

# Plug In and Amp Your Business With APIs



Organizations recognize the importance of APIs to success in the app economy.

**88%**  
are already using APIs

Uses of APIs are broad, and one-third are using them for external growth and speed-to-market.

Percent using APIs for:

**36%**

Driving revenue

**36%**

Consuming third-party APIs for innovation and speed-to-market

**34%**

External partner enablement

**43%**

Integrating back-end systems and data

**47%**

Internal application development

**55%**

believe their use of APIs is effective in helping differentiate themselves from their competitors.

**But**

significant obstacles are preventing organizations from fully exploiting APIs.

The top 5 obstacles:

**41%**

Time to develop an API

**40%**

Lack of skilled resources

**42%**

Ability to effectively secure APIs

**41%**

Ability to scale usage/manage performance

**36%**

Defining business value

Strategy & planning

Development & integration

API management

Testing, deployment & monitoring

Security

Measurement

Overall, advanced users of API management saw up to 66% better results than basic users:

Mean percent improvement by advanced API management users:

**50%**

Reduction in IT-related costs

**48%**

Increase in customer satisfaction

**49%**

Increase in transaction volumes

**30%**

Increase in speed-to-market

Advanced API management users reporting improvement:

**87%**

Customer experience

**83%**

Streamlined demand/supply chain

**81%**

Digital reach

**77%**

Leveraging third-party developer innovation

Advanced API management

To learn more about advancing your use of API management for better business results, download the report "APIs: Building a Connected Business in the App Economy," at [www.ca.com/rewrite](http://www.ca.com/rewrite).

Research conducted by Coleman Parkes with 1,770 senior IT and business executives worldwide, 799 of them across APJ, in 10 vertical sectors in May-June 2016.



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