

How APIs are driving Digital Transformation at Three



Oliver Cronk, Enterprise Architect, Three UK
Mark O'Neill, VP Innovation, Axway
Gartner AADI, Monday 18th May 2015



Three.co.uk

Introductions



Speakers

- **Oliver Cronk, Three**



Enterprise Architect
Specialist in Integration
and Cloud Technologies

Keen Cyclist

Twitter: @cronky

- **Mark O'Neill, Axway**



VP Innovation

Author on API Management,
Security.

Keen Skier

Twitter: @TheMarkONeill



Three

- Three is a leading Mobile Telecoms Network Operator
- Three were the **first UK operator to offer truly unlimited data on a smart phone** and are the market leader in mobile broadband.
- Three is focused on **challenging the industry to make mobile better for everyone.**
- Example of this is Feel at Home: Allows our customers to roam at no extra cost in 18 countries



45%

Of the UK's mobile data traffic.



8m

Active customers.



2.6GB

Three customers use 2.6GB on average every month

#HolidaySpam



18

Destinations Customers can use their phone abroad at no extra cost



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Axway

- Axway technology manages interactions between applications, people and communities.
- Governing the flow of data across B2B, MFT and APIs
- Positioned as a leader in Gartner Magic Quadrants for “On-Premises Application Integration Suites” and for “Application Services Governance”



11K
COMPANIES

across 100 countries rely on
Axway



1900+
EMPLOYEES

across 19 countries



1B
TRANSACTIONS

processed daily using Axway
technology



58
PATENTS

for technology innovations



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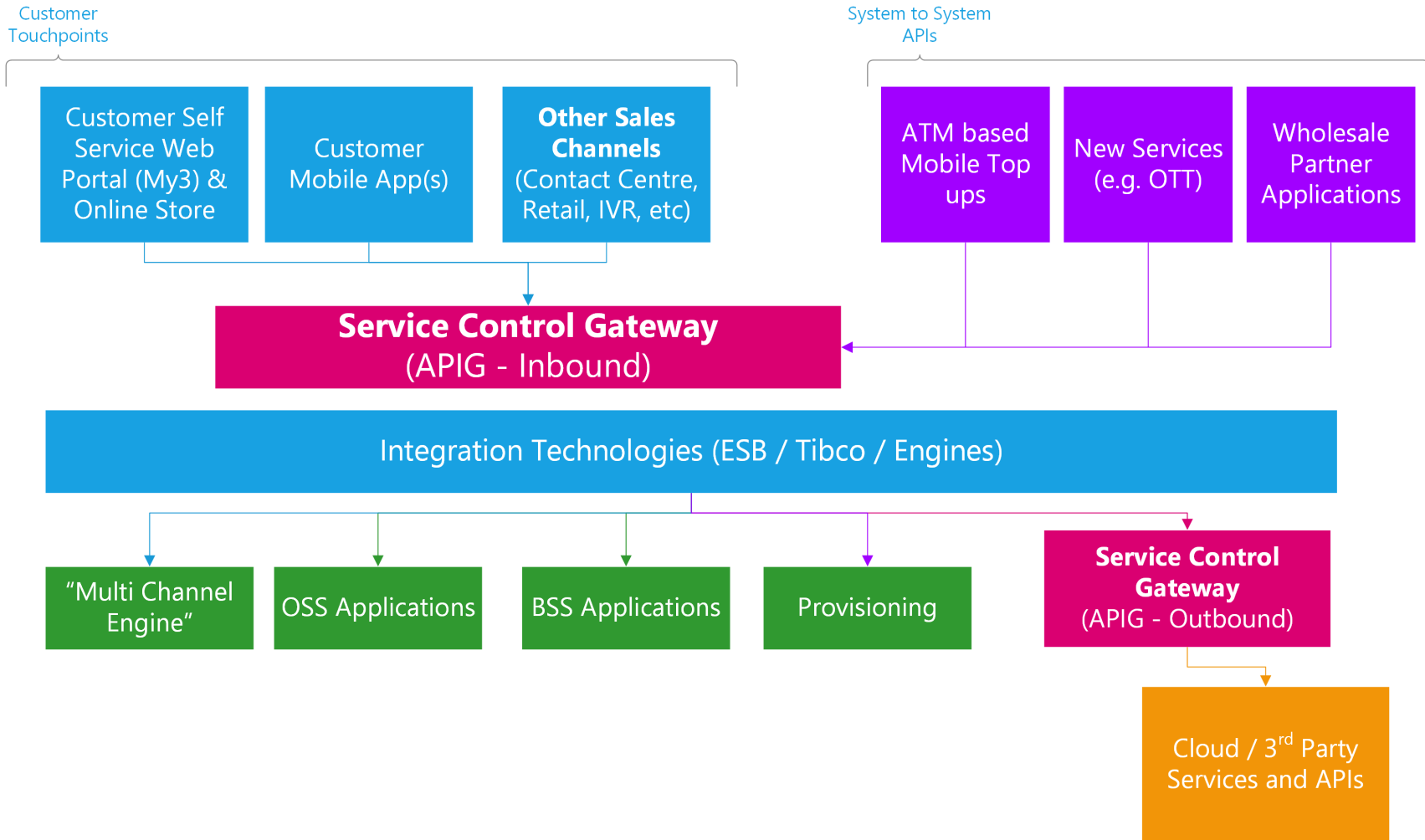
Agenda

