Digital Servitization

Cloud, dati e API per monetizzare il prodotto "as a service"
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>10.00</td>
<td>Opening and Use Case as &quot;servitization scenario&quot; and Deloitte strategy</td>
<td>Michele Paolin, Partner Deloitte</td>
</tr>
<tr>
<td>10.15</td>
<td>Use Case in terms of integration, Golden Record and monetization</td>
<td>Massimiliano Orsini, Manager Deloitte</td>
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<tr>
<td>10.30</td>
<td>Boomi vision and the proposal on Integration, Golden Record and Smart Automation</td>
<td>Giulio Moretti, Senior Systems Engineer - EMEA, Dell Boomi</td>
</tr>
<tr>
<td>10.45</td>
<td>Vision and proposal on monetization with Google Cloud Apigee</td>
<td>Nicola Cardace, Solutions Architect, Google Cloud Apigee</td>
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<tr>
<td>11.00</td>
<td>Q&amp;A session</td>
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Opening and Use Case as "servitization scenario" and Deloitte strategy
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

“Deloitte named a leader in Cloud Professional Services by IDC MarketScape.”
April 2020

“Deloitte named a worldwide leader in Business Consulting Services by IDC MarketScape.”
May 2020

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

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

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:

- **Sell raw data directly via download or file transfer**: 41%
- **Sell an app that enables users to see trends and insights in the data**: 40%
- **Provide an interface to allow self-service data discovery and analysis**: 42%
- **Expose API to the data for systematic or real-time access**: 52%

Number of companies generating revenues selling data:

- **2016**: 32%
- **2019**: 51%
Do you know what to do with it?

Do you want to manage the business?

Do you provide access to (raw) data?

Do you want an out-of-the-box data interface?

Do you want a custom application?

Consultant Services

Data aggregator or marketplace

API service

White label data platform

App-dev services
Servitization Strategy
GO TO MARKET STRATEGY FOR SERVITIZATION

1. Opportunity mapping & data strategy preparation
2. Use case definition
3. Data collection
4. Legal & Compliance
5. Technology implementation
6. Data pricing strategy & business case
7. Market entrance planning
Servitization Options

Evaluation of API provisioning and consumption

API Provision
- Own API Platform
- 3° Party Platform
  - free
  - paid

API Consumption
- B2C: Raw data cons.
- B2B: Service consumption
- B2PA: Data aggregator
- Internal
- External

Company processes
- Marketing, Sales, services
- Innovation driving
- Operational efficiency
- Issue/problem solving
- Finance
Use Case - Retail

Shop delivery

Company

- Central Warehouse
- Shop 1
- Shop 2
- Shop N
- Marketplace

Order from End User

Product A
Use Case – Manufacturing

Supply chain integration

Supplier

Manufacturing Company X

Distributor

PRODUCT JOURNEY

End User

Raw Material

Other Material

Other Services
Use Case - Fintech

Credit Check

Company

- Credit Check
- Credit Financing
- Private Customer base
- Company Customer base

Seller Company

End User

Credit Request

CREDIT

Customer Check

Supplier Check

Suppliers report
Use Case - Services

Service Catalogue

Company

- Competence 1
- Competence N
- Service 1
- Service N

Catalogue

Client

- Company
- Partner

End User

SERVICE 1

NEW SERVICE
Use Case in terms of integration, Golden Record and monetization
 MASSIMILIANO ORSINI
Enterprise Integration Manager
Deloitte Consulting
morsini@deloitte.it

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

Digital Channels
- IVR
- Company site
- WebApp
- Mobile APP
- Digital Campaign
- eCommerce
- DAM
- PIM
- MRP
- Operational BI
- Inventory Manag.
- Massive Campaign
- AI
- CRM
- DWH
- IOT
- ERP
- AI
- Operational BI
- Analytics BI
Integration - Integration Layer

Out Integration Layer

- It has **Architectural** and **Organizational** impacts

- **Digital Channels**

- CRM

- ERP

- DWH

- It's a **long process**, but a "one-shot" is not necessary

- It has a **cost**: it is necessary to define the methods of integration, define the processes, introduce a new "team" and a new layer and this costs

- **Custom Business Logic**

- Integration Layer

- **Centralize** data exchange and monitoring

- **Uncouple** the applications first, then the services

- In the medium term, it **reduces the time and cost** of releasing new integrations

- It **separates** the STANDARD from the CUSTOM components of the process

- Maximize **flexibility** to implement new technologies / services

- Integrate the **physical** Company

- **Tailor Made**

- Commodity «as a Service»

- **Integration Layer**
**Integration – MDH & Api layer**

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

**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

**Digital Channels**

**CRM**

**ERP**

**DWH**

**Integration Layer**

**Custom Business Logic**

**Api Layer**

**Master Data Hub**
Integration – Catalogue of Products/Services
Boomi vision and the proposal on Integration, Golden Record and Smart Automation
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

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-iaas/]. 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-iaas/].
### Fastest-growing

<table>
<thead>
<tr>
<th>11K Customers</th>
<th>25K Certifications</th>
<th>97% Renewal Rate</th>
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<tbody>
<tr>
<td>6 Customers a day</td>
<td>65K Community</td>
<td>580 Partners</td>
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</table>
API Management with Apigee

Nicola Cardace ncardace@google.com

Solutions Architect, EMEA

Google Cloud
Nicola Cardace

[LinkedIn Profile](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

<table>
<thead>
<tr>
<th>Financial Services</th>
<th>Technology</th>
<th>Media &amp; Entertainment</th>
<th>Retail</th>
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<tr>
<th>Education</th>
<th>Travel &amp; Hospitality</th>
<th>Government</th>
<th>Other</th>
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<tr>
<td>Pearson, Cambridge Assessment, Chegg</td>
<td>LateRooms.com, SFO, Val, amadeus</td>
<td>THE WORLD BANK, HEARING TRANSPORT, European Patent Office</td>
<td>Hermes, OEC, AccuWeather</td>
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Google Cloud
Monetization for APIs

Revenue-sharing models
(API providers pay developers)
- Fixed
- Flexible
- Hybrid

Fee-based models
(API provider charges developer)
- Transaction
  - Transaction Volume
  - Custom Attribute
  - Revenue / Volume Bands
- One-time
- Subscription
  - Advance / Arrears
  - Pro-rated / Full amount

Freemium models
- Duration
- Quantity
- Hybrid
API Platform as an Abstraction Layer

Partner Apps

Consumer Apps

Employee Apps

Apigee

Security  Traffic Management  Mediation  Developer Portal  Analytics

API Proxies

Modern Cloud Apps

Legacy Cloud Apps

/erp/pricing/id

/cms/images/item

/catalog

/payment

/customer
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

Google Cloud
The Digital Value Chain of APIs
Mercedes-Benz (Daimler)

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

- Get vehicle images - exterior, interior, 360° and detailed shots
- Configure your own vehicle
- Information about dealers and service partners
- 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?
Who are the API traffic drivers?
Who are the API traffic drivers?
Apigee Support for Analytics

- 10+ metrics
- 50+ dimensions
- custom analytics
Thank you

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