

**RED HAT
SUMMIT**

API STRATEGY DEMYSTIFIED

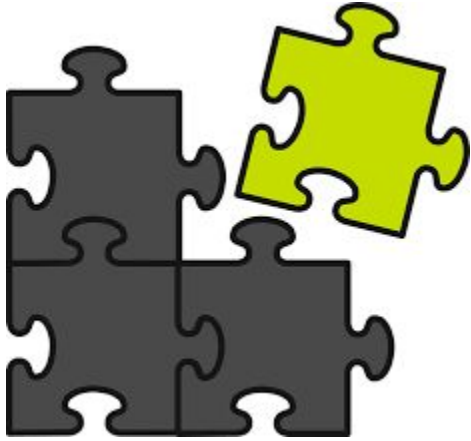
Creating an API Program Your Developers Will Love

Monica Hockelberg, Integration Domain Architect at Red Hat

David Codelli, Product Marketing Manager at Red Hat

May 9, 2019

WHAT ELEMENT OF AN API STRATEGY IS OFTEN OVERLOOKED?



... THE DEVELOPER'S EXPERIENCE

... THE DEVELOPER'S EXPERIENCE

*Platforms that developers enjoy using
are more successful.*

3:30:3 RULE ...for APIs

3:30:3 RULE ...for APIs



**3 seconds
to
UNDERSTAND**

3:30:3 RULE ...for APIs

**3 seconds
to
UNDERSTAND**

**30 seconds
to
DISCOVER**

3:30:3 RULE ...for APIs

**3 seconds
to
UNDERSTAND**

**30 seconds
to
DISCOVER**

**3 minutes
to
USE**



Opening the door for future digital services

Welcome to the Government of Canada new API Store, our one-stop shop for Application Programming Interfaces (APIs). We encourage you to use these APIs – which provide a wealth of government data and information – to build new applications and services for Canadians. We welcome [your feedback](#) to this version of the store. Check back regularly as we continue to add more APIs to the store.

Start now by completing these 4 simple steps!



EXPLORE

View the list of services and pick what you'd like to use.



REGISTER/LOGIN

Create your user account to gain access.



SUBSCRIBE

Pick a plan and subscribe for each API you want to use.



TEST/USE

Test your key and use it for your project!

HOW DO I GET FROM HERE



HOW DO I GET FROM HERE



TO THERE?



MENU ▾


API store 

Register/login

Opening the door for future digital services

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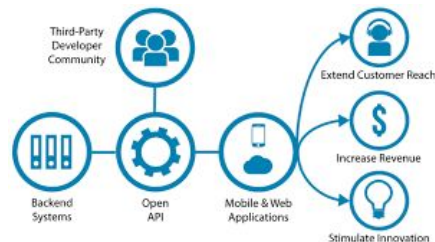
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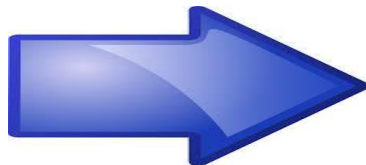
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HOW DO I GET FROM HERE



TO THERE?



... THE 4 PRINCIPLES



1ST PRINCIPLE

- Define clear API program objectives that advance core business goals.

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Identify

1ST PRINCIPLE

- Define clear API program objectives that advance core business goals.



Identify



Measure

1ST PRINCIPLE

- Define clear API program objectives that advance core business goals.



