



DATA SHEET

Axway Amplify Enterprise Marketplace

Build your own API marketplace so external developers can easily adopt your APIs

Amplify Enterprise Marketplace is a game-changer in how you expand your digital services into new use cases and new markets. It allows you to create your own marketplace of APIs – all completely packaged and neatly categorized – that internal and external application developers can easily access and adopt.

API adoption is key to realizing the maximum business value from all your API investments since those that go unconsumed are essentially valueless. Amplify Marketplace doesn't just give developers a centralized place for adopting your APIs, it enables them to find the right API instantly – getting your embedded services into the market faster.

This data sheet breaks down the benefits of Amplify Marketplace for API consumers, API product managers, API platform teams, and digital business leaders. It also outlines compatibility with operational, API governance, and API security protocols across your ecosystem of existing and potential partners.

Who can benefit from Amplify Marketplace?

API consumers – Innovation, digital, and application teams

Decrease the time to value for APIs that drive digital business. Enable developers to speed delivery of initiatives by easily finding and using proven API products that are security validated, fully documented, and production ready.

Delight your developers. Simplify and standardize the developer experience of working with your API products and shorten their learning curve.





API product managers

Curate API products. Stop creating one-off APIs and create API products that align to business functions and can be reused by multiple development teams.

Give API producers infrastructure independence while providing centralized management. Build fewer, higher quality APIs using a productization process that prioritizes their security and increases their value, usage, and longevity – all while letting developers use the tools that make the most sense to them.

API platform teams

Master API complexity by operationalizing all your APIs. Get a complete operational view along with usage and performance metrics that increase service delivery at a reduced cost.

Reduce security risk. Automatically discover, validate, secure, and register all APIs in one repository.

Digital business leads

Increase the ROI on your APIs by promoting greater API adoption. Lower the barrier to entry and drive consumption of your digital business initiatives by promoting curated API products, not every single API that you have ever produced.

Close the gap between IT and business outcomes by aligning them before API development begins. Cut API development bottlenecks while increasing app developer team satisfaction and delivery speed with metrics and tool independence aligned to business goals.

What you can do with Amplify Marketplace

Implement a true universal API management platform

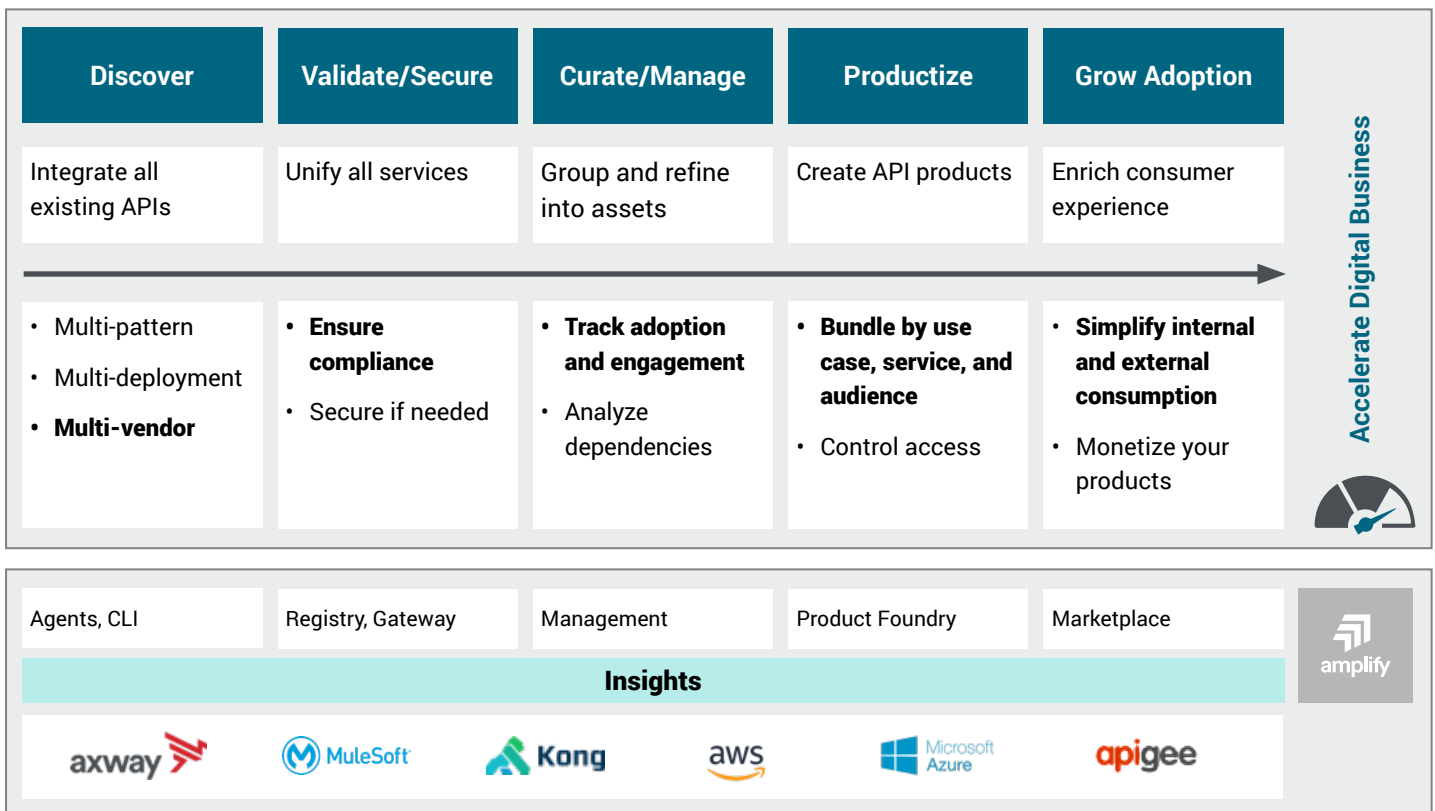
As the number of APIs has increased in your enterprise, so has the number of API management platforms designed to manage and govern them. Research tells us that most enterprises have two or more APIM solutions (data planes) and that number is expected to grow as they adopt multi-cloud strategies.

