



The API Management Experts



apidays



Enabling unified API Catalogs in a multi-vendor API landscape

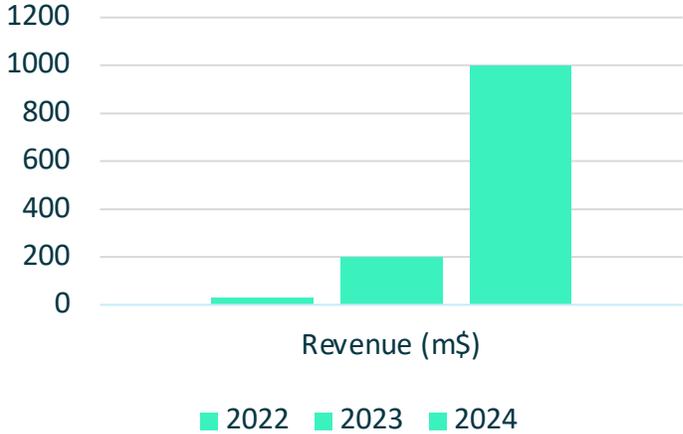
apidays New York 2023



Markus Müller
CTO, APIIDA

The most basic goal for
every API is to create
business value!

APIs with great business value



Source: Reuters



> 50%

Of revenue based on APIs

Source: Programmableweb.com

7 T\$

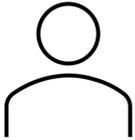
Embedded Finance in 2026

Source: Bain & Company



But how can you unlock
your API's business value?

Monetizing APIs



Self-Service (Direct to Customer)

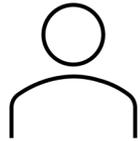


Contract Based (Direct to Customer)



Revenue Share in Partner Ecosystem

Monetizing APIs



Self-Service (Direct to Customer)

Most talked about



Contract Based (Direct to Customer)

Most used!



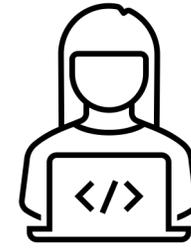
Revenue Share in Partner Ecosystem

Mostly Platforms

But who is your customer?

Customer = Developer of the machine

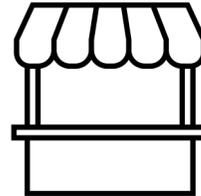
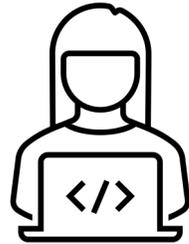
Machine to
Machine
Communication



The Developer of the Machine!

Make your APIs easy to
find, adopt and consume!

Find / Adopt / Consume



Search
Specifications
Documentation
Access

Find:

Allow Consumers to search through all APIs you offer in an intuitive way.

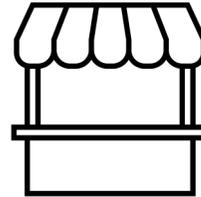
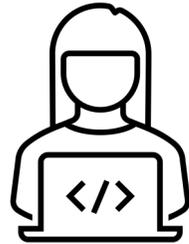
Adopt:

Self-Service, instant enrollment to your APIs.
Provide a sandbox for tests.

Consume:

Provide meaningful documentation and howtos.
Offer up to date specs.

