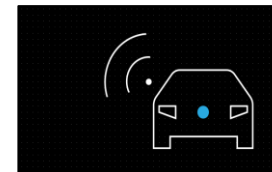
Configure your own vehicle

/ Car Configurator



Information about dealers and service partners

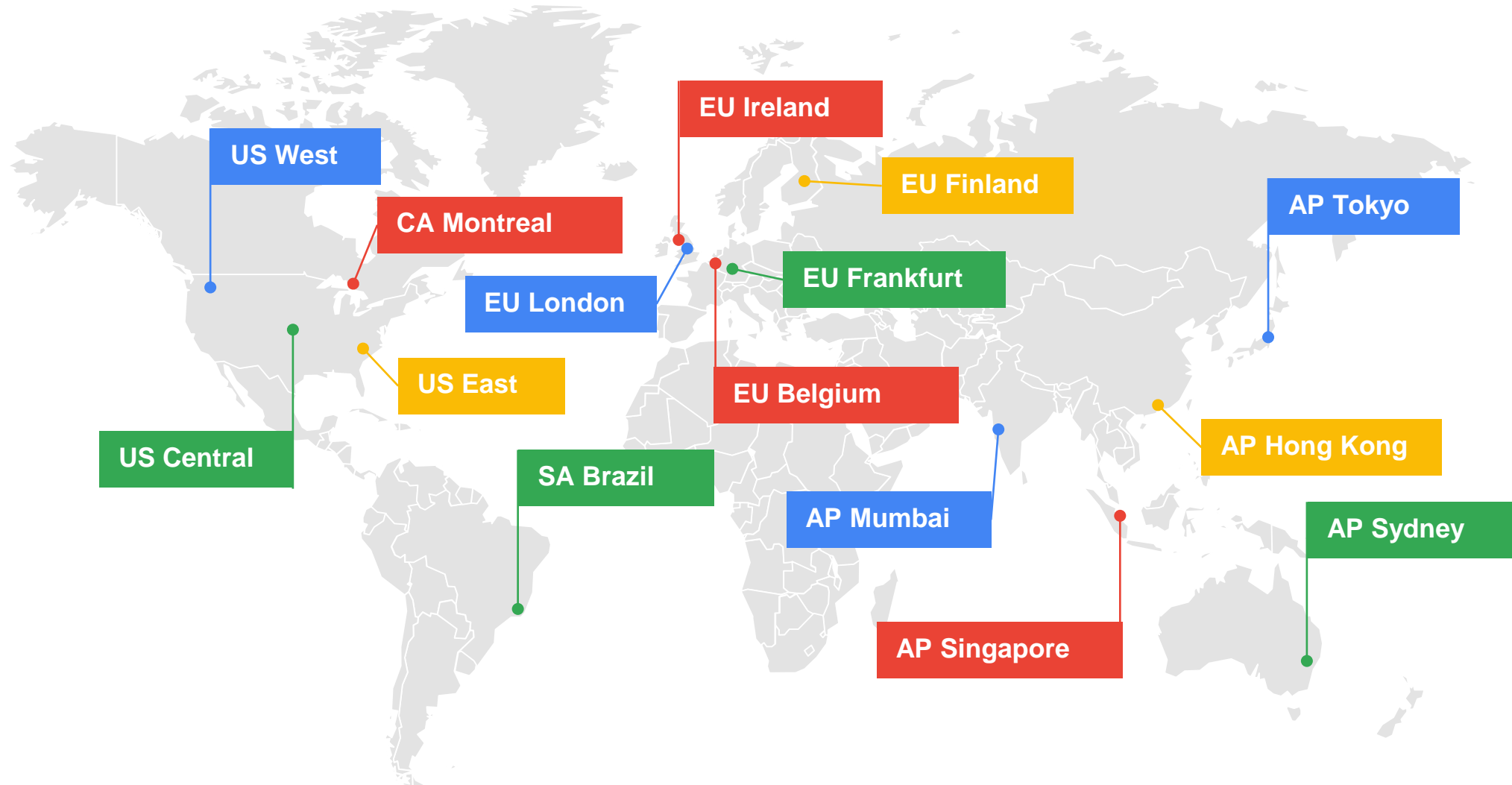
/ Dealer Locator



Odometer data to offer distance-based insurance

/ Pay As You Drive Insurance

Global, scalable and reliable



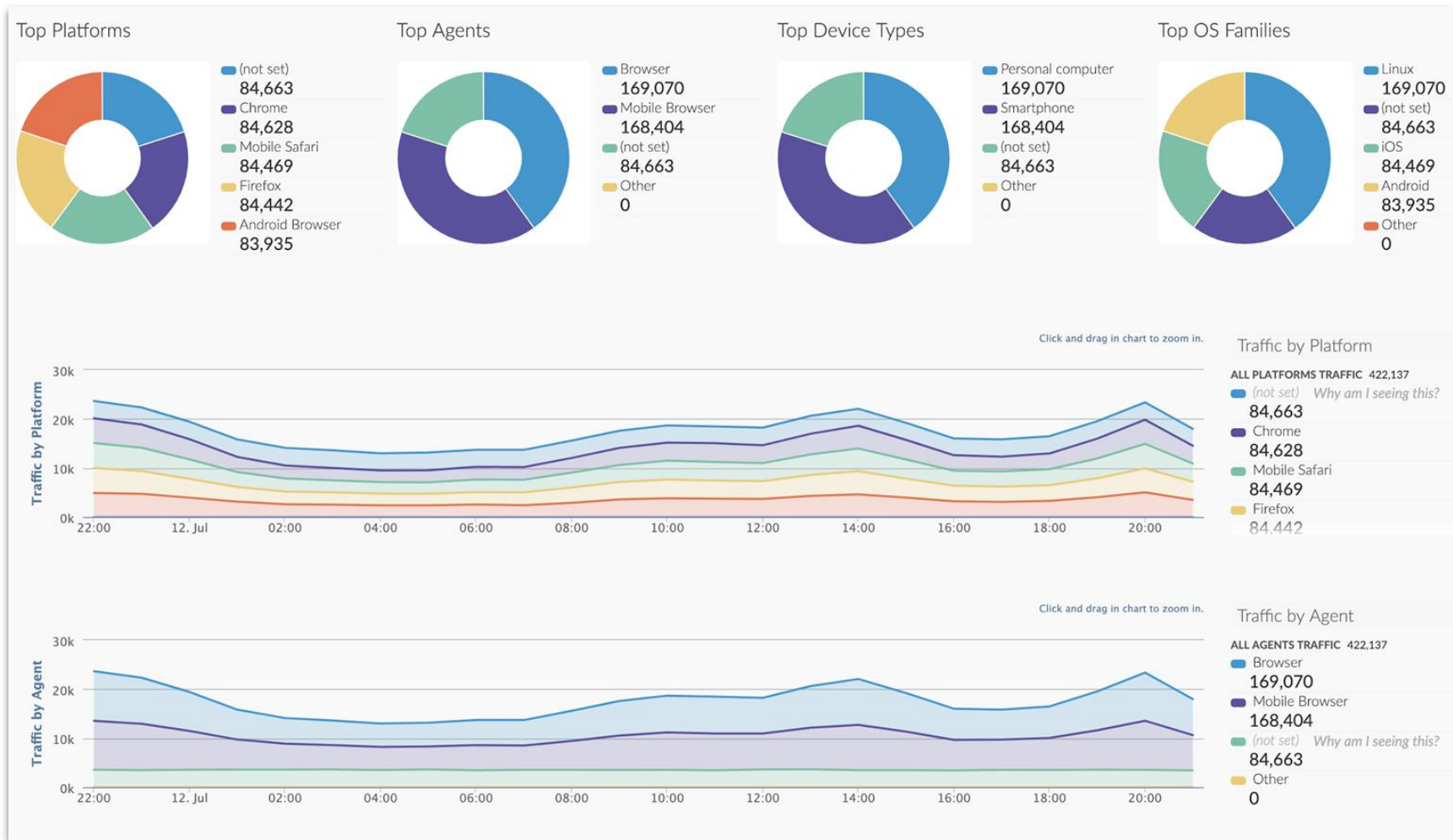
99.999% API availability

15 global regions

6B+ transactions/day



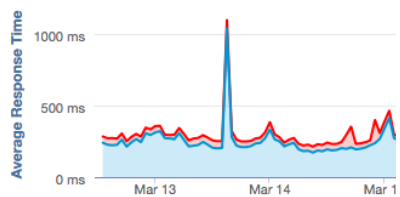
