

Toolkit for API management to gain business innovation

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API's - tech or business?

'APIs start with technology but are really about doing business in a digital age'

Programmable interfaces

REST

SOAP

Lightweight integration

API community / ecosystem

External R&D

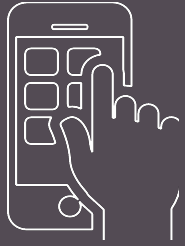
Network effect

Platform business

API program

API economy!

APIs underpin modern business



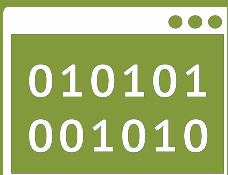
Mobile & IOT
Support



Customer
Ecosystem



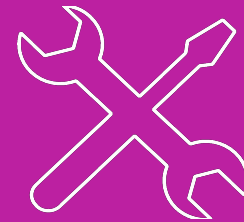
Partner
Ecosystem



Internal Agility



APIs as a
Business



Content &
Transaction Channel

API centric

An API strategy is an architectural approach that revolves around a particular way of thinking about interfaces. Namely:

“Providing self-service, one-to-many, reusable interfaces.”

SOA / API centric comparison

SOA:

- limited number of tight integrations
- known participants
- specific use cases
- tightly administered

API centric:

- wider audience
- more reusability, looser coupling
- lightweight, agile integrations to support future unknown use cases
- self-service

Role of an API MANAGEMENT PLATFORM

API Strategy

API Management

Gateway

Developer Enablement

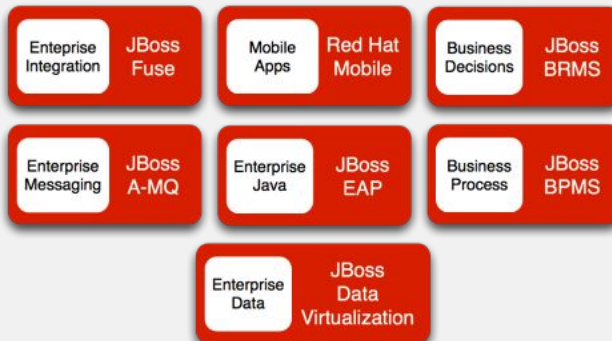
Monetization

API Development

Existing APIs

Existing Business Value

New Development



TYPICAL API MANAGEMENT EXPECTATIONS

Visibility

- Analytics
- App Tracking
- User Tracking
- Traffic Alerts
- Engagement
- Developer Support

