

Writing 2.0 : The API mindset for a programmable economy

Mehdi Medjaoui

Where do I speak from?



epidays

alias
CODE IS LAW

OAuth.io

HEC
PARIS

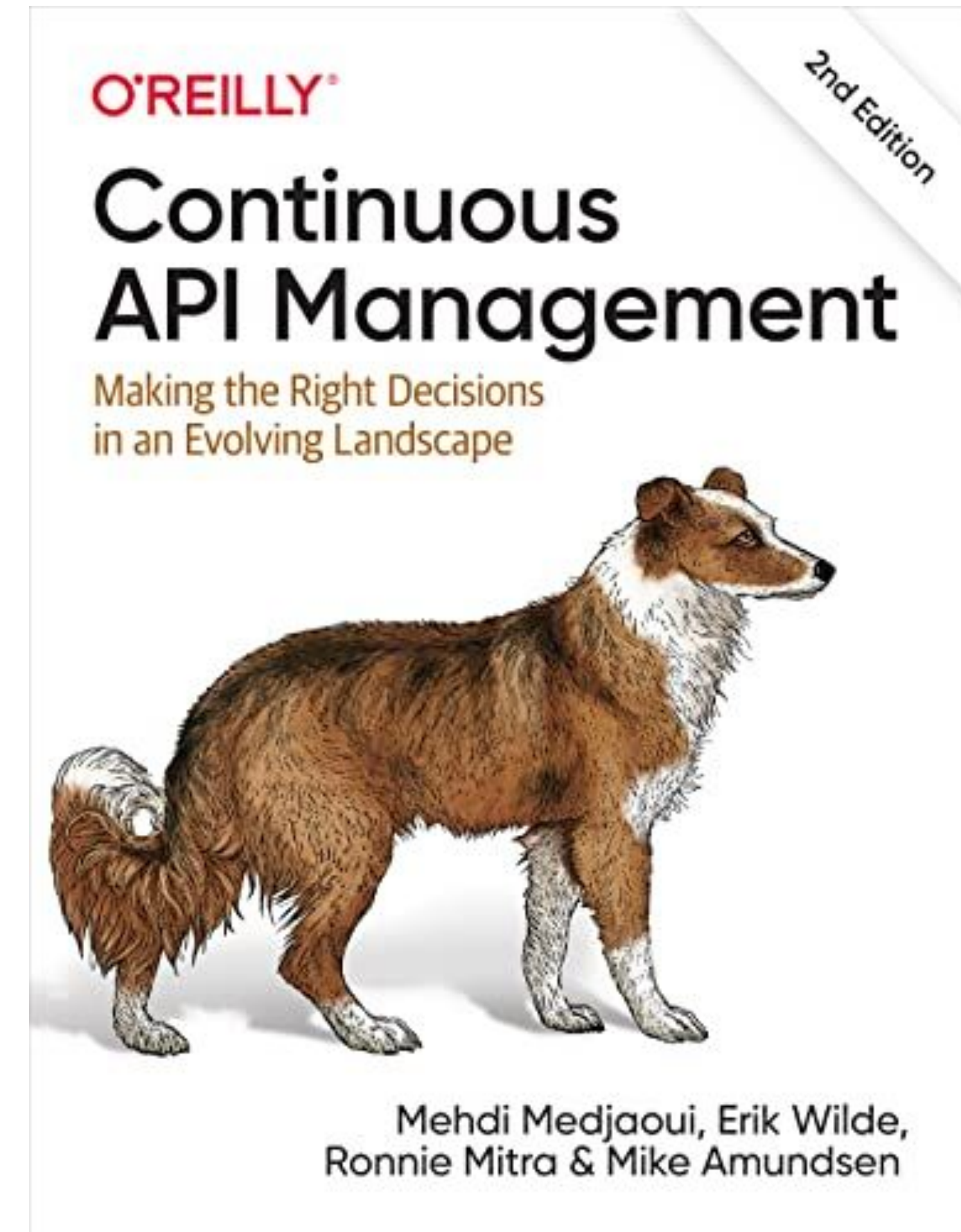
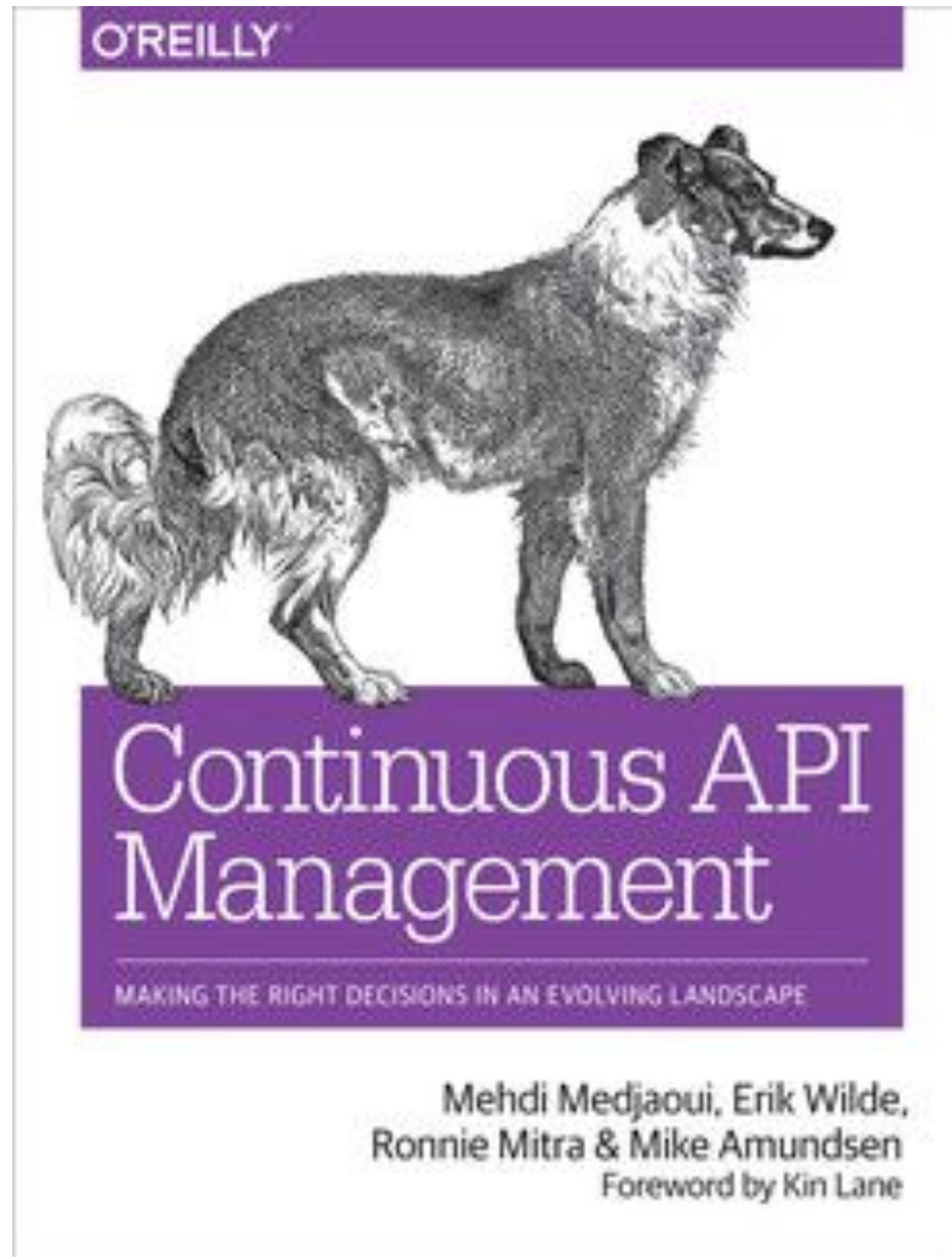
em
lyon
business
school

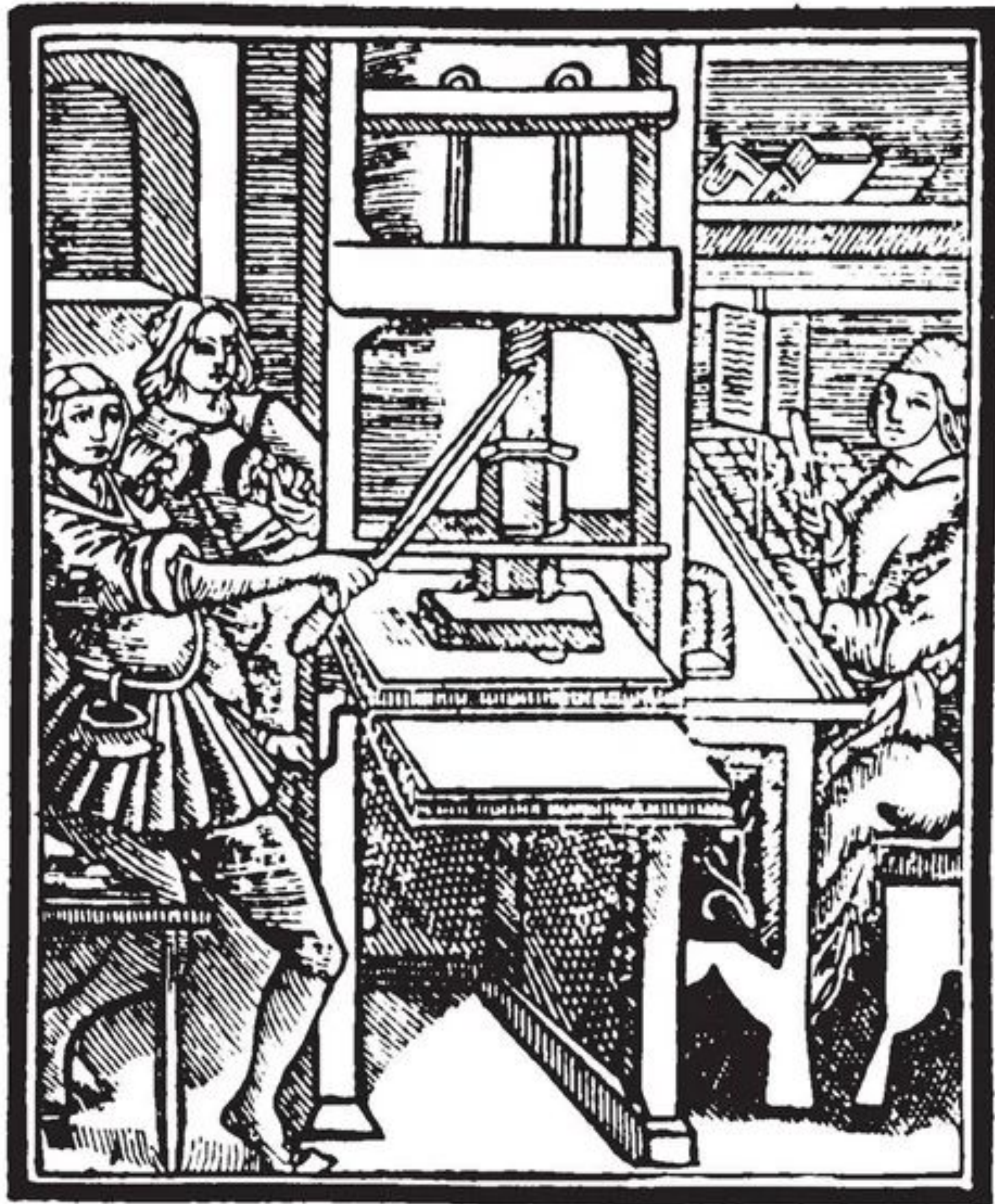
@medjawii

Where do I speak from?

