



Digital Nebula Sparks Clients' IT Innovation and Experimentation

Rapid experimentation and innovation, governance, new possibilities

"TIBCO Cloud Integration builds on all the TIBCO strengths and foundational services and enables rapid experimentation with APIs, which focuses the conversation and understanding of expectations between business and IT."

—Rick Fish, CEO and Founder

CHALLENGE

"Digital Nebula's goal is to instill in our clients a new way of working and give them agile capabilities that lead to faster experimentation and tangible outcomes," explains Rick Fish, CEO and Founder. "Often lines of business create their own solutions because they feel IT isn't delivering for them. A very common reason is that IT has constraints around regulatory compliance that they have to meet. So agile business groups are creating "shadow IT" departments to try and move forward. The problem is that as soon as they try to move their prototypes into production, there's a breakdown in communication with IT. The two are a world apart from what a production instance needs to be long term. Enterprise IT can't accept the output of the incubation lab, and the business gets frustrated. Our goal is to bring them together, show them tools and assets that can help their process and sustain delivery over the long term."

SOLUTION

"The ideal platform is standards-based, and lets you rapidly deploy and experiment so you can very quickly show the business a prototype. It needs to implement agreed-on capabilities and take projects to full production. We recommend an API-centric iPaaS solution such as TIBCO® Cloud Integration, and to implement it, there first needs to be an open dialogue between business and IT. That relationship needs to be reconstructed so that information flows freely and expectations can be set as to what can be achieved within a timeframe. Experimentation and rapid demonstration are very key in rebuilding the relationship."

DETAIL

ALL

With TIBCO® Cloud Integration, the TIBCO technologies that are accessible for rapid experimentation

DIGITAL NEBULA

Digital Nebula is a Financial Services consultancy that helps firms establish a digital presence, drive innovation, and prevent being disrupted. It works with tech startups to engage and compete with large organizations in a compliant and secure manner.

FAST FACTS

Founded: 2015

Headquarters: London

“TIBCO has always been a strong partner. They’ve built for battle-grade scale—from digitizing Wall Street with TIBCO Rendezvous®, to all the messaging technologies for the data backbone that supports a static back office function or a real-time front office function—it’s really powerful. It gives you the confidence to build workflow services, streaming data services, and further connectivity to bring assets together and deliver full end-to-end solutions. TIBCO is an adaptable partner as well. They’re there with you to make sure you can really tailor it. You’ve got the support of the organization in understanding the business problem and the requirements you want to take forward.”

BENEFITS

RAPID EXPERIMENTATION AND INNOVATION

“Our clients can leverage a much broader suite of services with the technology we’re implementing. TIBCO Cloud Integration builds on all the TIBCO strengths and foundational services and enables rapid experimentation with APIs, which focuses the conversation and understanding of expectations between business and IT.

“In the Cloud, the cycle time to deploy infrastructure and make it available for experimentation leads to much faster solutions that the business can test with clients. We see third-party startups creating services from a combination of different providers. With APIs that sit on the edge, you can really wire together multiple services to create much more compelling business outcomes and revenue streams.”

GOVERNANCE AND NEW POSSIBILITIES

“Once you develop a solution within TIBCO Cloud Integration, you can add TIBCO capabilities, for example, use the TIBCO Mashery® suite for publishing to the Mashery marketplace, or add constraints on the API, such as throttling for extra governance, security, and other operational policies. Consumption is fully managed.

“Take banks. Historically, they wanted to own the customer and keep all that data for themselves. Now, by becoming more of a marketplace to third parties, if their customer allows it, they can share their information with the wider third-party community who can use it to build more compelling services. All sorts of new business opportunities are possible.

“Then there’s the Internet of Things, something like 50 billion connected devices by 2020. People haven’t yet imagined the opportunities that can be created as a result of capturing all that information and using it in services that people consume. The startup community is very good at bringing ideas, but they need to have a rapid time to market to survive. Traditional organizations have always had these rich data assets, and now they’re allowing others to consume them and come up with new ideas.”

FUTURE

“With an API-centric approach, I foresee IT sitting at the same table with business and forming a true partnership again. They can deliver on all of the needs of the business, see new opportunities and services, make them robust, compliant, and scalable, and call upon the community, not just themselves to unlock that potential. With APIs, they’re opening their shop window and allowing others to experiment with their assets, and that, I think, is an exciting future.”



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