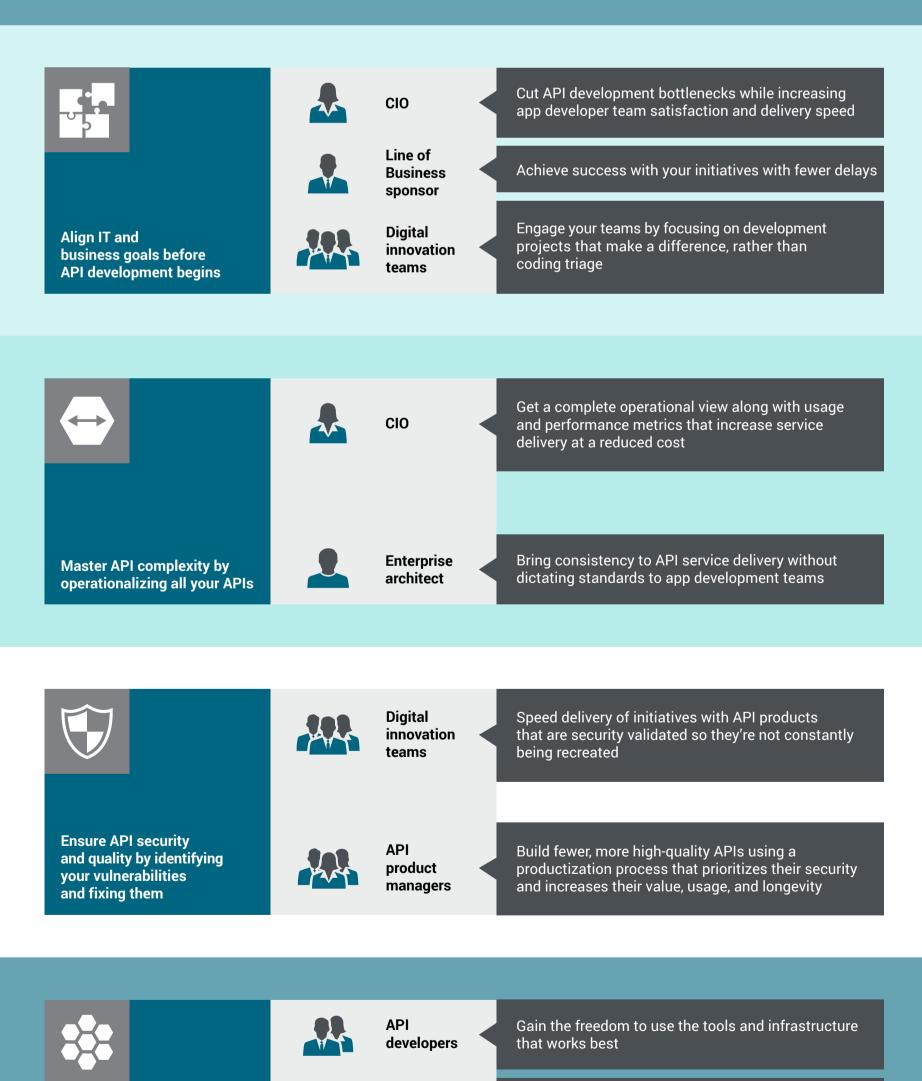


API marketplace benefits: The what, who, and how

From driving greater API adoption to accelerating desired business outcomes, business leaders, IT leaders, app developers, IT architects, and others stand to gain tangible benefits by building their own API marketplace using Amplify Enterprise Marketplace. See what benefits affect whom and how.

What	Who		ŋ	How
		CIO		Escape the API development backlog by delivering multi-use API products on time
Decrease time to value by automating and productizing APIs		Digital innovation teams		Speed delivery of initiatives by easily finding and using proven API products that are security-validated, fully documented, and production-ready
1	•	Line of Business sponsor		Accelerate desired business outcomes
				Lower the barrier to entry and drive consumption of your digital business initiatives
	Increase ROI by promoting API adoption	Digital innovation teams		
Increase ROI by promoting API adoption				Find the API building blocks you need faster





Ensure service levels by implementing centralized management and oversight

Give developers infrastructure independence while providing centralized management



No need to restrict development teams to using proprietary tooling from specific third-party vendors

Extend your digital services into new markets faster with Amplify Enterprise Marketplace.

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