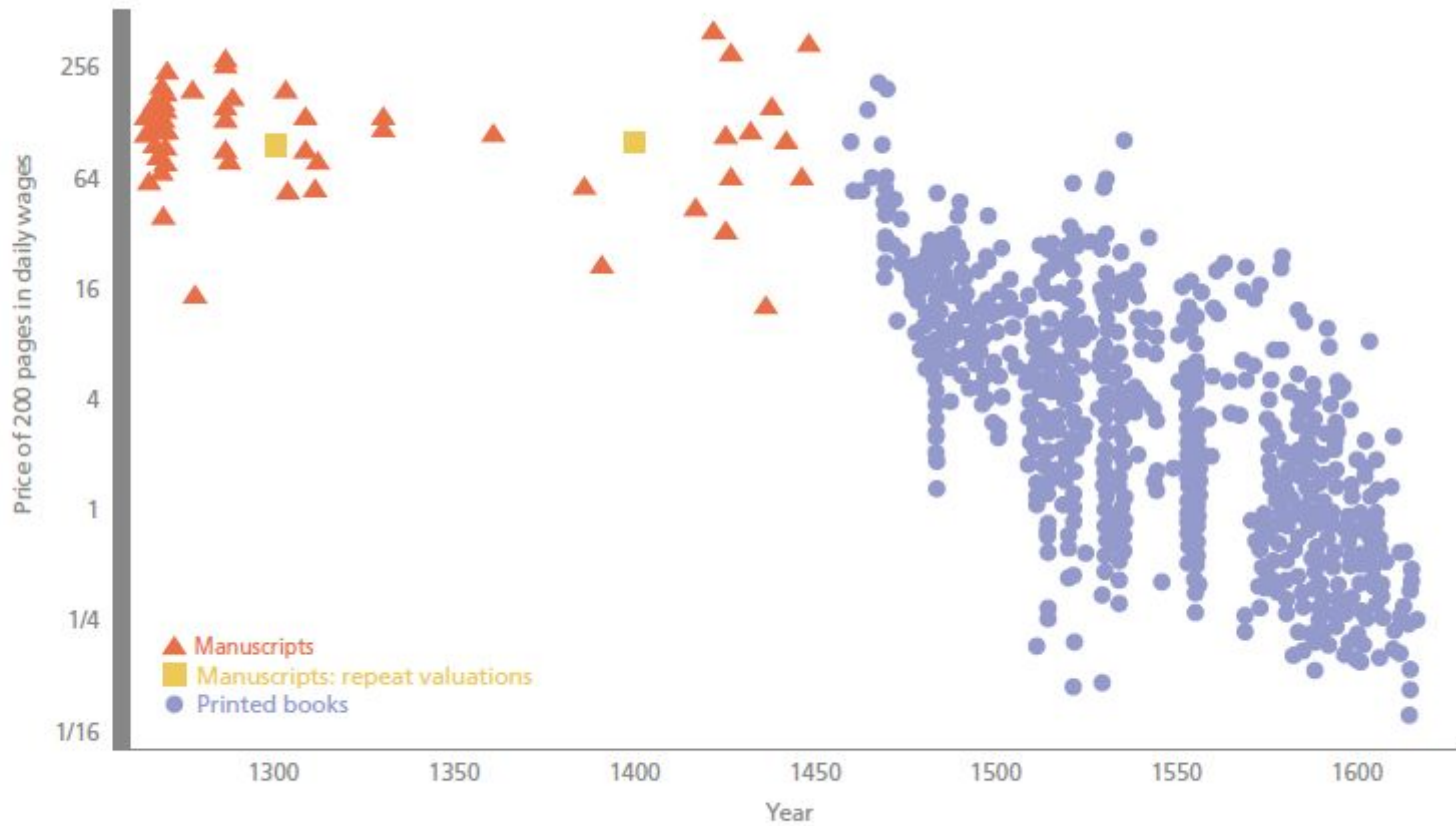


@medjawii

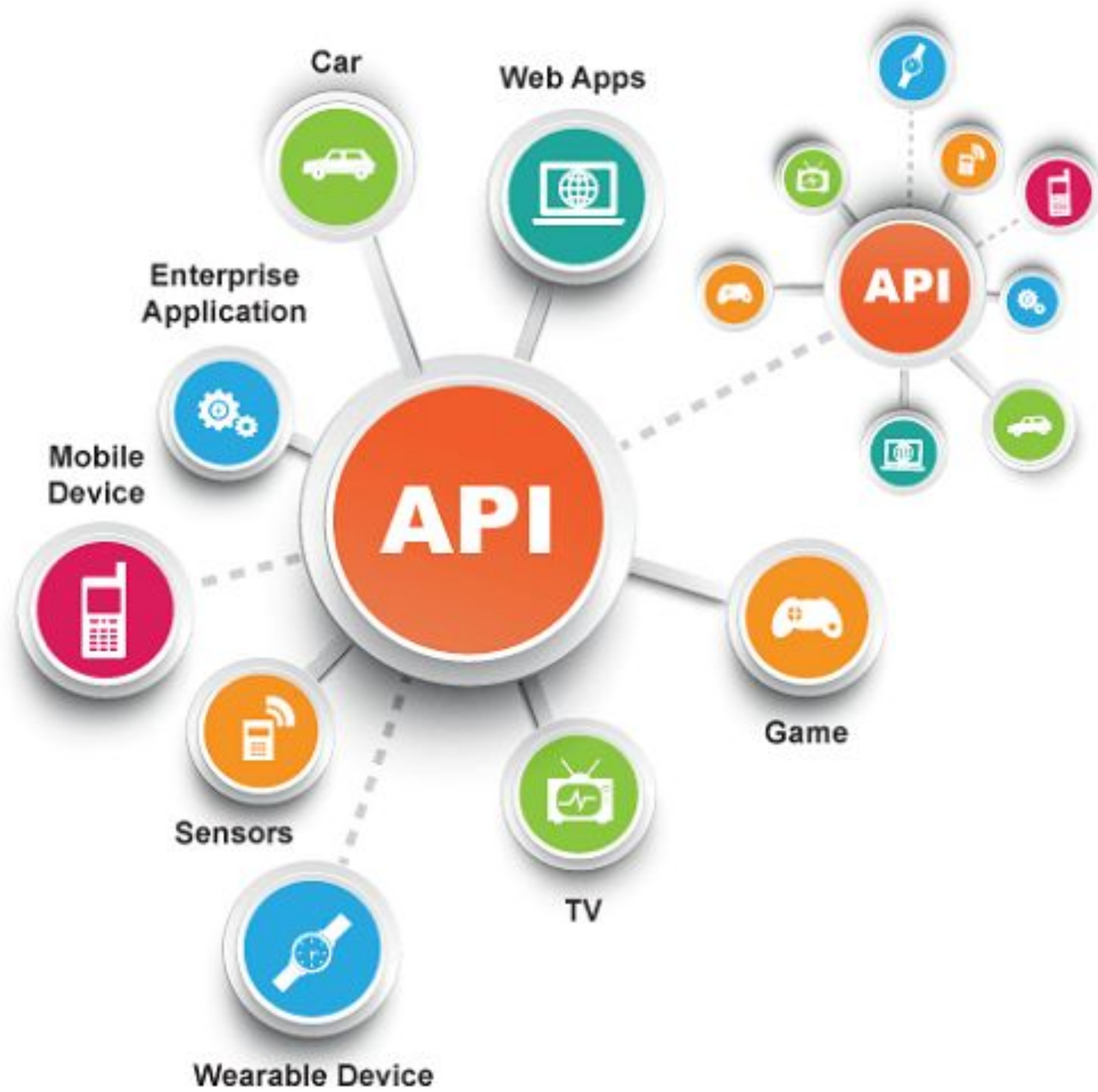




What did
Gutenberg really
invent in 1454?



“An API is an interface enabling pieces of software (program, apps, website, connected things) to interact in an automated and programmable way”





