How Solution Providers Monetize API Management for Digital Transformation

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At a Glance

APIs have never been more vital to the success of your clients' and prospects' most critical business initiatives. That's because business initiatives are increasingly being delivered through software, in the form of mobile applications and other data-driven experiences. The increasingly urgent demand for API management will present a multitude of opportunities for solution providers—but only those that are poised to address this demand. Discover why APIs are so critical today and how CA API Management can help your solution provider organization capitalize on these business opportunities.

The Market

Across industries and regions, your customers' success will increasingly be dictated by their ability to deliver more capabilities, faster than ever before. In the application economy, those businesses that can embrace digital transformation and accelerate application innovation will be the ones that are well positioned for success.

The Need

APIs are the building blocks of digital transformation. If organizations are to meet their innovation mandates, it will become increasingly critical to employ API management in a strategic fashion and so establish a platform that enables business transformation through software. However, many enterprises are challenged to fully capitalize on the business opportunities enabled by APIs.

The Opportunity

Enterprises will increasingly be turning to solution providers that can provide API management services and expertise. Those providers that can help customers rapidly establish efficient, secure and reliable API management capabilities will be poised to address a critical business need—and capitalize on a dramatically expanding market.

The Digital Transformation Imperative

To compete and win in the application economy, enterprises in every industry need to embark on a digital transformation. In the application economy, APIs represent the fundamental building blocks that power virtually every business transformation initiative, enabling innovation in such areas as mobile, the cloud or the Internet of Things (IoT).

APIs represent a critical means for companies to open up new lines of business and new lines of communications with their customers, partners and employees. APIs enable the connectivity required to quickly share enterprise data and digital content at Internet scale and empower developers to create applications across all of the channels required.

APIs Key to Addressing Digital Transformation Mandates

APIs aren't about incremental improvements or tweaking operations, they're about business survival. Quite simply, APIs open the door for business innovation. APIs have therefore become a top technology investment for business executives looking to reframe strategic advantage and win in the digital economy. APIs can support these critical objectives:

- **Accelerate mobile development**. Businesses are being pressured to release applications and digital services faster, and with higher quality, in order to stay competitive. APIs equip developers with reusable service interfaces to accelerate development of mobile, cloud, partner and IoT applications.

- **Enhance customer experience across all touchpoints**. Customers now demand the ability to do business seamlessly across all digital channels, including Web, mobile and IoT. APIs enable organizations to connect systems and share data so they can deliver a far more consistent customer experience.

- **Open up data**. Digitization has blurred traditional industry boundaries and reframed the idea of strategic advantage. The ability to collect, analyze, open up and deliver data through APIs has created new business opportunities and even new markets. Data is the lifeblood of the digital business world, and APIs are the channels that enable the creation and monetization of digital business ecosystems.

• **Establish strong security**. The necessary opening up of data has exposed businesses to increased vulnerabilities and business risk. The new open enterprise must effectively secure APIs to reduce their exposure to compromise and business risk, while still ensuring a convenient, compelling customer experience.

By harnessing these capabilities of APIs, and delivering them effectively through the use of API management, businesses will be able to scale their digital transformation and gain a significant competitive advantage.

APIs enable the creation and monetization of digital business ecosystems

Why API Management Matters

In order to effectively execute digital transformation initiatives, enterprises must position themselves to quickly deploy, scale, secure and manage APIs. Following are the key concepts that underpin successful API projects:

• **Integrate everything**. Legacy architectures, including enterprise service bus (ESB) and service-oriented architectures (SOA), must be extended to modern mobile platforms through APIs. The right API management solution adapts existing services into REST APIs, orchestrates data from enterprise and cloud services and scales traffic through throttling and caching.

• **Secure the open enterprise**. The new open enterprise must be secured completely, from the backend API to the application. Effective API management solutions must protect APIs against the most critical vulnerabilities, including those featured in the Open Web Application Security Project (OWASP) Top Ten. The optimal solution will also provide risk-based access control for mobile touchpoints.

