

A woman with dark hair, wearing a light-colored sleeveless top, is seated at a table and gesturing with her hands while speaking to a man whose back is to the camera. The background is a bright, out-of-focus indoor setting.

ORACLE®

API PLATFORM  
CLOUD SERVICE

# Lead the Way in the API Economy

ORACLE®

## Your Digital Transformations

## What *is* the API economy?

In this digital age, data is being created at an unprecedented rate. Data makes seamless custom experiences possible, such as traffic alerts as you leave work and doors unlocking as you arrive home. These modern conveniences are made possible through application programming interfaces (APIs) that enable applications and devices to communicate on your behalf. These APIs and their ability to share services are helping business growth to skyrocket.

So often, CIOs mistakenly consider APIs only technology rather than basing their company's business models, digital strategies, and ecosystems on them. Some large corporations have built their entire business and revenue streams on top of APIs: Expedia generates 90% of its revenue through APIs, and eBay generates 60% (Harvard Business Review, The Strategic Value of APIs, 2015).

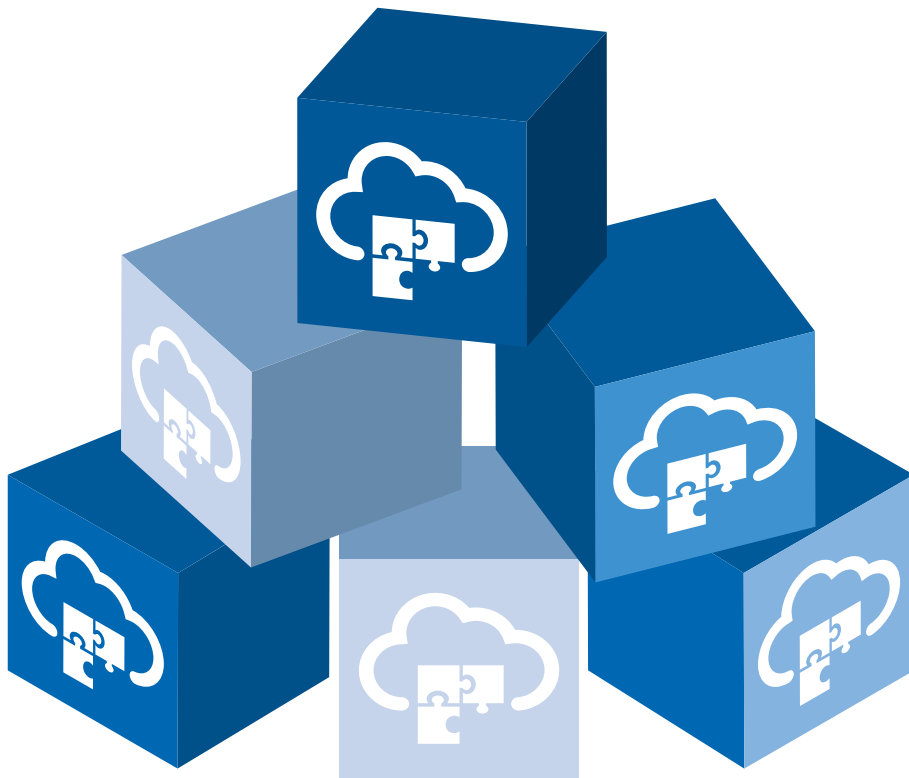
As margins thin and competition increases, the market has shown that APIs are the only way to achieve the pace and scale required in a digital economy.



*"By 2020, 50% of the Global 2000 companies will see the majority of their revenue sources come from digital products, services, and experiences."*

- IDC Futurescape 2016



**Purpose-driven Approach**

## From the ground up.

Even if it's already clear that APIs have a place in the shifting economy, the process of integrating them into your business can still be daunting. A growing number of APIs and microservices cause increasing complexity and can result in a lack of intention, control, and standardization.

It's critical that you create purpose-driven APIs that deliberately reflect the business goals and key performance indicators (KPIs) of your company. Developers enter the development process by talking to customers or key stakeholders about their requirements and critical use cases; they can mock up the API before development really begins.

*"By 2025, the digital economy and the global economy will have converged."*

- IDC Futurescape 2016

## Holistic Approach to APIs

# Why should you use API management?

After you design and develop APIs, API management addresses:

- **Processes:** Publishing, securing, promoting, and monitoring how applications communicate externally through APIs in secure, scalable environments
- **Support resources:** Defining and documenting the APIs

Because maintaining an inventory of diverse APIs can become unruly, API management is a key component of your development team's strategy. It helps if you have followed design and governance principles—keeping pace in a digital economy requires keen insight and clean tools.



