



RED HAT
FORUM
Europe, Middle East & Africa



Unlock the power of your APIs

Darren Long
Specialist - Middleware,
PaaS, APIs - Nordics
dlong@redhat.com

Martin Östmark
Senior Solution Architect
mostmark@redhat.com

AGENDA

1. API Drivers

- Why?

2. Role of an API Management Platform

3. 3scale API Management Platform

- What?
- Demo

THREE PILLARS OF AGILE INTEGRATION

Key Foundational Capabilities needed by Today's Enterprises

Distributed Integration

- Lightweight
- Pattern Based
- Event Oriented
- Community Sourced

Flexibility

Containers

- Cloud native solutions
- Lean artifacts, individually deployable
- Container based scaling and high availability

Scalability

APIs

- Well defined, re-usable, and well managed endpoints
- Ecosystem leverage

Re-Usability

THREE PILLARS OF AGILE INTEGRATION

Key Foundational Capabilities needed by Today's Enterprises

Distributed Integration

- Lightweight
- Pattern Based
- Event Oriented
- Community Sourced

**RED HAT[®] JBOSS[®]
FUSE**

Containers

- Cloud native solutions
- Lean artifacts, individually deployable
- Container based scaling and high availability

 **RED HAT[®]
OPENSIFT**

APIs

- Well defined, re-usable, and well managed endpoints
- Ecosystem leverage

 **3scale**
BY RED HAT[™]

API DRIVERS

API's - tech or business?

'APIs start with technology but are really about doing business in a digital age'

Tech



Programmable
interfaces

REST / SOAP

Lightweight
integration

Business



API Community /
ecosystem

Network effect

API Program

External R&D

Platform
business

API Economy!

Welcome to the API Economy!

The economy enabled by APIs where suppliers and consumers trade access to digital assets via standard interfaces.

APIs enable or drive all digital initiatives.



UBER



Success Stories

Expedia: \$4bn revenue from APIs

eBay: 60% listings via APIs

API centric

An API strategy is an architectural approach that revolves around a particular way of thinking about interfaces. Namely:

“Providing self-service, one-to-many, reusable interfaces.”

SOA / API centric comparison

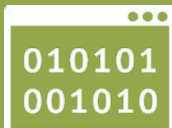
SOA:

- limited number of tight integrations
- known participants
- specific use cases
- tightly administered

API centric:

- wider audience
- more reusability, looser coupling
- lightweight, agile integrations to support future unknown use cases
- self-service

