THIRD PARTY API'S

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INTRODUCTION

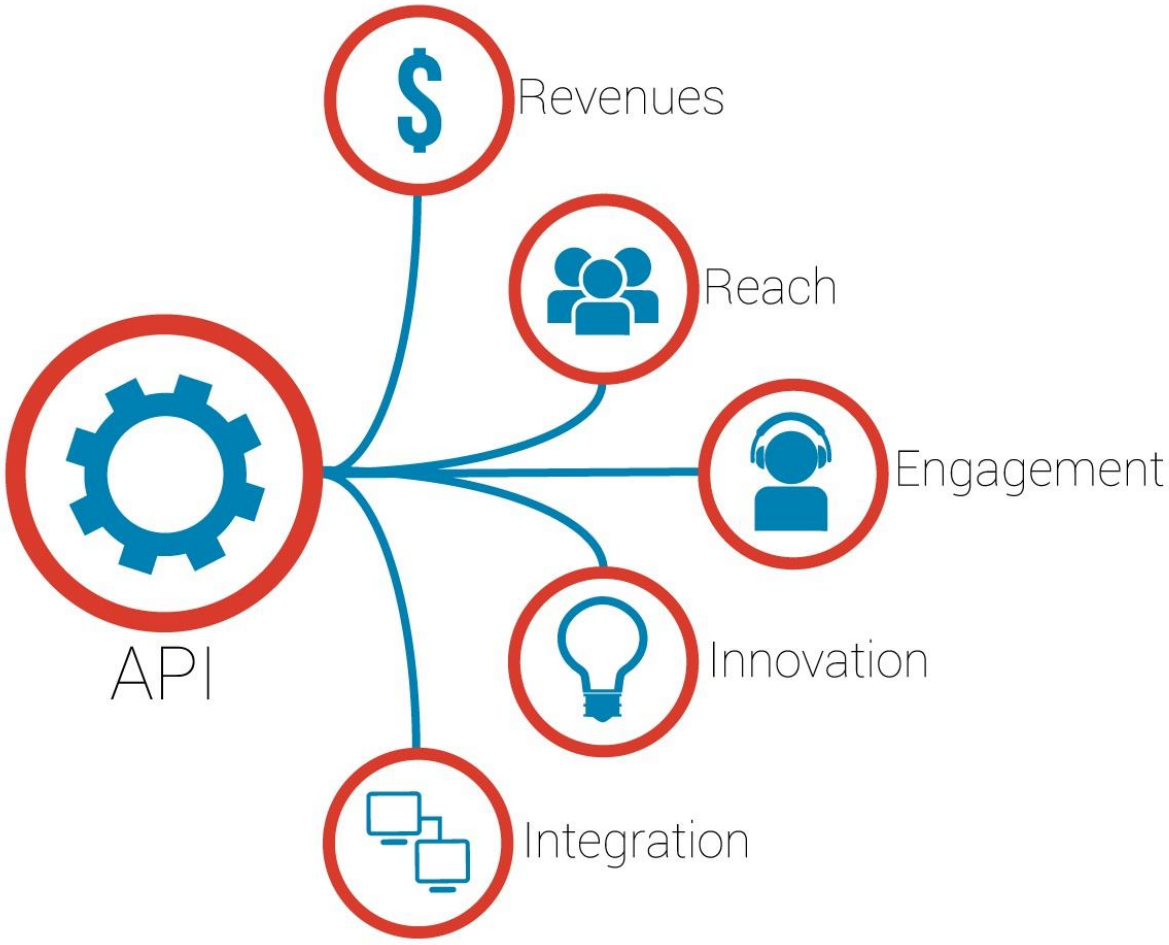
A third party API allows you to access a third parties functionality or data to use on your site or application. An easy way to think about it is that an API allows one application to talk to another.Using a third-party API, you can save a significant amount of time leveraging functionality that you don't need to rebuild.

But how do third party APIs actually fit into things? A third party is something that someone else has developed, that you are implementing. For example, there are a number of weather APIs freely available to use. With a small amount of JavaScript, you can pull data from the API into your application. This has the distinct advantage of not needing to constantly update the weather manually.

This is a fairly trivial example. Most large organizations with a complex software environment use third-party APIs to avoid data duplication. Let's say an off the shelf work roistering system is used alongside a custom finance system. Using the work roistering systems third party API, that data can be sent to the finance system.

A first-party API on the other hand is an API that has been developed internally. So, you have created the API, possibly to use between multiple custom applications. A common use case for the first-party APIs is for those companies adopting a micro services architecture. Rather than creating a huge application (think monolithic ERPs of the past, we won't name names), you instead create multiple smaller micro services that communicate through APIs. This would be a perfect example and use case of first-party APIs.

Sometimes a business will release an API toolkit, and allow 3rd party developers to build APIs independently. Sometimes, businesses will keep access to their product/service locked behind their own (1st party) APIs or have no API at all. Twitter is one such company, as a result, there is a competitive ecosystem of tools to supercharge your business'



Advantages and Disadvantages of Third-Party API's

Using third-party API's has its advantages and disadvantages. One of the most obvious advantages is that it allows your app's development to occur much more quickly and go live sooner rather than later. As mentioned before, this is because developers are not having to create code from scratch for one that already exists and works well. For startup companies, third-party API's are beneficial because limited resources do not become an issue since the feature is already there for them to integrate into their system. On the other hand, there are some concerns with using third-party API's mostly because if you have too many of them it can cause huge problems with your core infrastructure. Remember that even though it can be cheaper to use a third-party API,

you are more or less paying for data.Dev Digital has work with various API's in creating apps and websites for our clients. Below you will find a partial list of some of our favorites:

An API is short for an Application Programming Interface, and it is a great "shortcut" for developers and coders to utilize when building a mobile app or a website. Simply put, an API provides developers with various operations they can use instead of building a new operation from scratch. This provides consistency across the app and saves the developer a ton of time since they do not

need to get into all of the nuts and bolts of the code. API's help developers by not making them have to reinvent the wheel over and over again for the basic needs of various apps and websites. For example, if you wanted your app to have the capability of taking a picture or video, the coder would not have to create a new camera interface for your app. Instead, the coder simply uses the API that is already available and integrates it into your app.