**Meet Our Solution**

# Meet Oracle API Platform Cloud Service.

This full lifecycle API management product is the foundation for your digital transformation. It provides a completely new API management user experience on top of a proven API gateway—from API design and standardization, via Apiary's trusted API design and documentation platform, to security, discovery, consumption, monetization, and analysis—your APIs are covered.

The powerful, lightweight platform will transform your business by helping you:

- Rapidly design, prototype, and test APIs
- Improve agility to meet customer demands rapidly and collaborate easily
- Ensure security for digital assets with policy-driven APIs
- Gain visibility and insight to understand usage

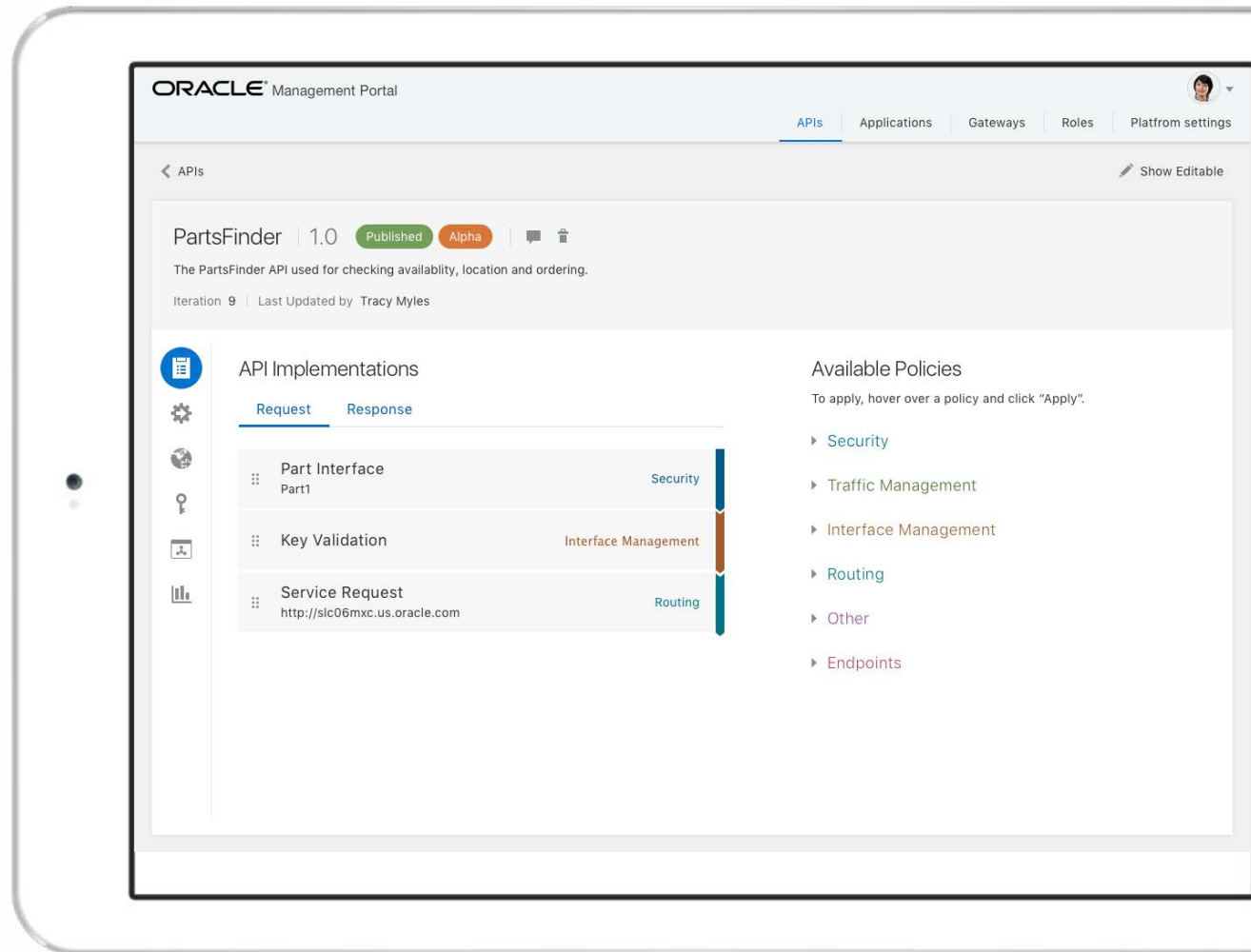
Not only that, you can integrate the platform with your favorite DevOps tools.



