

**The API Economy is Here:  
Facebook,  
Twitter, Netflix and Your IT  
Enterprise**

**SOA**<sup>TM</sup>  
—  
software



# API defined

A collage of API-related terms and technologies, including:

- OAuth
- REST
- OPENID
- API
- JSON
- SOAP
- SSL
- API Management

Associated labels and descriptions:

- App ID
- RPC
- SOA
- Governance
- WS-\*
- XML
- HTTP Basic Auth
- API Management

# API defined

Application programming interface

From Wikipedia, the free encyclopedia

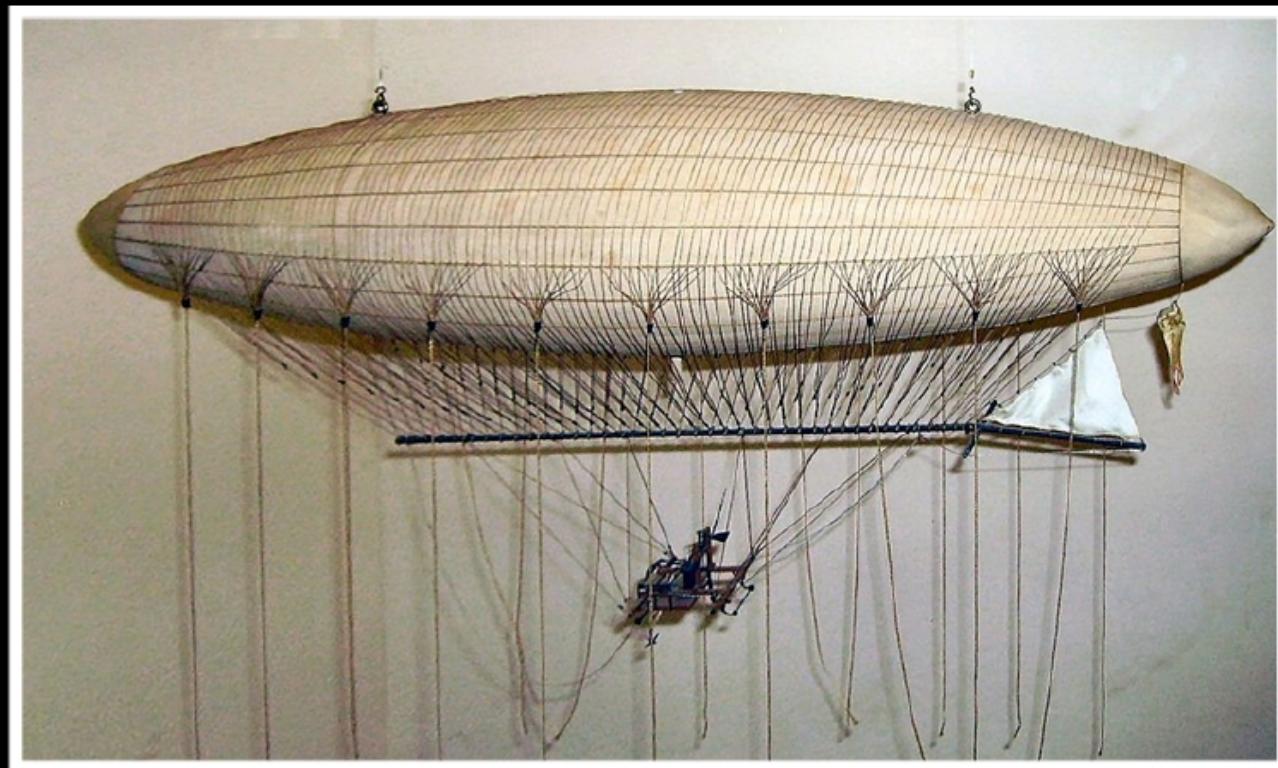
An application programming interface (API) is a specification intended to be used as an interface by software components to communicate with each other. An API may include specifications for routines, data structures, object classes, and variables. An API specification can take many forms, including an International Standard such as POSIX, vendor documentation such as the Microsoft Windows API, the libraries of a programming language, e.g. Standard Template Library in C++ or Java API.