APIs underpin modern business



Internal Agility



Customer Ecosystem



Partner Ecosystem



Mobile & IoT Support



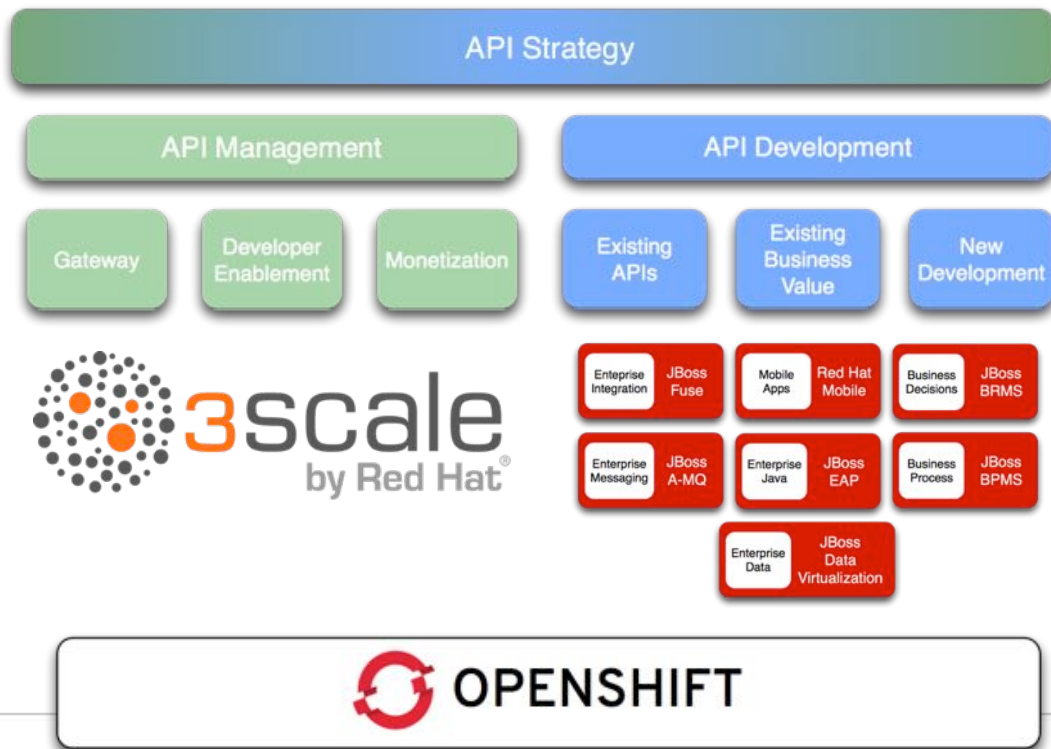
APIs as a Business



Content & Transaction Channel

Role of an API MANAGEMENT PLATFORM

Building an API Strategy with Red Hat



TYPICAL API MANAGEMENT EXPECTATIONS

Visibility

- Analytics
- App Tracking
- User Tracking
- Traffic Alerts
- Engagement
- Developer Support

Control

- Security
- Key Management
- Rate Limiting
- Policy Enforcement
- App & User Management
- Provisioning

Flexibility/scalability

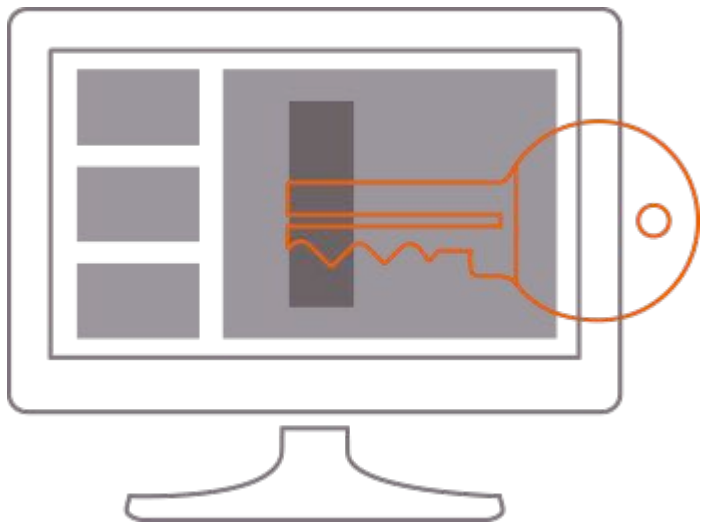
- Distributed
- Multi-Department
- Multi-Environment
- Highly Scalable
- Powerful APIs
- Webhooks

3SCALE API MANAGEMENT SOLUTION

KEY FEATURES

3SCALE KEY PRODUCT FEATURE 1/5

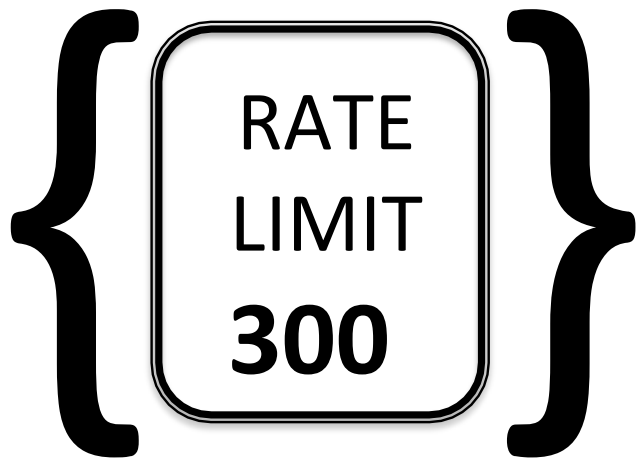
Fine-grained and flexible **access control** to APIs



