BiTE Reduces Mobile App Time-to-Market with Full Lifecycle API Management from CA Technologies

CLIENT PROFILE

Industry: Product Strategy and Mobile App Development
Organization: BiTE interactive
Website: www.biteinteractive.com

BUSINESS

Founded in 2008, BiTE interactive helps companies optimize their business processes with mobile apps. Its talented team builds apps for clients ranging from established Fortune 500 brands to disruptive startups.

CHALLENGE

The company needed to create a fully functional mobile app that demonstrates the power, speed and flexibility of CA Technologies API Management products.

SOLUTION

BiTE partnered with CA Technologies to deliver an innovative collaboration app with Full Lifecycle API Management capabilities. The mobile app enables CA Technologies sales to engage more effectively with customers while demonstrating the full potential of Microservices and APIs for future app projects.

BENEFIT

With CA API Management, BiTE was able to get the app to market four times faster while boosting security. Faster, less expensive and more secure, the CA Mobile Link app clearly shows how API innovations will help other BiTE customers increase competitive advantage.

Business

Helping big and small brands seize the mobile advantage

Headquartered in Los Angeles, BiTE interactive (BiTE) has been helping companies solve business problems with mobile apps since 2008. It has created mobile solutions for a diverse range of clients, from well-known Fortune 500 brands, such as Prudential, Infiniti, and NASA, to innovative startups.

"BiTE's product development strategy helps our clients understand who actually hires their products and what problems those customers are trying to solve," reveals Joseph Farrell, Chief Executive Officer and co-founder of BiTE. "BiTE helps our clients invest in the right app that their customers will actually use."

The team at BiTE also assists clients with building their apps – most of which have gone on to be featured by Apple. "We bring innovative tech, proprietary tools, and stunning creative to each mobile app development project," says Farrell. "Innovative strategy must be flawlessly implemented to become an award winning app."

Challenge

Balancing innovation with security

"Many clients see API Management as risky and difficult, which is unfounded and hampers innovation."

Joseph Farrell
Chief Executive Officer and co-founder, BiTE interactive

Today's organizations need to innovate continually and rapidly in response to disruptive threats. Applications – whether web, mobile or IoT – must be delivered faster and more efficiently than ever before.

Mobile apps in particular offer organizations many advantages, from increasing workplace productivity to enriching the customer experience. However, fears around data security often hold companies back from taking full advantage of the application economy.

"Security is one of the biggest concerns of our clients," confirms Brant DeBow, Chief Technology Officer at BiTE. "Building APIs and mobile apps introduces a host of potential threats and companies want to ensure they are properly managing those risks."

Security concerns were also preventing companies from leveraging the APIs that are critical to accelerating mobile app development. "Many corporate clients see API management as risky and difficult, hampering innovation and giving disruptive startups the opportunity to overtake them," explains Farrell.

To help clients understand the potential of API management, BiTE wanted to showcase key products working in a live situation. BiTE led an intensive onsite strategy workshop in December 2016. From that session the two companies decided to partner on a pioneering project to take advantage of API management – not just for BiTE mobile app customers, but also for the sales community at CA Technologies.

"We realized that many customers did not fully understand the flexibility and power of a Full Lifecycle API Management solution," comments Rahim Bhatia, GM, API management at CA Technologies. "Companies including here at CA needed a better way to develop apps faster to meet their current business needs."

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Solution

Showcasing API management in action

"CA Live API Creator and CA Mobile API Gateway offer built-in security features and a range of key app capabilities out-of-the-box."

Brant DeBow
Chief Technology Officer, BiTE interactive

BiTE and CA Technologies developed a mobile app that not only uses CA API Management solutions but also showcases their potential in a corporate environment. "The mobile app was designed to improve employee collaboration, but at the same time demonstrates the flexibility, efficiency, speed and security that CA API Management delivers," adds DeBow

A joint team consisting of two developers from BiTE and a part-time resource from CA Technologies completed the development and implementation of the app in just nine weeks.

"CA Live API Creator and CA Mobile API Gateway offer built-in security features and a range of key app capabilities out-of-the-box., such as messaging and geolocation," says DeBow. "These elements can be high-risk and time-consuming to create from scratch. With the CA Technologies solutions, we were able to fast-track back-end API development and focus on enriching the front-end customer experience."

"Prior to the app, our teams were reliant on online demonstrations to showcase our API management products. Now they can show how different features and functions, such as authentication, messaging and geolocation, can be used in innovative ways in a live environment, which is much more compelling," says Jeff Miller, SVP Sales at CA Technologies.

For example, sales teams can now push content wirelessly to customers' phones, invite individuals to join a scheduled demonstration remotely, and even bring groups of disparate stakeholders together in real time.

"The app shows customers how the different CA API Management building blocks can be combined to provide real-world functionality they hadn't previously thought possible," comments Farrell.

Benefit

Accelerating time-to-market for new apps

By transforming how CA Technologies takes its API management solutions to market, the CA Mobile Link app helps enrich customer conversations and enhance the sales pipeline. "The app provides a concrete example of how CA API Management can be implemented in innovative ways to solve real-world problems," adds Miller.

The initiative also demonstrates to customers how quickly new ideas can be turned into viable solutions. As DeBow reveals, "We worked on a similar project for a major financial services company and it took four sprints to deliver a solution. With CA API Management, we had comparable functionality up and running in the first sprint."

For BiTE and its customers, this represents a four-fold reduction in implementation time and costs for new apps. "Agility and time-to-market are essential in the application economy. With CA API Management, we can help customers accelerate innovation without increasing costs or compromising security," explains Farrell.

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With CA API Management solutions, BiTE will be able to help its customers:

• Reduce development timelines and costs

• Improve employee and customer engagement

• Improve security

• Increase competitive advantage.

"With CA API Management, we can reassure our customers that mobile app development will be fast, simple and safe. By unlocking the power of APIs, our customers will be able to better address existing customer needs while unlocking new business opportunities and revenue streams," concludes Farrell.

For more information, please visit **ca.com/api**

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CA Technologies (NASDAQ: CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business, in every industry. From planning to development to management and security, CA is working with companies worldwide to change the way we live, transact and communicate— across mobile, private and public cloud, distributed and mainframe environments. Learn more at **ca.com**.

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CS200-391152_0918