



CUSTOMER CASE STUDY

INDUSTRY

Healthcare

GEOGRAPHY

Global

CHALLENGE

To enhance its ability to compete with new market entrants, this global pharma leader set out to deliver innovative digital services via an API marketplace: enabling it to streamline data access, accelerate clinical trials, grow e-commerce revenues, and more.

SOLUTION

- Amplify Platform
- Amplify Enterprise Marketplace

RESULTS

- Democratizes API development, removing bottlenecks and accelerating digital transformation
- Establishes consistent development practices, tightly aligning APIs with business capabilities
- Delivers digital products via a central API marketplace, avoiding duplicated development effort
- Lays the foundation for next-generation services through rapid, API-powered access to data

Global pharmaceutical leader drives digital transformation with Axway

Building a central API marketplace to unlock competitive insight

This leading pharmaceutical company operates around the world, with business units for human and animal pharmaceuticals as well as a B2C e-commerce channel for animal health products.

To sharpen its competitive edge, the company aims to put data to work in all parts of the organization, from research and development to sales and marketing. By leveraging APIs to accelerate access to data, the company's objectives are to improve internal processes, boost operational agility, enable new sales channels, and unlock pharmaceutical insights. The company also plans to cultivate a thriving ecosystem of industry partners – supporting its long-term growth strategy and strengthening its status as an employer of choice for top developer talent.

However, realizing the transformation goals presented challenges. The company's data scientists spent up to 95 percent of the workday acquiring and cleansing data, leaving little time to work on building, validating, and deploying new digital products. Across the business, just 20 percent of new data-driven initiatives were completed within six months, and the transformation effort was at risk of losing momentum.

To realize the tremendous business value of digital transformation the company recognized that curated, well-designed APIs – delivered via a central platform – would be vital to make critical data available to all stakeholders and deliver new use cases at scale.



A company spokesperson confirms: “One of the biggest impediments to delivering quickly on new use cases was our centralized approach to digital service development. All requests passed through the enterprise data team and the standard methodology was to build custom data interfaces for each use case. This created a significant bottleneck, which led to delays in delivering digital products to the business.”

Thinking bigger

As the next step, the organization looked for an expert partner to help it achieve an efficient, scalable approach to API development. Following a series of deep-dive workshops with Axway Catalysts, the company is pioneering a new API strategy, powered by the Amplify Platform and Amplify Enterprise Marketplace.

“We knew that API adoption would be crucial to accelerate our transformation, but our engagement with Axway Catalysts showed us that we needed to think even bigger,” comments the spokesperson. “By breaking out of the mindset of small, siloed API teams, we have totally reimagined the experience for both API producers and consumers.”

Today, the company has established dedicated API lead teams for its marketing, sales, operations, and R&D functions, moving API development tools closer to business stakeholders. At the center, the enterprise data team is part of the company’s API Guild – a group of API experts responsible for advancing the roadmap, onboarding new business teams, and scaling API-led services in a consistent, secure, and carefully governed way.

Addressing business needs

By leveraging Amplify Marketplace, the company is creating easy-to-adopt digital products – bundles of well-documented API assets that address specific business needs.

“The marketplace approach will transform the experience for consumers,” adds the spokesperson. “We are shifting from standalone APIs with descriptions that assume significant knowledge on the part of the user to packages of APIs that are clearly labeled based on the high-level capabilities they deliver. We are confident that this approach will help us ramp up adoption quickly. Looking further ahead, the goal is to use Amplify Marketplace to enable the ‘citizen integrator’: complete self-service for API development.”

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Through our engagement with Axway, we are transforming into an agile, data-driven enterprise, supported at every level by API enablement as a service.

Spokesperson, pharmaceutical company

Building an API marketplace, accelerating transformation

The company is now populating its API marketplace with digital products. Because the Axway solution can connect securely with API catalogs on any gateway, producers are free to harness existing assets to build new digital services. In the future, the organization will further enhance API value by enabling an event-driven architecture using Amplify Streams.

The spokesperson concludes: "We decided early on that it would be counterproductive to try to move the entire organization onto a single, proprietary technology stack. With Amplify Marketplace, we gain universal API management capabilities, whether APIs are on the Amplify platform, AWS, or any other cloud. Through our engagement with Axway, we are transforming into an agile, data-driven enterprise, supported at every level by API enablement as a service."

Instead of one team of nine people working on API development, the company now has 10 teams with 80 people in total. The spokesperson says: "Democratizing development allows us to eliminate bottlenecks, scale rapidly and accelerate our transformation."

Learn more about Amplify Enterprise Marketplace →