API Monetization and Disruptions

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non-proprietary/public information
Service Consumption is moving to Apps
Smart solutions are about Apps, API and Cloud Services
Most of the value is in the top part of the solution

Solution

Value Driven

Cloud Service

Enablement

Cost Driven

Device Specific and Context specific

Combining API of internal and external components to implement new APIs

Core Assets: User, Network, Device

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Leverage your core assets in digital world

- Identity
- Communication Management
- Relationship
- Consent
- Charging/Billing
- Profile
- QoS
- Edge Cloud
- Dynamic Overlays
- Notification
- Messaging
- Connection Management
- Status
- Abstraction
- Connection Control
- Capabilities
- Management
Three ways to leverage your assets

1. Partnership
   Create an ecosystem of **finished digital services**
   • Focus on loose integration (few touch points)
   • Evolve the ecosystem quickly by constant assessment

2. Innovation
   Combine assets to create **disruptive** assets
   • API based combination
   • Open and Top down approach

3. Membership
   Be part of **larger** ecosystem
   • Embrace or Create de-facto standards
   • Don’t get stuck in standard committee
Create a partner ecosystem

Expose APIs

Services that run on top of

No integration
If any Marketing/Commercial Agreement only
(ex: pre embedded client)
Operated externally

Services that run better with

Multi level of integration (Registration, Identity, User Verification, Billing)
Commercial Agreement
(ex: bill to charge)
Generally operated externally

Partnerships

Build or Buy

Services that are running by

Deep integration
Product, work package done by vendor or internally developed
Generally operated internally or on hybrid infrastructure

Integration Complexities

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Combining assets to create disruptive assets

• M2M
  – Network/Device to create **device as a service** and

• Context based Communication Management
  – User/Network/Device for **intent based communication control**

• Hybrid Cloud
  – Network/IT for becoming a **hybrid cloud broker/hybrid cloud watch** on IT resources (Public/Private/Edge) and access to IT resources
Combining assets to create disruptive assets

- **Hybrid Cloud**

  - Leverage the Network for access
  - IT resources can be internal or external
  - Adapt to a **defacto standard** with a solid reference implementation (AWS, OpenStack)
Be part of a larger ecosystem

• Thru federation…

Developers directly can access each member of the federation or write solutions that automatically discover the member API endpoint via the Exchange
A single platform to deliver

Partnership

Innovation

Membership

Exposure Platform

Partner/Developer Onboarding/Services (Identity, User Registration, User Verification, Charging, …)

Federation Endpoint

App Services -> App development

API Analytics and Insights

Hybrid Cloud Broker

Top down to validate, enhance existing API's and create new API's

Bottom up to:
re-use Core Assets:
  • Network
  • Terminal
  • IT
  • and Capabilities:
  • Billing
  • Provisioning
  • Ordering
  • …

Production systems are owners of key data and services that need to be unlocked via API's which will facilitate the fast deployment global experience

IT domain handles infrastructure resources (computing, storage, network platform) that are abstracted to be easily consumed

“OTT” like or beta services can be exposed directly minimizing cost and accelerating delivery

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And always understand the API value Chain

User → App → Developer → API → API Team → Backend
Thank you

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Apigee Products

- **Insights**: Optimize your digital business with contextual analysis of app and API data
- **Exchange**: Industry focused API networks for app interoperability
- **Enterprise**: Powering digital transformations with APIs, developer services, and end-to-end analytics
Apigee Insights

Context helps separate the signals from the noise.

- Which products are most valuable to our partners?
- What’s the best way to monetize our APIs?
- What market segment should we target next?
- What drives user engagement?
Apigee API Exchange

API Exchange powers industry-wide digital ecosystems.

Users  Apps  Developers  API Providers
Apigee Enterprise powers digital transformations

Developer Services
- Charge
- Monitor
- Bill
- Onboard
- Authenticate
- Engage
- Collaborate

Analytics Services
- Users
- Apps
- Developers
- APIs
- Systems

API Services
- Social
- Push Notifications
- Location
- Secure
- Transform
- Shape
- Optimize

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