

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

How

<p>Decrease time to value by automating and productizing APIs</p>	<p>CIO</p>	Escape the API development backlog by delivering multi-use API products on time
	<p>Digital innovation teams</p>	Speed delivery of initiatives by easily finding and using proven API products that are security-validated, fully documented, and production-ready

<p>Increase ROI by promoting API adoption</p>	<p>Line of Business sponsor</p>	Accelerate desired business outcomes
		Lower the barrier to entry and drive consumption of your digital business initiatives
	<p>Digital innovation teams</p>	Find the API building blocks you need faster

<p>Align IT and business goals before API development begins</p>	<p>CIO</p>	Cut API development bottlenecks while increasing app developer team satisfaction and delivery speed
	<p>Line of Business sponsor</p>	Achieve success with your initiatives with fewer delays
	<p>Digital innovation teams</p>	Engage your teams by focusing on development projects that make a difference, rather than coding triage

<p>Master API complexity by operationalizing all your APIs</p>	<p>CIO</p>	Get a complete operational view along with usage and performance metrics that increase service delivery at a reduced cost
	<p>Enterprise architect</p>	Bring consistency to API service delivery without dictating standards to app development teams

<p>Ensure API security and quality by identifying your vulnerabilities and fixing them</p>	<p>Digital innovation teams</p>	Speed delivery of initiatives with API products that are security validated so they're not constantly being recreated
	<p>API product managers</p>	Build fewer, more high-quality APIs using a productization process that prioritizes their security and increases their value, usage, and longevity

<p>Give developers infrastructure independence while providing centralized management</p>	<p>API developers</p>	Gain the freedom to use the tools and infrastructure that works best
		Ensure service levels by implementing centralized management and oversight
	<p>Enterprise architect</p>	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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