## Security

## Count on us.

Security is a major concern of any API management solution. With Oracle API Platform Cloud Service, you can rely on us to implement the most up-to-date security protocols.



## New Revenue Streams

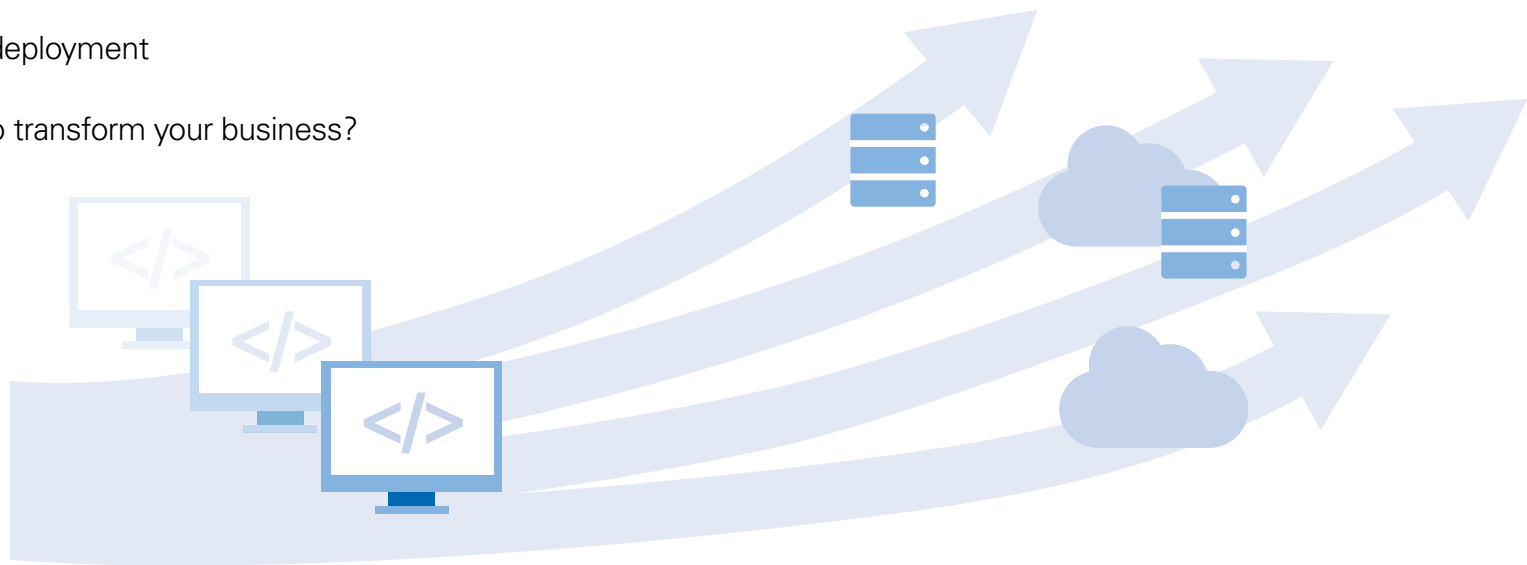
# Profit from your APIs.

Improve your profitability. By providing secure access to partners through Oracle API Platform Cloud Service, you are able to expand your ecosystem and leverage the power of external app developers to take your business even further. Having outside perspective helps to make sure that development is happening where it will make the most powerful impact on users, and to also stay ahead of disruptive trends.

To manage APIs through their complete life cycles, this run-ready, subscription-priced, and low-to-no maintenance product is tightly integrated with Oracle Cloud. It offers:

- Flexible gateway placement (cloud, on premises, or hybrid)
- Simple API deployment

Are you ready to transform your business?