PRIVATE



PARTNER



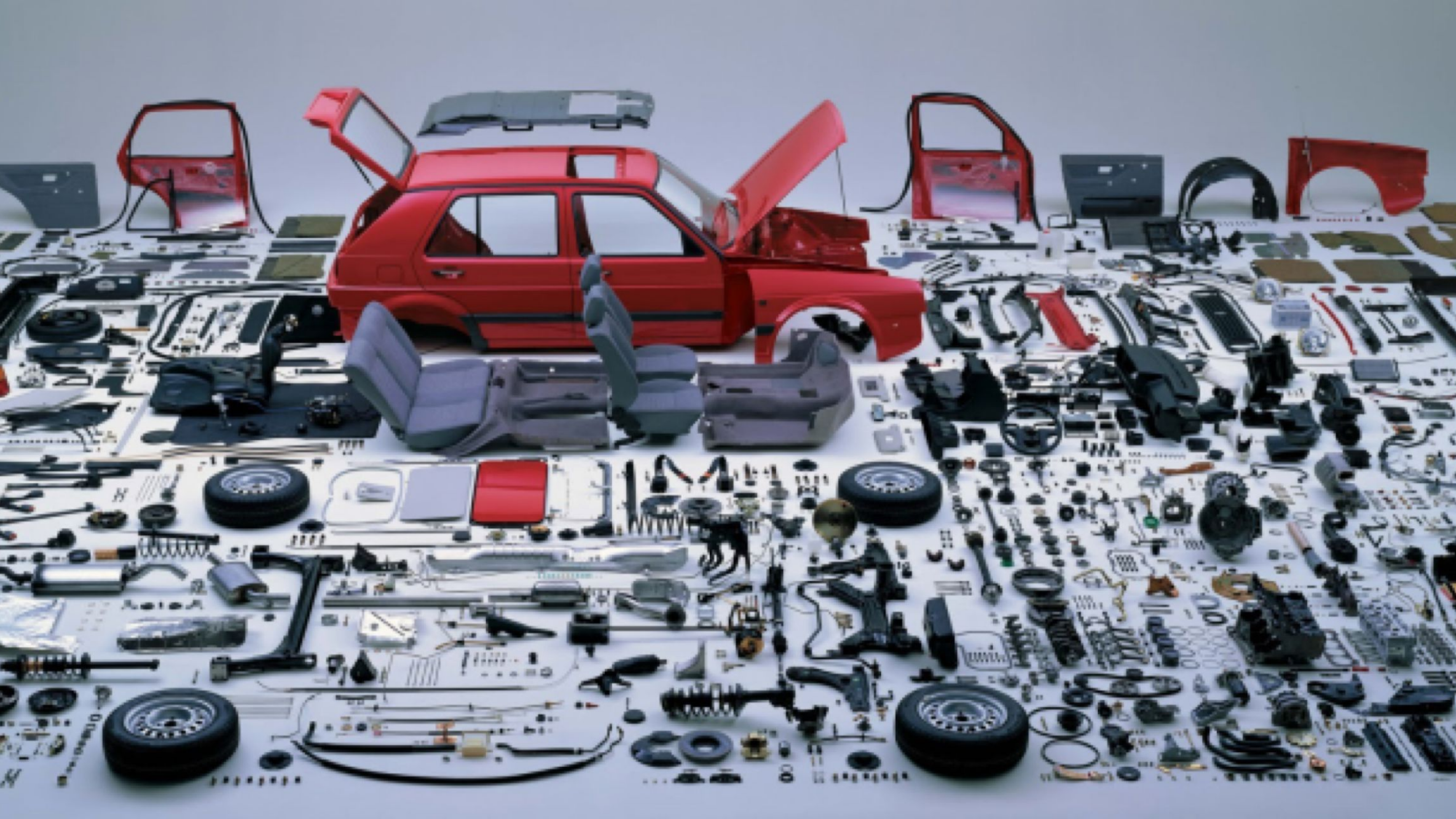
PUBLIC

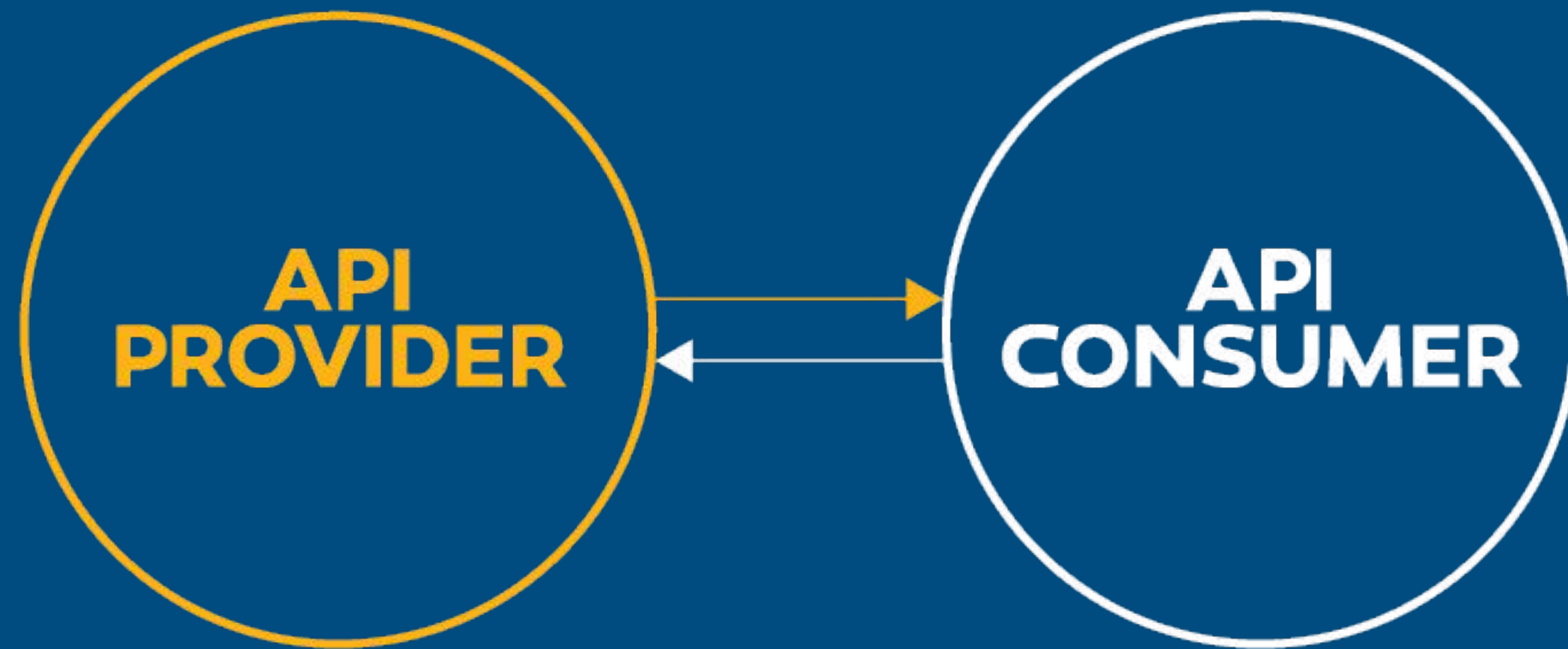


“The world is getting broken down into APIs”