Source: [http://en.wikipedia.org/wiki/Application\\_programming\\_interface](http://en.wikipedia.org/wiki/Application_programming_interface)

# Human innovation

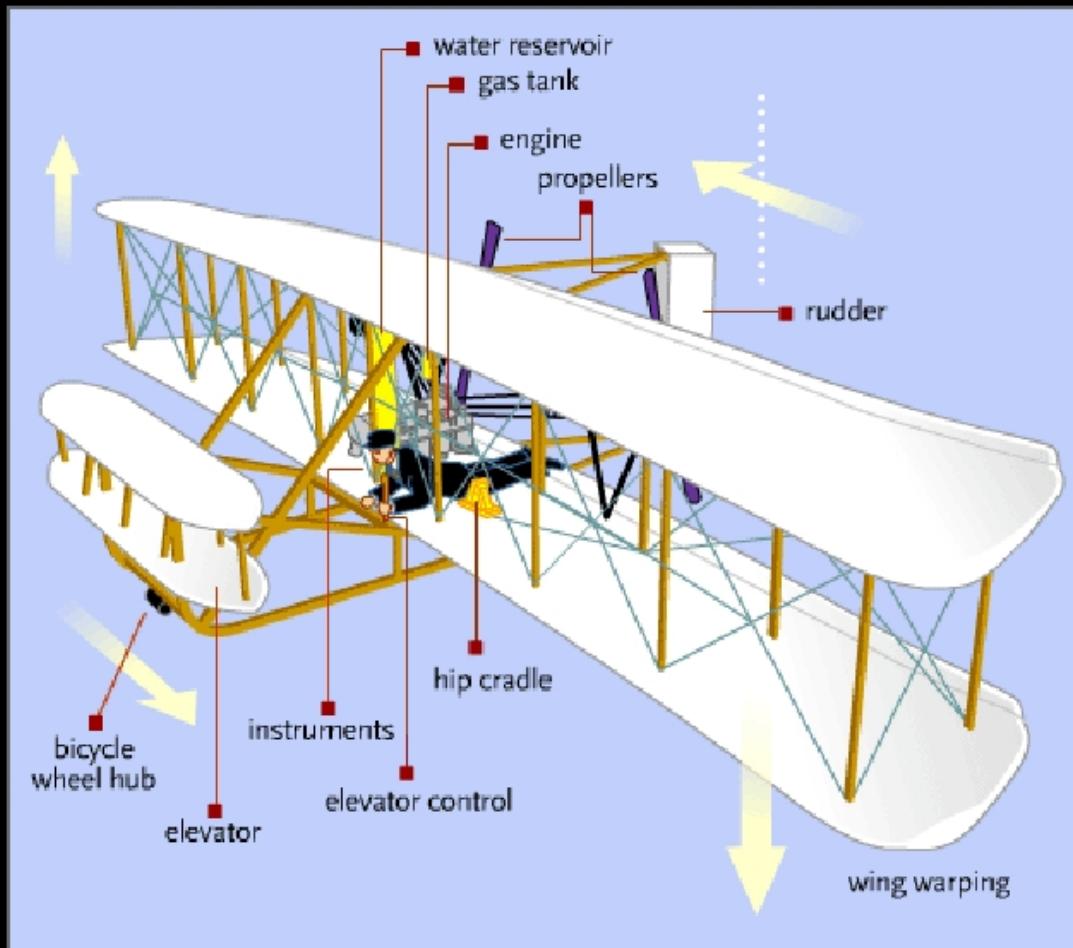


# Human innovation



*\*A model of the Giffard Airship at the London Science Museum.*

# Human innovation



# Human innovation



# Human innovation



# **Unlocking human innovation in your business ecosystem**

Unlocking the innovation of employees.



# Unlocking human innovation in your business ecosystem

**STRAVA** [Log In](#)

Track your progress and challenge your friends! [Get Started Now](#)

Corey Scobie, Christy Smith and 24 other friends use Strava.

Chris P.  
San Francisco, CA  
[Follow on Strava](#)

Chris' 2012 STATS  
297 Activities   6,650mi Miles Ridden   543 Followers

Popular Segments on this Ride

GGP Polo Field Lap	02:41
GGP Polo Field Lap	02:14
Dirt Polo Fields Lap	02:16
+ 7 more	

# **Unlocking human innovation in your business ecosystem**

Unlocking the potential of your business partner or channel sales community.



**Unlocking human innovation in your business ecosystem**



# **Unlocking human innovation in your business ecosystem**

Unlocking the potential of your customers.



# Unlocking human innovation in your business ecosystem

IFTTT

My Recipes   Create   Browse   Channels   cscobie ↗

## Dashboard

**My Personal Recipes**  
1  
1 are turned on  
[Create a Recipe](#)

**My Shared Recipes**  
0  
used 0 times  
by other people  
[View my public profile](#)

**Community**  
Join the conversation on  
Twitter and Facebook.  
[Follow @IFTTT](#) 37K followers  
[Like](#) 18k

**Invitations**  
Help us spread the word.  
[Invite a friend!](#)

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**Active Channels**


8 Channels with 252 possible Recipe combinations.

[Add more Channels](#)

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**Suggested Channels**



Try one of these popular IFTTT Channels.