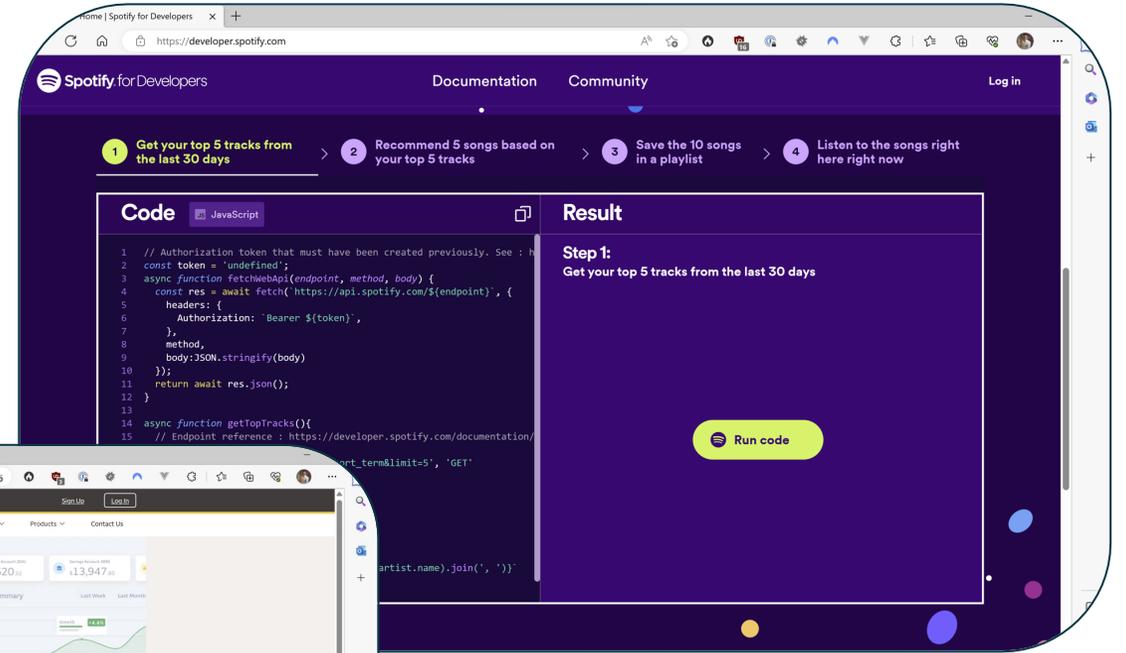
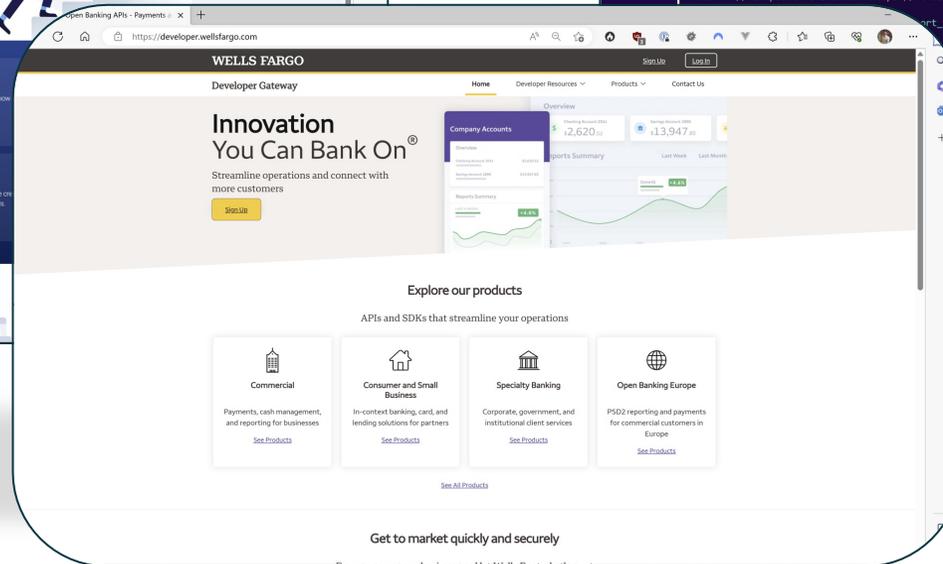
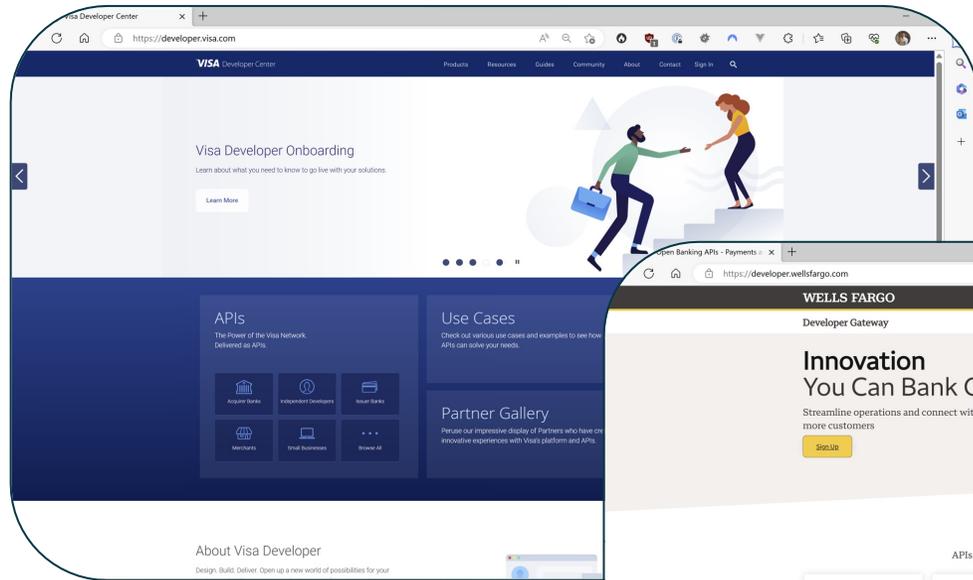
Find / Adopt / Consume



