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# Clarity-IQ Builds Better Applications Faster with CA Live API Creator

## CLIENT PROFILE

Industry: IT services
Organization: Clarity-IQ
Employees: <10

### BUSINESS

Founded in 2014, Clarity-IQ offers a modern alternative to spreadsheets. Its high performance web-based applications improve business processes and control of sensitive data.

### CHALLENGE

Clarity-IQ needed a comprehensive API solution that would allow it to quickly and easily develop custom APIs in response to customer needs.

### SOLUTION

CA Live API Creator automates all server-side processing for Clarity-IQ. Its fine-grained security enables Clarity-IQ to control access to customers' highly sensitive information.

### BENEFIT

With CA Live API Creator, Clarity-IQ can develop specific solutions in weeks, rather than months or years. It can develop an API with a click, accelerating time-to-market hundredfold.

## Business
**Supporting analytical decision making**

Founded in Illinois in 2014, Clarity-IQ, Inc. is a boutique developer of web-based applications intended to support business operations and analytical decision-making.

Small to mid-sized business across the U.S. rely on Clarity-IQ to provide real-time, globally accessible applications to replace their most critical spreadsheets.

## Challenge
**Modernizing access to information**

People today expect to have access to the specific information they need 'in the moment', no matter where and when that is. Historically, organizations have often turned to spreadsheets for low-cost solutions that make specific information available in a short timeframe.

"We develop applications that analyze financial information and consolidate financial entities," explains Sam Bachman, President of Clarity-IQ. "Spreadsheets give the user tremendous control, but don't secure the data and aren't easy to reuse."

Clarity-IQ offers a modern alternative to spreadsheets that improves business processes, controls sensitive data, and ensures the repeatability and manageability of that data. With APIs at its core, Clarity-IQ's solution has a three-tiered architecture: a database at the back end, server-side processing in the middle and a client-side interface.

To quickly and easily develop custom APIs in response to customer needs, Clarity-IQ needed a best-of-breed API management solution for server-side processing. As Bachman says: "We needed a comprehensive API solution that would enable us to rapidly expose a wide variety of data sources—and in a secure manner."

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>
> **Sam Bachman**
> President, Clarity-IQ

"CA Live API Creator was the only solution we found that met our specifications at the time. We could not have achieved our targets for development efficiency and cost to market without the product," Bachman says. He added that CA Live API Creator was the pivotal instrument in the transformation of Clarity-IQ from a consultancy of ideas, process flow diagrams, and suggestions for incremental improvements to client's internal business processes, to a consultancy of transformational improvement to client's core internal business processes. This was achieved by developing web-based applications with surgical specificity and focus. APIs allow a decoupling from monolithic, enterprise class solutions to every pain point and efficiency hurdle.

"If the bottleneck is one or two people struggling to do their job with poor tooling, layering a bureaucratic solution on them will not lead to the productivity gain you seek," Bachman says. Clarity-IQ has proven much cheaper and more effective when building targeted solutions (the benefit of the spreadsheet), while leveraging the power of APIs to ensure accessibility of data (avoiding silos of information).

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After exploring all leading market solutions, Clarity-IQ selected CA Live API Creator because it offered user authentication and authorization, an easy-to-use interface and tools for exposing custom REST and JSON APIs. "Only CA Live API Creator provided all the functionality for a complete server side solution," says Bachman.

A team of two or three people comprised of Clarity-IQ, the cloud hosting company, and CA support answering a couple of questions installed and configured CA Live API Creator in just a few days. "The whole process was well supported, flexible, affordable and fun. We have had zero downtime in the years we have been using the product," says Bachman.

Clarity-IQ uses CA Live API Creator to process customer data that customers would have otherwise processed on homespun spreadsheet applications. "CA Live API Creator makes the creation of the API so quick and seamless that the economics of replacing spreadsheets is a reality," says Bachman.

With CA Live API Creator automating all server-side processing, Clarity-IQ only needs a team of two full-time equivalents and a handful of weeks for developing customer applications, which is important from both a security and a cost perspective. As Bachman explains: "As CA Live API Creator makes us so efficient, we can keep our teams really small, which limits the number of people who have access to sensitive customer data."

Clarity-IQ's customers need to ensure access to their sensitive data is granted on an 'as needed' basis. With CA Live API Creator's fine-grained security, Clarity-IQ can provide the exact access to the information that's needed at the time it's needed and nothing more—whether on the server, in the database or at the client side. For example, the company can allow a single user or role-based user group to access as little as one row or even one row and column intersection in one table in a database.

"CA Live API Creator's role-based security means we have ultimate control over security," says Bachman. "This means we don't have to worry about the exposure of data, even for multi-tenancy solutions."

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**Sam Bachman**
President, Clarity-IQ

**Benefit**

**Rapidly enabling the mobile workforce**

CA Live API Creator enables Clarity-IQ to operate at a speed unthinkable even a few years ago, developing specific solutions in weeks, rather than months or years. "CA Live API Creator takes producing an API from a project to a click," says Bachman. "Which gives us a hundredfold time saving."

This velocity not only means the company can respond rapidly when a customer has a specific request for a specific application—in some cases even during a meeting or phone call; it also gives the company a real opportunity to grow. "We can now reach different markets, where previously we had the competence, but simply not the time to pursue," adds Bachman.

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*"CA Live API Creator gives us a hundredfold time saving."*

**Sam Bachman**
President, Clarity-IQ

With CA Live API Creator managing security and automating server-side processes, Clarity-IQ has been able to:

• Accelerate time-to-market for customer applications

• Significantly improve developer productivity and reduce costs

• Expand its operations into new markets.

As Bachman says: "CA Live API Creator gives Clarity-IQ a real competitive advantage. It gives us the opportunity to say: 'Yes, we can do that' by enabling us to build better applications, faster, and at a lower cost than our competition."

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