• **Accelerate mobile and IoT development**. Mobile applications must be delivered faster and with higher quality. The optimal API management solution delivers API
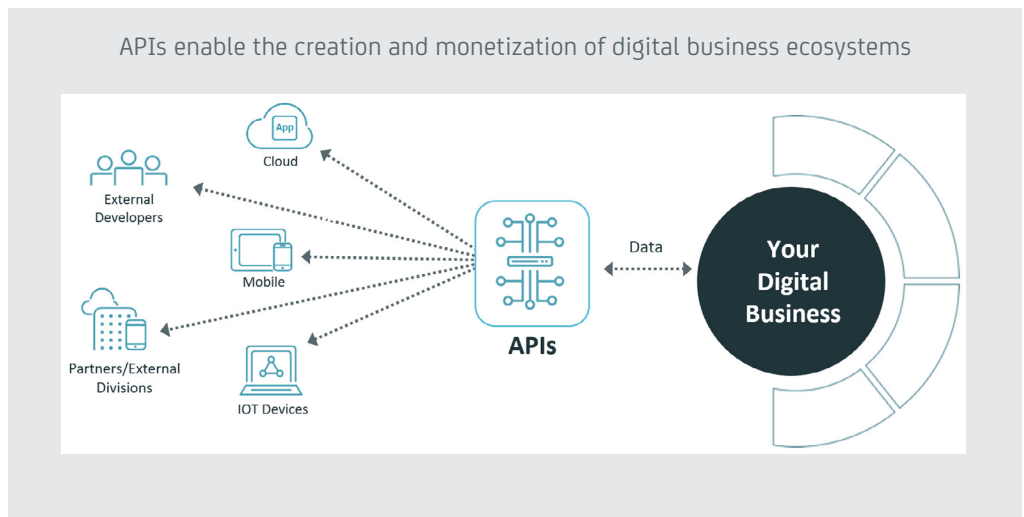
discovery, onboarding and collaboration tools that enable faster and more efficient development. The solution also increases implementation agility and velocity by providing secure, enterprise-grade SDKs to enable critical features such as access control, pub/sub, secure local storage and message queuing.

• **Unlock the value of data**. The collection, analysis, exposure and delivery of data creates new business opportunities and routes to market. The right API management solution enables the creation, expansion and monetization of digital ecosystems through direct and indirect business models. API monetization supports the creation of plans, pricing and integration with billing systems, while API intelligence provides the ability to measure and analyze operational and business performance.

Monetizing API Management Services: The Opportunities, Options and Requirements

Many organizations are only scratching the surface in terms of exploiting the business potential of APIs. Too often, implementations are tactical, reactive and uncoordinated. APIs

are disparately managed and policies aren't consistently enforced. Consequently, these piecemeal approaches can open up significant integration, security and governance gaps.

Opportunities

For today's solution providers, API management offers significant opportunities. API management sits at the core of an organization's ability to realize a number of digital transformation objectives:

• Deliver amazing customer experiences across all touch points

• Leverage security to address risk and enable business growth

• Bring new applications and services to market faster

• Capitalize on new market opportunities

By delivering API management services, your solution provider business can deliver the vital assistance customers need to meet these objectives. Therefore, by delivering strategic API management offerings, you can offer substantial customer value, establish compelling differentiation from your competitors and capitalize on a rapidly expanding market.

Service Options

There's a big difference between developing APIs and being truly successful with APIs. Your solution provider business can deliver a range of services that ultimately help clients succeed with APIs:

▪ **API business value assessment and roadmap development**. Your team can work with clients to assess their business, determine whether there are opportunities to transform their business through API management, and if so, develop a plan to capitalize on those opportunities.

▪ **API architecture and governance**. You can work with clients to develop an effective API architecture and platform. Establish the platform that enables ongoing governance and management of APIs and developer communities. When needed, take care of ongoing governance and administration.

▪ **API platform requirements gathering and installation**. Your organization can work with clients to define their business' unique API management platform requirements and support a timely and efficient implementation.