Search
Specifications
Documentation
Access

Developer Portal / API Catalog / API Marketplace

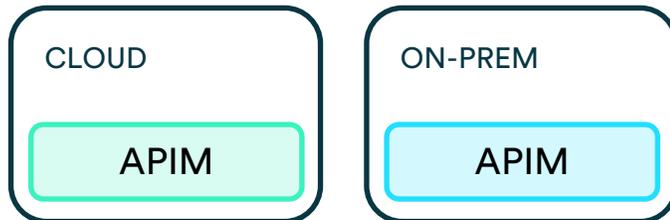
Examples



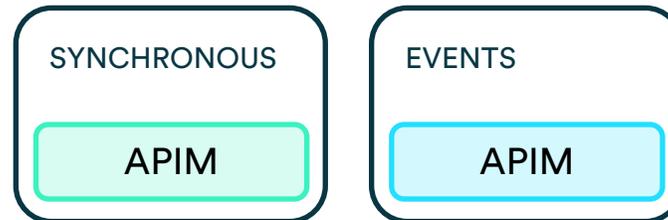
My API Gateway has a
portal / catalog. So I'm
good!

Multi-Vendor API Landscapes

Hybrid Strategies



Types of APIs



Audience

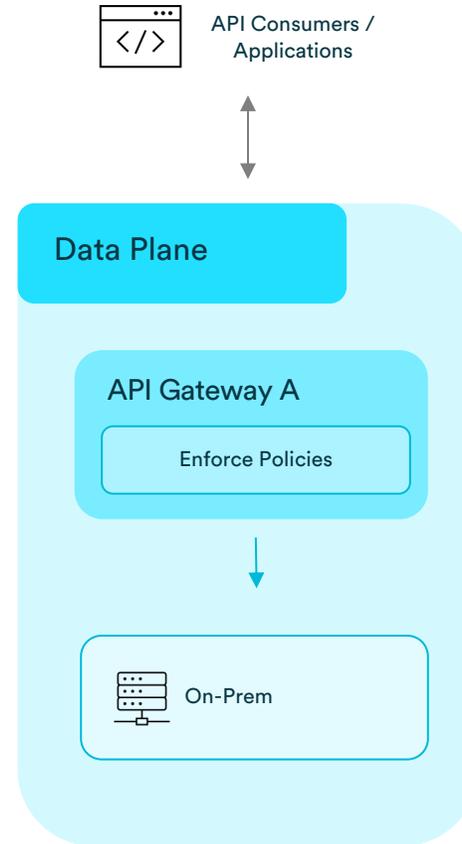


The days of one single APIM solution are gone!