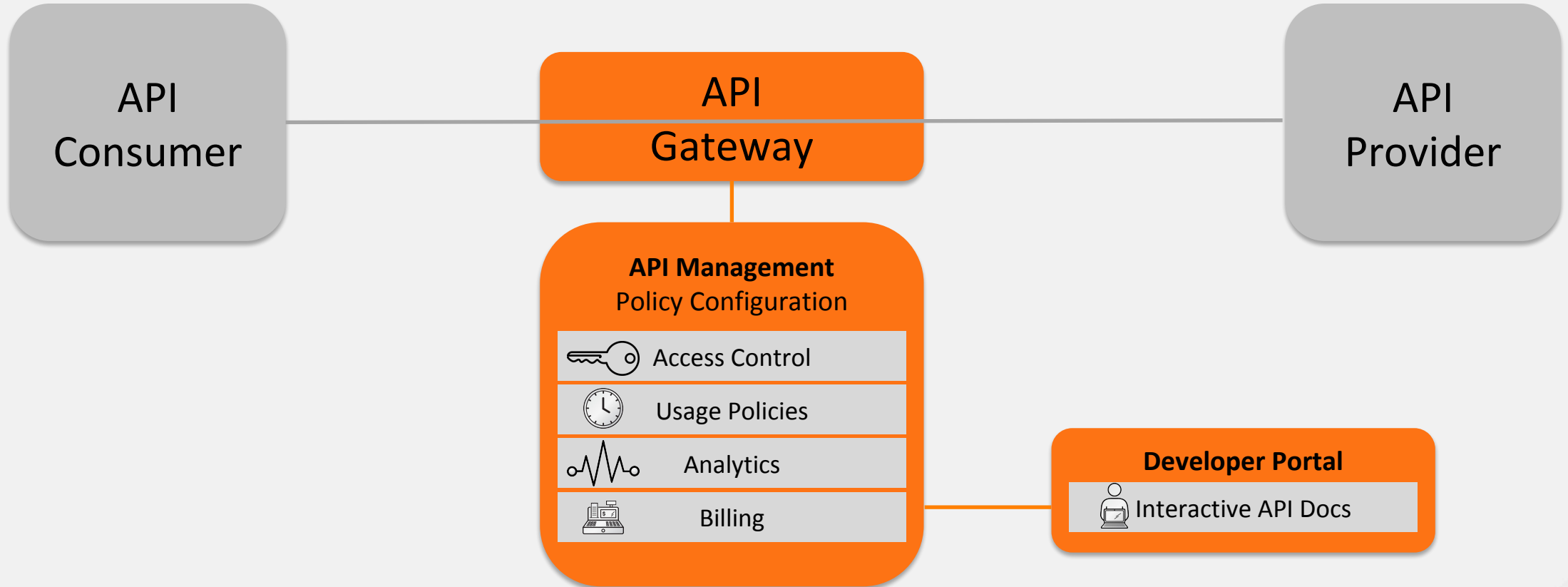
Control

- Security
- Key Management
- Rate Limiting
- Policy Enforcement
- App & User Management
- Provisioning

Flexibility/scalability

- Distributed
- Multi-Department
- Multi-Environment
- Highly Scalable
- Powerful APIs
- Webhooks

THE 3SCALE SOLUTION ARCHITECTURE



3SCALE API MANAGEMENT SOLUTION

KEY FEATURES

3SCALE KEY PRODUCT FEATURE 1/5

Fine-grained and flexible **access control** to APIs



- Standard API keys
- Application ID and key pair
- OAuth v1.0 and 2.0

3SCALE KEY PRODUCT FEATURE 2/5

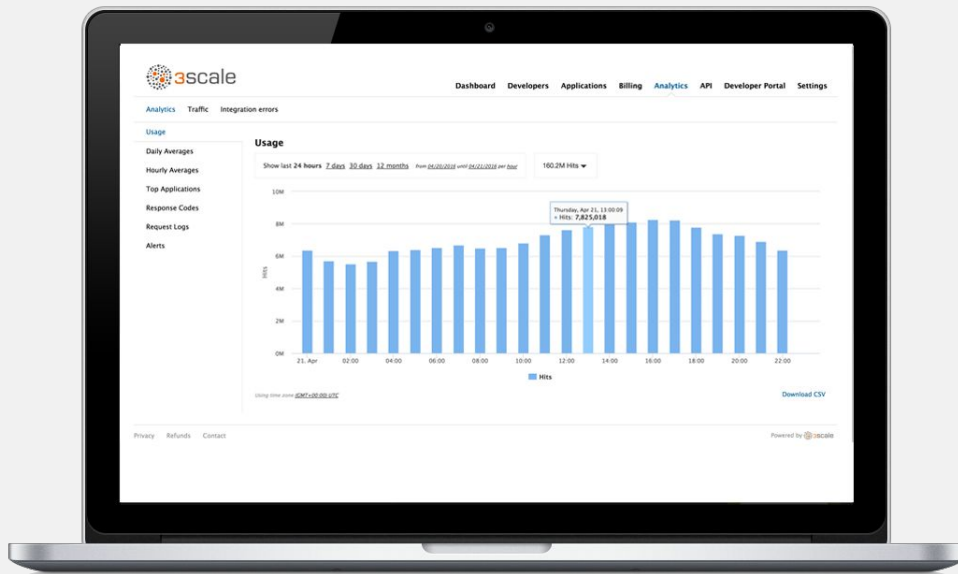
Configuration of **API usage contracts** such as rate limits



- Different API consumer segments
- Flexible per-time-period limits

3SCALE KEY PRODUCT FEATURE 3/5

API usage analytics



- Traffic patterns
- Top API consumers
- Alerts, reporting

3SCALE KEY PRODUCT FEATURE 4/5

Developer portal with interactive API documentation

The screenshot displays an interactive API documentation interface for a 3Scale API. The main focus is on the PUT endpoint `/sms/v2/{id}`, which is used to "Put SMS using ID".

Implementation Notes: Put SMS using ID

Parameters Table:

Parameter	Value	Description	Parameter Type	Data Type
id	(required)	Possible values are: 1, 2 etc	path	string
sms	(required)	the json body containing an SMS Details	body	Model Model Schema
user_key		Your access API key	header	string

The `sms` parameter is a body parameter of type `application/json`. A JSON editor shows the following schema:

```
{  "from": "",  "to": "",  "characters": "",  "read": false}
```

Below the parameters table, there is a "Try it out!!" button and a "user_key" header parameter field.

