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API Monetization and Disruptions

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non-proprietary/public information

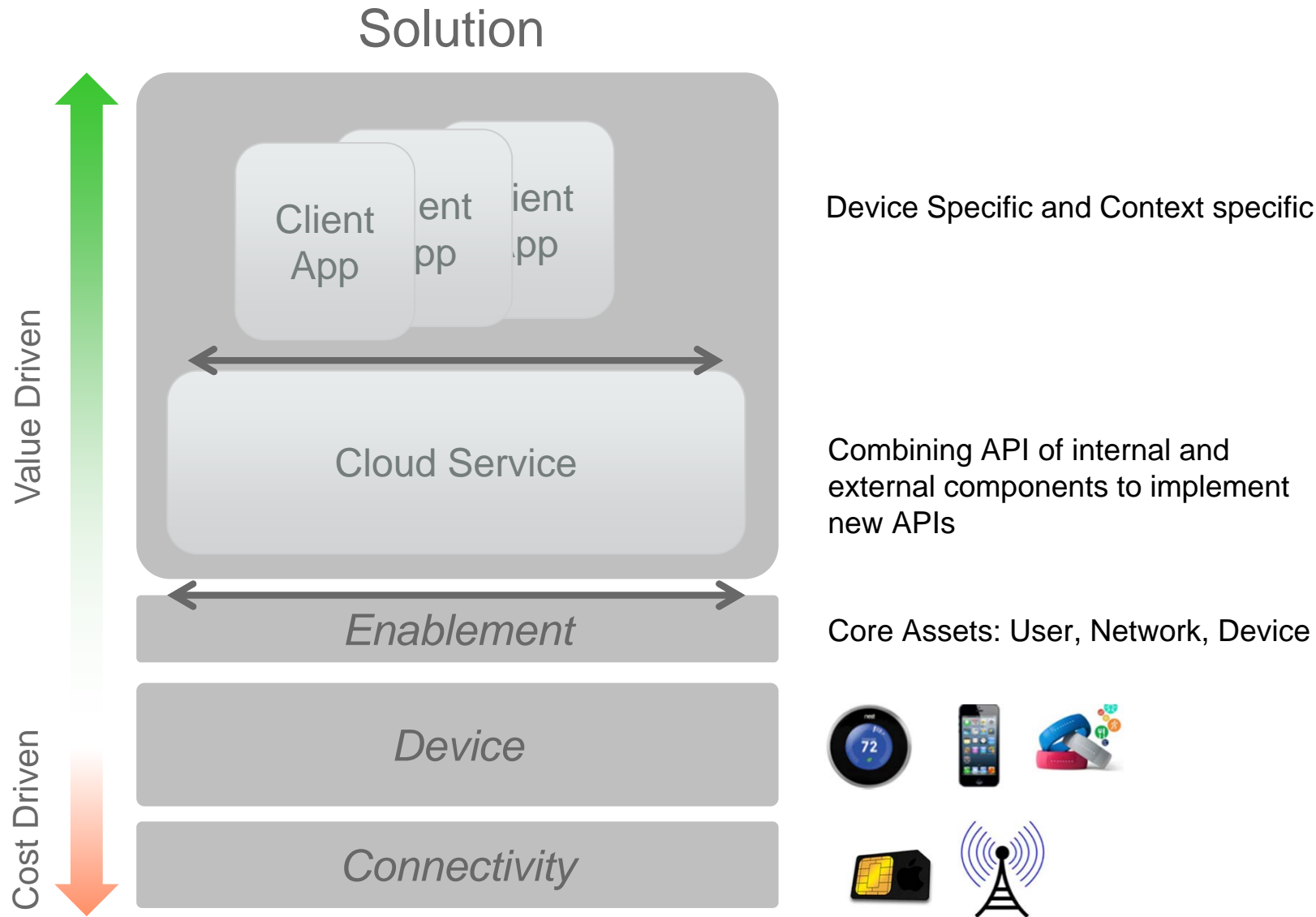
Service Consumption is moving to Apps



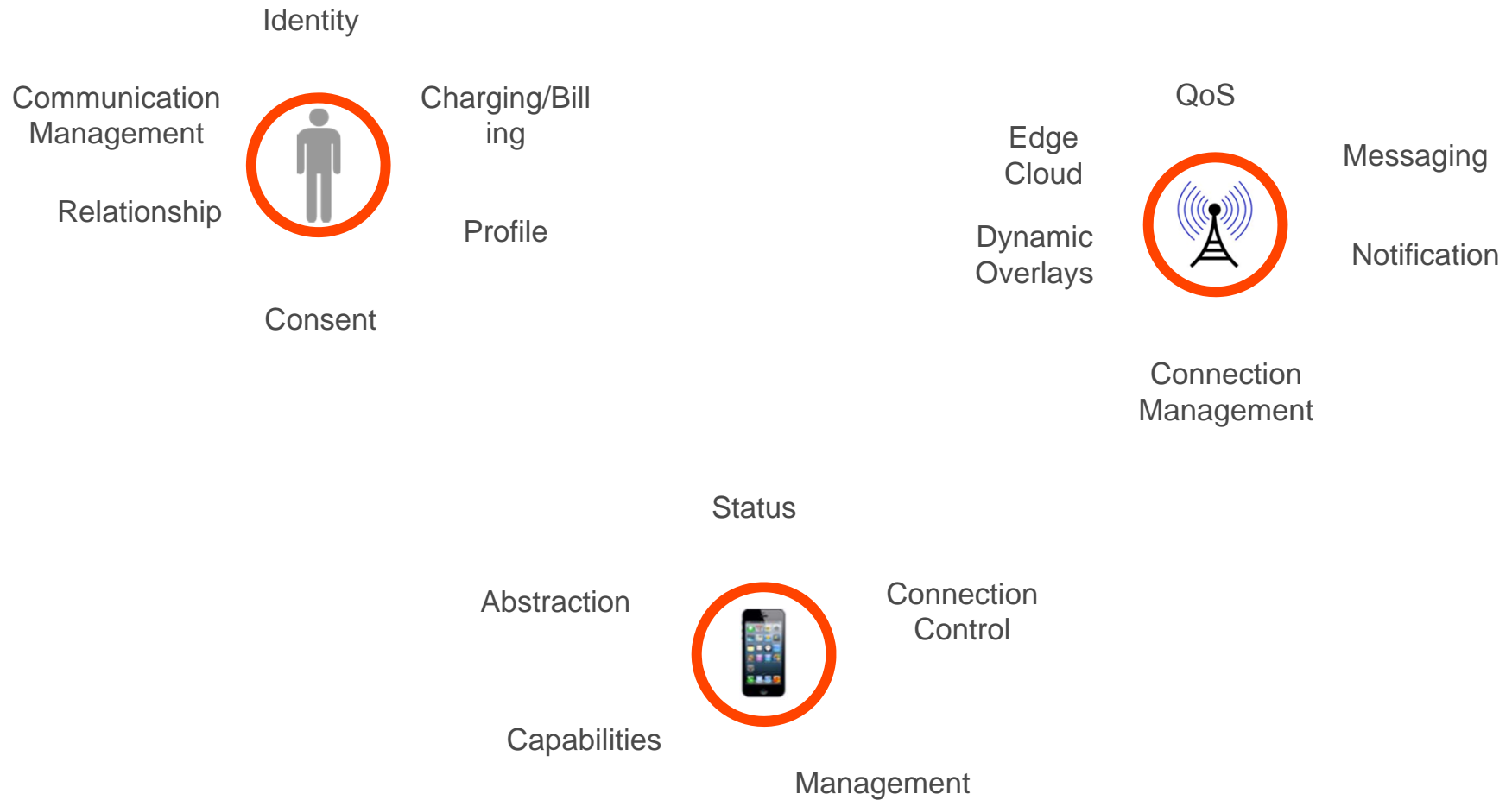
Smart solutions are about Apps, API and Cloud Services