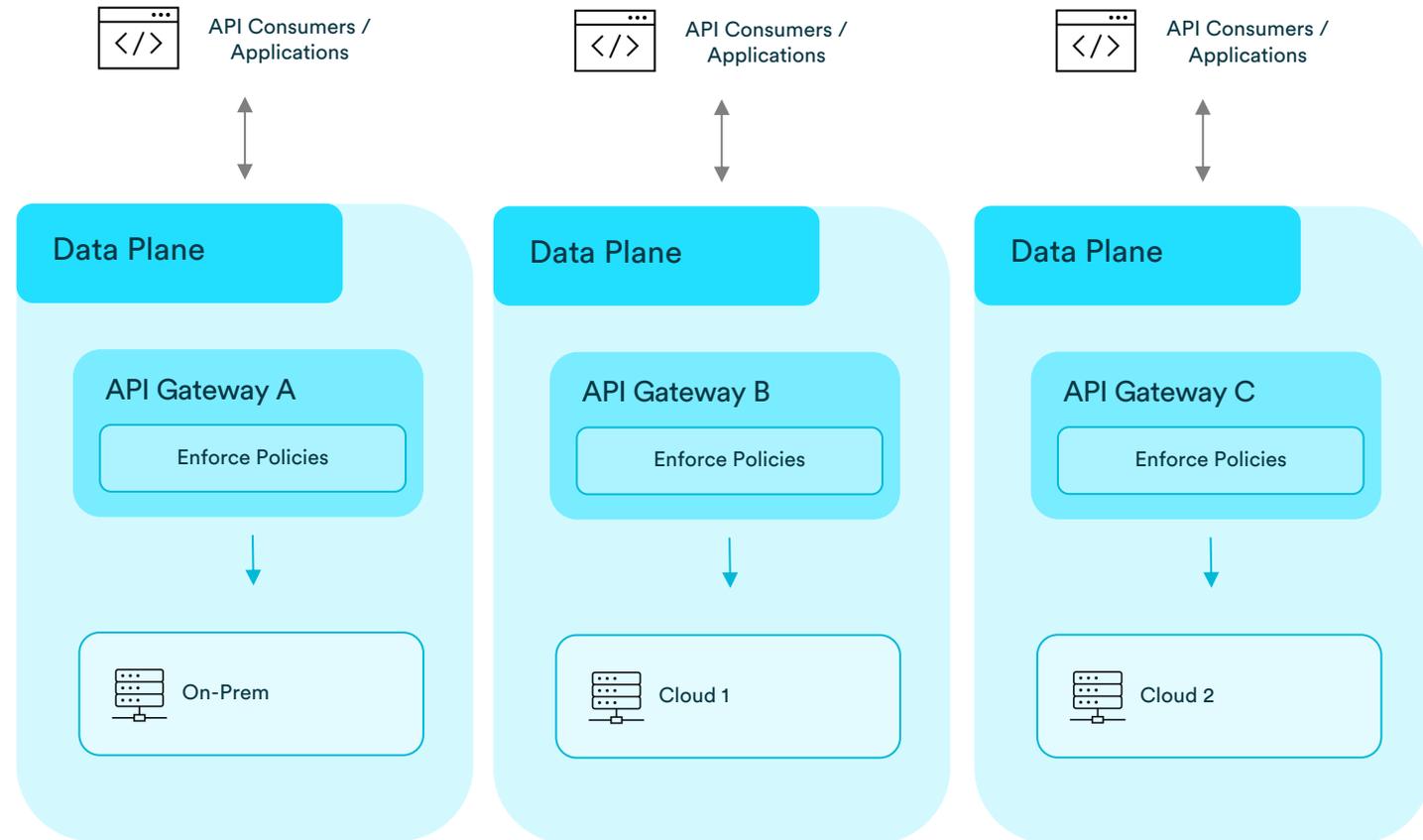
The new API Stack!