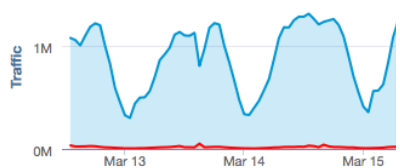
How to use resources?





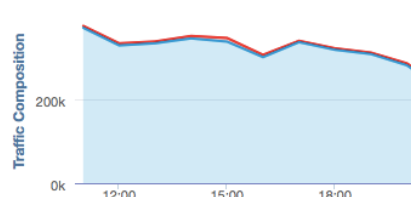
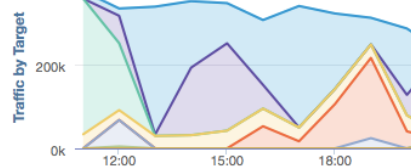
Proxy Performance [Learn more](#)

Hour Day **Week** Custom From Thu Mar 12 2015, 01:00 p To Thu Mar 19 2015, 01:00 p
Dimension Proxy: **All (33)**



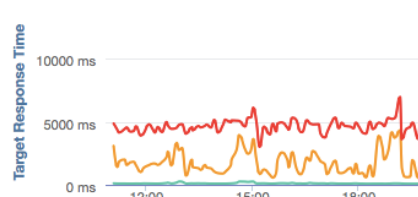
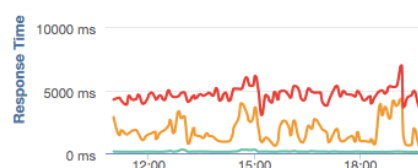
Target Performance [Learn more](#)