Most of the value is in the top part of the solution



Leverage your core assets in digital world



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*

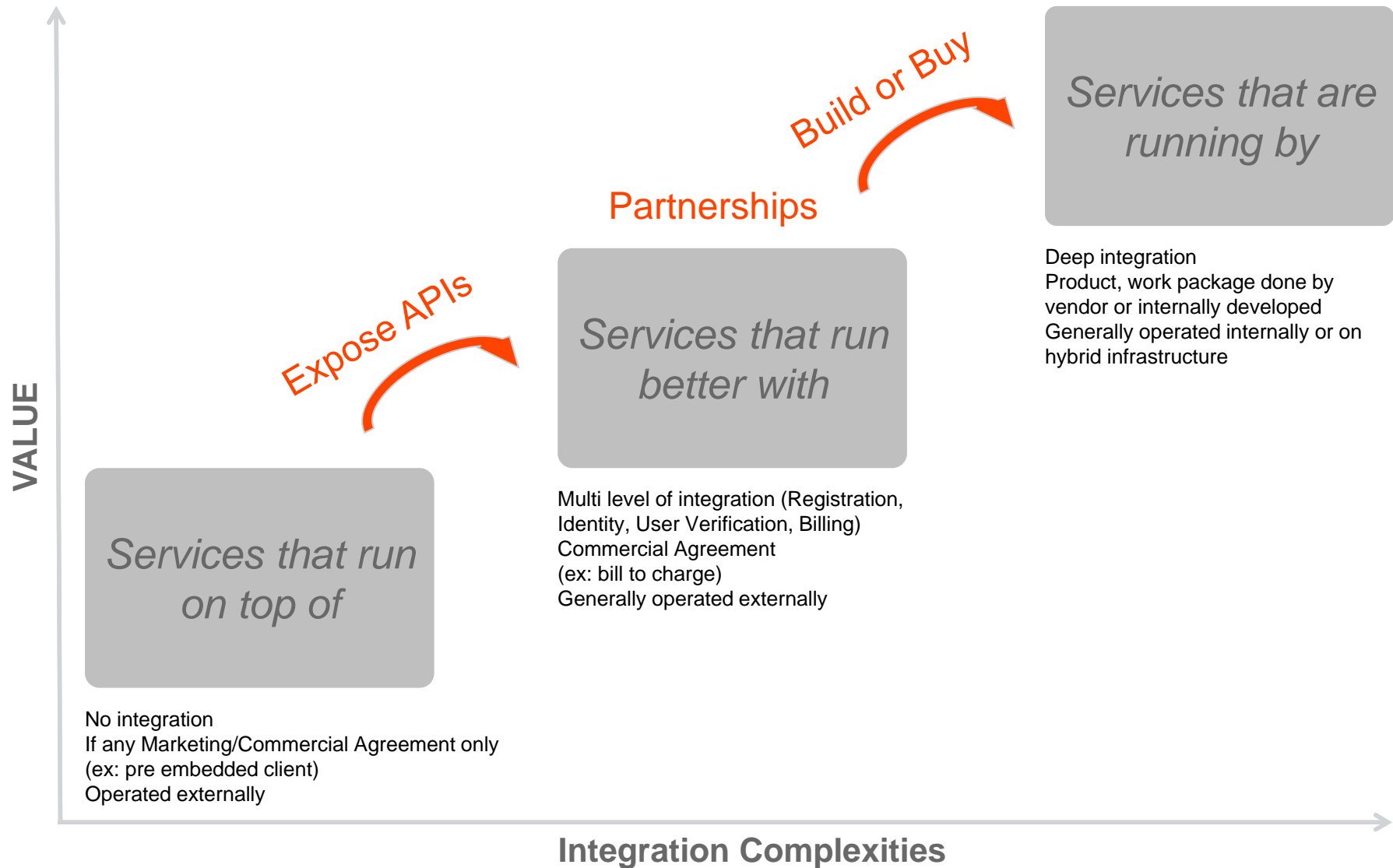
- API based combination
- Open and Top down approach