Identify



Measure



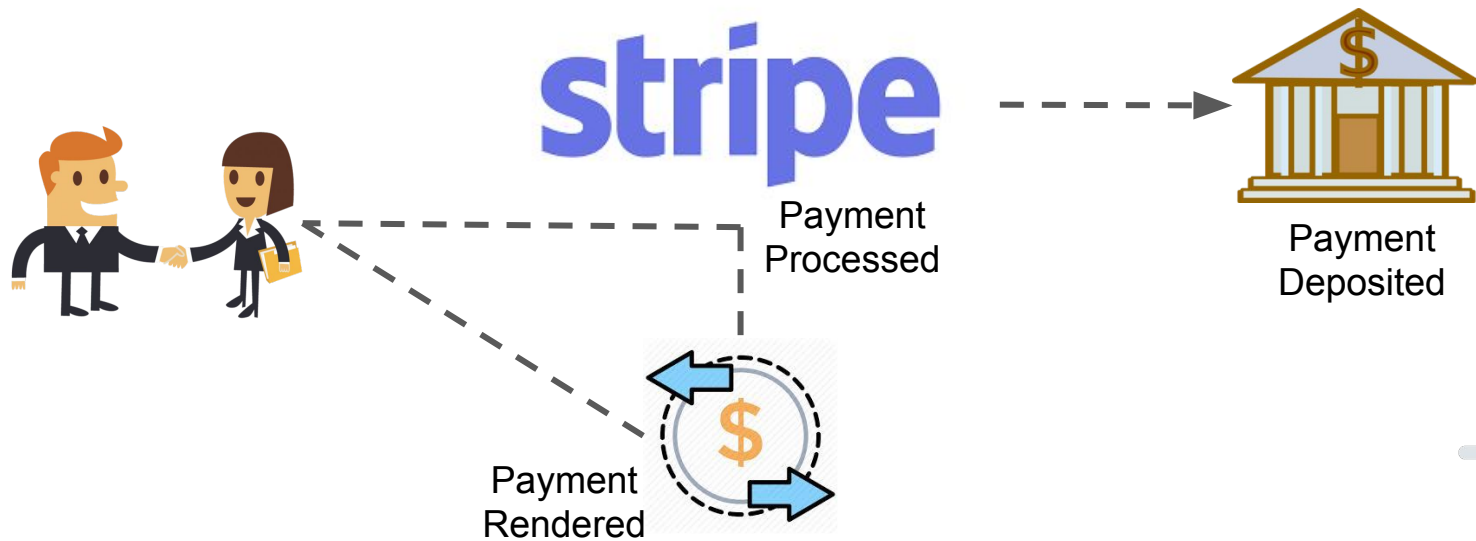
Brand



Patrick and John Collison

via CNBC

A Payments Platform that “Doesn’t Suck”



... a developer-focused, instant-setup payment platform that scales to any size

Simple things should be simple and complex things should be possible.

—Alan Kay

2ND PRINCIPLE

→ Structure your delivery pipeline for changing requirements.

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Organize

2ND PRINCIPLE

→ Structure your delivery pipeline for changing requirements.



Organize



Balance

2ND PRINCIPLE

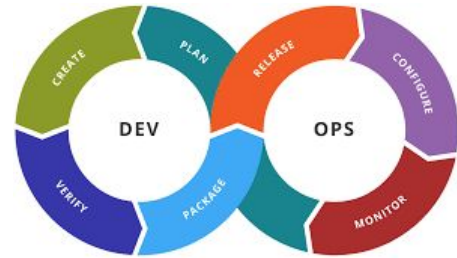
→ Structure your delivery pipeline for changing requirements.



Organize



Balance



Automate

LEADING independent provider of Aircraft Maintenance + Overhaul

On a typical day:

Inspect 2000+ aircraft and overhaul 1000+ aircraft components

110,000 components in stock

26,000 employees delivering parts to 2,000+ aircraft worldwide

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By 2025, more than 38,000 aircraft are forecasted to be in operation worldwide.

Latest aircraft types produce 50 times more data than older generations.



Prediction



Fulfillment



Open Digital Platform for the Aviation Industry



Lufthansa Technik

AVIATAR

The innovative and holistic platform for the entire aviation industry: AVIATAR offers an extensive variety of digital products and services for airlines, MROs, OEMs and lessors by combining multiple apps in one place

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... digital products and services for airlines, MROs, OEMs, and lessors

3RD PRINCIPLE

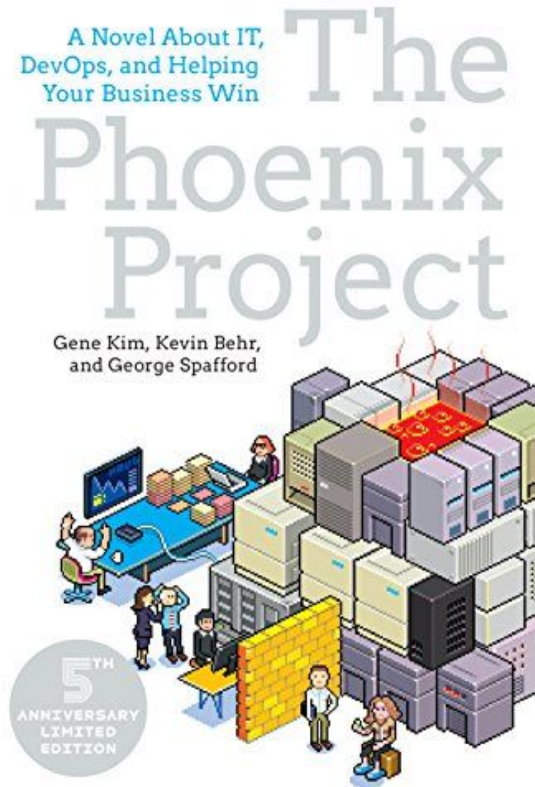
- Establish architecture and processes that will automate and scale, based on your culture and competencies



Assess

Software development as a manufacturing facility

- Cycle times
- Process flows
- Profitability
- Bottlenecks



3RD PRINCIPLE

- Establish architecture and processes that will automate and scale, based on your culture and competencies