Hour Day Week Custom From Sat Apr 11 2015, 11:00 am To Sun Apr 12 2015, 11:00 am
Dimension Target IP: **All (8)**



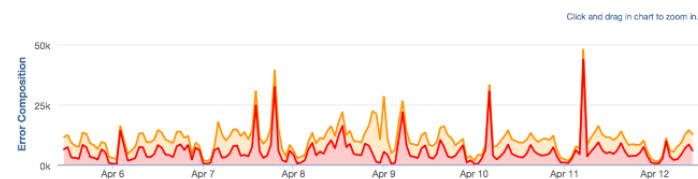
Latency Analysis

Hour Day Week Custom From Sat Apr 11 2015, 11:00 am To Sun Apr 12 2015, 11:00 am
Dimension Proxy: **InventoryAPI_v1**



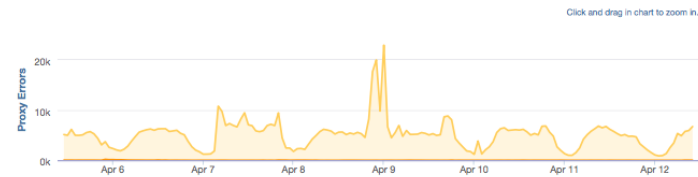
Error Analysis [Learn more](#)

Hour Day Week Custom From Sun Apr 05 2015, 11:00 am PDT To Sun Apr 12 2015, 11:00 am PDT
Dimension Proxy: **All (19)**