3. Membership

*Be part of **larger** ecosystem*

- Embrace or Create de-facto standards
- Don't get stuck in standard committee

Create a partner ecosystem



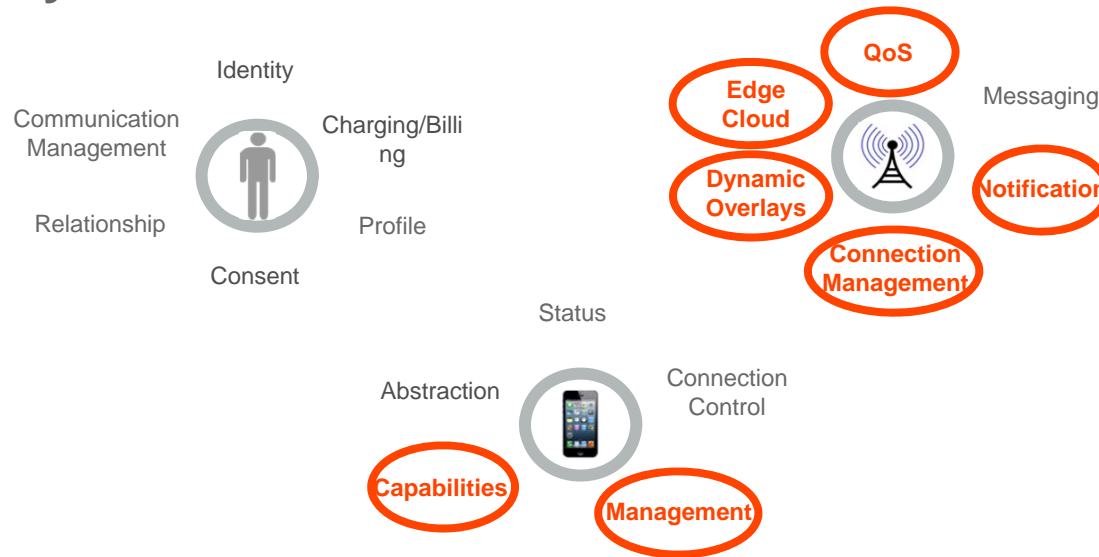
Combining assets to create disruptive assets



- 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...



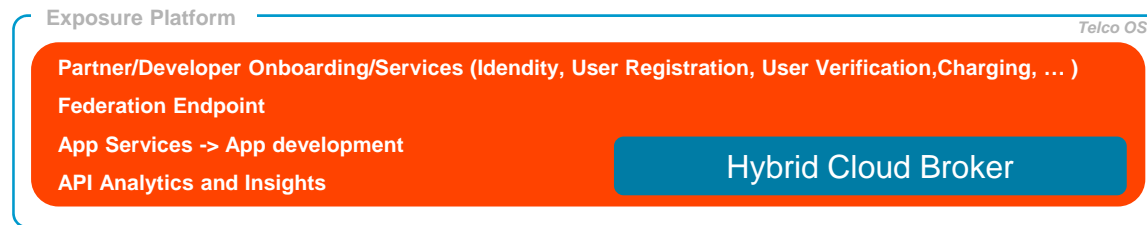
Developers directly can access each member of the federation or write solutions that automatically discover the member API endpoint via the Exchange

A single platform to deliver



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

A **single** platform exposes all implemented API to internal groups or 3rd parties

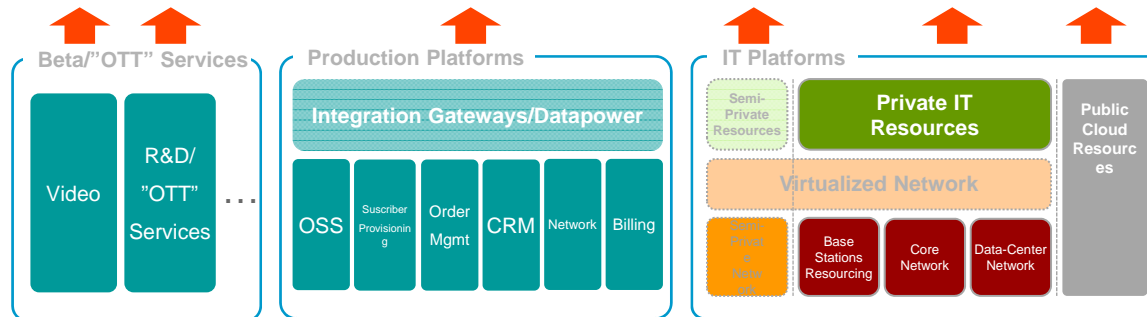


Bottom up to: re-use **Core Assets**:

- Network
- Terminal
- IT

and Capabilities:

- Billing
- Provisioning
- Ordering
- ...



