



ELASTIC.IO HYBRID PLATFORM FOR API INTEGRATION

There is hardly an IT application nowadays that doesn't provide an API, which specifies how this application should interact with the rest of IT ecosystem. There is a growing number of the API-first solutions, where API itself is a product or a very important distribution channel. Mobile apps, cloud-based applications, wearables, – in all these areas **APIs are standard means to share assets with other apps and systems.**

APIS IN CORPORATE IT ECOSYSTEMS

In addition to that, there is also an increasing amount of use cases when corporate IT teams create APIs themselves to use them within their respective organization and its partners.

The range of such APIs implementation can go far beyond SaaS-to-SaaS or custom application integrations.

In more complex digital transformation scenarios, it is quite a common practice to use APIs to connect for example IoT or Mobile platforms to a lightweight integration middleware like iPaaS, and then connect the latter to a legacy ESB.

“Tackle the challenge of reconciling APIs' inconsistency by using integration platforms, instead of custom coding, to make APIs from different sources work together quickly and cost-effectively.”

Massimo Pezzini, VP & Gartner Fellow at

Gartner

MEET THE CULPRIT: **API INCONSISTENCY**

Despite the large spread of APIs in the IT landscape, some of them make integration a breeze while others turn it into a nightmare for integration specialists.

The reason for that is the so called API inconsistency - a big diversity in how data is presented in and delivered by an API. This issue was already highlighted by Gartner in their report How Pervasive Integration Enables Your API Initiatives (and Vice Versa): "API inconsistency, not technical interoperability, is nowadays the main challenge when it comes to making independently designed, API-based applications work together."

ELASTIC.IO IPAAS FOR A CONSISTENT API INTEGRATION

The elastic.io integration platform as a service (iPaaS) is meant to bring standardization and consistency into data and application integration.

Regardless of the integration scenario, standardization ensures that an application or an API gets a one-time connection to the iPaaS - which can then be reused over and over again without any extra effort. As Gartner noted in the same report, "...by using an integration platform, time to value for integration logic can be reduced by up to 75 percent versus custom coding."

WHY **ELASTIC.IO**?

- Can be deployed in the cloud, behind the firewall, or both
- High scalability and performance with the latency under 10 milliseconds
- Fits well with existing integration tools like ESB
- For batch and real-time data
- Visual mapping of business processes with both code and no-code integration user roles



API-first approach: The cloud-native elastic.io iPaaS was designed from the beginning to integrate applications through their APIs



Ready-to-use connectors: An extensive and growing library of the pre-defined integration connectors that make the integration of various business applications faster, easier and less cost-intensive



Standardization: With the set of standardized tools and processes, developers can easily create their own connectors for custom APIs



Universal REST client: For common integration scenarios, universal REST connector helps connect to virtually any REST API without coding



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