- Interactive API documentation
- Swagger-based
- Self-service developer portal

3SCALE KEY PRODUCT FEATURE 5/5

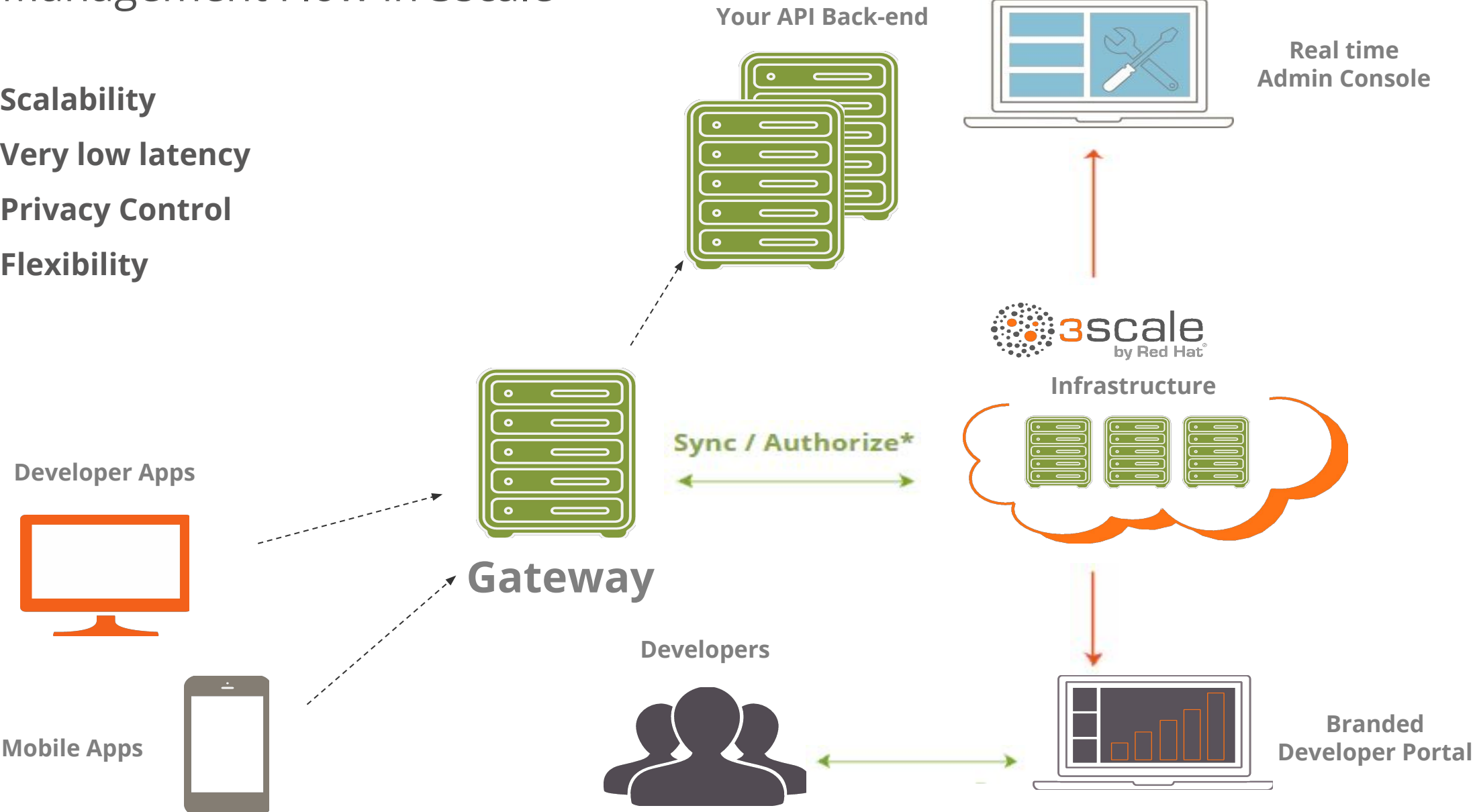
Monetization of individual APIs



- Build business model
- Flexible pricing rules
- Automatic invoicing

API Management Flow in 3scale

- 1. Scalability
- 2. Very low latency
- 3. Privacy Control
- 4. Flexibility



The logo for Schiphol Amsterdam Airport. The word "Schiphol" is written in a large, bold, blue sans-serif font. Below it, the words "Amsterdam Airport" are written in a smaller, grey sans-serif font. The background of the logo features a stylized grey graphic of a terminal building with a series of vertical bars of increasing height from left to right, suggesting a modern architectural style.