Each of these data planes have their own tools, portals, and gateways. The result is complexity and no common discovery, management, or reporting capability. Amplify provides a universal API management platform that enables you to:

- Unify all your API assets and manage lifecycle regardless of pattern, deployment, or platform
- Modernize without having to rip and replace existing API solutions
- Monitor and manage all APIs from one pane of glass

Amplify Accelerates Digital Business

Unifying all your API assets and manage lifecycle regardless of pattern, deployment, or platform and make them easy to discover and adopt



Drive adoption and consumption of digital business APIs with developers

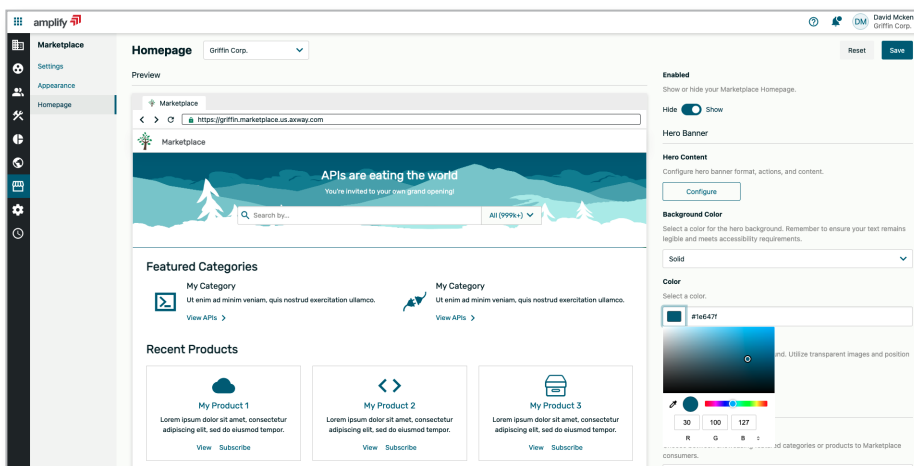
APIs only have value when they are used by developers to access an enterprise's data and processes to create a specific business outcome. A common roadblock to adoption is a poor developer experience. They do not know where to look, how to use, or how to subscribe to the APIs they need. Amplify Marketplace gives them the ability to:

Create API products

- Bundle by domain – group assets needed for a use case application
- Define business value of a composed business capability
- Create consumption plans