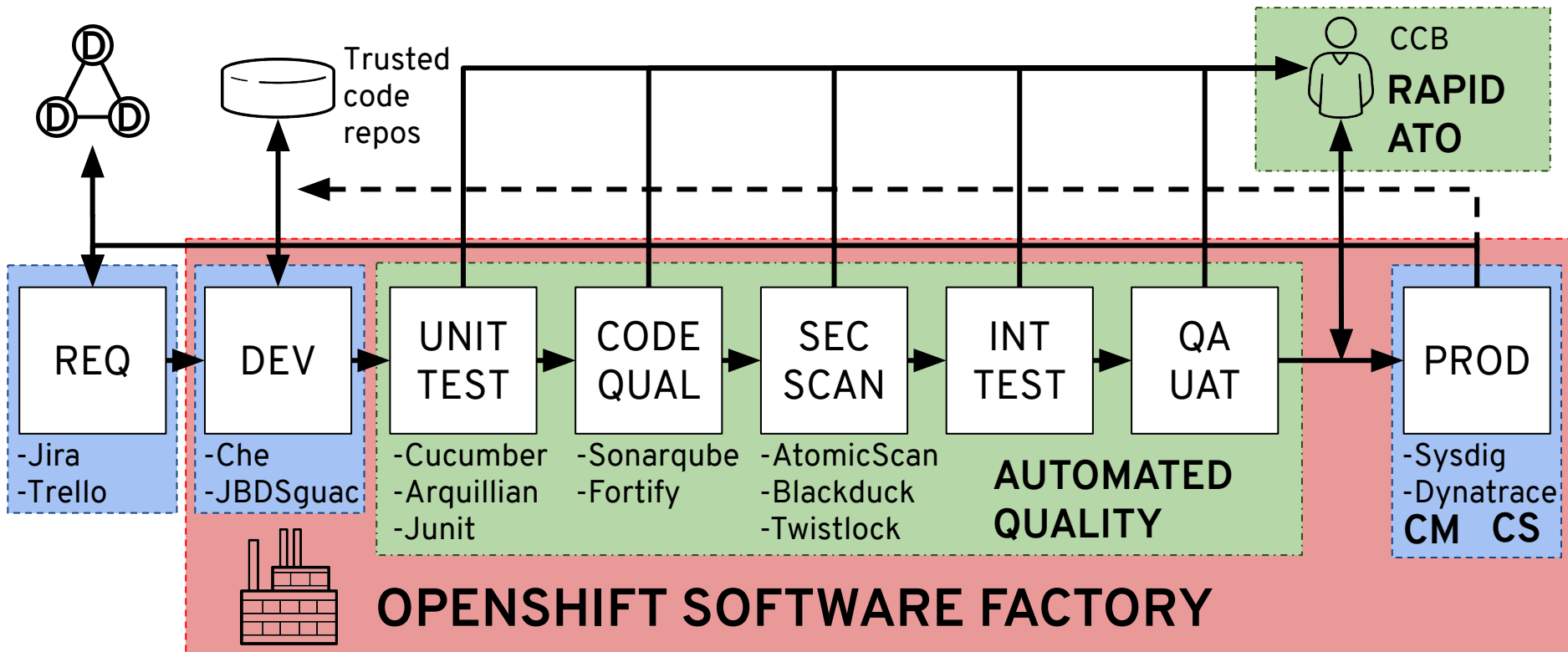


Assess



Standardize

3RD PRINCIPLE: OWNING THE ASSEMBLY LINE



3RD PRINCIPLE

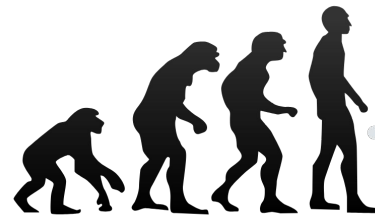
- Establish architecture and processes that will automate and scale, based on your culture and competencies



Assess



Standardize



Evolve

APIs AT SCALE

Schiphol Developer Center

API & Solutions

How it works

Examples

More ▾

Developer Center

Create, share
and grow

4TH PRINCIPLE

→ Focus on engaging your developers.



4TH PRINCIPLE

→ Focus on engaging your developers.



Attract

COMPETITIVE INTENSITY

Percent of US manufacturers classified
as "hypercompetitive"



Source: "The Rise of Hypercompetition from 1950 to 2002"
by L.G. Thomas and Richard D'Aveni, 2004

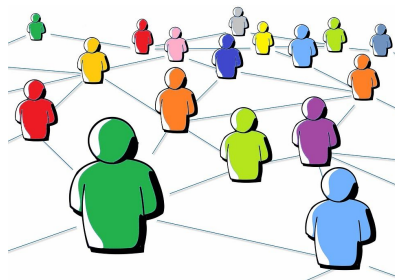
Source: Dave Gray, The Connected Company

4TH PRINCIPLE

→ Focus on engaging your developers.

