axway

Amplify Engage for API product managers

An API portal built to support the digital business
priorities that lead to success in today's embedded economy

Executive Summary

As an API product manager, you're an IT pro who's also a business realist.

In the fast-paced digital economy, a customer experience that fulfills expectations has a fleeting half-life by technology standards — meaning your next digital product iteration has to get out the door and into the hands of consumers yesterday.

You know what a stellar, API-powered UI entails on the IT side: coding, sprints, testing, repeat. That's great if all you care about is building a proper technical interface. But the product manager in you understands that you're in it to create APIs that deliver business capability.

In this guide you will learn how you can expose your APIs as business enablers using a new kind of API marketplace that gathers and curates the right API products in a single developer portal so you can generate real business value, not just solve a technical challenge.

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01 Know the endgame of your APIs and what it looks like

You're building APIs for any number of reasons, but it's safe to assume that one of them — undoubtedly the biggest one — is to generate the most revenue for your company and for digital partners. The main idea is that you let that be the polestar that guides your API product design and development efforts.

To maximize the return on those efforts, you may need a mindset correction that shifts the purpose of APIs from being a one-to-one transactional entity designed to elicit a specific response, to one that combines with other APIs, documentation, and examples to deliver a desired business capability.

So right off the bat, you're going to need a developer portal — an API marketplace — that consolidates all those APIs, documentation, and examples in one place. This will allow you to curate APIs in groups that make sense contextually for easy adoption by developers, while keeping track of API usage and performance, and showing alignment with business goals.

02 Choose an API marketplace that's business-focused

Monitoring and analyzing an API's usage is the essential fulcrum to raising its business value since that data will inform both the security and monetization — indirectly and eventually directly — of your API product. The key is to have one or more API marketplaces built on a federated API management platform that provides 360-degree visibility and governance of your APIs across any cloud, vendor gateway, and integration pattern.

Amplify Engage (formerly Amplify Enterprise Marketplace) gives your internal and external app developers a single place to find and use the precise API products required to embed new digital services into their product offerings. That's because your product team is able to curate your APIs in a contextual way that makes them more discoverable, adoptable, and applicable to the business, while letting you monetize your API assets by treating them as the value-rich products they are.

Drive API consumption with a business-focused API strategy

Amplify Engage is designed to help companies maximize API adoption for greater API business value. Companies can achieve high-level business goals by taking a business-led approach to API design, testing, management, and analysis that leads to greater API adoption and consumption. Forrester found that organizations taking a business-led approach are better able to:

Create new
business opportunities
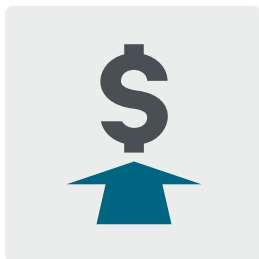
Increase agility
and revenue
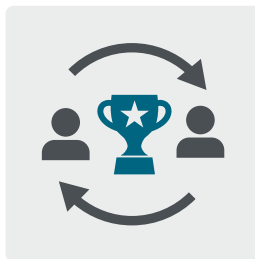
Improve customer
satisfaction

Read the Forrester Study Infographic →

03   Accept nothing less than a federated API management platform

Built on a federated API management platform, Amplify Engage gives app developers inside and outside your company the freedom to use the development tools that work best for them without worrying about restrictions imposed by various API gateway vendors or how APIs will be deployed.

Along with the Amplify Platform, Amplify Engage offers fully automated, agent-based observability and subscription management out-of-the-box, enabling:

Proven Security. Leverage discovery of unmanaged APIs, automated identification of noncompliant services, and prebuilt security policies to protect your business.

New revenue streams. Centralized grouping and packaging of APIs through Amplify Engage lays the groundwork for treating APIs as products that external companies can purchase through subscription to get their services out to the market faster.

Agent-based, multi-gateway support. Integrate multiple API gateways and data planes with no new infrastructure or policies in the data path. Users get a unified experience regardless of endpoint type and location.

Curation and aggregation. Curate, aggregate, categorize, tag, document, and version APIs into logical groups so that capabilities published into the marketplace (dev portal) are manageable as products and not just APIs.

Total observability. Use dashboards to view API adoption, usage, and performance insights for both API consumers and providers across all connected environments, then drill down for more detail.

Accelerate adoption and usage of your APIs

With Amplify Platform, you have a powerful API management solution for discovering, managing, and optimizing your APIs across the enterprise — and for generating new revenue as you differentiate your organization from the rest.

Read the Value Driver →

04 Visualize API products as business capability enablers

To illustrate how Amplify Engage goes beyond treating APIs as a transactional product to approaching API products as business capability enablers, consider how financial institutions are servicing consumers in today's embedded digital economy.

In a one-to-one relationship with their bank, a customer can simply log on to the bank's website for the latest account balances and offerings. This is more of a technical proposition that involves tapping into the bank's back-end systems for account data — a task that calls up a single API to access a technical interface.

But what if a customer wants a broader picture of their entire retirement planning, which includes data on checking, savings, loans, and other financial accounts? Instead of providing an API for each account, the bank can combine these to return data based on a customer account number whose API is accessible by a fintech. The fintech taps into multiple API marketplaces — including the bank's — then delivers the results to consumers using the fintech's app.

It's no longer just about connecting to a technical interface using an API. It involves an API product that delivers a business capability: all my retirement information in one place. This is all made possible by an API marketplace designed to produce business results.

Your next step

Amplify Platform and Amplify Engage are an API product manager's dream API portal and federated API management platform. Learn more about how these breakthrough technologies combine to increase the business value of your APIs and drive revenue by enhancing API adoption and moving your next digital business initiative to the market faster.

How Amplify Engage supports your digital business priorities

- Faster go-live and benefit realization for key digital business projects

- Increased API adoption — maximizing the business value of each API

- API alignment of IT and business goals — eliminating delays, frustrations, high costs, and ultimately project failure

How Amplify Engage supports your IT priorities

- Increase API security and quality and reduce risk of data breaches and missed SLAs

- Full compliance and API data tracking for accurate auditing

- Balance developer autonomy and centralized management while supporting agility

- Lower TCO and duplication of APIs

- Greater API adoption and data-driven insights from API usage, SLAs, and performance

Want an API portal that supports and
simplifies your API product management efforts?

Start Here →