- Standard API keys
- Application ID and key pair
- OAuth v1.0 and 2.0

3SCALE KEY PRODUCT FEATURE 2/5

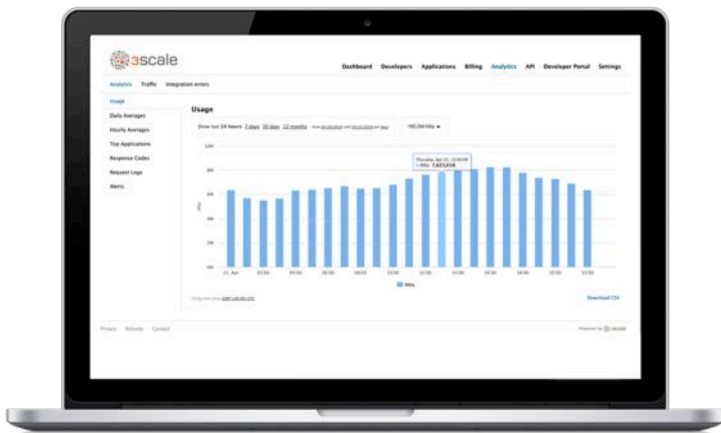
Configuration of **API usage contracts** such as rate limits



- Different API consumer segments
- Flexible per-time-period limits

3SCALE KEY PRODUCT FEATURE 3/5

API usage analytics



- Traffic patterns
- Top API consumers
- Alerts, reporting

3SCALE KEY PRODUCT FEATURE 4/5

Developer portal with interactive API documentation

The screenshot displays a REST API documentation interface for a PUT endpoint: `PUT /sms/v2/{id}`. The interface includes the following elements:

- Endpoint:** `PUT /sms/v2/{id}` with the action `Put SMS`.
- Implementation Notes:** A section titled "Implementation Notes" with the text "Put SMS using ID".
- Parameters Table:** A table with columns for Parameter, Value, Description, Parameter Type, and Data Type.

Parameter	Value	Description	Parameter Type	Data Type
id	<input type="text" value="[required]"/>	Possible values are: 1, 2 etc	path	string
sms	<input type="text" value="[required]"/>	the json body containing an SMS Details	body	Model / Model Schema
user_key	<input type="text"/>	Your access API key	header	string
- Model / Model Schema:** A JSON schema for the 'sms' parameter:

```
{  "type": "object",  "required": true,  "properties": {    "id": "string",    "sms": "string",    "user_key": "string",    "pass": "boolean"  }  }
```
- Parameter content type:** A dropdown menu set to `application/json`.
- Try it out:** A button to interact with the API.
- DELETE /sms/v2/{id}** endpoint is partially visible at the bottom.

