

## Thriving in an API Economy

We are in an API economy! Large corporations such as eBay and Expedia have built entire businesses and revenue streams on top of APIs. Digital enterprises like Uber, Stripe and Twilio are disrupting entire industries via APIs. APIs and microservices are helping traditional corporations to modernize their legacy backend systems.

The growing ecosystem of APIs and microservices as well as the development of these APIs results in increasing complexity for developers, greater pressure of designing and developing APIs faster, and lack of control and governance across a company's APIs.

## Oracle's Apiary for an API-First Development Approach

Apiary provides the world's first platform, API Flow, specifically designed to help companies accelerate and control the design, development, and documentation of their APIs and microservices. This allows its users to create products and services that customers, business partners, and even machines love to use.

As the developers of the API Blueprint description language, Apiary's founders have always been at the forefront of innovative API design and development.

Apiary's platform was built with an API-First approach in mind, (see sidebox) alleviating the complexity of API development and the frustration with building and maintaining API documentation. It's a paradigm shift in API development and the reason why Apiary's API Flow is the world's leading API-First development platform used by nearly 250,000 developers building nearly 300,000 APIs.



### What is API-First or Design-First Development?

API-First Development is a fundamental paradigm shift in the process of API design where APIs are built before applications and mirror the goals and objectives of the company. API-First Development is also commonly referred to as Design-First Development.

Before a developer builds a web, mobile, or other application, they develop the API first, then start defining the channels that the API will be available on. Developers kick off the development process discussing the API with their potential customers, generate use cases, and mock up the API before even developing the application.

## Accelerating API and Microservices Development with Apiary API Flow

Apiary API Flow is an open platform supporting both API Blueprint and OpenAPI (Swagger). The platform provides tools to developers for every step of an API-First Development Lifecycle and delivers several significant benefits to a team of developers:

### Consistency

Following an established API contract ensures greater consistency in the development of APIs and microservices.

### Collaboration






Sharing API designs with customers and other developers before they are developed enables better collaboration.

### Product quality

Designing and testing APIs before they are even developed ensures greater product quality.

### Development costs & time to market

Reusing established API contracts and repositories reduces development costs and speeds up the time-to-market.

API-First Development Cycle	Apiary API Flow Tools
 <p><b>Prepare</b> Build API guidelines for governance and control; and establish workflow rules.</p>	<p>API Style Guide API Teams</p>
 <p><b>Design</b> Collaborate with stakeholders to generate the API contract.</p>	<p>API Editor GitHub Integration</p>
 <p><b>Develop</b> Use automatically created API instances and code samples for testing.</p>	<p>API Mock Server</p>
 <p><b>Deliver</b> Verify runtime APIs and test drive the API design.</p>	<p>API Test</p>
 <p><b>Consume</b> Automatically document your API assets as well as debug any API issues.</p>	<p>API Docs API Inspector</p>

Trusted by some of the leading API developers worldwide

Apiary API Flow is being used by over 250,000 developers across 4,000 companies worldwide who are designing and developing nearly 300,000 APIs.

“Using Apiary to enable better collaboration among the developers at Xero has helped us build APIs faster and deliver more consistency from all the teams across the whole enterprise. It’s been a really great win for us.

- Justin Thirkell · Senior Developer · Xero



A Platform for Individual Developers and Teams of Any Size

Oracle’s Apiary offers plans for individual developers, small developer teams, and large enterprises. Pricing is based on the number of team members, but all plans include unlimited API projects and access to all core tools (API Editor, Mock Server, Interactive Documentation, Debugger, and Automated Testing).

For more information, please visit [apiary.io/plans](https://apiary.io/plans) or contact us at [sales@apiary.io](mailto:sales@apiary.io).

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