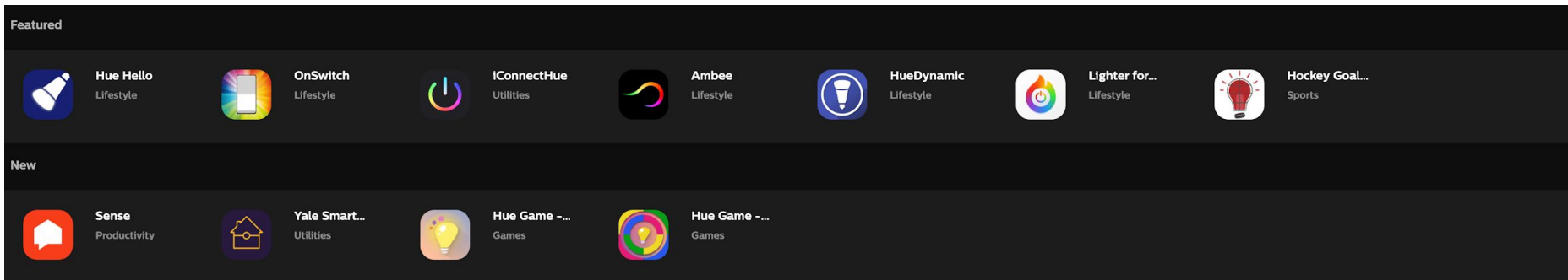


Attract



Socialize

Highlighting Your Developers' Apps: Philips Hue



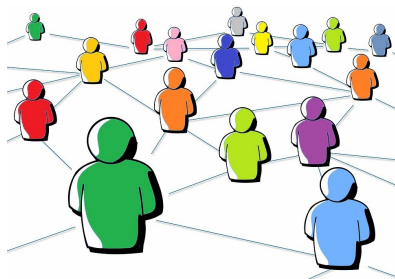
In 2014, Philips Hue developer adoption grew by 157%, as measured by average visitors to the developer portal. This growth has been fostered by a clear understanding of the different developer personas that are building on the API. ProgrammableWeb.com

4TH PRINCIPLE

→ Focus on engaging your developers.



Attract



Socialize



Equip

An iceberg floating in dark blue water under a clear sky. The visible tip of the iceberg is white and contains labels for visible product management aspects. The submerged part is a much larger, darker blue mass containing labels for hidden aspects. The water's surface is slightly rippled, and the sky is a pale blue with some light clouds.

Documentation

Reporting

Policies

Security

Testing

Developer Portal

Advertising

Community

Promotion

Flexible Pricing

Product Management

FOUR PRINCIPLES RECAP

Define clear API program objectives that advance core business goals.

Structure your delivery pipeline for changing requirements.

Establish architecture and processes that will automate and scale, based on your culture and competencies.

Focus on engaging your developers.



An instant-setup payment platform that scales to any size ... offering a delightful payment experience for consumers and is fun for developers to work with.



“We have infrastructure as code, reproducible at any time”



“This new infrastructure needed to provide massive scalability to support one of the key tenets of the airport’s goal: sharing relevant data via RESTful APIs based on open data principles”

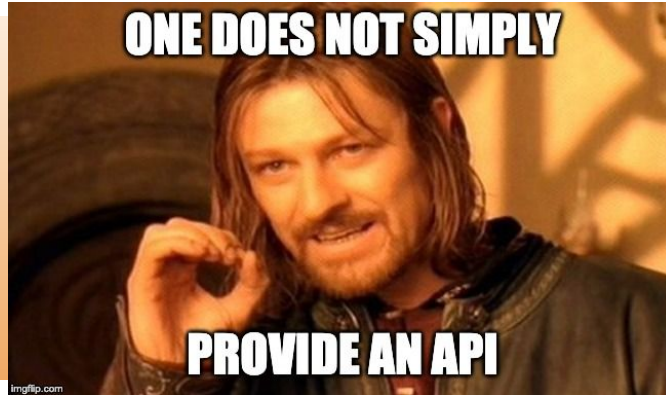


“Growth has been fostered by a clear understanding of the different developer personas that are building on the API.”

AND DON'T FORGET ...

AND DON'T FORGET ...

... THE DEVELOPER'S EXPERIENCE



LEARN MORE

API Owner's Manual

<https://red.ht/2UjyM7B>



Agile Integration E-Book

<https://red.ht/2UYElg3>



Red Hat 3scale Trial

3scale.net



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THANK YOU



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