



Orchestrating excellence with
**business APIs and
application *integration***

What value lies beyond standard IT integration?

Introduction

The famous Aristotle articulation, the whole is greater than the sum of its parts, couldn't be a more fitting way to describe a business with a well-connected IT ecosystem. By applying an API^[1]-first approach that considers the many internal and external IT components that could be used to run a business, organizations can drive impactful, sustainable change. In this article, we explore how business APIs and application integration solutions can lead to outcomes that generate extraordinary growth and measurable outcomes.

Turning business APIs and application integration into a crescendo of business success

"No man is an island," the famous saying from the seventeenth-century English author John Donne, conveys that no person exists in isolation. We are all a part of humanity as a whole. And together we can accomplish much more than is possible alone.

This concept also applies to businesses and how different components like software systems, applications, devices, and even partner ecosystems can communicate through APIs and integrations.

API and integration solutions are not just technical tools but strategic enablers. Thanks to seamless data exchanges, businesses can streamline processes, increase efficiency and productivity, and accelerate technological advancement to uncover new opportunities.

For example, by integrating payment gateways, CRM (customer relationship management) systems, and marketing platforms, it's possible to better understand customer intentions to then offer more personalized experiences.

API integration can also benefit employees. For example, by bringing together HR management software, time and attendance systems, accounting software, and banking systems, the payroll staff can save significant time through efficient, error-free processes.

Just like human connections can lead to specific outcomes, API and integration connections can help businesses reach their intended goals.

^[1]Application programming interface



Looking beyond what standard integration can do

Many organizations tend to ringfence integration as strictly a way to handle business-critical tasks. But it can be used to do so much more. By exploring advancements in AI and data, we can create connections that result in new business models and revenue streams, better customer experiences, and more efficient, scalable processes.

As organizations explore integrating new generative AI solutions, there will be an increased demand for APIs. In fact, Gartner predicts that by 2026, more than 30% of the API demand will come from AI and large language model tools.^[2]

Although the road to measurable results will be different and unique for everyone, here are several areas worth exploring:

- **API ecosystems and marketplaces.** Beyond using APIs for internal processes, businesses can create or participate in API marketplaces to either monetize their own APIs or leverage their partners' APIs to expand their capabilities and reach. For example, the global ride-sharing company Uber has an API marketplace that offers developers a variety of APIs they can use to integrate Uber's transportation services into their own applications. Businesses can use these APIs to enable functionalities like ride requests, fare calculations, tracking, and more.
- **Composable enterprise.** By connecting different systems and services through integration and APIs, businesses can create a flexible and cohesive infrastructure that's easy to adapt and evolve. For example, Coca-Cola's implementation of a composable enterprise through APIs has helped the company enhance its operational agility, improve customer engagement, and drive growth.

^[2] <https://www.gartner.com/en/newsroom/press-releases/2024-03-20-gartner-predicts-more-than-30-percent-of-the-increase-in-demand-for-apis-will-come-from-ai-and-tools-using-llms-by-2026>

- **Advanced automation.** To automate complex business processes from start to finish, businesses need to combine many technologies and platforms, such as AI, RPA (robotic process automation), low-code platforms, and process mining software. For example, RBC (Royal Bank of Canada) Wealth Management used RPA and API integration to automate repetitive tasks. This helped them create more efficient workflows to reduce costs and therefore scale operations easily.
- **Cross-industry ecosystems.** Imagine businesses from different sectors collaborating to design new business models and value chains that were previously difficult to envision. That's exactly what Wells Fargo and Uber did. By combining their APIs, they brought financial services and mobility solutions together to enable new features, including:
 - **Faster payouts for Uber drivers.** When an Uber driver completes a ride or delivery, money is automatically transferred to their Wells Fargo account.
 - **Exclusive perks for Wells Fargo customers.** Using Uber's Ride Request API, Wells Fargo can offer Uber rides to its credit card holders or premium banking clients.
- **Edge computing integration.** With the rise of edge computing, APIs and integrations allow businesses to process data closer to where it's generated. This reduces latency and improves performance for applications requiring real-time processing. For example, API connectivity plays a crucial role in Capgemini's AI-Driven Smart Factory solution. It uses AI and machine learning technologies to give oil and gas operators and engineers real-time insights to adjust production at a moment's notice.