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





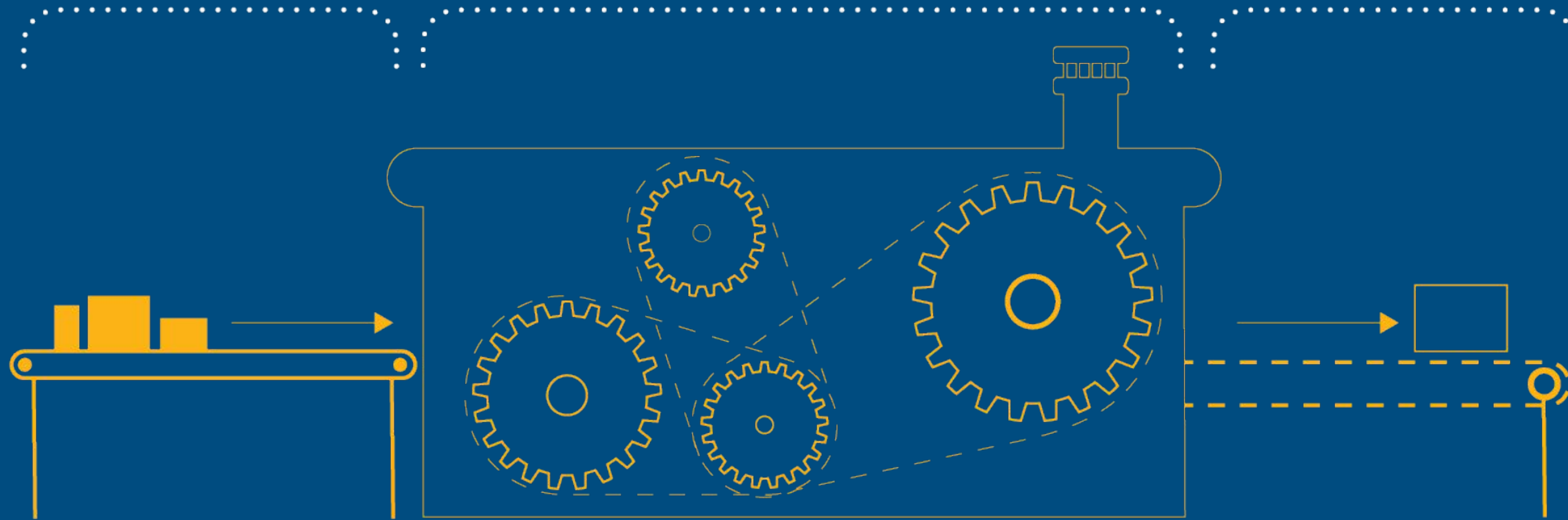




3RD PARTY
APIs

INTERNAL
APIs

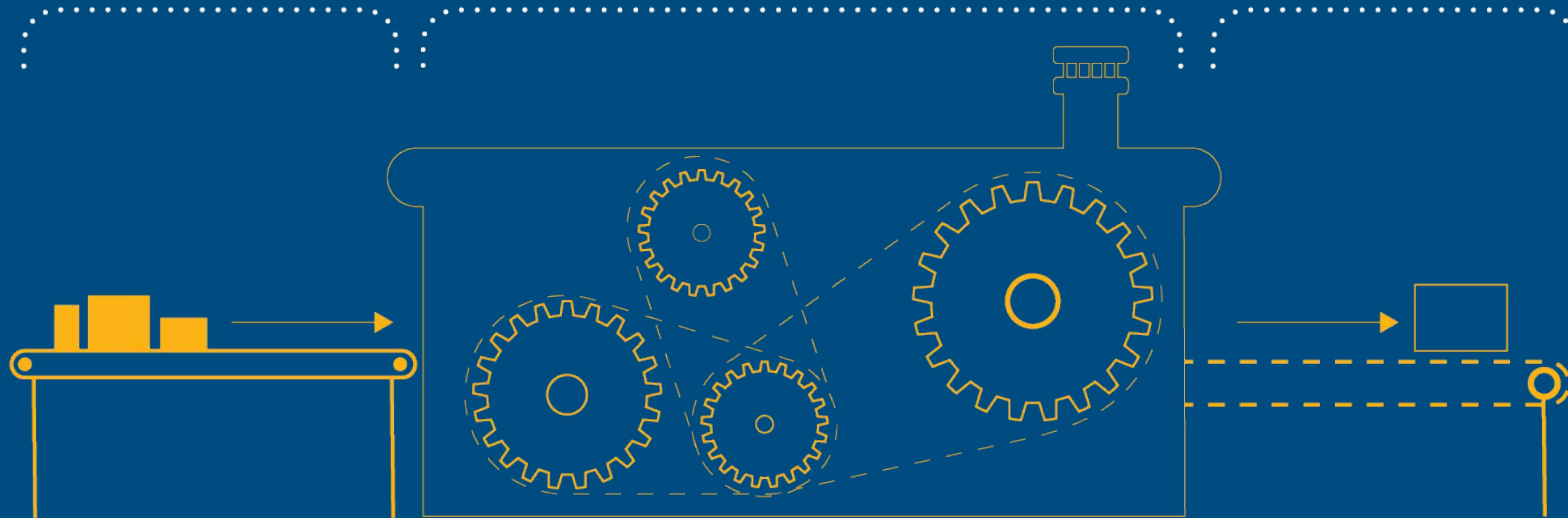
OPEN
APIs



3RD PARTY APIs

INTERNAL APIs

OPEN APIs



Integration

Core

Refactoring

Agility

IT costs

Alignment

Distribution

Innovation

Platform

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



API

Implementation



KILL TECHNICAL DEBT
and ENABLE REUSE

BUSINESS CAPABILITY