- Three and Axway
- Role of the “Service Control Gateway”
- How APIs are central to Telecoms
- Demand for Digital Transformation
- Security considerations
- Future & Summary
- Questions

Three and Axway

- Long standing relationship (originally a Vordel XMLG Customer)
- Selected Axway APIG (at the time Vordel XMLG) through RFX activity as was clear leader in the market.
- Demonstrated commitment to ongoing development and excellent level of support and customer service
- This has continued to be the case post acquisition by Axway

Service Control Gateway Role



Demand for Transformation

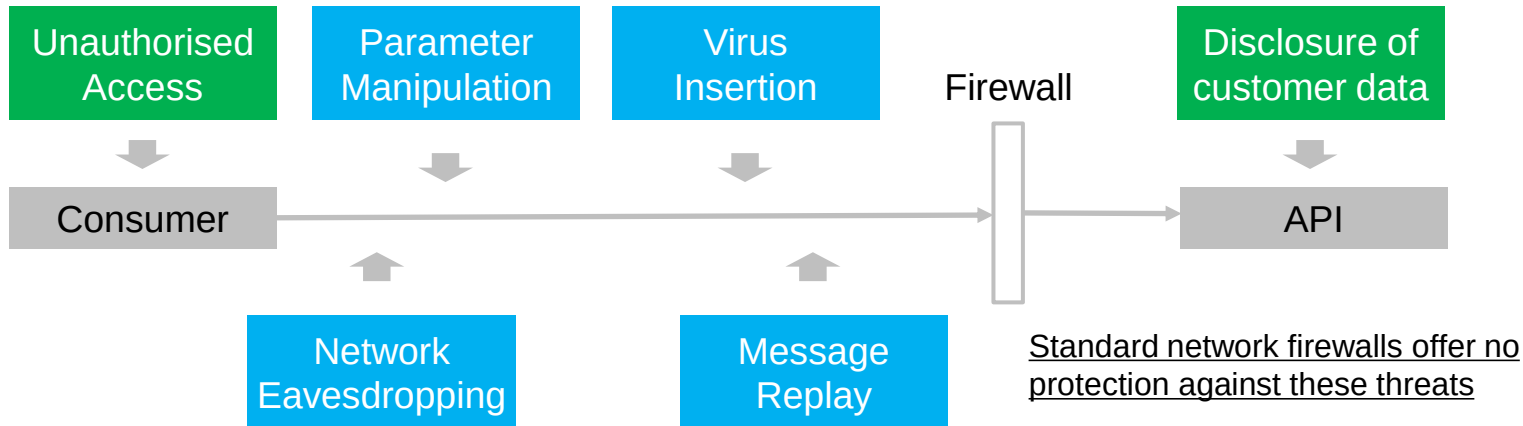
Three has many drivers for Integration & Digital Transformation through APIs including;

- Delivery of Multi Channel
- Technology and Business Consolidation Programmes
- Release Management & Agile Architecture
- Behavioural Marketing
- Technical Debt & Legacy Technology Challenges