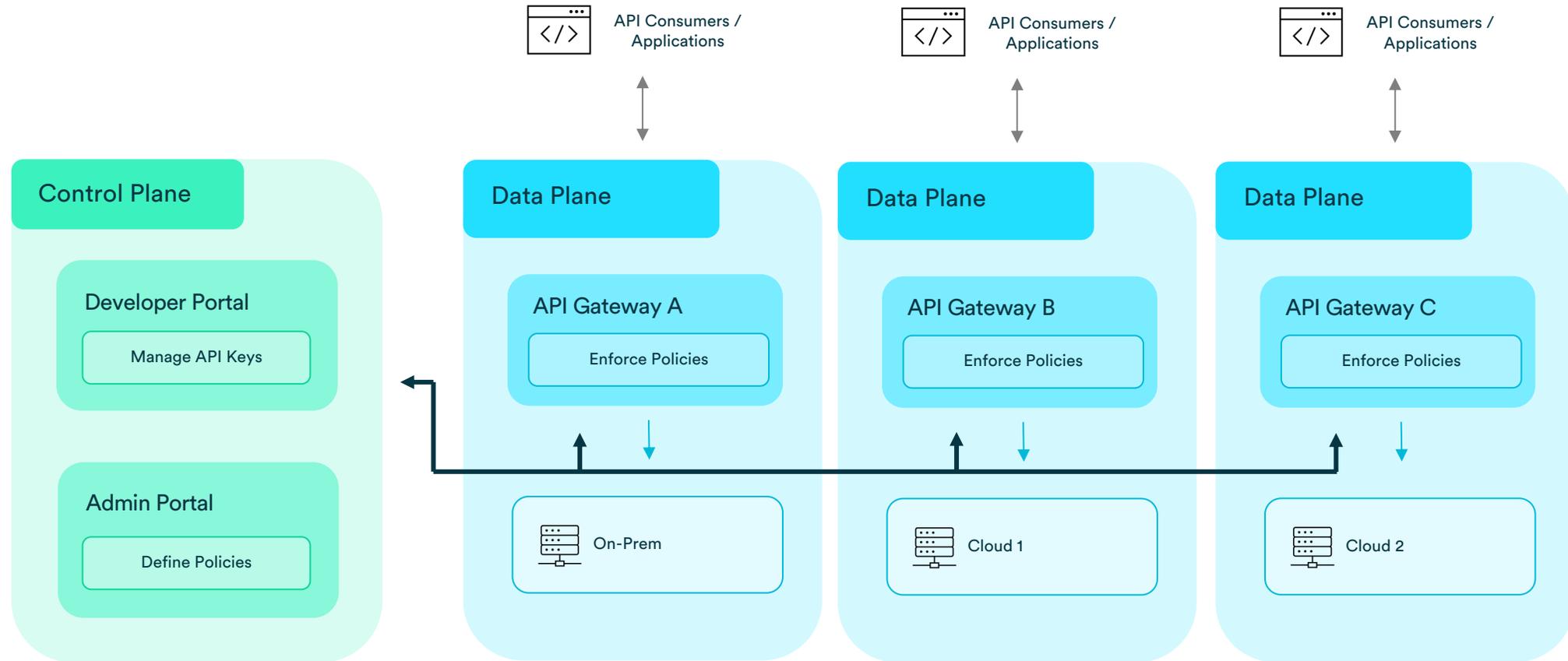
We go from this...



...to this



Federated API Management



Unified API Strategies

More common than you think!