"OTT" like or beta services can be exposed directly **minimizing** cost and **accelerating** delivery

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

And always understand the API value Chain



Thank you

A network diagram consisting of several white circular nodes of varying sizes connected by thin white lines. The nodes are scattered across the orange background, with some forming larger clusters and others standing alone. The lines connect the nodes in a non-linear fashion, creating a web-like structure.

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Apigee Products

Insights

Optimize your digital business with contextual analysis of app and API data

Exchange

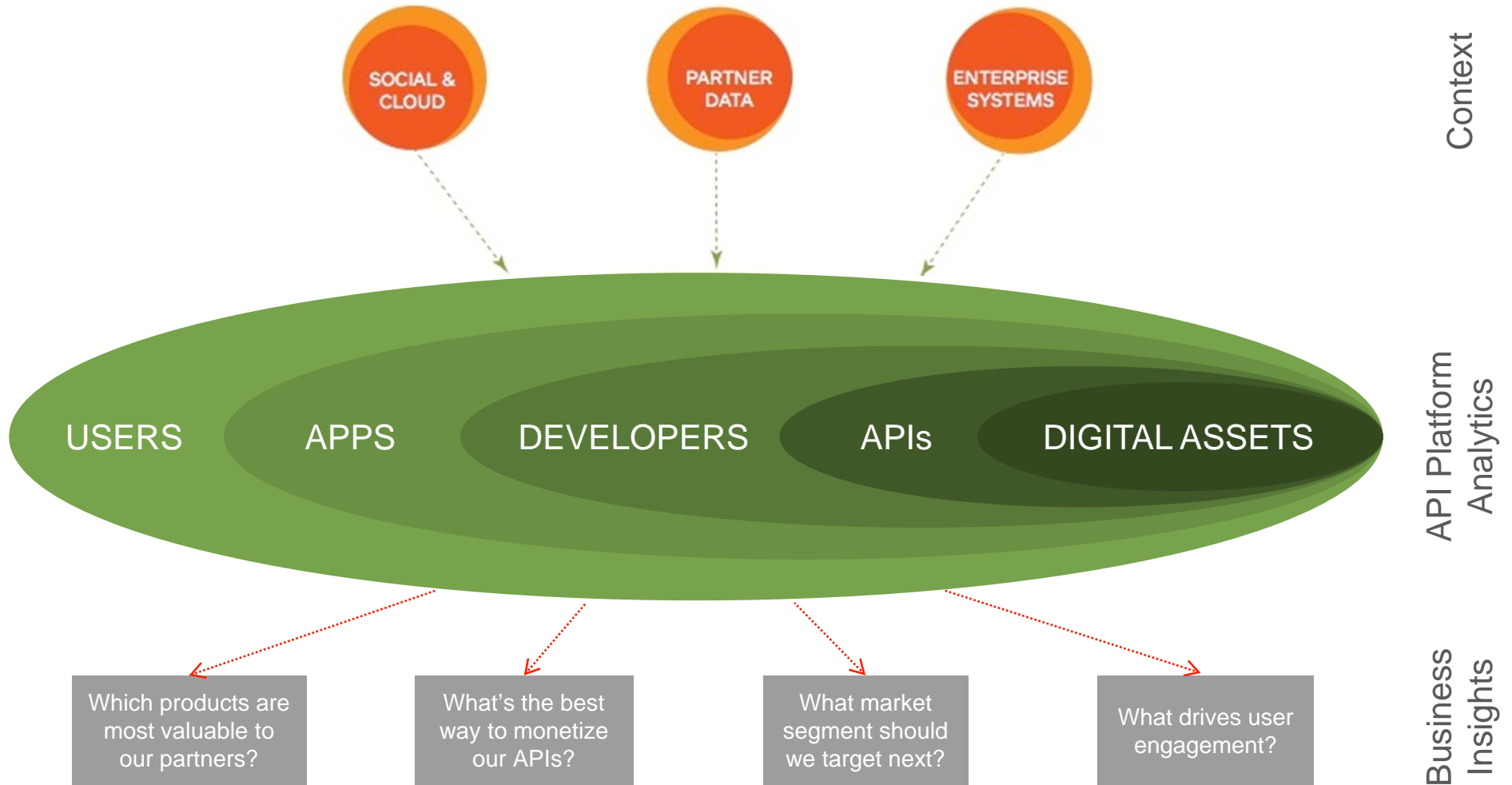
Industry focused **API networks** for app interoperability

