Building the App Economy with APIs

APIs HAVE BECOME ESSENTIAL BUILDING BLOCKS FOR SUCCESS IN THE APP ECONOMY

The vast majority agree on the most important strategies needed for success with APIs, but only a minority are implementing them.

**THE PERCENTAGE OF ORGANIZATIONS USING OR PLANNING TO USE API TO:**

- **85%** deliver new and better customer experiences
- **84%** speed delivery of revenue-enhancing apps
- **84%** extend their digital reach

According to a recent survey of IT and business leaders, sponsored by CA Technologies and conducted by Freeform Dynamics, the majority of organizations are leveraging APIs.

The vast majority agree on the most important strategies needed for success with APIs, but only a minority are implementing them.

- **90%** agree putting the right infrastructure and tools in place
- **88%** agree on defining a developer community support program
- **89%** agree on finding the right suppliers to provide skills and advice
- **86%** agree on recruiting a critical mass of developers into your API program

Nonetheless, for those who get it right, API programs are paying off handsomely.

- **78%** have been able to deliver new/better customer experiences
- **77%** have experienced faster delivery of revenue-enhancing apps/applications
- **76%** have been able to lower IT-related costs and risks
- **74%** have been able to monetize their data

THE MOST SUCCESSFUL DIGITAL BUSINESSES ARE 2-3X MORE LIKELY THAN OTHERS TO LEVERAGE API BOTH INTERNALLY AND EXTERNALLY.

Why? The major drivers of API programs are business, not technical.

- **85%** have been able to educate senior budget holder and secure funds
- **84%** have been able to define the value of APIs in business terms

But many companies stumble in building the business case to decision makers. Only:

- **31%** have been able to define the value of APIs in business terms
- **34%** have been able to educate senior budget holder and secure funds

This is not the only area where companies are falling short.

The majority agree on the most important strategies needed for success with APIs, but only a minority are implementing them.

- **85%** put the right infrastructure and tools in place
- **84%** find the right suppliers to provide skills and advice
- **84%** define a developer community support program

**DEALING WITH SECURITY AND COMPLIANCE CHALLENGES**

- **95%** agree on putting the right infrastructure and tools in place
- **95%** agree on finding the right suppliers to provide skills and advice
- **95%** agree on defining a developer community support program
- **85%** agree on recruiting a critical mass of developers into your API program

**PUTTING THE RIGHT INFRASTRUCTURE AND TOOLS IN PLACE**

- **85%** agree on putting the right infrastructure and tools in place
- **82%** agree on finding the right suppliers to provide skills and advice
- **82%** agree on defining a developer community support program
- **85%** agree on recruiting a critical mass of developers into your API program

**ACQUIRING THE NECESSARY SKILLS WITHIN IT**

- **89%** agree on putting the right infrastructure and tools in place
- **88%** agree on finding the right suppliers to provide skills and advice
- **88%** agree on defining a developer community support program
- **85%** agree on recruiting a critical mass of developers into your API program

**DEFINING A DEVELOPER COMMUNITY SUPPORT PROGRAM**

- **86%** agree on putting the right infrastructure and tools in place
- **85%** agree on finding the right suppliers to provide skills and advice
- **85%** agree on defining a developer community support program
- **85%** agree on recruiting a critical mass of developers into your API program

**FINDING THE RIGHT SUPPLIERS TO PROVIDE SKILLS AND ADVICE**

- **89%** agree on putting the right infrastructure and tools in place
- **86%** agree on finding the right suppliers to provide skills and advice
- **86%** agree on defining a developer community support program
- **86%** agree on recruiting a critical mass of developers into your API program

For more information on this research and how you can leverage APIs to compete in the app economy, download the research report “APIs and the Digital Enterprise” at rewire.ca.com.