API

Monolith
W X Y Z

W

BUSINESS CAPABILITY



API

Monolith
W X Y Z

W

X

BUSINESS CAPABILITY



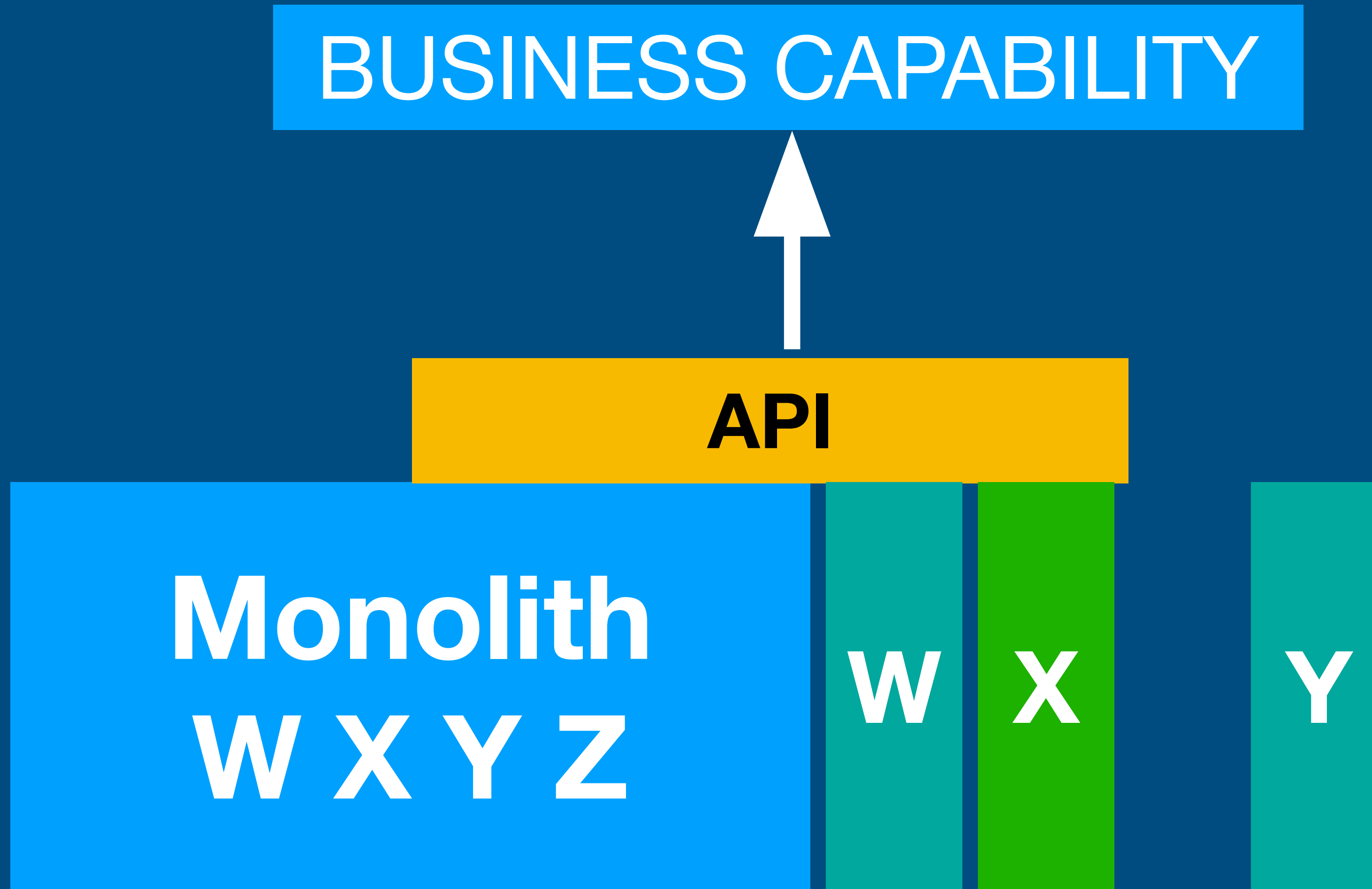
API

Monolith
W X Y Z

W

X

Y



BUSINESS CAPABILITY



API

Monolith
W X Y Z

W

X

Y

Z

BUSINESS CAPABILITY



API

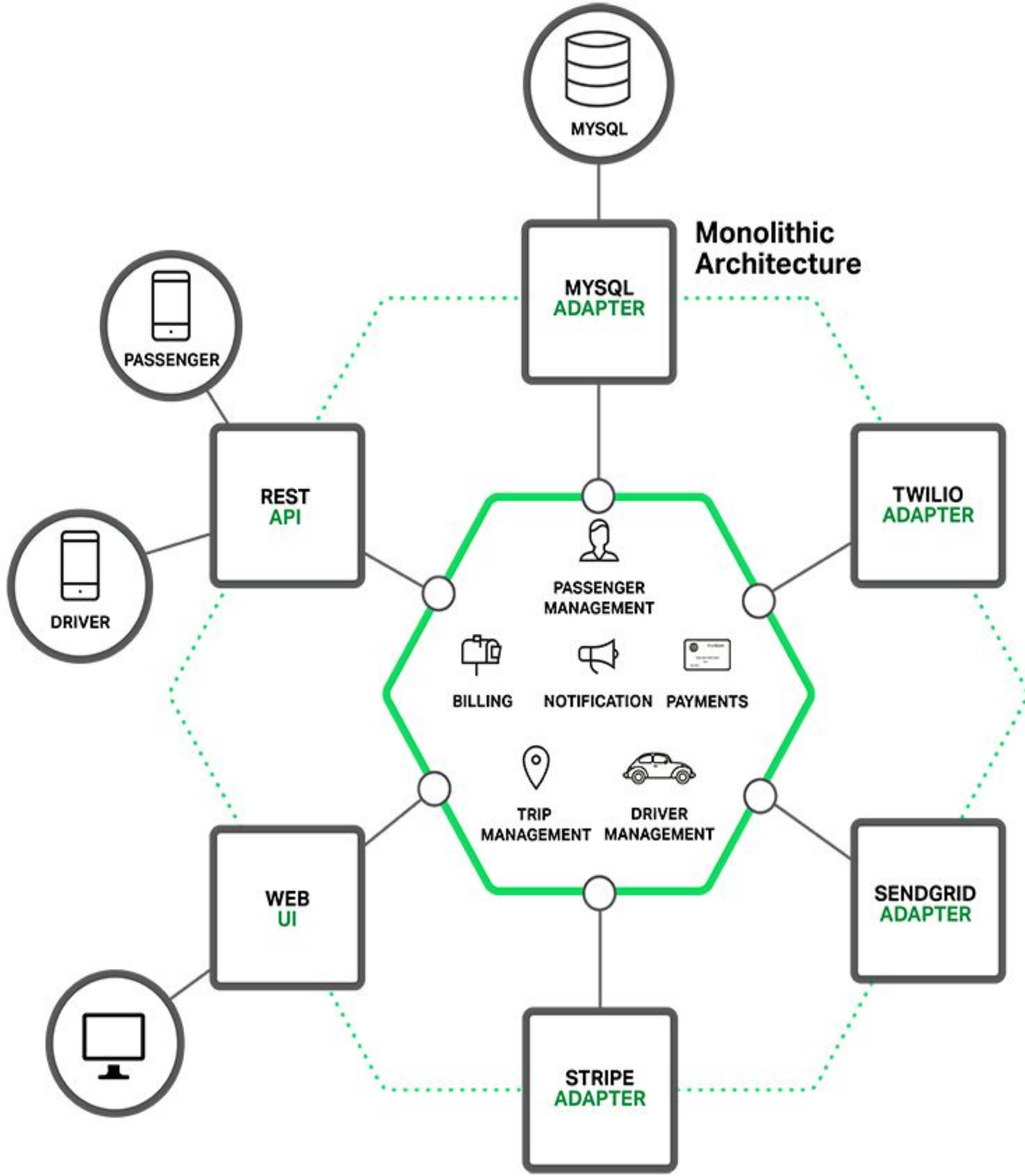
Monolith
W X Y Z

W

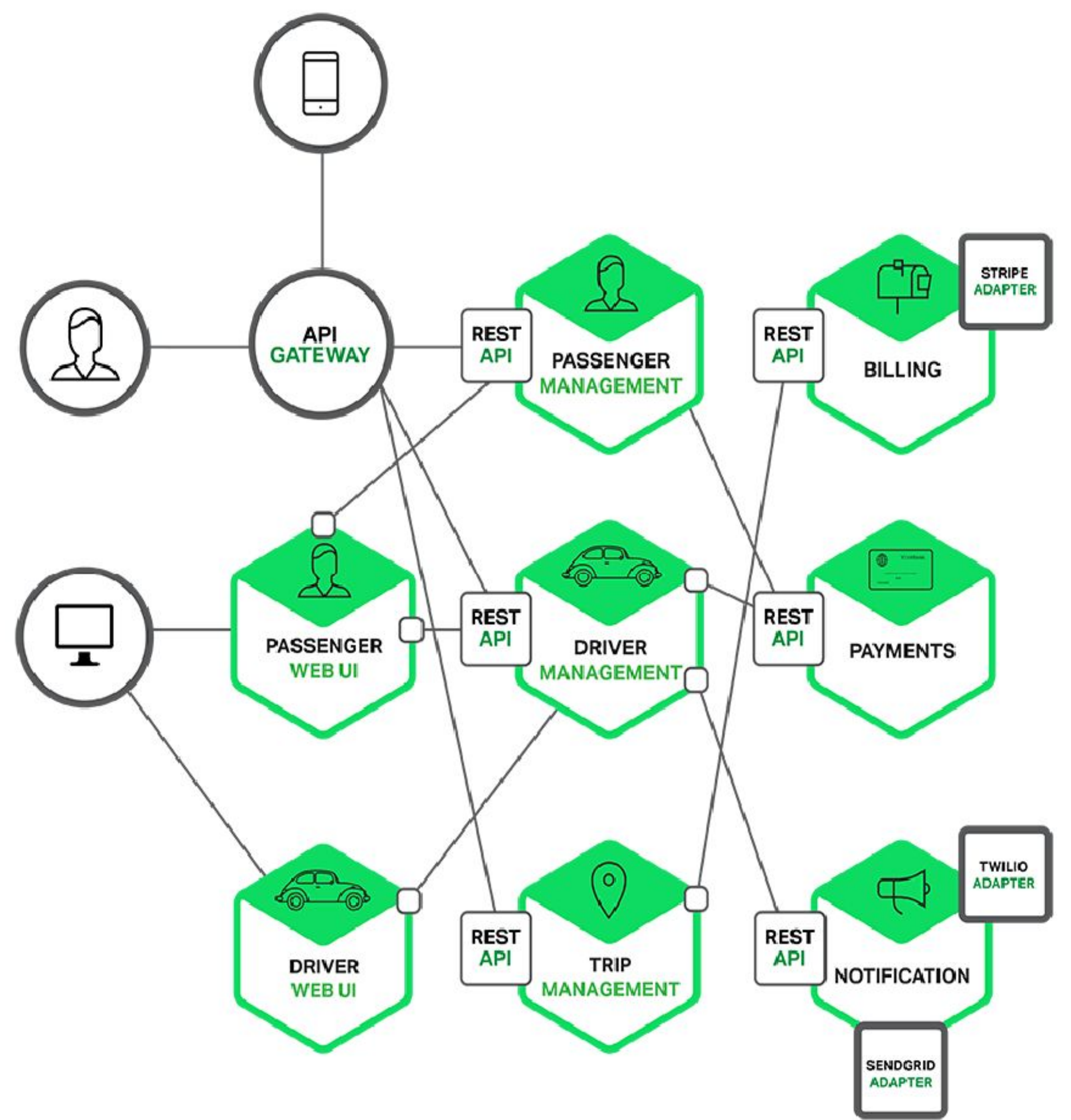
X

Y

Z

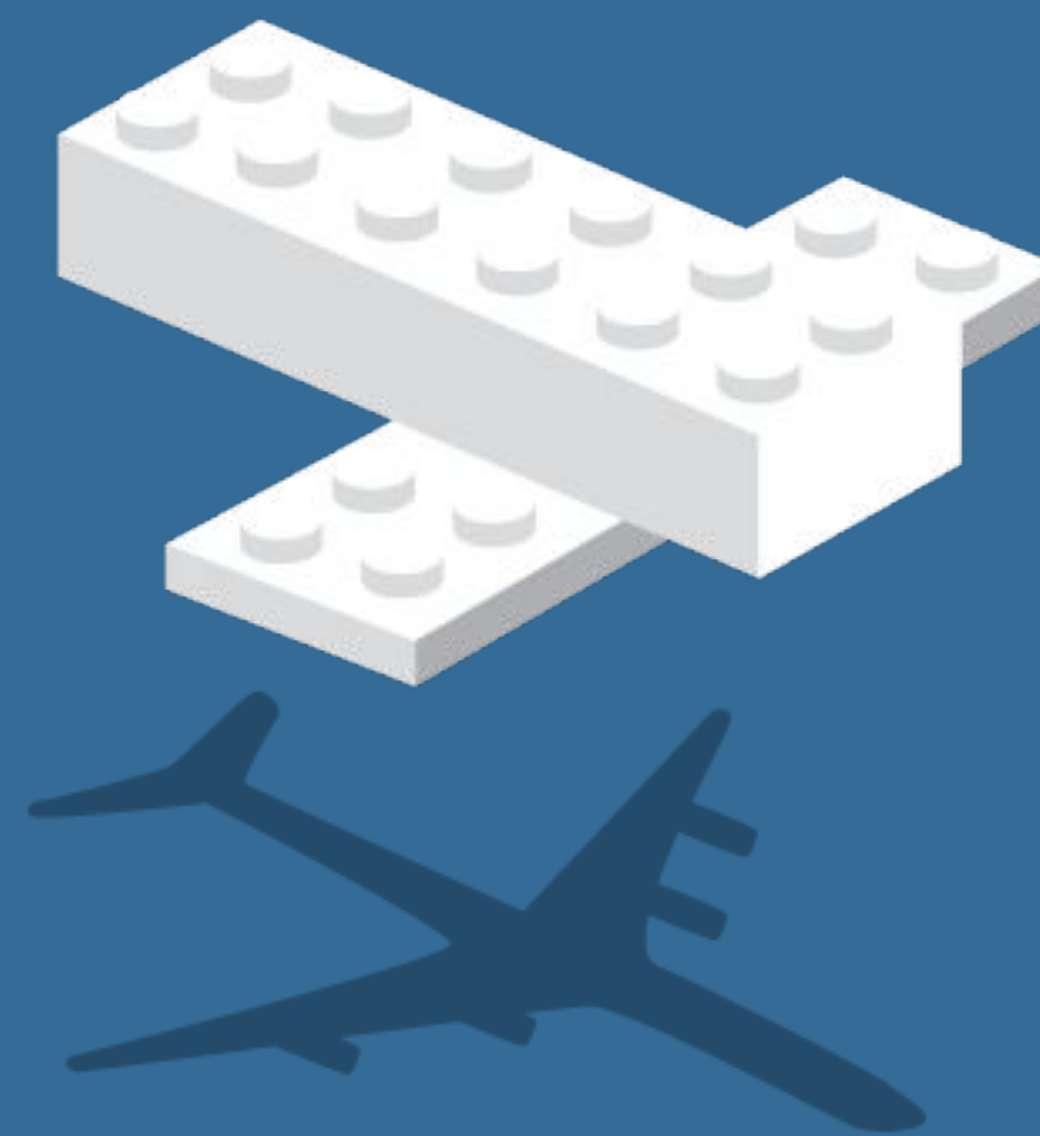
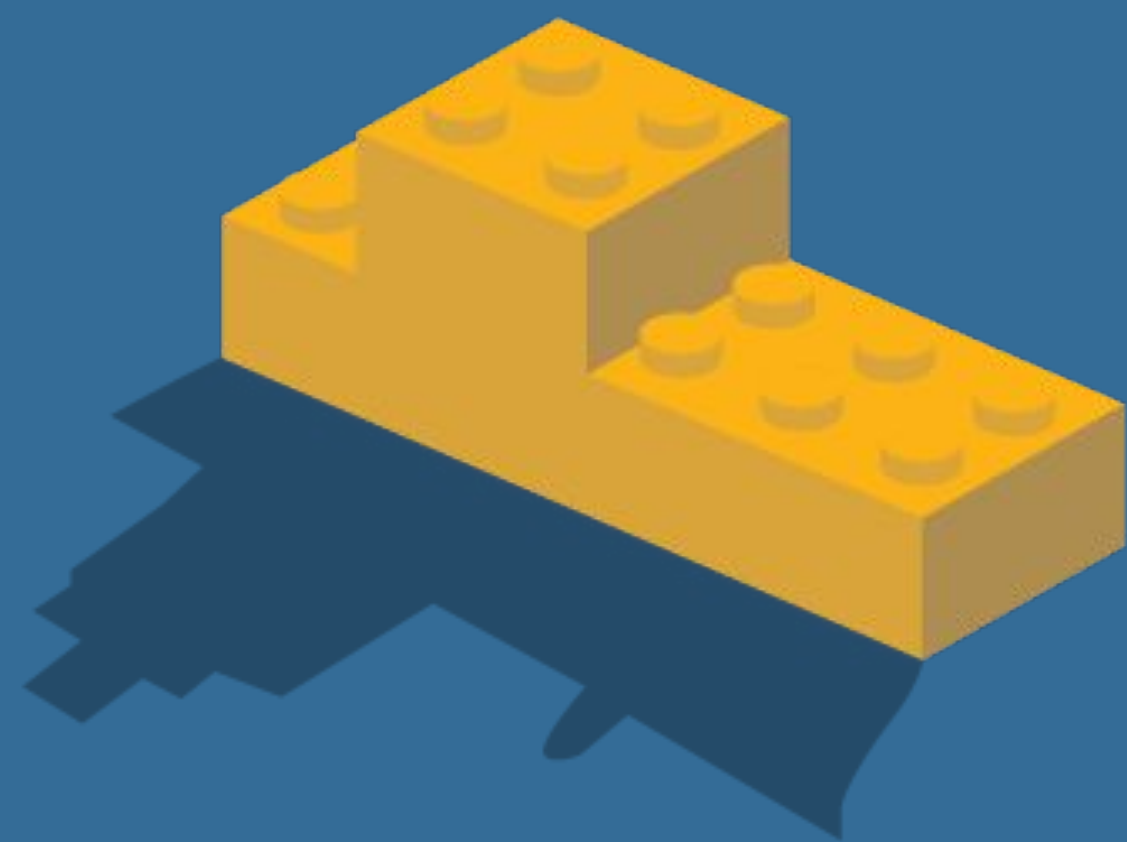