Enterprise

Powering digital transformations with APIs, developer services, and end-to-end analytics

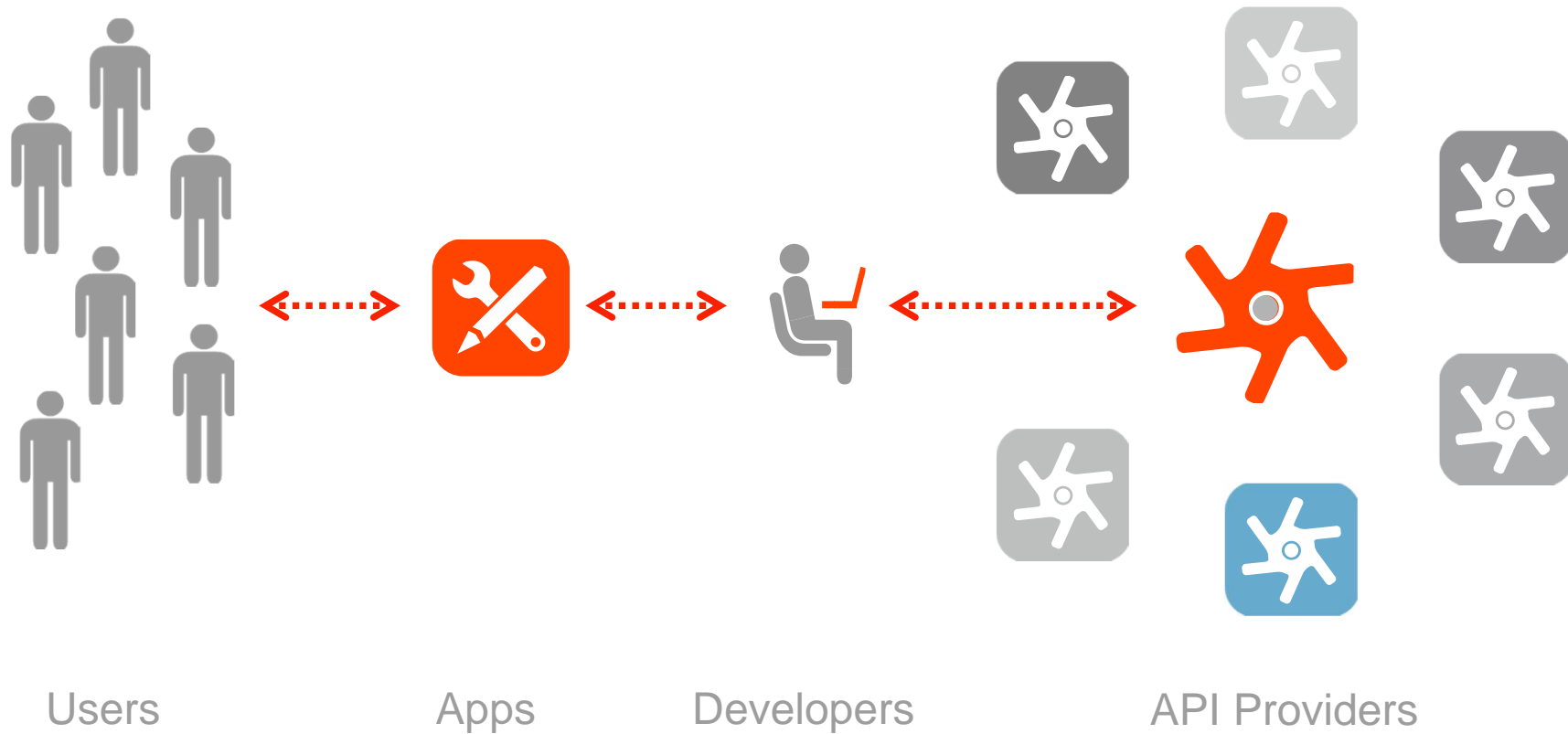
Apigee Insights

Context helps separate the signals from the noise.



Apigee API Exchange

API Exchange powers industry-wide digital ecosystems.



Apigee Enterprise powers digital transformations