▪ **API design, development and integration**. Help customers design and develop APIs that get maximum developer adoption. Guide the establishment of developer resources and communities that cultivate development success.

▪ **Ongoing API administration and platform support**. Help customers with ongoing management of APIs, including directing new projects, customizing APIs, maintaining and adapting policies, handling integration with new systems and more. Deliver second-tier support should any issues with the API platform arise. Help with ongoing platform optimization in order to ensure APIs are being fully leveraged.

Your solution provider organization can scope its API management engagements in a number of different ways. For a specific duration, you can have one of your employees function as the point person that fields all the client's API-related support inquiries. Your team can consult with clients to add guidance at specific points when customers need assistance. Your organization can help develop APIs on a project basis, working with customers to define requirements and manage development and delivery of the API. In other cases, your organization can help manage API efforts in a comprehensive fashion, handling both up-front implementation as well as ongoing support, administration and optimization.

Requirements

Successful API management implementations require a lot more than software. To deliver an effective and successful API management service, your team will need to have expertise, both in terms of the high-level business drivers surrounding APIs, as well as the details around APIs, including best practices in API design, developer enablement, application and integration architecture and more. Your team should have a detailed understanding of the following:

▪ Composite applications and integration, including SOA.

▪ Security, including the risks in API environments and strategies for streamlining policy creation and enforcement.

▪ Network architectures, including interdependencies and performance considerations.

▪ Cloud environments, including leveraging cloud-based API management platforms and optimizing integrations in hybrid environments.

▪ Mobility, including developing APIs for native mobile interfaces.

Powered by CA API Management

If your solution provider organization is looking to add API management offerings to your catalog or you want to optimize your API offerings, CA API Management represents an invaluable asset. With CA API Management, you can help your customers manage their environments in a more effective and comprehensive fashion so their APIs deliver maximum business value. The solution offers capabilities for managing API strategies across the ecosystem, from mobile devices all the way to backend application infrastructures.

CA API Management provides both the design-time and run-time components necessary to expose, secure and consume APIs. It consists of the following products:

▪ **CA API Gateway**. CA API Gateway can enforce a wide variety of policies that have been defined for exposed APIs. The gateway orchestrates integrations between on-premises, cloud and hybrid applications; offers easily customizable interfaces that can connect to legacy message formats and protocols; and secures interfaces against any threat to privacy, integrity or access.

▪ **CA Mobile API Gateway**. CA Mobile API Gateway enables businesses to build rich mobile applications that deliver the performance and security required. The product helps optimize mobile interaction patterns, supports common streaming protocols and simplifies the utilization of key identity standards like OAuth, OpenID Connect and PKI. An associated SDK automates the management of end-to-end security and single sign-on, so developers can focus on using APIs to build engaging applications.

- **CA API Developer Portal**. This product delivers a wealth of functionality for managing internal and external application developers. The portal powers a centralized directory of services for developers, and offers solutions for onboarding, API documentation and technical enablement. API owners can use the portal to define access plans, service levels and monetization characteristics for their APIs. Developers can discover relevant documents, test against live interfaces and generate dynamic code samples that accelerate application development.

- **CA API Management SaaS**. By leveraging this fully hosted cloud-based solution, customers can more rapidly adopt API management capabilities, without having to deploy or manage the underlying infrastructure. CA API Management SaaS features an intuitive interface that enables application and API architects to perform advanced policy definition.

- **CA Live API Creator**. This innovative API lifecycle product allows customers to almost instantly create responsive, enterprise-grade REST APIs from both legacy and modern data sources. It significantly reduces time and cost during the development process by adding automation and business logic enforcement to the definition, design, creation and runtime steps of the API lifecycle.

- **CA Mobile App Services**. With this product, customers can accelerate mobile development and API consumption. The product features SDKs and APIs that address crucial backend functionality, such as user and group management, messaging, publish/subscribe functionality, offline data storage and authentication. These essential services are made simple and secure for developers, so they can focus on building great user experiences for mobile and IoT environments.

For More Information

To learn more about the solution or request a trial, be sure to visit the **CA API Management page** on ca.com.

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