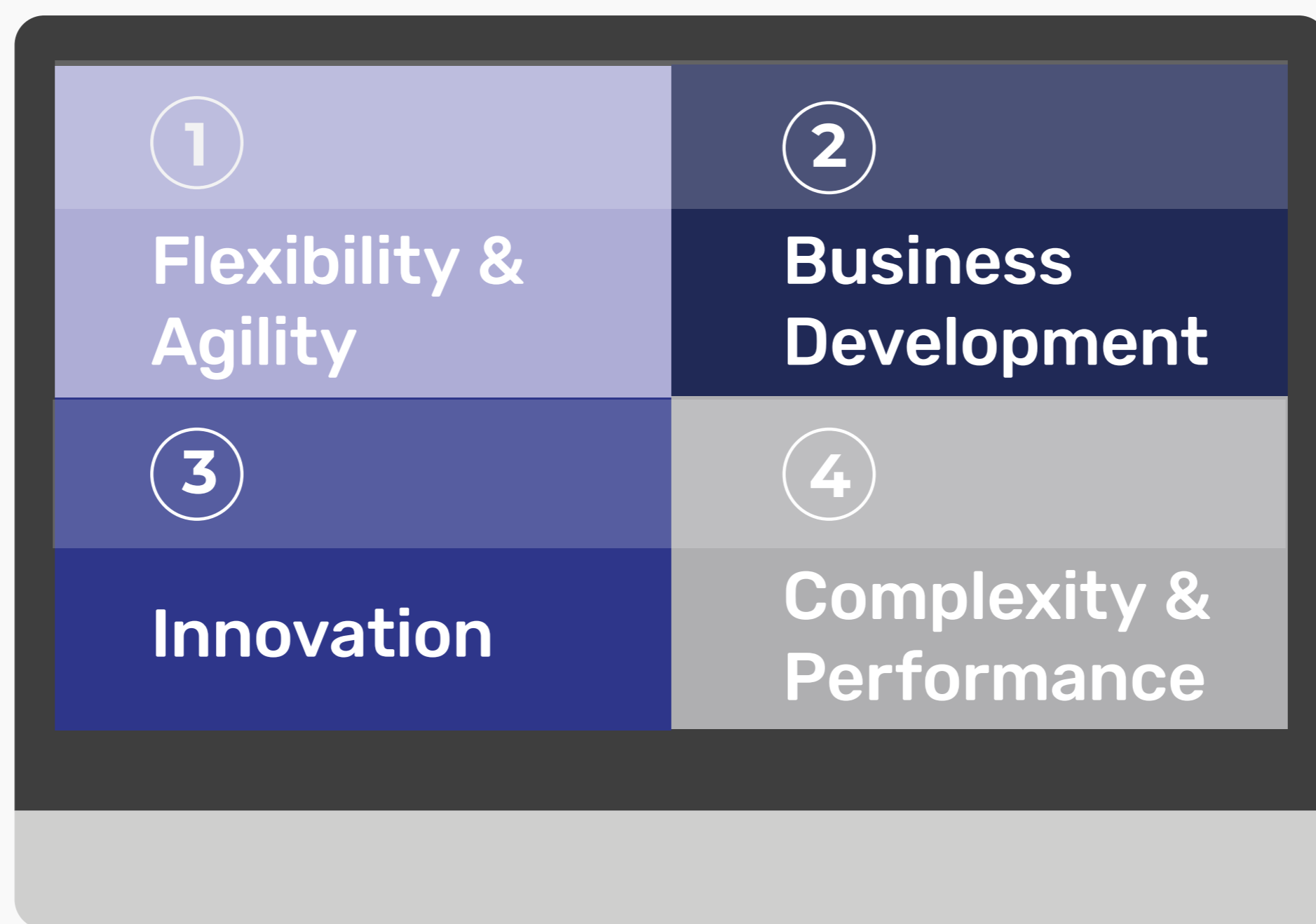


# WHAT IS THE RIGHT API INITIATIVE FOR YOUR BUSINESS?



The digital economy supports a wide range of API initiatives, so understanding the various API models is critical to selecting the correct APIs. But it's also important to understand the unique parameters of your organization so you can determine your API needs.

A well-designed API ecosystem lets your enterprise become a robust platform for innovation. With APIs, you'll accelerate the process of your internal digital transformation and thrive in a world of new expectations and compelling opportunities.

## INTERNAL APIs

# 01

An internal API program can open up collaboration and innovation inside your company.

Companies usually need internal APIs to gain agility and create mobile applications or web portals to handle internal processes.

## PARTNER APIs

# 02

API partnership programs can enable businesses to collaborate securely, innovate, and provide new opportunities for business development.

APIs partnerships are used primarily to create new channels. For example, Netflix has developed numerous API partnerships in transitioning from mail-order DVDs to streaming.

Use APIs in your enterprise to expand the value proposition to adjacent businesses and complete your offering.

## PUBLIC APIs

# 03

Open APIs are sometimes called public APIs because they are a more relaxed way of sharing APIs with other companies and consumers. Open APIs can significantly enhance experiences and apps that help developers make big breakthroughs.

Public APIs have helped companies like Twitter, Foursquare, and Facebook innovate. But it's up to your business needs to determine whether or not you choose to use public APIs.

## COMPOSITE APIs

# 04

A Composite API combines two or more APIs to create a sequence of related or interdependent operations. API composites can be beneficial for addressing complex or tightly-related API behaviors, and can sometimes improve speed and performance.