Quote Sheet

Standards Organization – Banking Industry Architecture Network (BIAN), a not-for-profit industry standards association

"We are pleased to be working with IBM to promote banking industry standards and encourage collaborative, innovative solutions for banks. It is BIAN's mission to promote a common architectural framework to try to solve interoperability issues, rife in the industry.

IBM's sharing of banking industry APIs – with the additional operational value from IBM's Banking Industry models – will accelerate development, propel adoption and set the stage for enhanced business benefits and future growth. BIAN's community of 60+ members are focused on the development of a standardized IT banking business framework for the global financial ecosystem. By sharing APIs, IBM takes us one step closer to achieving that goal."

– Hans Tesselaar, Executive Director, BIAN

Client – Computer Sciences Corporation (CSC), an American multinational corporation that provides information technology services and professional services

"A strong API strategy is a game changer for our clients. It enables us to offer new services in a way that we've not been able to do before by making information and services discoverable by a broad range of users, enabling us to help our clients transform their businesses by producing better information, gaining new customers, delivering contextual services and driving more revenue sources. For API's specifically, we chose IBM as a partner because of the strength of its products, tremendous commitment to standards, flexibility, responsiveness and support on a global basis."

-- Warren Hart, Application Integration Practice Partner, CSC

Standards Organization – Health Level Seven International (HL7), a not-for-profit, American National Standards Institute (ANSI)-accredited standards development organization

"Across the healthcare continuum, HL7 Fast Healthcare Interoperability Resources (FHIR®) has been implemented by many of the leading vendors, academic centers, and Federal agencies. Now, IBM is bringing to bear its experience in the healthcare enterprise. We believe that this collaboration will become a cornerstone of FHIR implementation."

– Charles Jaffe, MD, PhD, CEO, HL7

Standards Organization -- Linux Foundation, a non-profit technology trade association

"The Linux Foundation and its Collaborative Projects continue to benefit from IBM's long standing, positive record of supporting open technologies that are managed under a vendor-neutral, open source and open governance model. The Open API Initiative will help speed application development by solving common problems related to API creation while improving the code quality, which benefits developers and businesses alike."

– Jim Zemlin, Executive Director, Linux Foundation

Monitise, a digital technology company

''Market competition for financial institutions is increasing, and the ability to rapidly deploy new consumer offerings is no longer a differentiator, but a basic requirement to stay competitive. Monitise's cloud platform has been specifically designed to help banks and other FIs innovate like a fintech, by using our FINkit toolkit to build API-based products and services within a compliance framework that can be securely deployed at web scale. FINkit runs on the largest dedicated instance of IBM's Bluemix and provides the people, process and technology to enable successful digital transformations, which get useful financial services innovations into the hands of consumers quickly, safely and flexibly.''

- *Nick Cheetham, Director Global Cloud Sales & Partnerships, Monitise*

BIAN Member -- PNC Financial Services Group, one of the largest diversified financial services institutions in the United States

"Digital technologies such as APIs are having a transformative effect on the banking industry. It is for this reason that PNC embraces BIAN as the industry standard for banking APIs because it fosters agility and greater interoperability when building out our partner and supplier ecosystems with reduced integration costs."

– Steven Van Wyk, Executive Vice President and Head of Technology and Operations, PNC Financial Services Group

Client -- Shanghai General Motors, a joint venture between General Motors Company and SAIC Motor

"Through IBM API Management solution, Shanghai General Motors (SGM) successfully opened its service channel to consumers of our cars. We provide API integration between the car owner and mobile applications, such as WeChat and other commerce portals. SGM also built a new API ecosystem, which increased our business alignment with partners. Through API Management, SGM reduced costs, increased service quality, and can now offer innovative services to gain market share in a highly competitive market place. IBM has helped SGM build an API innovation platform."

– WeiJia Hu, Telematics and B2C manager, Shanghai General Motors

SmartBear Software, a leader in software quality tools for the connected world

"IBM and SmartBear are collaborating to help developers design and build applications faster, share APIs with the community, and collaborate on API design and evolution throughout the API lifecycle. The combination of SwaggerHub and API Harmony on IBM Bluemix will allow developers to get easy access to thousands of services."

– Tony Tam, Creator of Swagger and VP of Products-Swagger, SmartBear Software

BIAN Member -- UBS AG, a Swiss global financial services company

"APIs offer new opportunities for banks to reach new customer bases, deliver new services and expand their brand and brand loyalty. UBS embraces BIAN, the industry standard for banking APIs, so we can work in an ecosystem with various partners and offer secure standards-based access to key business services as APIs, with a self-service experience."

– Stephan Murer, Group Chief Technology Officer, UBS AG