- Interactive API documentation
- Swagger-based
- Self-service developer portal

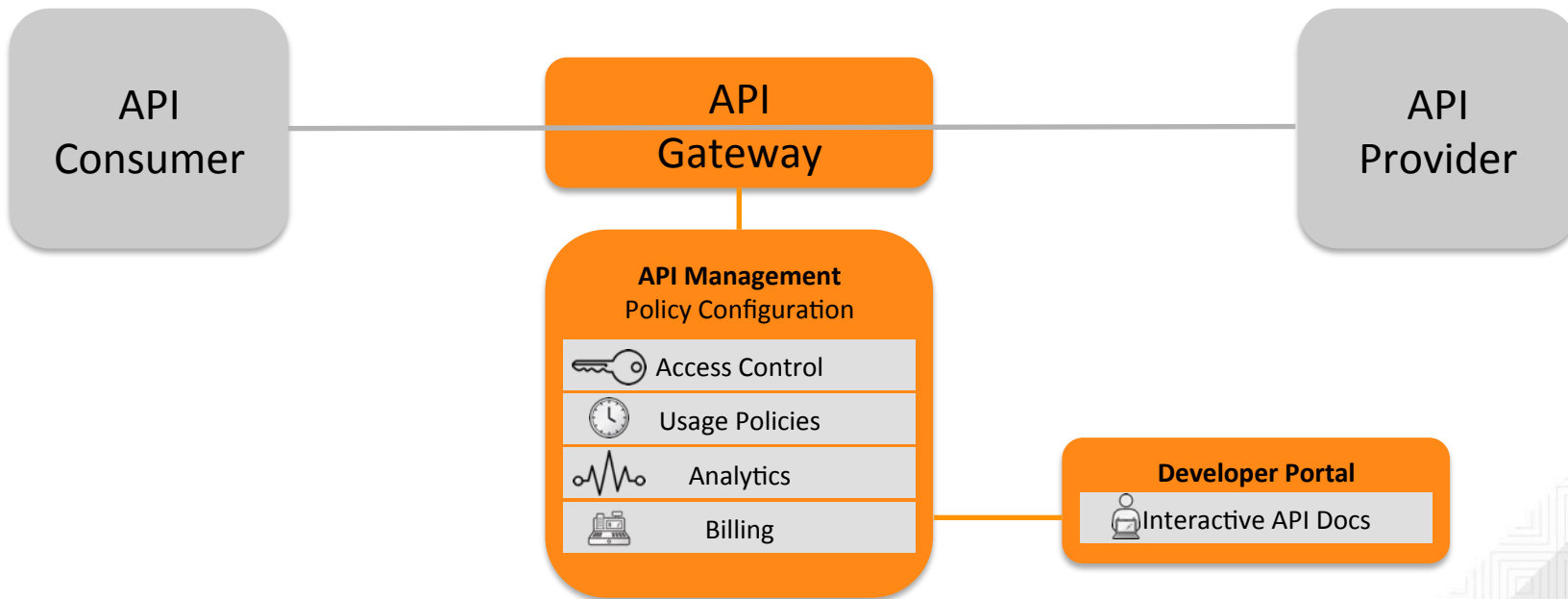
3SCALE KEY PRODUCT FEATURE 5/5

Monetization of individual APIs

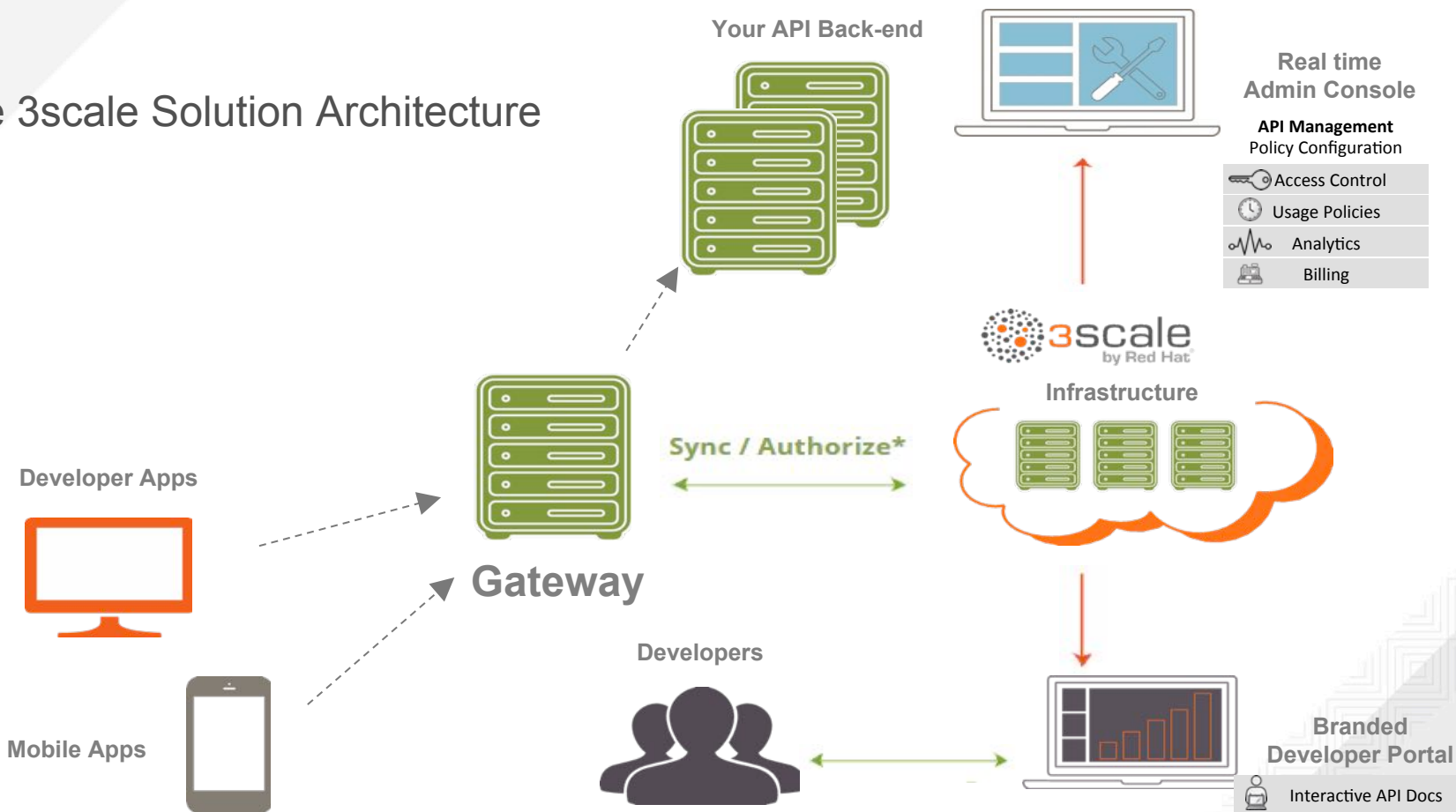


- Build business model
- Flexible pricing rules
- Automatic invoicing

THE 3SCALE SOLUTION ARCHITECTURE



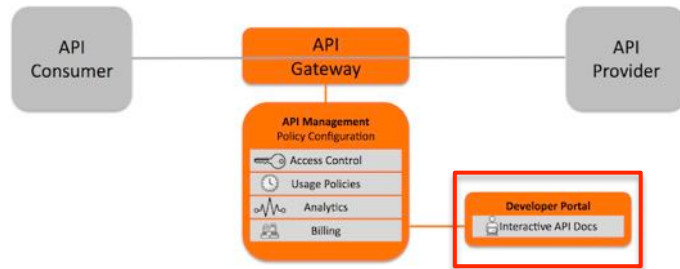
The 3scale Solution Architecture



DEMO

OXFORD UNIVERSITY PRESS

developer.oxforddictionaries.com



Internal Agility



Customer
Ecosystem



APIs as a
Business

WHAT'S NEXT?

3scale
BY RED HAT

PRODUCT PRICING RESOURCES CUSTOMERS PARTNERS BLOG

Secure <https://www.3scale.net/signup/> Start free trial Login Support

Sign up

Create your 3scale account and see for yourself. We'll get you started with a free 45-day trial, which you can upgrade at any time.

First Name Company / Project name

Last Name developer-portal .3scale.net

Email api-admin-portal .3scale.net

Password What is the purpose of your API?