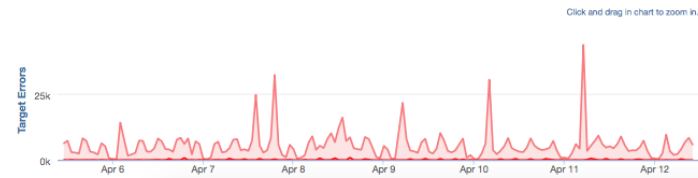
Error Composition

TOTAL ERRORS
1,785,714
PROXY ERRORS
853,113 47.77%
TARGET ERRORS
932,601 52.23%



Proxy Errors

TOTAL PROXY ERRORS
853,113
4XX
849,446 99.57%
5XX
3,667 0.43%

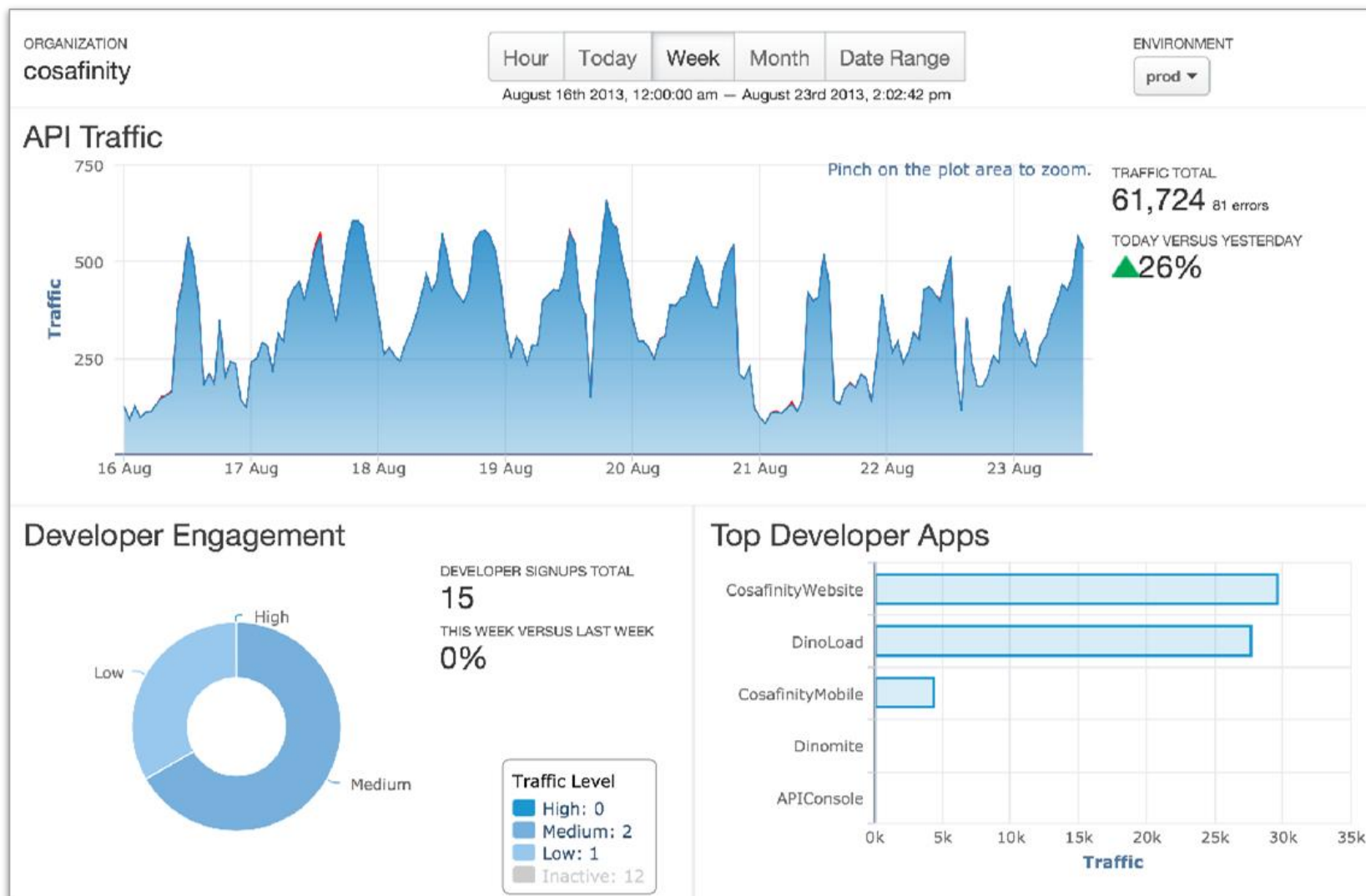


Target Errors

TOTAL TARGET ERRORS
932,578
4XX
912,507 97.85%
5XX
20,071 2.15%

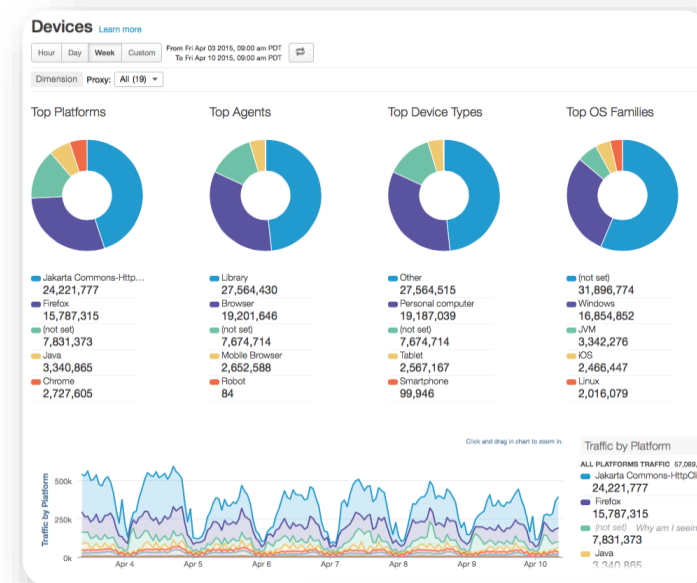
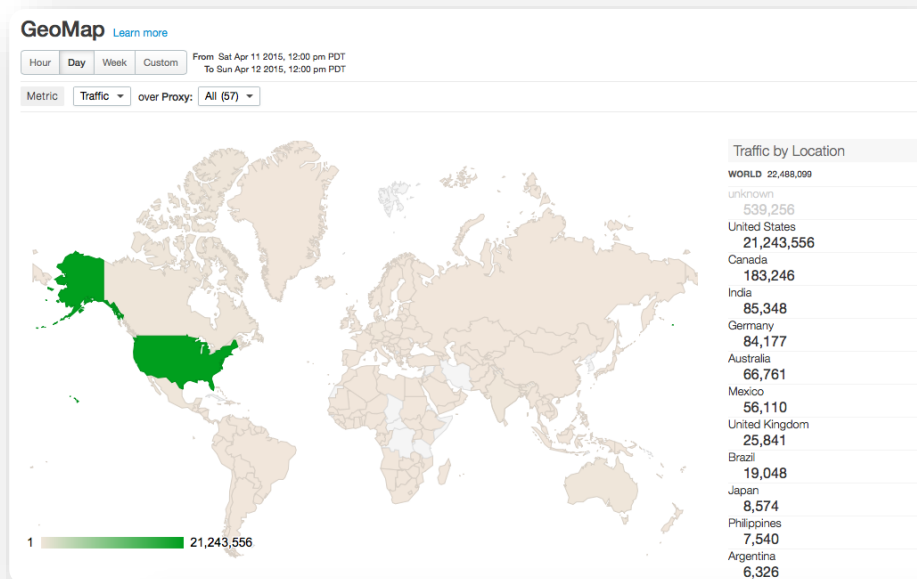
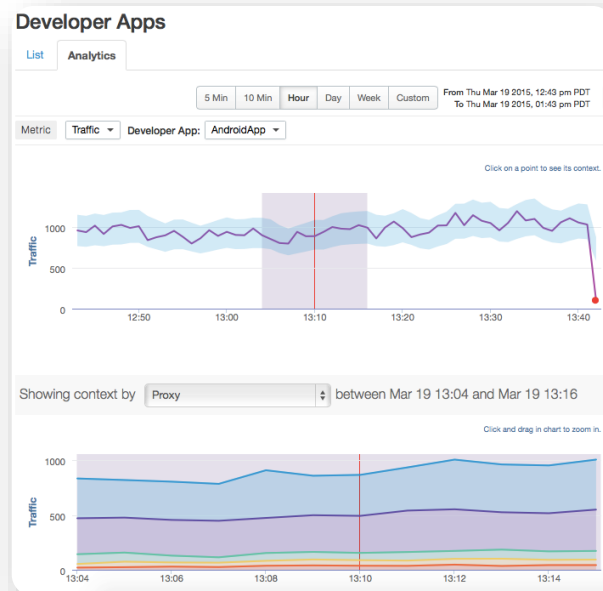