Monolithic Architecture of UBER



Microservice Architecture of UBER

GET ALIGNMENT WITH BUSINESS
and ADOPTION



MS_13949

API2442

WS_Custo

MS_34449

APItext

SOAP_Validate

Frontend_API

MS_23049

WS_SAP_Batch

Users info API

Drivers info API

Payment API

Ratings API

Geolocation API

Invoicing API

Pricing API

Maps API

SMS API

Users info API

Drivers info API

Payment API

Ratings API

Geolocation API

Invoicing API

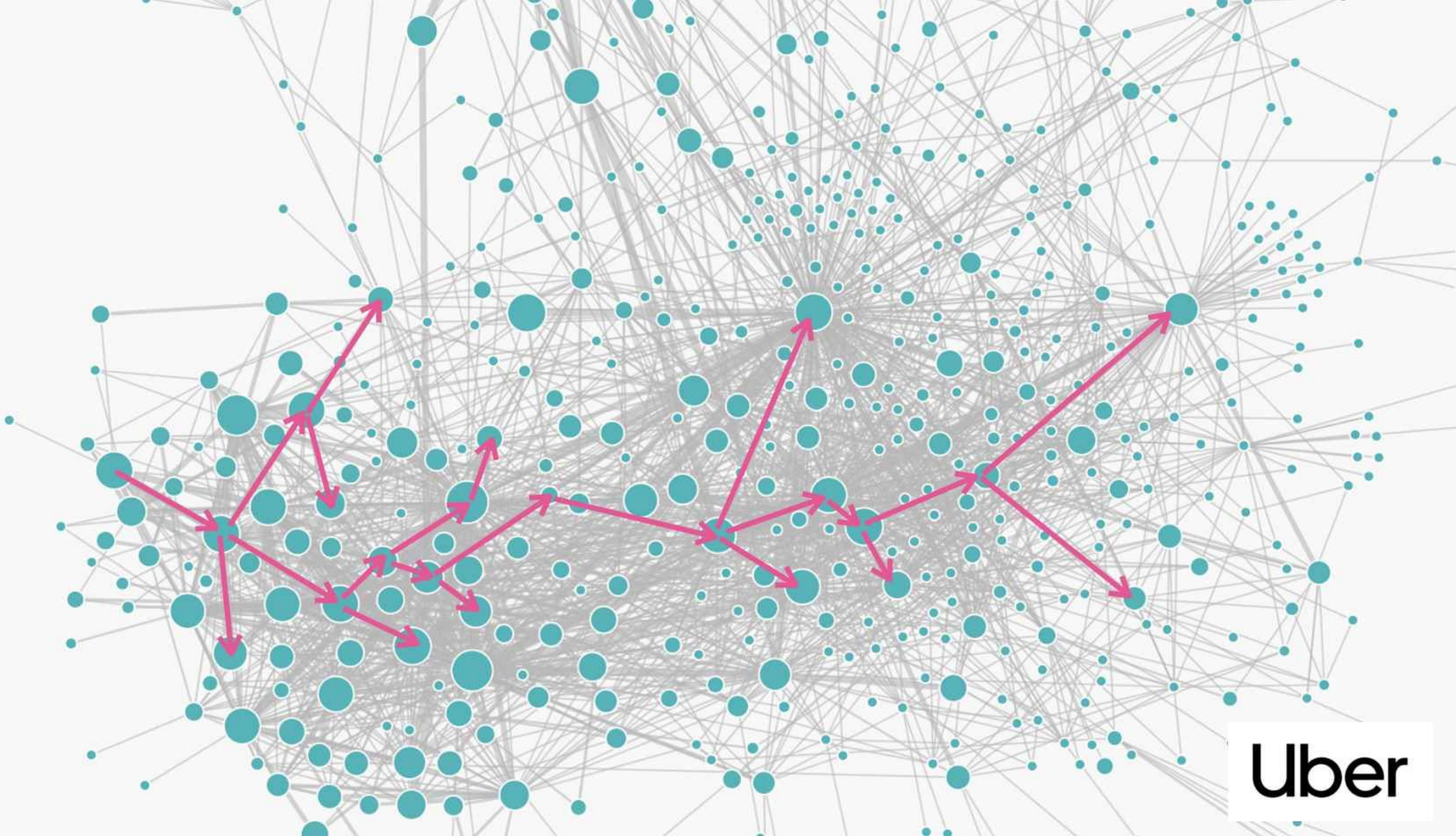
Pricing API

Maps API

SMS API



UBER

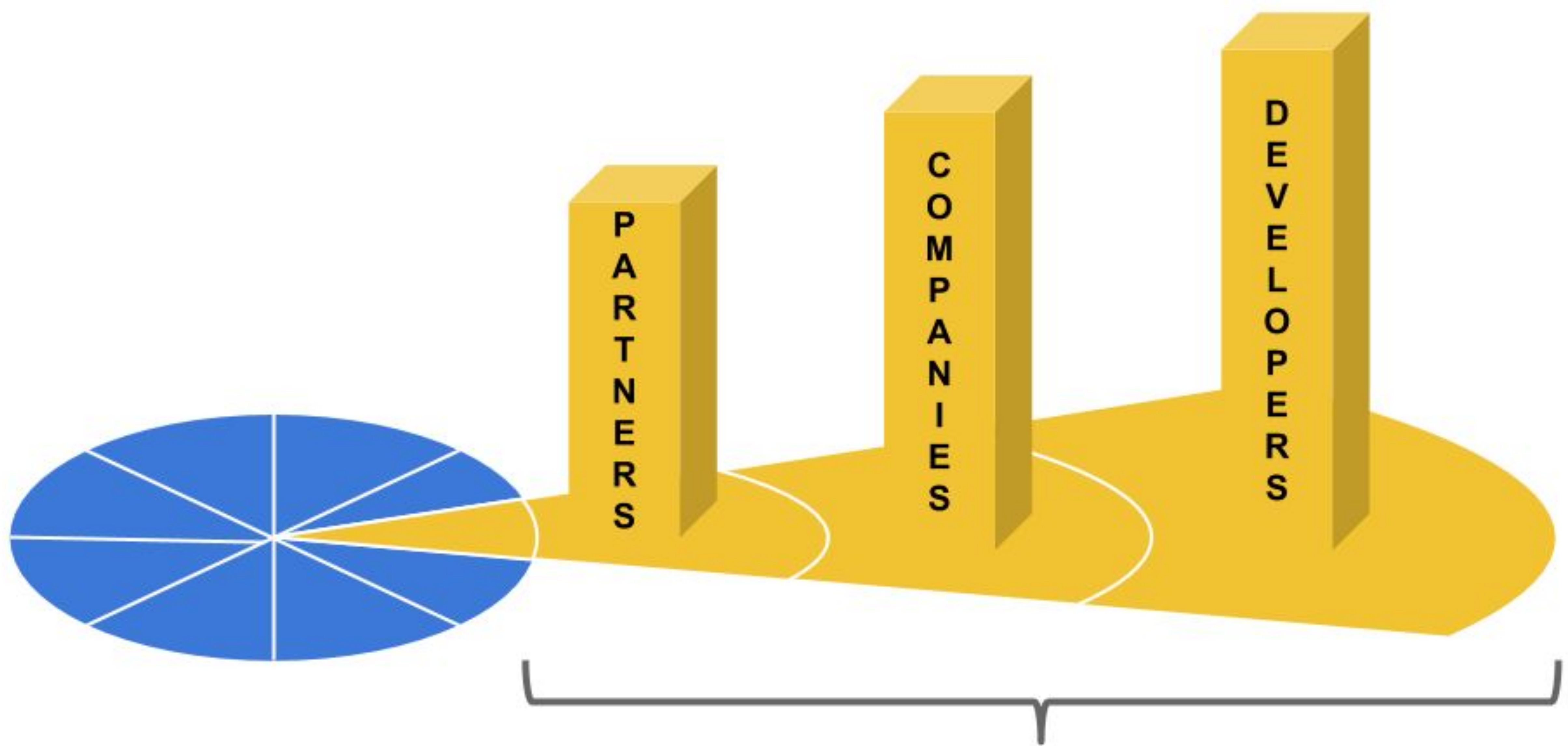


Uber

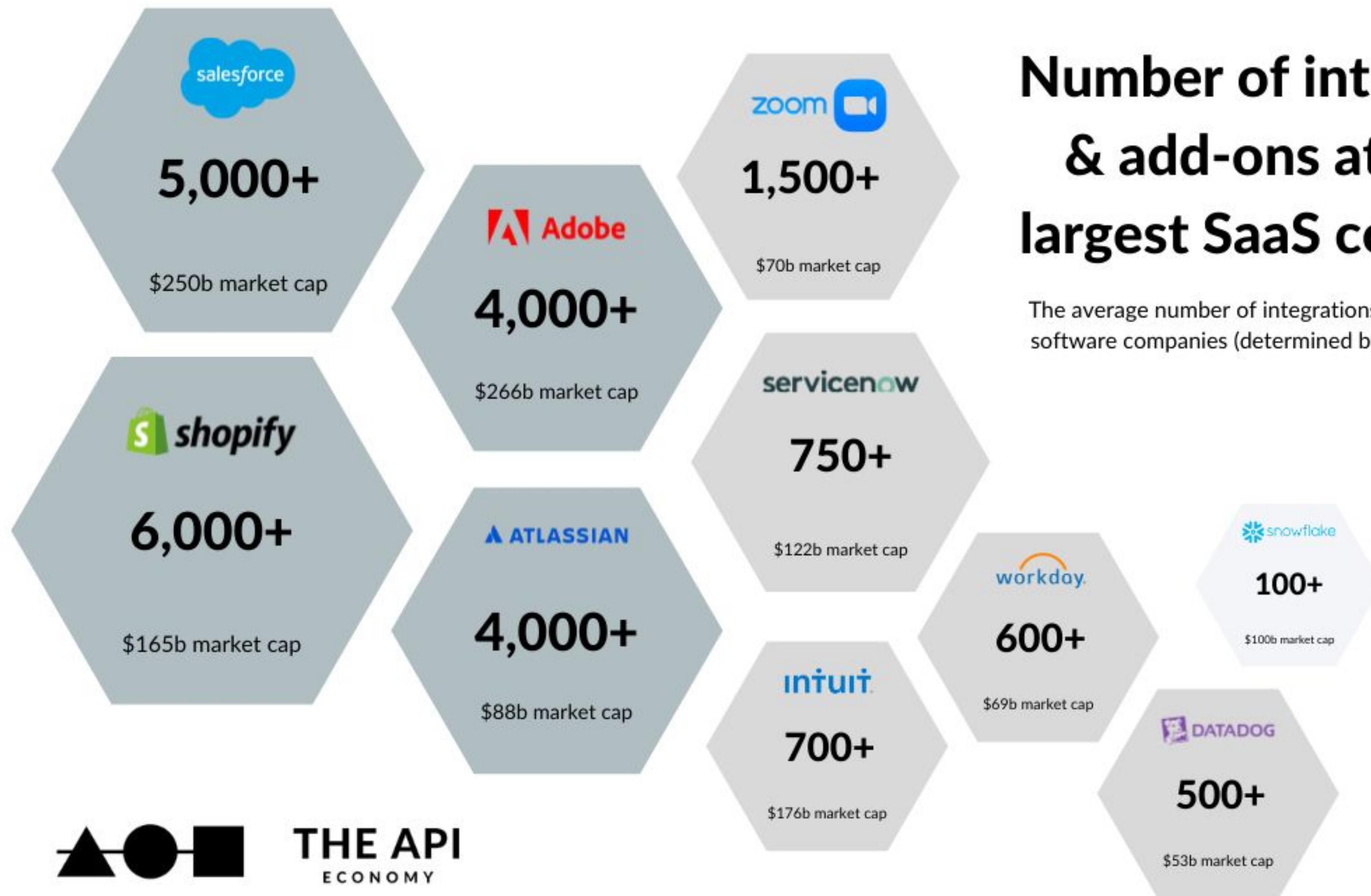
INNOVATE WITH PLATFORM STRATEGIES



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.



