

APIs for Businesses

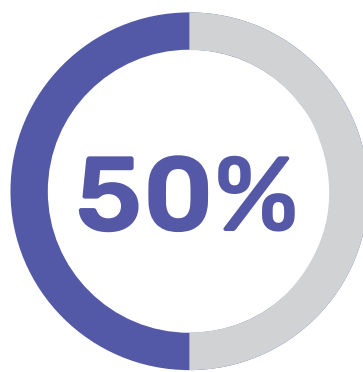
APIs are a powerful tool for community banks and credit unions to **streamline workflow, collect data, and offer faster ways to innovate**. Information is passed from one place to another using APIs, like a highway connecting two cities.

Application Programming Interfaces (APIs):

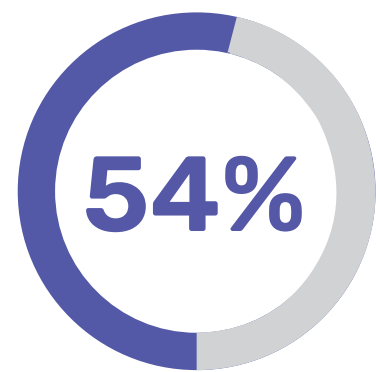
A program interface that enables developers to access proprietary software. Communication between applications is made possible through these connections.



of Large Global Enterprises currently use APIs



of all B2B collaboration occurs via APIs



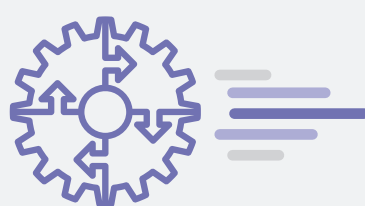
of executives believe APIs differentiate their companies from the competition

Why Do Businesses Use APIs?



80% of consumers are more likely to do business with a company that offers a personalized experience

80% of large enterprises generate more than \$5 million per year alone



More than 34% of companies use APIs to improve innovation and speed-to-market