



## VALUE DRIVER SERIES

### WHO NEEDS TO SEE THIS?

- IT leaders and enterprise architects
- Heads of API strategy and digital products
- API product managers

### WHO WANT TO...

- Gain visibility across all gateways
- Measure API usage to drive adoption
- Innovate with real-time, event-driven experiences
- Enhance and speed API integration

### BUT...

- Have limited IT resources for new initiatives
- Manage only Axway gateways with Amplify
- Need guidance to advance API programs
- Struggle with legacy systems integration

### SOUND FAMILIAR?

Then it's time to accelerate your digital success using Amplify to overcome API complexity, drive API adoption, and simplify integration.

# Accelerate adoption and usage of your APIs

How Amplify helps you generate new revenues and drive business growth

**86 percent** of API decision makers know the value of APIs lies in their consumption – not their existence<sup>1</sup>



You already have a powerful API management solution in Amplify. Now, it's time to really put it to work discovering, managing, and optimizing your APIs across the enterprise – and generating new revenue as you differentiate your organization from the competition. Here's how:

**Manage APIs across multiple gateways.** Discover and access all your APIs in one place with Amplify Agents for AWS, Azure, Mulesoft, and other third-party vendors.

[See how BNP Paribas used agents on each of its API gateways to unlock real-time insight into API usage. →](#)

**Drive API adoption and reuse.** Govern and measure the performance of your APIs using a central unified catalog and real-time analytics.

[See how NOV, Inc. developed services 95% faster with a central catalog. →](#)

**Event-enable your enterprise.** Deliver real-time digital experiences with Amplify Streams.

[See how AVEM deployed new services 2 months ahead of schedule. →](#)

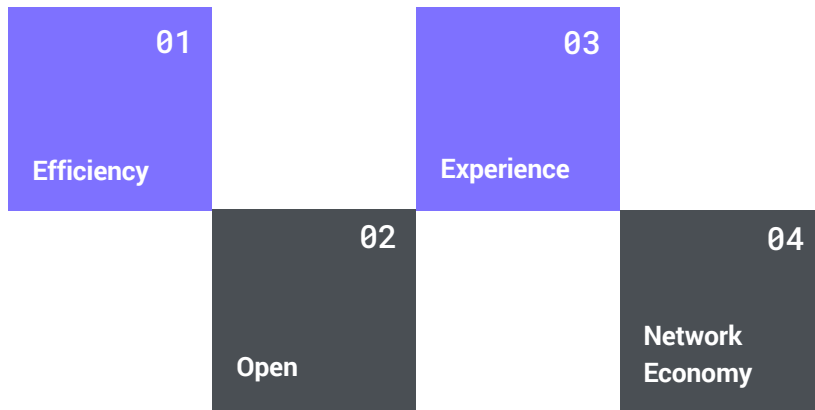
**Build APIs.** Create and integrate APIs faster with Amplify API Builder.

[See how Commerzbank grew its customer base by rapidly integrating with fintechs. →](#)

<sup>1</sup> Forrester Research

## The 4 powers of APIs to drive open platforms

You have the means to manage your APIs properly and securely accelerate your digital transformation journey by taking advantage of all Amplify platform capabilities.



### 01 *Efficiency*

APIs support the technical need for architectural optimization and are used as a tool to modernize information systems

### 02 *Open*

Beyond IT modernization, APIs are also a tool to modernize a company's organization where teams are involved in innovation developments

### 03 *Experience*

APIs are a vector for expanding the distribution network, a highly efficient channel that integrates into apps and partner sites

### 04 *Network Economy*

APIs enable business transformation where companies are not providers or consumers, but intermediaries of network interconnection

**56 percent** of organizations will continue to invest in APIs as a key part of their business strategies in the next 12 months<sup>2</sup>



## Axway Amplify API Management Platform benefits

<b>MANAGEMENT</b>	Gain more visibility and improve API management by centralizing and consolidating APIs across multiple gateways.
<b>DISCOVERY</b>	Get insights into the consumption of your APIs so you can better measure quality and usage to improve API design, performance, and overall user experience, plus prioritize investments.
<b>COST SAVINGS</b>	Reduce infrastructure expenditures by using your existing API assets, while uncovering new available revenue opportunities.
<b>SIMPLER INTEGRATION</b>	Streamline API-based integration as you expand your integration reach on-premises and promote API-first integration with legacy services and other architectures.

**61 percent** of organizations rely on APIs for enabling platform or system integration<sup>3</sup>



<sup>2</sup> Postman, The State of APIs (2021)

<sup>3</sup> Salt 2021: The State of IT Security

## Companies are increasing API adoption with Amplify

Companies are leveraging the unique capabilities of their Amplify platform to not only discover, secure, and manage APIs, but also drive up API consumption. The outcome: greater API business value, including increased revenues through adoption and cost reductions with API reuse.



### Creating a portal that makes it faster to build and deploy data-sharing applications

A provider of innovative low-carbon energy and services, the global ENGIE Group recognized that it needed to become a data-driven business to help its more than 24 million customers achieve their ambitious zero-carbon goals. Using Amplify, ENGIE provides a central portal for building, managing, and measuring the impact of APIs, in turn supporting a higher level of API consumption. Data requests to external suppliers have decreased by a level of three, reducing costs considerably.

[Read the ENGIE case study](#) →



### Accelerating onboarding and enhancing the client experience

**90** percent faster onboarding for new banking clients

**2** months ahead of schedule for deploying new services

**80** microservices exposed via a central unified catalog

France's leading supplier of cashless card services for banks and large retailers saw an opportunity to foster business growth by winning new banking clients for its merchant payment solutions. Replacing manual onboarding services with highly automated, API-driven integrations enabled by Amplify allowed AVEM to cut the time to connect with new banking clients from almost a year to around one month, accelerating its growth.

[Read the AVEM case study](#) →

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*Data must become a shared asset so we can maximize its business value. Our Common Data Hub enables us to gather, store, and enrich the group's data, which we then need to share as widely as possible.*



## Ready to maximize API consumption and value with Amplify?

[Contact us](#) →