Liberty Latin America's digital breakthrough

Built to accommodate business silos, traditional telecom companies face many challenges on their way to digital transformation due to their outdated systems. Liberty Latin America (LLA), a leading communications company operating in 20+ countries, was no exception.

They wanted to extend their service reach and create more impactful moments for customers, but their monolithic legacy systems were stymieing organic growth and acquisitions. A review of LLA's systems revealed that its existing architecture was making integrations difficult, creating various redundancies.

This prompted building a solution using Salesforce's Communication Cloud, along with MuleSoft APIs, and combine it with LLA's legacy functionalities to support an iterative yet cost-effective approach.

The solution provided a standardized 360-degree customer view across LLA's B2B (business-to-business) and B2C (business-to-consumer) segments helping immediately enhance the customer experience. Additionally, LLA was able to accelerate its time to market by more than 50% and increase data accuracy by 80%.



Strategy over serendipity

Imagine if people knew precisely which personal and professional connections could help them reach their goals faster. They could focus their efforts where they would have the greatest impact, and they wouldn't have to rely on chance encounters to get the results they want.

Similarly in business, if organizations had deep insights into their industry's priorities and challenges, they would know where to invest their resources. They would know which connections could open up business-changing opportunities for them.

While integration tools like iPaaS (integration platform as a service) and processes like API Management can be used to connect various cloud-based systems and applications, they focus primarily on the technical aspects of integration. They may provide a flexible way to exchange data and streamline processes but do not inherently address the strategic value of these connections.

That's why, before pursuing new integration pathways, organizations should first define their desired outcomes. Then they can start building a scalable integration architecture while setting clear KPIs (key performance indicators) and metrics.

Business APIs and Application Integration

PLAN FOR SUCCESS

ESTABLISH THE FOUNDATION

SCALE INTEGRATION
ADOPTION

This integration approach will lead to impactful solutions that support long-term success and ensure that all technology investments are always aligned with business goals.



The power of *industry expertise*

Expert advisors, technologists, and strategists, to name a few, can provide industry-specific knowledge and expertise – similarly to how a qualified mentor can offer a person valuable guidance and advice based on what worked in the past. They can highlight opportunities and create a strategy that leads to tangible goals while minimizing disruptions along the way.

These teams of experts are highly sought-after leaders who create favorable outcomes for clients every time. Their approach embodies the design-once mindset, which relies on defining critical APIs at the start and using them as building blocks to connect to multiple IT systems later.

Because they already have the right teams, tools, and vendor partnerships in place, these experts can quickly provide a custom-built solution to a unique problem while also identifying opportunities for additional benefits.

An example of adding value beyond the initial request

Consider a national government agency responsible for delivering various public services to its citizens. The agency has an outdated monolithic IT system that's inefficient and error-prone, which leads to frequent delays in service delivery.

Eager to decouple and modernize the system, the agency enlists the help of an integration expert. However, before any work can begin, the expert needs to do a maturity assessment of the platform, application landscape, and all processes.

It learns that the agency is governed by strict regulatory requirements when it comes to the transfer and storage of its citizens' personal data. This means certain data cannot be shared with other entities or even held in a public cloud.

Next, the expert works with the agency to not only solve the original challenge of improving processing speed and accuracy, but also to add more convenience to the way people consume its services. It prioritizes digital wallet, e-invoicing, and social security unification along with the types of connections required to enable these features.

Effective by design – our motto of approach

At Capgemini, we believe in an “effective by design” approach that emphasizes the importance of intentional, well-thought-out planning. This ensures APIs and integration solutions deliver maximum value, achieving desired outcomes and contributing to the overall success of the organization.

We craft effective solutions from the start by carefully considering how key enablers, such as cloud technology, AI, and automation, can be used to achieve long-term goals. Our approach enables us to deliver a strong foundation, ensuring effective implementation, rapid delivery, and composability. By embracing complexity rather than avoiding it, we empower organizations to discover hidden value and opportunities that might have been otherwise overlooked.

Our over 50-year legacy is built on a heritage of learning from one experience after another, with new challenges driving our exceptional knowledge growth.

To learn about our integration solutions and business APIs for industries like public services, telecom, banking, automotive, and consumer products and retail, **contact our experts:**

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About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market-leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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