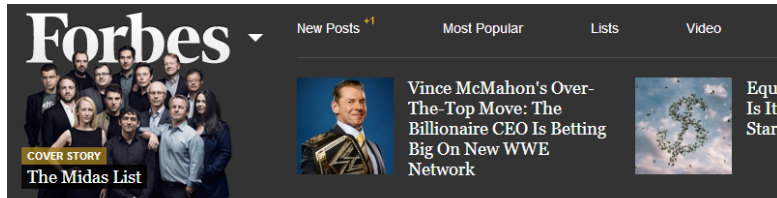
Addresses Security Concerns

APIG protects against threats to Web Services / APIs including:

- Unauthorised Access
- Parameter Manipulation and Data Harvesting
- Network eaves dropping
- Disclosure of sensitive customer data
- Message replay



Industry Breaches



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Tim Worstall
Contributor

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TECH 12/26/2013 @ 12:56PM | 11,875 views

Snapchat's API Is Hacked Exploits Allowing Phone Collection And Bogus Account Creation Published



[API News](#) [API Directory](#) [For API Providers](#)

Elsewhere On The Web, Security, Hacking

YAHOO BREACH INVOLVED API SERVERS

David Berlind, Editor in Chief, ProgrammableWeb

Oct. 07 2014, 09:49AM EDT

After security researchers revealed that Yahoo's servers may have suffered from a [Shellshock-related attack](#), Yahoo's chief information security officer (CISO) Alex Stamos published a post

Security Affairs

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authentication
vulnerability,
Hacking, mobile,
PayPal

Authentication vulnerability in PayPal mobile API allows access to restricted Accounts

by Pierluigi Paganini on October 11th, 2014

 13

developer tech 

MoonPig's API breach could cost its business

60 shares 7 18 29 6
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mented with due haste to
researcher,
ee payment information
nd could be detrimental

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Hack of Buffer Should Raise Security Concerns For All API Providers

David Berlind, October 26th, 2013

 Comments (0)



Proving how security vulnerabilities can lead to highly undesirable downstream effects for API providers, today's hack of the social content management and scheduling service [Buffer](#) resulted in a flood of unauthorized posts to user accounts for both Twitter and Facebook. Buffer is a Hootsuite-like offering that helps users manage and schedule posts to social networks such as Facebook and

Future

- Upgrade from v6.3 to v7.4 to support new capability and stay supported – this is in progress
- Use of the APIG to manage mobile device (REST) protocols to support mobile app interactions
- Multi-channel access to services (APIG will be the front door for all channels)

Three's aspirations for the APIG

- Internal API management using the APIG
- Management of Cloud Service Consumption / Integration
- Office 365 Integration
- Exposing Corporate Information to Cloud Services

Summary

- Three uses APIG as Service Control Gateway to secure and manage 3rd party access to backend systems
- Also to expose backend systems to the cloud and in the future to manage the consumption of cloud services
- Axway APIG makes it easier to manage our security and integration challenges
- Will only become more pivotal to our success through programmes such as multi-channel and upgrades to our online and mobile app customer experience
- API Security concerns are also addressed by the Service Control Gateway
- Enables management of Cloud service usage

Resources

- API First Workshops: Transform your business with APIs, 23 June & 16 July, London.
<https://www.axway.com/en/event/api-first-workshop-transforming-your-business-apis-uk-23-june>
- eBook: CIO's: Don't let your business fall into the Digital divide.
<https://www.axway.com/en/gate/1393>
- Webinar: MFT as a Shared Service, Success stories to drive a digital business, 11 June – 8.30am & 4pm.
<https://www.axway.com/en/webinar/webinar-mft-shared-service-success-stories-drive-digital-business>
- Webinar: Axway & Accenture: Transforming IT with an API First Strategy, 16 June, 4pm.
<https://www.axway.com/en/webinar/axway-and-accenture-webinar-transforming-it-api-first-strategy>
- BMW Connected Drive Platform Success story
<https://www.axway.com/en/casestudyvideo/bmw-connecteddrive-platform>
- First Utility – Securing Public APIs Success story
<https://www.axway.com/en/casestudy/first-utility>



Questions



Thank you

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@TheMarkONeill