„In 2018 only 20% of big enterprises were invested in Federated API Management. This number will grow to at least 60% in the coming years.“

Gartner

“At Gartner we expect the ‘bring your own gateway’ strategy to continue to be big in 2023”



Mark O'Neill

Gartner Chief of Research for Software Engineering

Unbundling the Gateway and the Catalog

Often the catalog is usually bundled with the gateway
(Full life-cycle API Management).

This approach does not work in a more and more
complex API landscape.

Unbundling the catalog from the gateway
is the way to go!

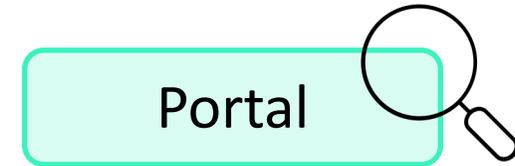
Find

APIs running on any your APIM platforms should be discovered automatically

- Manual processes will fail and create shadow APIs
- Make them available immediately
- Bring in already existing information like specs
- Make them searchable by default
- Makes configuration and interaction with the APIs much easier as they are already connected to your gateways.

One unified Developer Portal / Catalog

- No need to look in multiple portals
- One consistent flow for the consumer



Adopt

Allow self-service registration if possible

- Give developers instant access to a sandbox, so they can start testing immediately
- The sandbox might be offered using a different platform than the actual API

Manage API Keys across platforms

- The developer portal should be capable of actively managing the API keys in the APIM platforms
- Access should be granted as fast as possible
- It should make no difference whatsoever on which platform the API actually runs



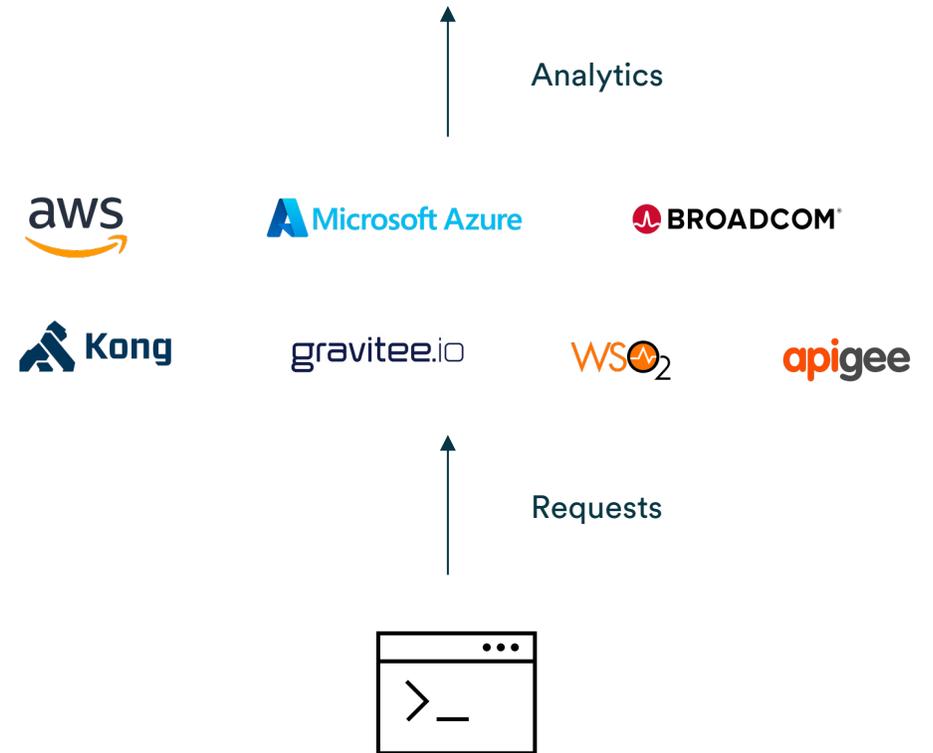
Consume

Enable insights into API usage

- Provide ways of getting analytics data on the usage of all APIs across all platforms
- Enable consumers to see the amount of their quota they already used
- Have access to the whole documentation and all specs at one place