## API Management

# Ensure operational excellence.

## Consume

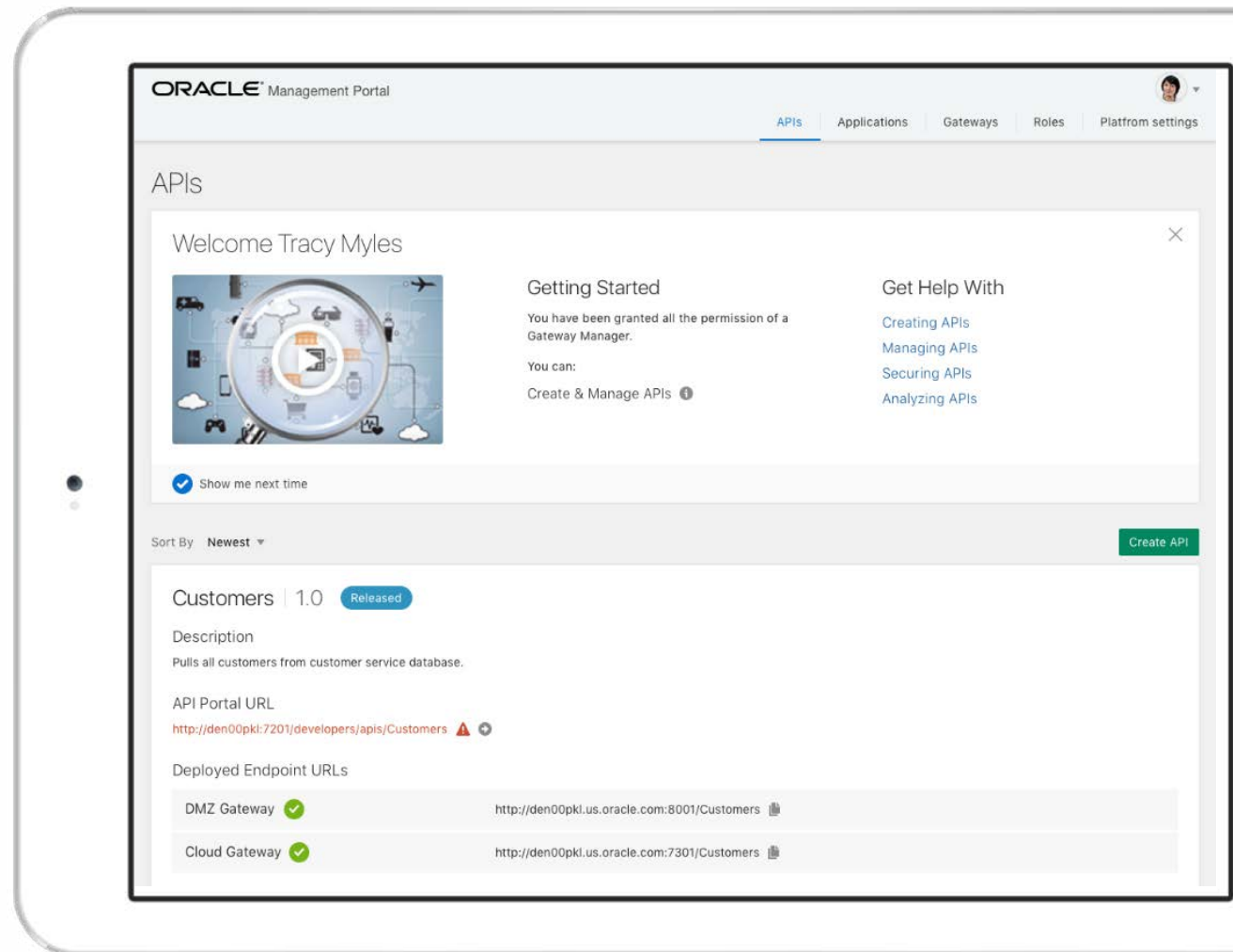
- Update and publish API documentation.
- Manage your API deployments with a few clicks.

## Monetize

- Leverage intellectual property in back-end systems.
- Generate revenue through controlled access.

## Analyze

- Understand API usage with analytics that matter.
- Review the way your APIs are performing and how they're used.



## Additional Features

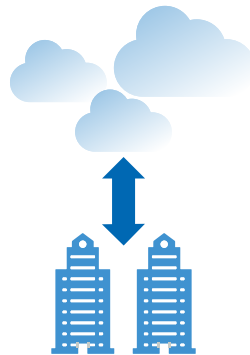
### Customizable Developer Portal

Customize the portal with a company-specific background, logo, and style. Browse API definitions, descriptions, documentation. Subscribe applications to the APIs.



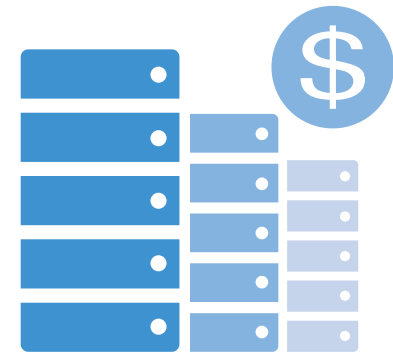
### Hybrid Solution

Deploy your gateways anywhere—Oracle Cloud, on premises, or a third-party provider cloud—with no hassles.