Enrich the API consumer experience

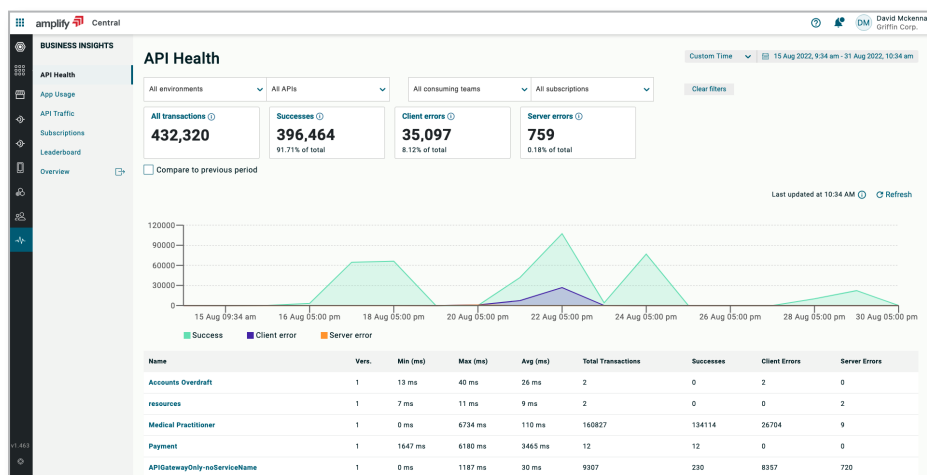
- Branded store front with customized look and feel
- Self-service registration, discovery, subscription, and consumption
- Normalize subscriptions across diverse platforms



Align IT and business around common business outcomes

Success for APIs should not be measured by the number of APIs produced but by the business outcomes they drive. Did they increase NPS, grow revenue, or reduce cost? For most enterprises it is hard to tell because there are silos between API developers and API consumers, and few common metrics to align the teams and make the decisions of where to invest next. Amplify Marketplace gives you the ability to:

- Track normalized subscription and usage metrics across all API products
- Monetize (directly or indirectly) API usage
- Make better decisions as to where to invest in your digital products



Subscriptions

Last 3 months

All consuming teams: Federated API Management, All APIs, All subscriptions

Last updated at 11:49 PM Refresh

2 item(s)

Consumer Team	Product	Subscription																												
Default Team	federated-api-management	default-team-subscription-for-federated-api-management-1																												
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Features, specifications, and compatibility

DISCOVERY	
Environments	<ul style="list-style-type: none">• API Gateway environments: Axway, AWS, Azure, Istio, MuleSoft, Apigee, Kong, Layer7¹• API Collections: GitHub, SwaggerHub, BitBucket, Postman• Event Hubs: Solace, Amplify Streams• View services of all types in each environment• Search, filter, and sort within each environment• Environment metadata can include team ownership, average response times, transaction volumes• Activity report and synchronization status• Environment tags and attributes for extensibility and third-party integrations
Agents, CLI, API, and SDK	<ul style="list-style-type: none">• Simple installation on any supported platform• Agents for API Gateway platforms; CLI for source code repositories/collections; API for programmatic integration• Automated discovery: new services and versions are recognized; services are always up to date• Secure and optimized communication to Amplify management plane• Configurable for selective discovery, auto-categorization• Executes subscription provisioning requests (initiated from Amplify Marketplace)• Facilitates credential management for Amplify Marketplace subscribers• Comprehensive SDK for creating agents for new platforms• Agent-as-a-service for AWS/Azure removes installation overhead
Patterns and Specifications	<ul style="list-style-type: none">• Varied deployment styles: cloud edge, enterprise edge, internal, service mesh• Multiple service patterns: REST, SOAP, GraphQL, Events, Service Mesh, gRPC• Many specification types and schemas: OpenAPI 3, Swagger 2, WSDL, GraphQL, AsyncAPI, Webhooks, Protobuf, Unstructured

¹ This is an expanding list. [Check our website](#) for the latest.

VALIDATE AND SECURE	
Service Registry	<ul style="list-style-type: none"> • Collection of all resources discovered across all environments • Search, filter by type/environment/owner, and sort everything in one place • Download raw service specifications, explore operations and endpoints • Full dependency analysis for endpoints, use in Assets/Products • Versions, tags, and attributes
Compliance and Validation	<ul style="list-style-type: none"> • Event-driven service validation discovered via agents • Check for compliance to specification structure, rules and corporate style guide • Tag services with error/warning badges for easy visibility and review • Validate team ownership of services; manage access control • Comprehensive review of subscriptions by teams and products
Axway API Gateway	<ul style="list-style-type: none"> • Bring unmanaged services under management with the Axway API Gateway • Comprehensive policy-driven API Gateway to secure, transform, and mediate services • Graphical policy definition, CI/CD-enabled deployment, and strict runtime enforcement • Integrated agent installation for connection to Amplify management platform • 200+ prebuilt operations for authentication, authorization, threat protection, traffic management, message filtering and transformation, protocol mediation, etc. • Out-of-the-box integration with standards-based and proprietary IAM, database, messaging, logging, monitoring, and security systems • Integrate with third-party IdPs through OAuth, OpenID Connect, etc. • End-to-end security with TLS, data privacy/integrity, certificate management, fine-grained access control, schema validation, content- and context-based filtering/transformation, rate limiting • Certifications and compliance to the strictest security standards: FIPS 140-2, Common Criteria EAL4+²; leveraged in environments for PCI, HIPAA, SOC, and others

