Writing 2.0: The API mindset for a programmable economy

Mehdi Medjaoui
Where do I speak from?

@medjawii
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What did Gutenberg really invent in 1454?
“An API is an interface enabling pieces of software (program, apps, website, connected things) to interact in an automated and programmable way”
“The world is getting broken down into APIs”

“Every part of the stack of business that a developer might need to build is eventually turning into APIs that developers can use.”
Internally APIs are a way:

- to break internal silos
- to discover and reuse software
- to be more agile
- remove legacy debt
- to innovate with cross-pollination
Externally APIs are a way:

- to create new distribution channel
- to become a platform
- to monetize internal assets
- to innovate with your ecosystem
“We knew that designing APIs was a very important task as we'd only have one chance to get it right”

“APIs are forever”
(Code can change)

Werner Vogels, Amazon CTO
Business Capability

SERVICE

Implementation

API
KILL TECHNICAL DEBT and ENABLE REUSE
GET ALIGNMENT WITH BUSINESS and ADOPTION
INNOVATE WITH PLATFORM STRATEGIES
Think “Company-as-a-Platform”
Competitor-free market shares
“Blue Ocean Strategy”
Number of integrations & add-ons at the 10 largest SaaS companies

The average number of integrations for the top 10 largest software companies (determined by market cap) is 2,315.

*As of January 1st 2022*
- 4000+ apps created by 3rd-parties
- Only 200+ created directly by Salesforce
- 8million+ installs
The Power of Shopify's Platform Strategy
REVITALIZE THE CORE
A comprehensive view of all stakeholders creating the programmable economy

Last Update: 02 December 2021
Marshall Van Asltyne
RESEARCH FINDINGS:
Financial impact differs by type of API

<table>
<thead>
<tr>
<th>Type</th>
<th>Revenue</th>
<th>Cost</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2C APIs</td>
<td>4%</td>
<td>-5.4%</td>
<td>0.86%</td>
</tr>
<tr>
<td>B2B APIs</td>
<td>66.2%</td>
<td>-7.4%</td>
<td>38%</td>
</tr>
<tr>
<td>Internal</td>
<td>16.5%</td>
<td>-22%</td>
<td>4%</td>
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</table>
To Sum up...
Organizations will provide core competences to others via APIs
Organizations will consume core competences from others via APIs
What APIs are creating beyond Applications Programming Interface?
Thank you