### Low Operational Cost

Run the gateway while Oracle handles the rest, including backups, upgrades, and configuration of clusters.



## Get Started

# Learn More

- View data sheets, FAQs, pricing, and additional resources on the [Oracle API Platform Cloud Service](#) product page.
- Sign up for a free trial at [Oracle Cloud](#).
- Purchase a subscription and get started by visiting the [Oracle Help Center](#).
- [View a video](#) on why API Management Matters.

# Connect

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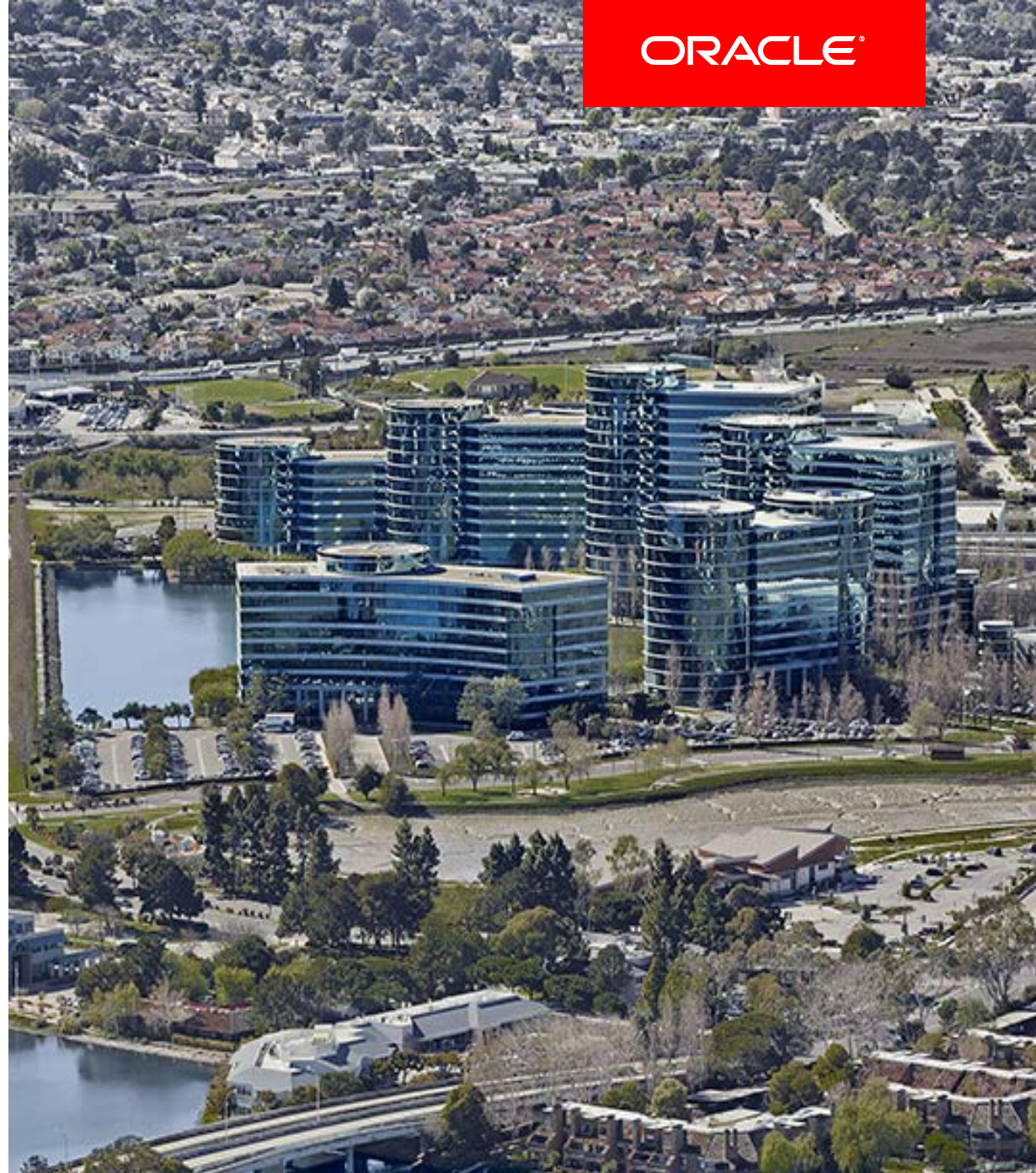
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Digital  
Transformations

Purpose-  
driven  
Approach

Holistic  
Approach to  
APIs

Meet Our  
Solution

Security

New  
Revenue  
Streams

API  
Management

Additional  
Features

Get Started

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