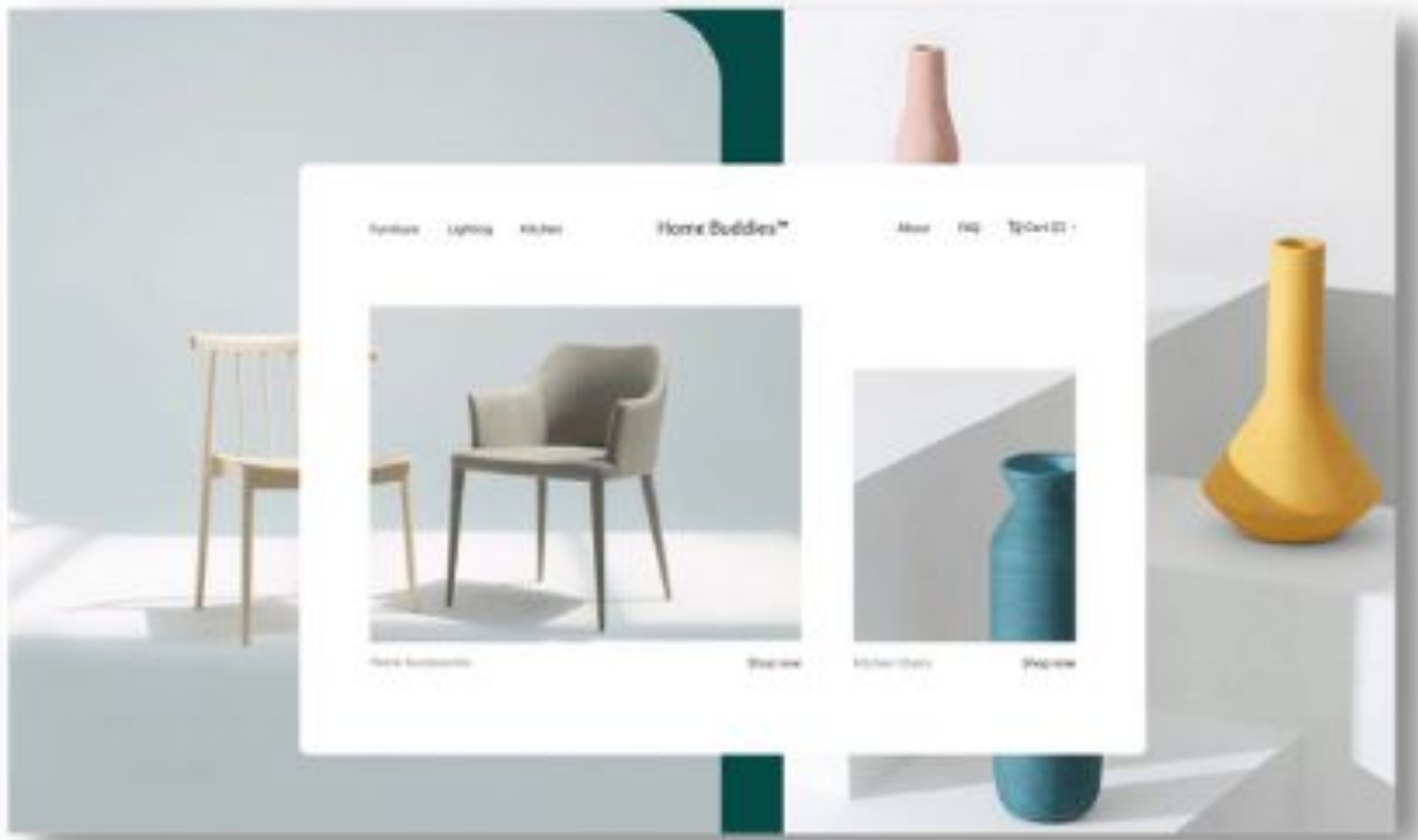
THE API
ECONOMY

*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

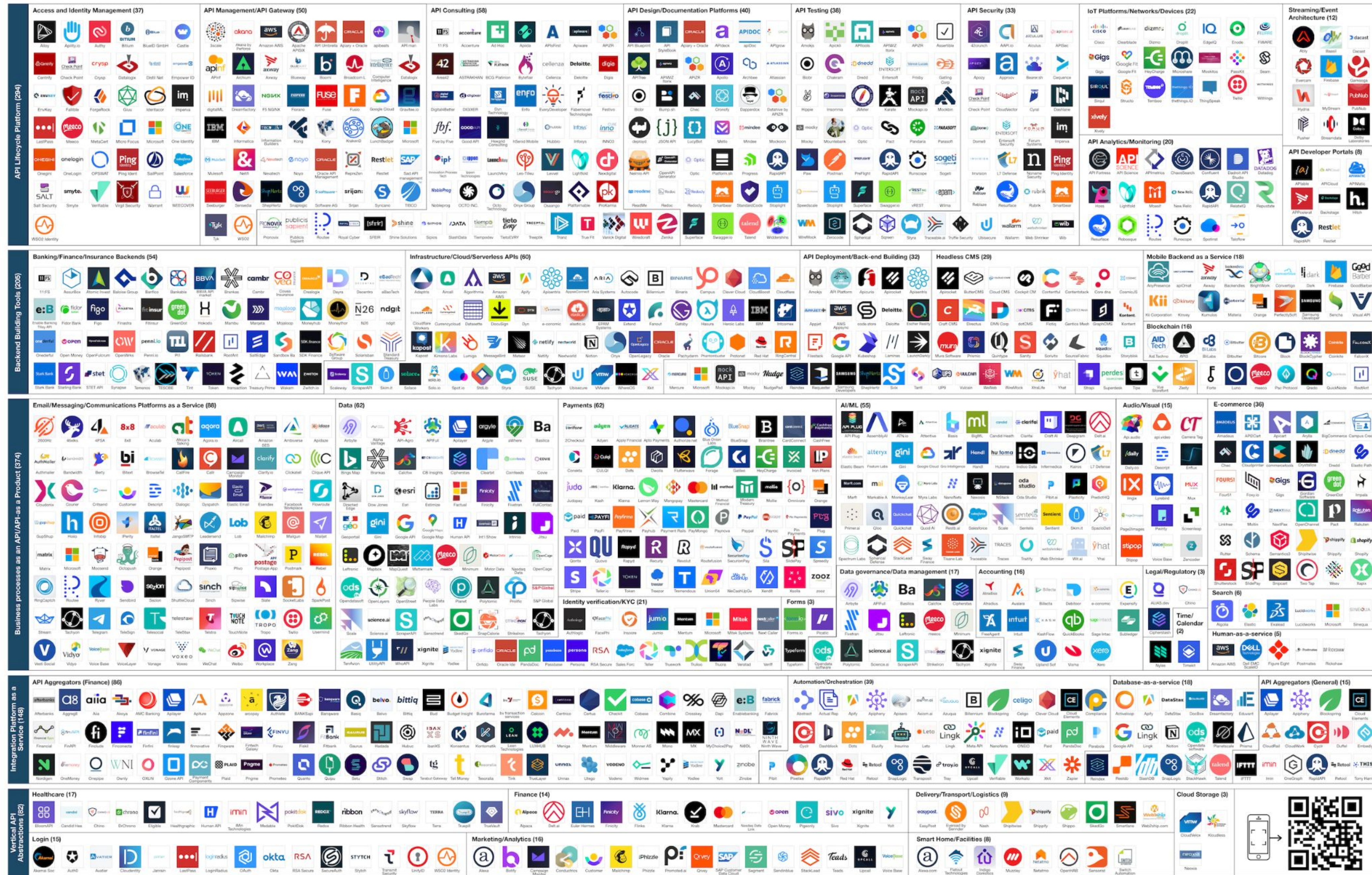


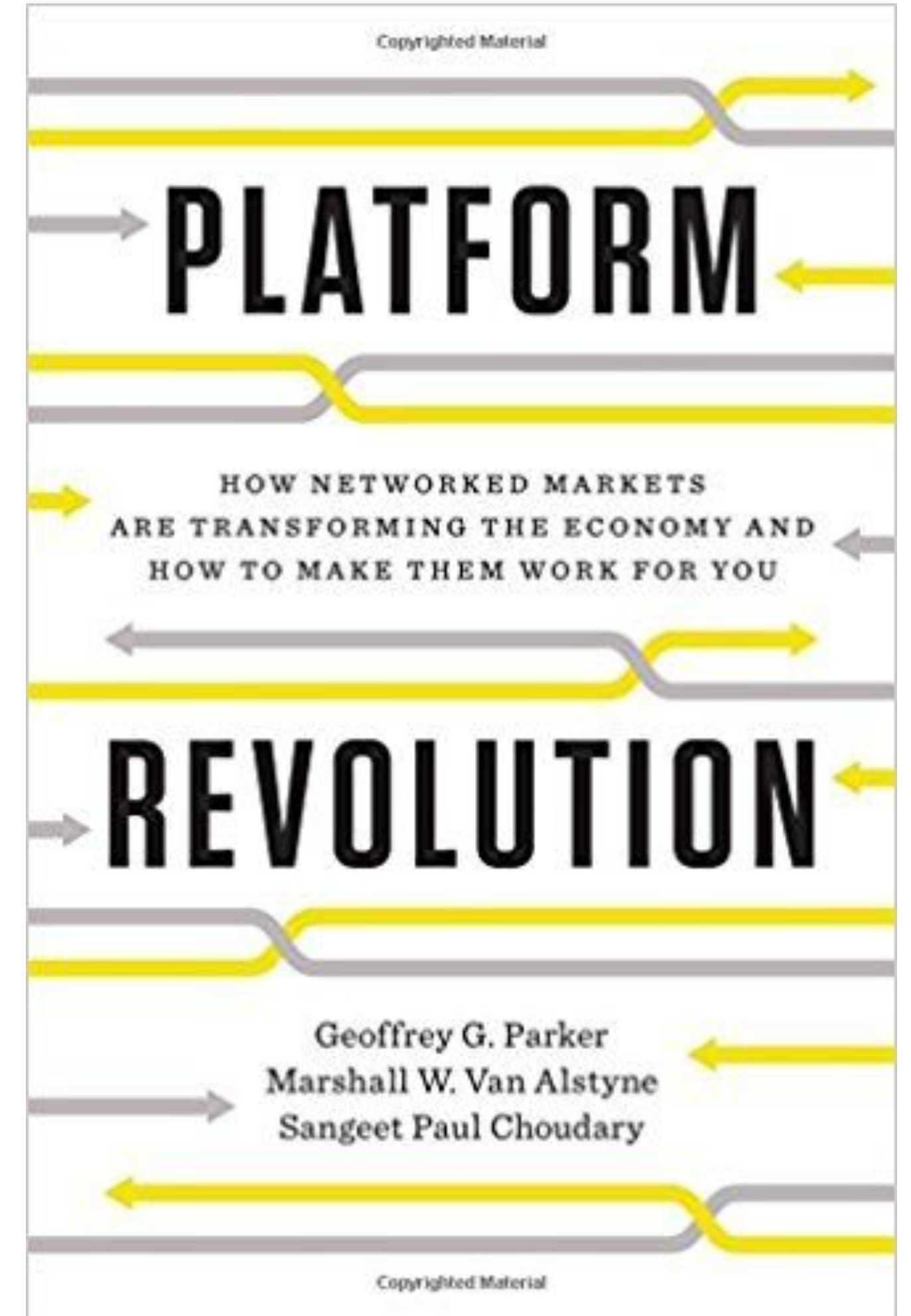
Shopify's Products & Services



REVITALIZE THE CORE

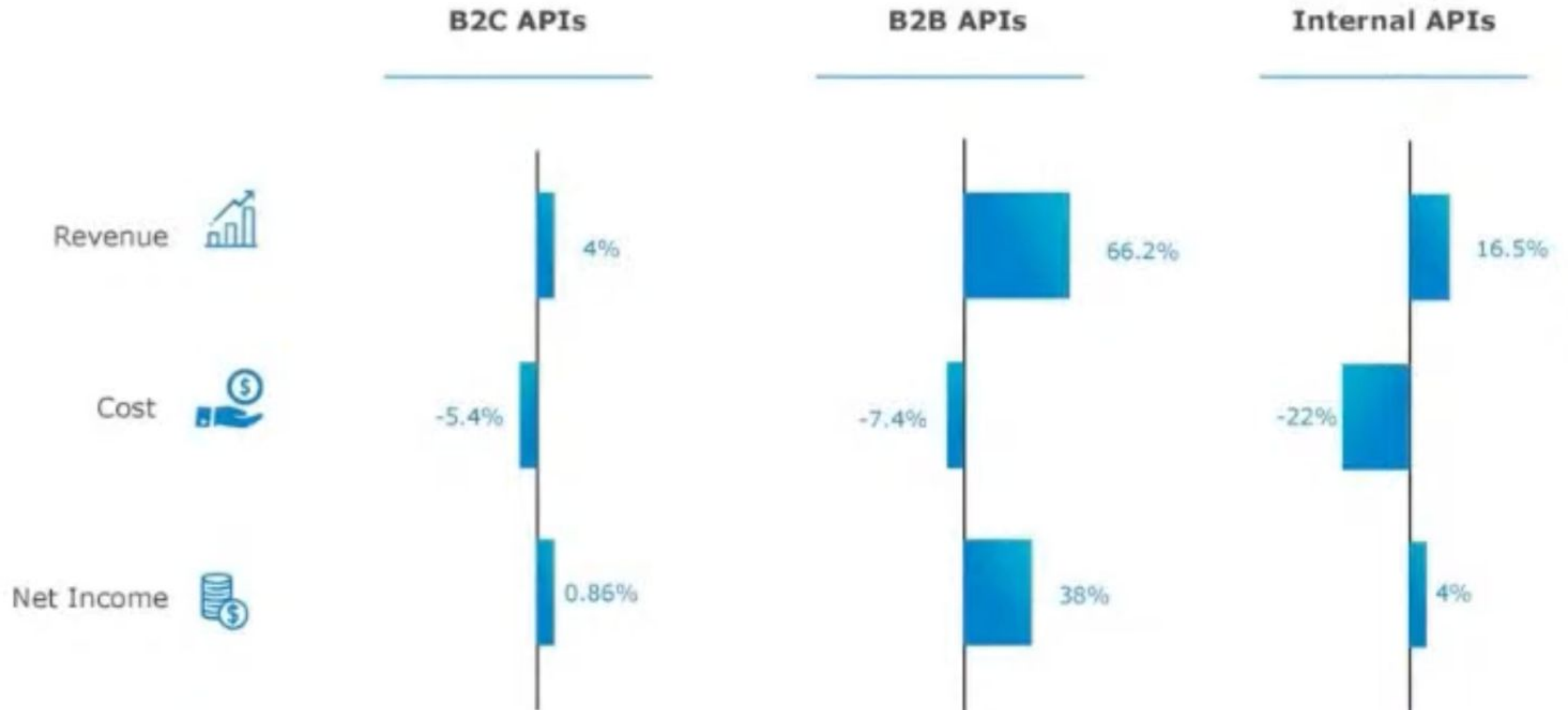






RESEARCH FINDINGS:

Financial impact differs by type of API

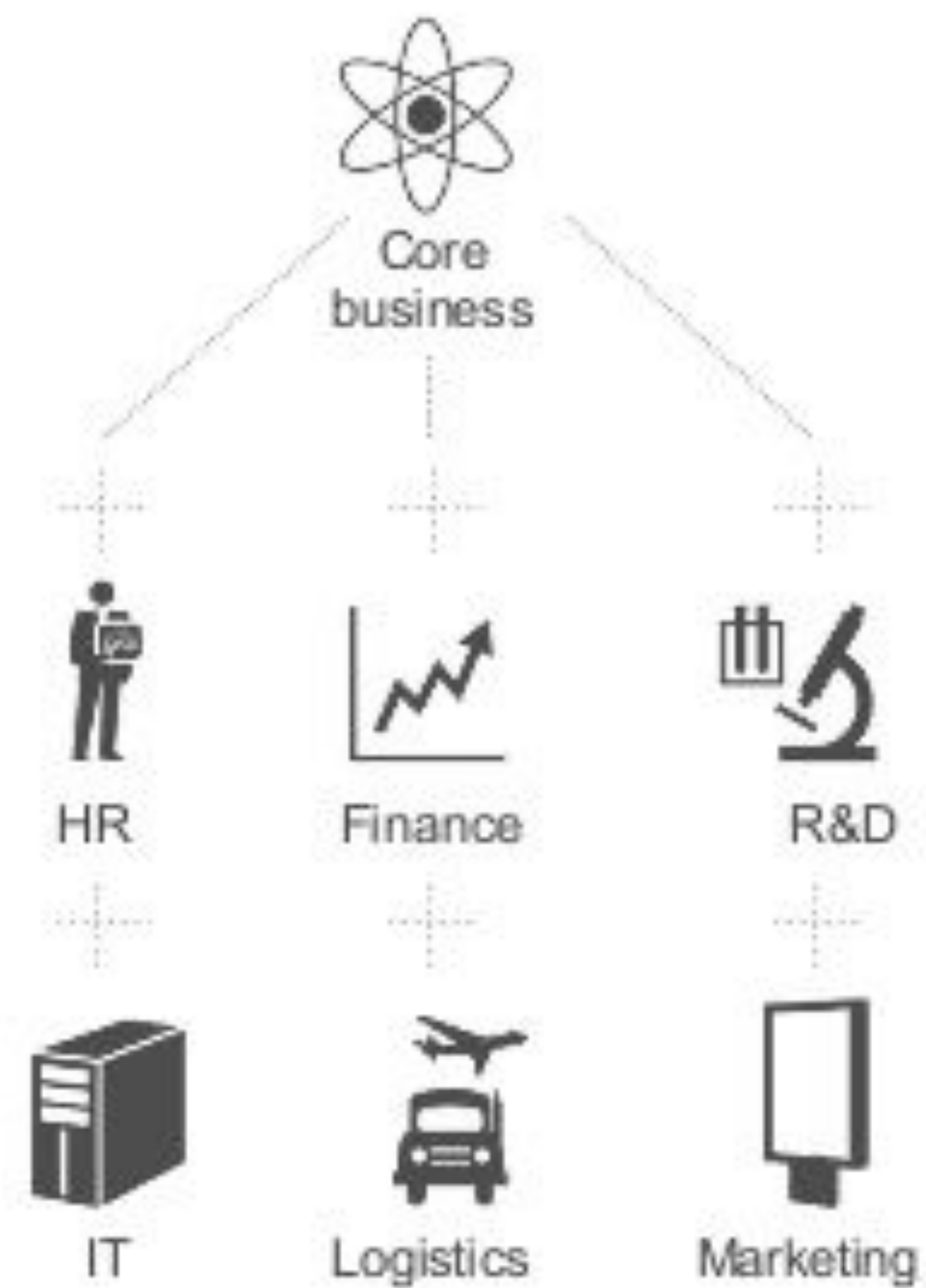


To Sum up...

Organizations will provide
core competences to
others via APIs

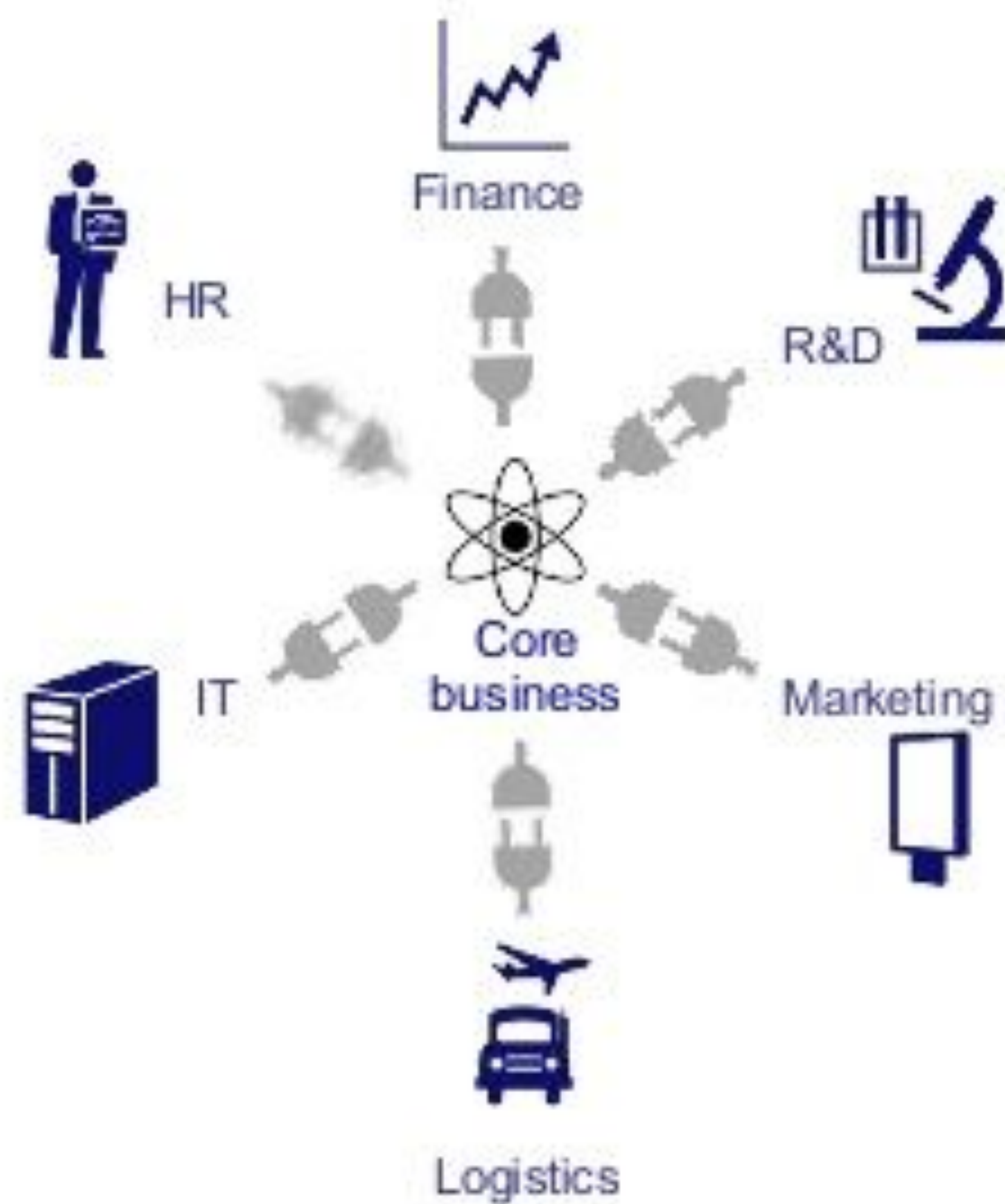
Organizations will
consume core
competences from
others via APIs

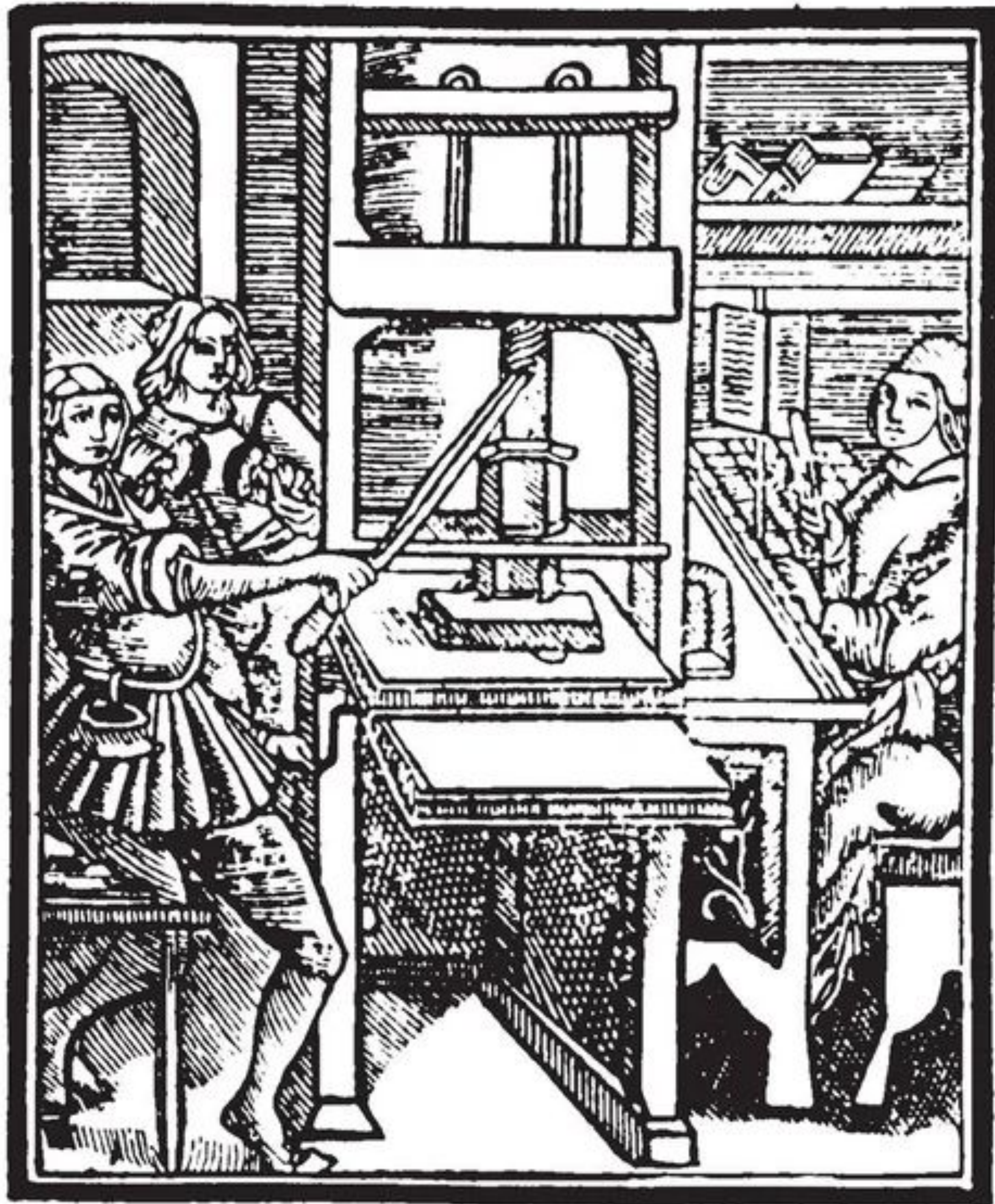
TRADITIONAL COMPANY



US.

API-DRIVEN COMPANY





What APIs are
creating beyond
Applications
Programming
Interface?

Thank you