Who are the API traffic drivers?





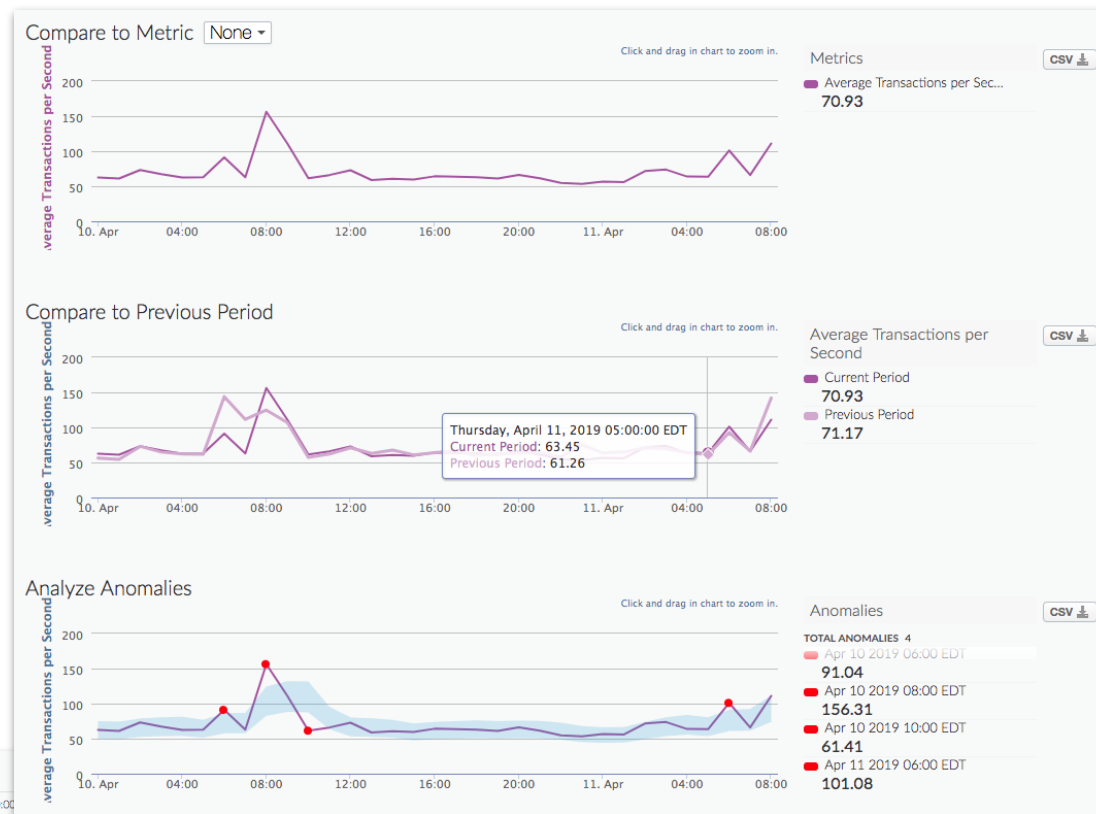
Who are the API traffic drivers?





Apigee Support for Analytics

- 10+ metrics
- 50+ dimensions
- custom analytics





Q&A



Thank you

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