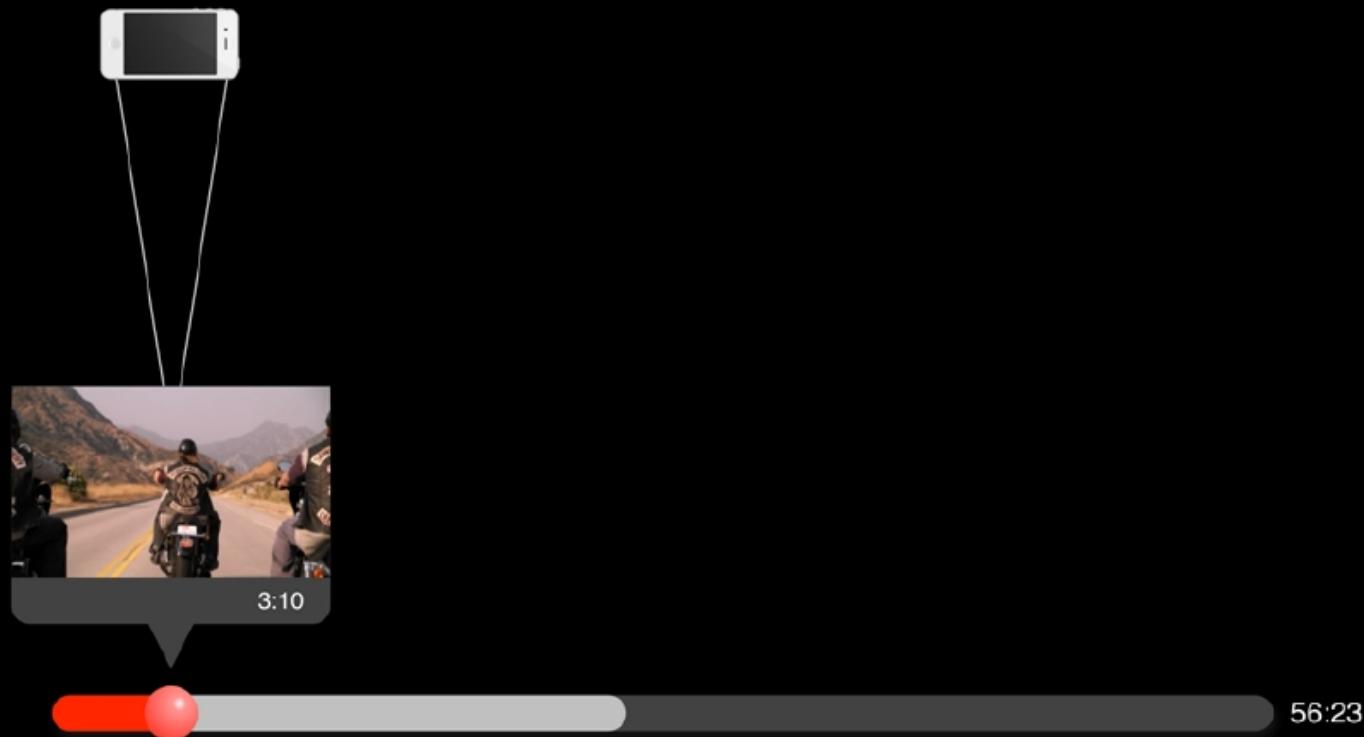
# Expand & enhance your business ecosystem



