



SOLUTION BRIEF

Amplify Enterprise Marketplace

Drive business value and ROI by treating your company's APIs as products that can be curated, monetized, and easily adopted

APIs are a technological breakthrough like no other. They make it possible to leverage the global necessity for digital transformation and extend your business into new markets by embedding your digital services in those offered by other companies.

But there's a catch: for those companies to include your digital services, you must make your APIs easy to find, access, and adopt. Prospective digital partners don't have time or resources to spend rummaging through a chaotic pile of APIs spread across multiple portals for the ones they need. They want to be able to access the right API, right away. With Amplify Enterprise Marketplace, you can make that happen.

Your company's APIs. Packaged, centralized, ready to go.

With Amplify Marketplace, external developers don't have to go hunting around for the right API because it's already packaged and categorized in your own marketplace where it can be discovered and used instantly. This accelerates your digital initiatives.

Other providers offer API portals, but to incorporate other APIs (besides their own), they need to make manual updates, edit existing policies, or introduce a new gateway proxy. Manual registration or discovery, without native subscription management or observability, leads to a higher total cost of ownership.

Amplify Marketplace, on the other hand, offers fully automated, agent-based observability and subscription management out-of-the-box. No manual registration or proxy deployments are needed to connect securely with API catalogs or other gateways, so there's no vendor lock-in. What's more, your teams can generate the data insights — such as API usage and performance metrics — needed to make popular APIs even more adoptable, while rooting out APIs that aren't working.

Business leader pain points solved by Amplify Marketplace

- **Extensive API time to value.** Frequent late delivery due to poor API design or specification and duplication of one-off APIs.
- **Poor return on API investment.** Delays in project delivery and business outcomes; inability to track value of API investments; and complexity of discovery, subscription, and consumption of APIs; no ability to monetize API products.
- **Misalignment of IT and business goals.** Wasteful building of lots of APIs instead of the right APIs due in part to a lack of insight into API usage and performance.
- **API security risks.** Unmanaged APIs, unsecured APIs, developer-based security, noncompliant security posture, limited policy validation, duplicate APIs, ad-hoc onboarding.

What Amplify Marketplace means for business

Built on Amplify, Axway's universal API management platform, Amplify Marketplace lets you curate APIs in a contextual way that makes them more discoverable and applicable to business goals, while letting you monetize API assets by treating them as the value-rich products they are.

Amplify Marketplace delivers:

Potential new revenue streams. Centralized grouping and packaging of APIs through Amplify Marketplace lays the groundwork for treating APIs as products that external companies can purchase through subscription to get their services out to the market faster.

Open, multi-gateway support. Integrate multiple API gateway solutions and data planes with no new infrastructure or policies in the data path. Users get a unified experience regardless of endpoint type or location.

Curation and aggregation. Curate, aggregate, categorize, tag, and version APIs into logical groups so that capabilities published into the marketplace (developer portal) are manageable as products and not just APIs.

Total observability. Use comprehensive dashboards to view API adoption, usage, and performance insights for both API consumers and providers across all connected environments, then drill down for more detail.

Proven security. Discover unmanaged APIs, automate identification of noncompliant services, and use prebuilt security policies to protect your business.

A business-led approach to API strategy can increase API consumption

Amplify Marketplace is designed to help companies maximize API adoption for greater API business value. Companies can achieve high-level business goals by taking a business-led approach to API design, testing, management, and analysis that leads to greater API adoption and consumption. Forrester¹ found that organizations taking a business-led approach are better able to:

 <p>Create new business opportunities</p>	 <p>Increase agility and revenue</p>	 <p>Improve customer satisfaction</p>
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¹ Source: Study conducted by Forrester Consulting on behalf of Axway, March 2022

Read the Forrester study infographic →

Amplify Marketplace benefits

Business leaders gain tangible advantages by building their own API marketplaces using Axway technology.

<p>ACCELERATE DIGITAL INITIATIVES</p> <p>Decrease the time to value for APIs that drive digital business by automating and industrializing APIs</p>	<ul style="list-style-type: none"> • Escape the API development backlog by delivering multi-use API products on time • Make it easy for developers to find and use proven API products that are security validated, fully documented, and production-ready • Master API complexity with a complete operational view
<p>INCREASE API ROI</p> <p>Efficiently drive API adoption and consumption</p>	<ul style="list-style-type: none"> • Lower the barrier to entry and drive consumption of your digital business initiatives • Track the value of API investments to achieve desired business outcomes faster • Monetize APIs as products
<p>ALIGN IT AND BUSINESS GOALS</p> <p>Close the gap between API development and API consumption</p>	<ul style="list-style-type: none"> • Build and invest in the right APIs with insight into API usage and performance • Cut API development bottlenecks while increasing application developer team satisfaction and delivery speed • Achieve digital initiative success with less frustration, fewer delays, and lower costs
<p>ENSURE API QUALITY AND SECURITY</p> <p>Proactively identify and remedy API vulnerabilities and redundancy</p>	<ul style="list-style-type: none"> • Eliminate unmanaged, unsecured APIs • Avoid data breaches, regulatory and security policy violations, and missed SLAs • Speed delivery of initiatives with API products that are security-validated so they're not constantly being recreated • Build fewer – but higher-quality – APIs using a productization process that prioritizes their security and increases their value and longevity

Built on a platform that lets you Open Everything

Axway's universal API management platform, Amplify, is foundational to your success in building your marketplace. It enables enterprises like yours to unleash the full value of all your data so you can embrace Open Everything: create innovative services, build brilliant digital experiences and find new markets.

Amplify Marketplace is a critical component of the Amplify Platform and plays an essential role in making Open Everything possible. It gives internal and external application developers a single place to discover the right APIs they need instantly – all packaged, categorized, and ready for use.

With the Amplify Platform, APIs can be managed across multiple teams and multiple gateway vendors – on-premises or in any cloud – so you can create the digital experiences your customers expect and move new digital business initiatives out the door faster.

Open Everything with the Amplify Platform by:

Discovering APIs. Integrate existing API data planes regardless of API pattern. Connect multiple vendor gateways such as AWS, Azure, Apigee, and MuleSoft. Deployed on-premises or any private or public cloud.

Validating and securing APIs. Support data security and privacy regulations such as SOC2, PCI DSS, HIPAA, GDPR. Reduce risks with Common Criteria EAL4+ certification² – the highest certification for API management solutions.

Curating and managing APIs. Group and refine APIs into assets to analyze dependencies, aggregate resources, select versions, and track API adoption and engagement. Track usage across all your API assets.

Productizing and monetizing APIs. Create API products that are packaged, documented, and tagged. Drive up adoption of your APIs and make them a source of revenue by approaching them as marketable products.

Growing API adoption. Simplify internal and external API consumption. Leverage insight from data generated by API use, reuse, and performance to weed out APIs that aren't working and invest in the ones that are.

² Final certification pending

Learn more about driving higher API ROI and value with Amplify Enterprise Marketplace →