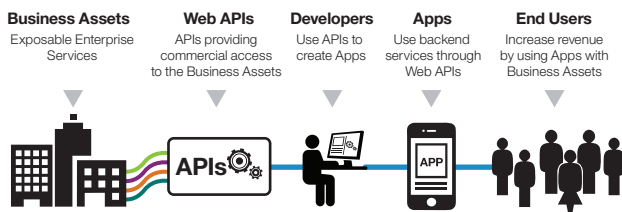# The Business of APIs Workshop

The API Economy has begun, are you part of it? Businesses are implementing API initiatives in every industry, whether it is to enable their own developers for mobile applications, improve business partnerships or to create new revenue opportunities. What is driving this rapid adoption of APIs? The answer is a need for Speed and Reach. Businesses need to respond quickly to market demands and opportunities with little impact to their existing systems.

Business Assets	Web APIs	Developers	Apps	End Users
Exposable Enterprise Services	APIs providing commercial access to the Business Assets	Use APIs to create Apps	Use backend services through Web APIs	Increase revenue by using Apps with Business Assets

Businesses are participating in the API Economy by choosing to expose selected assets as APIs, which can be consumed by application developers who add further value, and subsequently make their application available to new customers. If this "supply chain" of assets provides value to the business, the app developer, and the end consumer, then all are successful in reaching new markets or taking advantage of business opportunities that previously were not available. This is not to say that making APIs available internally for a business' own developers is not also important. Many businesses will start by using APIs internally to achieve an initial advantage but often have a goal to expand the usage to partners and/or the public.

This workshop focuses on the **business of APIs**. The focus is on the best practices and supporting technologies required to support a business' API initiative. The facilitators work at the business level to understand the existing environment, identify gaps and needs, and create a plan to implement an API initiative. They will also explore typical issues that arise without appropriate governance and provide best practice solutions to allow the organization to gain more value

A free API Workshop

IBM is offering to deliver a workshop tailored to your unique business needs for your API Leadership team, including all key leaders involved in the API journey – Business and IT executives and managers, business analysts, governance leaders, and other leaders as necessary (e.g. integration, security, information, operations). The workshop would be delivered at your preferred business location at a time convenient to you.

This seminar gives you the opportunity to interact with IBM API Management Specialists who understand the business and technical challenges in implementing an API initiative. You will learn about best practices in developing an API initiative and through a workshop method, interactively develop your first steps to move forward with the initiative.

The agenda is customized to your needs and interests. The typical workshop includes the following topics:

- Introducing the API Economy
- What makes a good API?
    - Business Strategy
    - Domain Ownership
    - Organization Structure
    - Governance
    - Monetization
    - API Identification
    - Communication
    - Privacy
    - Legal
    - Measuring Success
    - Technical Governance
- How to implement, deploy, and control APIs
    - Operational Considerations
    - Role based perspectives
    - IBM API Management Overview
    - Product Demo (optional)
- The API Ecosystem
- Recommendations and Next Steps
    - Identify first steps and existing gaps
    - Create an actionable plan for an API initiative

The length of the workshop is typically 1 day, but can be extended if required.

At the conclusion of the workshop, IBM will deliver summary results and documentation, including:

1. Copy of materials used
2. Workshop action items
3. Recommendations
4. Next Steps

Contact your IBM sales representative for more information.