Have a team feature

- Onboard all of the team members
- Prevent creation of shadow structures as people start copying around parts of the documentation

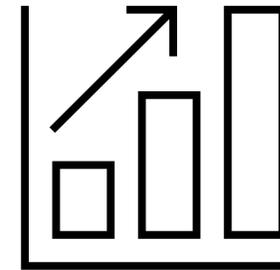
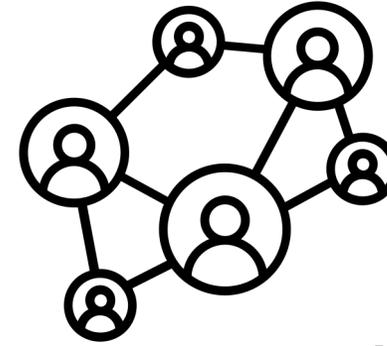


Product Management / Operations

Last but not least: if APIs are products, there need to be API Product Managers! The developer portal / catalog is the tool Product Managers will use most often!

Supply all the data the PMs, that they need

- Collect usage data from all attached platforms
- Collect latencies, error rates and other quality of service metrics from all platforms
- See in real-time who is using the APIs
- Configure appearance of the APIs in the “store”



Wrap Up

Wrap-Up



A good, seamless Developer Experience is key for offerings that are fast to market and offer a stellar Customer Experience to the end users!



Use a developer portal / API catalog to drive the adoption of your APIs. This is also true for APIs that are only used internally! Make sure this portal is capable of working in a Federated API Management environment.



Implement Federated API Management to easily integrate new offerings or technology stacks into your API Catalog.

Make use of the new API stack!



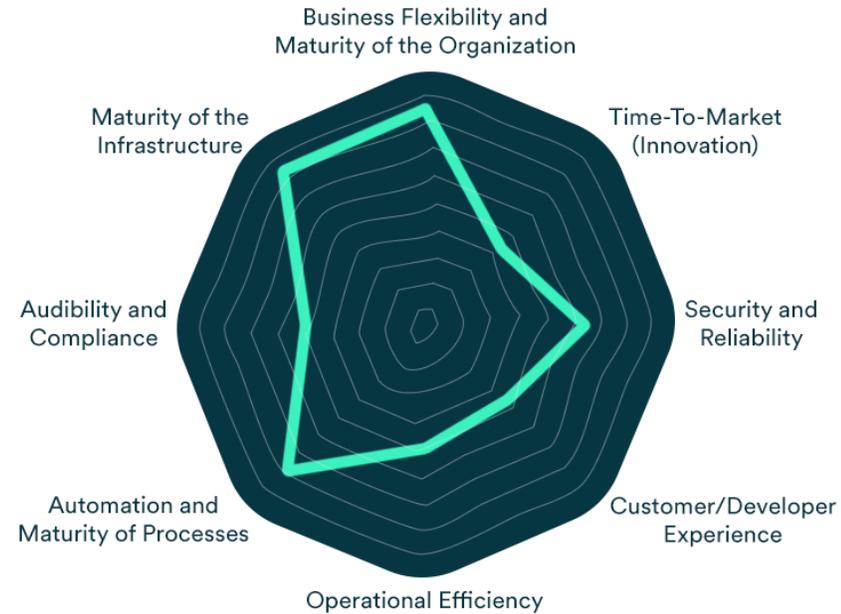
The APIIDA solution for API Catalogs

- Monetize all of your APIs on all of your APIM platforms
- Manage and control access to your APIs
- Have actionable quality and security ratings for all your APIs
- Allow a high degree of developer self-service



How Mature is Your API Management?

Or right at our booth!



<https://apiida.com/service/apim-maturity-assessment>



The API Management Experts



apidays