Amsterdam Airport

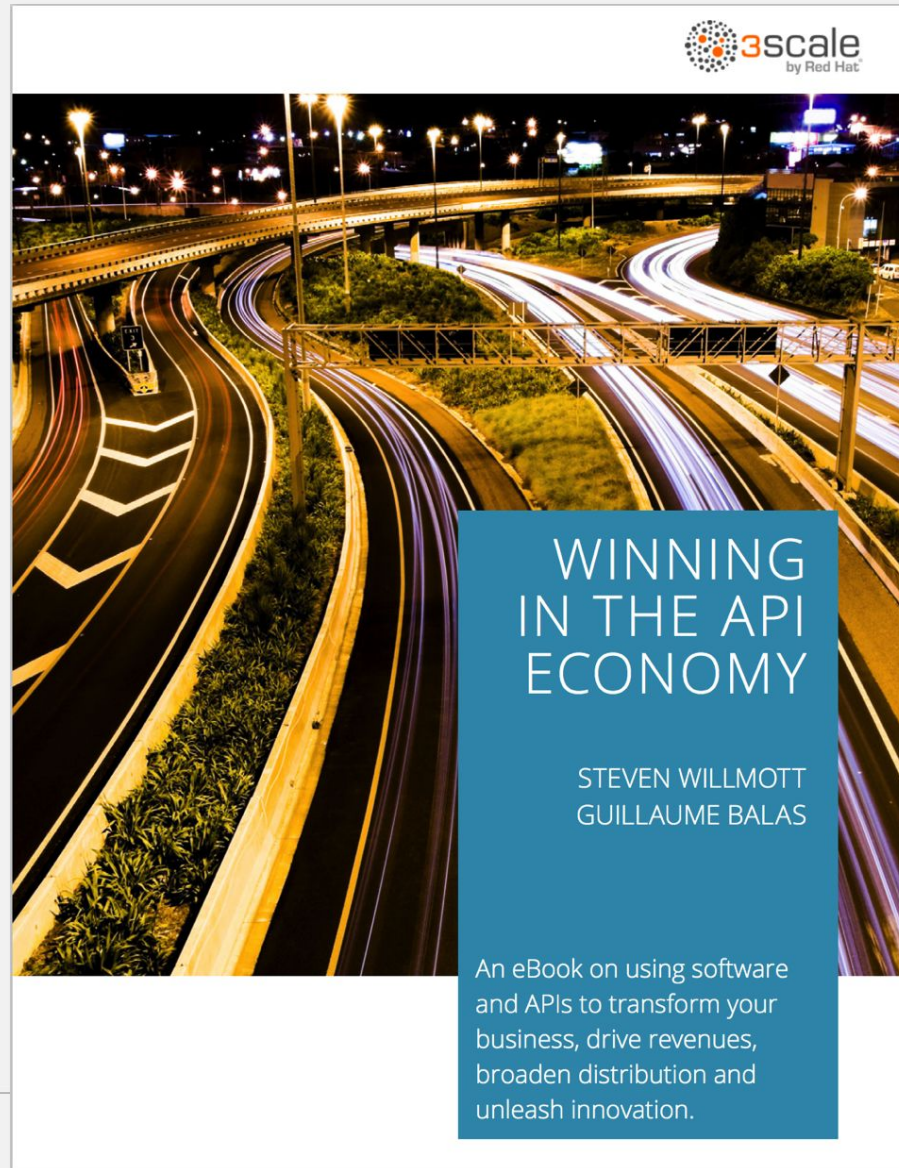
Improving Schiphol's airport passenger experience with Red Hat JBoss Fuse and 3scale API Management Integration of information and services into an Airport Service Bus via **Red Hat JBoss Fuse**

API access control, usage policies, analytics/reporting, developer portal, and interactive API documentation via **3scale API Management**

Goals achieved:

- Facilitates mobile apps to improve customer journey
- Provides comprehensive, high-quality airport information
- Improves effective information sharing with various stakeholders

Happy reading.....



<http://bit.ly/2gET2xs>

More happy reading.....



THE API OWNER'S MANUAL

MANFRED
BORTENSCHLAGER
STEVEN WILLMOTT

Best practices of
successful API teams

<http://bit.ly/APIManual>

BEST-PRACTICES OF SUCCESSFUL API TEAMS

We identified seven key areas that are critical to get right for sustainable API success:

1. Focus relentlessly on the value of the API
2. Make the business model clear from the beginning
3. Design and implement with the user in mind
4. Place API operations at the top of the list
5. Obsess about developer experience (DX)
6. Go beyond marketing 101
7. Remember API retirement and change management

THANK YOU