² Final certification pending

CURATE AND MANAGE

API Lifecycle Management	<ul style="list-style-type: none">• Curate, promote and assign business context to selected resources to create Assets• Include nonservice resources (SDKs, specifications, PDFs, and other enablers)• Select from services with duplicate functionality or multiple versions• Categorize, tag, assign attributes, search, sort, and filter to bring order to the chaos• Create/Draft/Activate/Deprecate/Archive/Delete to manage asset lifecycle• Enforce semantic versioning (major.minor.patch) to align across environments• Plug in third party services (e.g. linting) to enforce and visualize compliance
Organizations, Teams, and Users	<ul style="list-style-type: none">• Role-based access controls and federated identity• Manage users locally or through an integrated IdP; support for multiple IdPs for a single organization• Create consumer organizations to allow for delegated user management• Teams for managing user groups and owning Environments/Services/Assets/Products• Share content with other teams and users, fostering collaboration and co-ownership.
Resource Access and Credentials	<ul style="list-style-type: none">• Create subscription plans with usage limitations with the ability to enforce these in the underlying data planes• Automatic, manual, or workflow-driven approvals for signup, subscription, access requests• Manage credentials, renew access, or revoke permissions for credentials that have been compromised or are suspected of being compromised• Incorporate third party tooling like Slack/Teams/email/etc. into custom approval workflows

PRODUCTIZE

Product Foundry

- Bundle assets into Products for a specific domain, audience, or business capability
- Combine assets from multiple API management platforms and environments
- Categorize, tag, and assign attributes to make them easier to find
- Manage Product lifecycle to build, release, deprecate, archive, and remove
- Enforce semantic versioning (major.minor.patch) to inform consumers of updates
- Define visibility for the owning team, everyone, selected teams, or excluded teams
- Attach product plans for commercial terms of subscription; free or paid plans available
- Enforce quotas loosely (track overages) or strictly (reject overages)
- Monetize products by integrating plan usage APIs with billing/payment providers
- Include or exclude resources, define base price, metering period, metering units, quota limits, and quota behaviors in consumption plans
- Select manual or automatic subscription request approvals – adjustable for each plan
- Document product business value and consumption guidelines
- Fully customizable, Markdown-driven docs interface with flexible structure

Business Insights

- Platform dashboard with API program adoption, metrics, and trends for assets, subscriptions, environments, teams, users, and transactions
- API Health across all environments; transaction volumes, errors, response times, etc.
- Filter by environment, API, team, application, or subscription
- Fully customizable time slices with quick-view options from five minutes to a week
- Leaderboard for most/least performant and popular services
- API transaction view with request/response headers, performance, and other metadata
- Gather metrics and traffic from distributed data planes in a non-obtrusive manner
- Flexible selection, redaction, and sanitization rules to maintain
- Optimized and secure communication to Amplify management plane
- Configurable sampling rate by percentage or per API
- Report All Errors option for debugging

GROW ADOPTION

Marketplace	<ul style="list-style-type: none">• Promote your API Products to internal or external audiences in a branded, customized storefront• Enable custom URLs to match existing corporate site structure• Require acceptance of customizable terms and conditions• Allow/restrict unauthenticated access for anonymous browsing• Allow/restrict self-service registration of consumer organizations• Control product visibility for authenticated/non-authenticated users• Select colors for branding, status indicators, elements, cards, links, buttons, etc.• Modify logos, icons, themes, fonts, kerning, button formats, and help menu items• Customize landing page with banners, colors, featured categories, featured products• Multitenant cloud via AWS
Discover and Consume	<ul style="list-style-type: none">• Search, discover, learn about, try, subscribe, consume, and monitor API Products• Browse anonymously prior to registration (if enabled)• Search by name, description, categories, tags• Toggle between tile and list view; sort by name or recent updates• View rich documentation on business value, technical adoption, support, and version history• Access non-API resources (like SDKs or other external artifacts)• View service operations, schemas• Try services using embedded clients• Create applications for subscription to a Product• Select from plan offerings and submit a subscription request• Request credentials for an asset
Consumer Insights	<ul style="list-style-type: none">• Understand the health, performance, and usage of my applications and subscribed APIs• View APIs, versions, transactions, latency metrics, success metrics, and errors• Filter by product, subscription, or application• Fully customizable time slices with quick-view options from five minutes to a week• See and manage usage of APIs against quotas in subscribed plans• View sampled transactions with headers and contextual metadata

Start increasing API consumption and value with Amplify Enterprise Marketplace

Contact Us →