What do you mean when you say “API as a Product”?
The API “Why?”
What Changed?

- Massive smartphone and app adoption
- Immediate access to information
- Applications that create real-time convenience
- Consumers adoption/desire moving faster than corporate innovation/delivery
IT had to respond to this massive demand.
The Velocity Challenge

1. It takes too long to surface data and capabilities from legacy systems

2. It takes too long to bring new experiences to the marketplace
What was our reaction

Provide services to Smartphone Apps

- REST not SOAP (JSON not XML)

Secure and gain insights into increased service traffic

- APIM Platforms that provide security, centralized visibility and analytics
What are the pundits saying?
“APIs are the windows to new ecosystems”

Harvard Business Review 1/7/2015
“APIs Are at the Heart of Digital Business”
Gartner 4/20/2016
Don't Get Ubered: APIs Hold Key To Digital Transformation

“APIs are the secret sauce to becoming digital”

Forbes 10/19/2015
What it really takes to capture the value of APIs

“APIs have now become a significant engine of business growth”

McKinsey  September 2017
APIs enable developers – internal, partner or external – to **deliver your company’s current digital value**, and to **create new digital value**.

Apigee 2018
We should ask ourselves a tough question...
When they say “API”, do they mean what I mean when I say “API”? 
Inside-out thinking

- "Reuse" requires collaboration and modification
- Services built designed for single use case
- Project-oriented process & teams
- Opportunity cost is a critical consideration
- Slow to create new value
- Single speed IT limited by legacy platforms & patterns
- Redundant platforms & multi-variant capabilities
- Integration as required

Outside-in thinking

- Designed & packaged for API consumer self-service
- Consumer-focused design
- Product-oriented process & teams
- Market value is a critical consideration
- Rapid value creation
- Multi-speed IT enabled by APIs & modern patterns
- Single productized API
- API as a new business channel

The "Flip"
If the process for creation, communication and consumption looks similar to what you were doing before, why do you expect different results?
API Programs & Products should deliver:

- Agility
- Autonomy
- Acceleration
“In our experience, **product orientation** is the missing ingredient that makes the difference between ordinary enterprise integration and an agile business built on a platform of APIs.”

- ThoughtWorks

Source: https://www.thoughtworks.com/radar/techniques/apis-as-a-product
Product definition:

“In marketing, a product is anything that can be offered to a market that might satisfy a want or need.”

API

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- Customers (B2C)
- Partners / Distributors (B2B)
- Internal Consumers
- Employees
- Public
API

Product definition:

“In marketing, a product is anything that can be offered to a market that might satisfy a want or need.”

• Built specifically to solve a consumer problem
• Marketed to the consumer
• Feedback loops to ensure quality and satisfaction
• Measured for value
Considerations
API Products are not just:

- JSON
- REST (Done right!.....?)
- Managed by an APIM
- Well documented
- Self-service consumable in an Portal
- For API consumers outside of my company
API Products are:

They solve for the job that the API Consumer is trying to do.
API Products are:

Comprehensible

They are easily usable by the API consumer without an extensive conversation and explanation from your technical team to gain understanding of how it works.
API Products are:

Self-evident data

The field names, object names and descriptions allow consuming API developers to quickly and clearly understand the purpose and characteristics without assistance.
API Products are:

Valuable

They provide *measurable* value to the consuming developer and to the company that is providing them.
API Products are:

Managed
Continuously evaluated, modified and improved to ensure that customer and company value are sustained.
Thank you!
VANICK Digital helps organizations...

- **Form a digital strategy to accelerate business goals**
  You appreciate the value APIs present, but need help with a forward-looking digital technology strategy that utilizes APIs as a key foundational component

- **Figure out how to get started**
  - Your company is invested in the idea that APIs should be implemented as an accelerator for your digital strategy, but you’re not sure where to start.
  - This can’t become a program that takes 2+ years to get off the ground.
  - Vanick Digital will help you see immediate value as you produce APIs to accelerate that next mobile initiative or E-commerce opportunity, all while deliberately moving towards enterprise-minded strategic goals.

- **Grow enterprise value from existing API initiative(s)**
  - You know that IT has existing APIs and you may even be utilizing them for some projects, but integrations are still expensive and slow. Your APIs are not living up to the promise.
  - There’s no cohesive vision for the disparate API solutions throughout your organization.
  - Vanick Digital will help drive a unified enterprise strategy to align your various initiatives into a common platform. API Management best practices will help you avoid common pitfalls and help produce an efficient low-cost integration experience from your API program.

- **Implement their API program**
  - Once your API strategy is formed, Vanick Digital has the architectural and development expertise in-house to help you execute.
  - Our experience with enterprise digital integration helps ensure a seasoned, experience-focused outcome across various areas of implementation, including:
    - API & Systems Architecture
    - API Management Platform Installation & Configuration
    - API Design
    - API Development & Private Cloud Hosting
    - Effective Developer Experience