At what stage is your API Project? Who will have access to the API?

Sign up

No credit card required

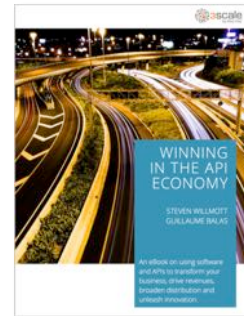
By signing up for a 3scale API Management account, you agree to our [Terms and Conditions](#) and [Privacy Policy](#). 3scale respects your privacy, and we will never share your personal information without your consent.

- Free 90-day trial

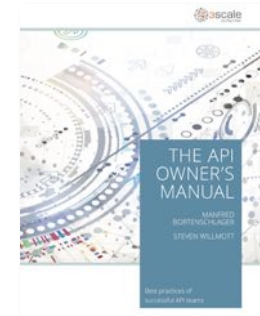
<https://www.3scale.net/signup/>

- White papers, tutorials, videos, etc

<https://www.3scale.net/resources/>

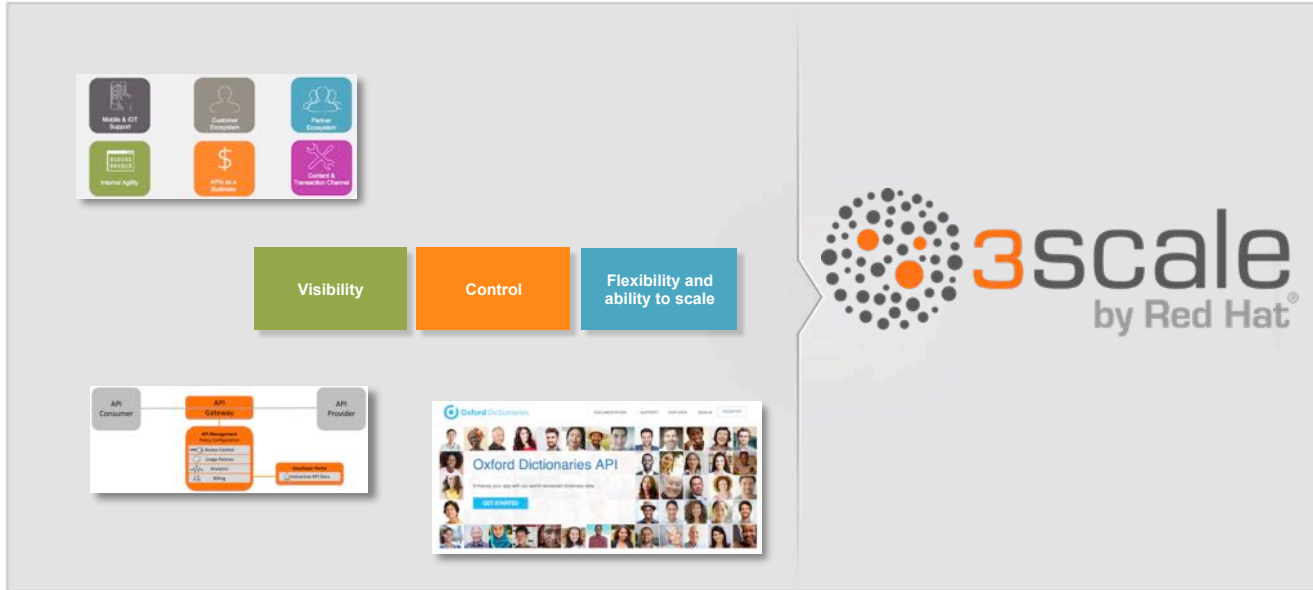


<http://bit.ly/2pPcsnw>



<http://bit.ly/APIManual>

SUMMARY - RED HAT 3SCALE API MANAGEMENT





redhat.®



RED HAT
FORUM
Europe, Middle East & Africa