# Expand & enhance your business ecosystem

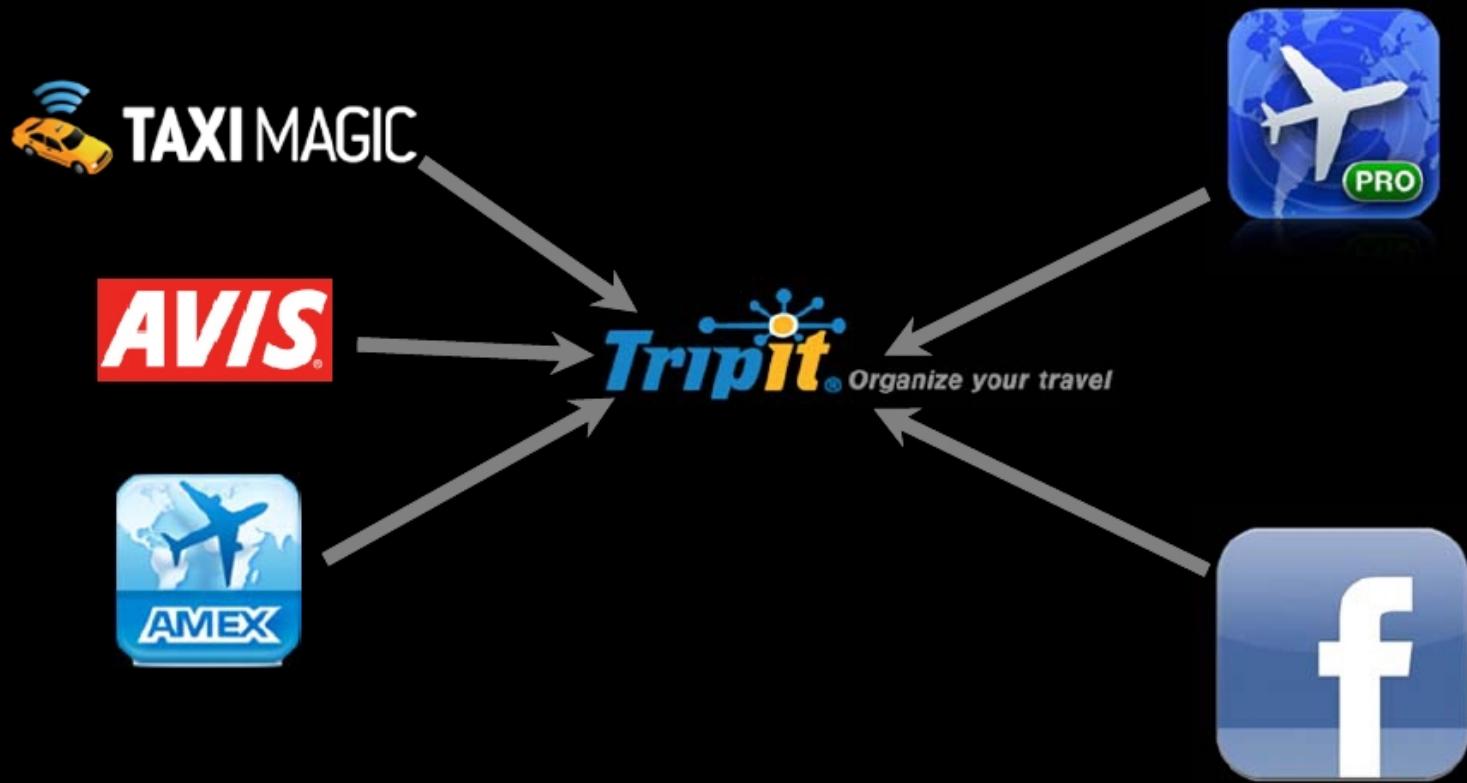


# Expand & enhance your business ecosystem



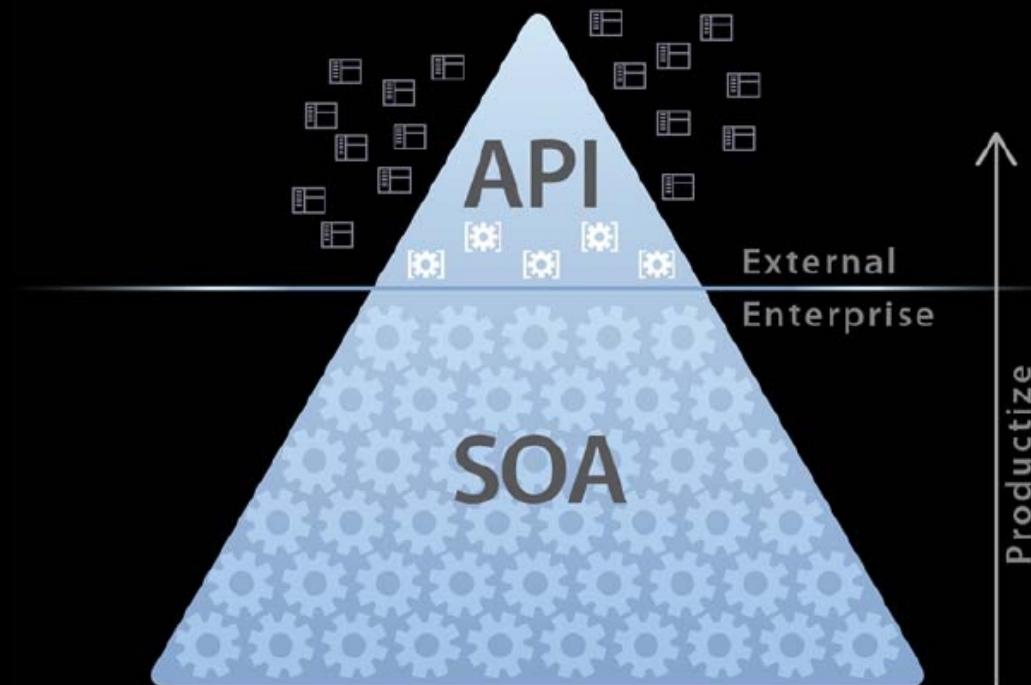
# Expand & enhance your business ecosystem

Use APIs to create gravitational pull to your products or service

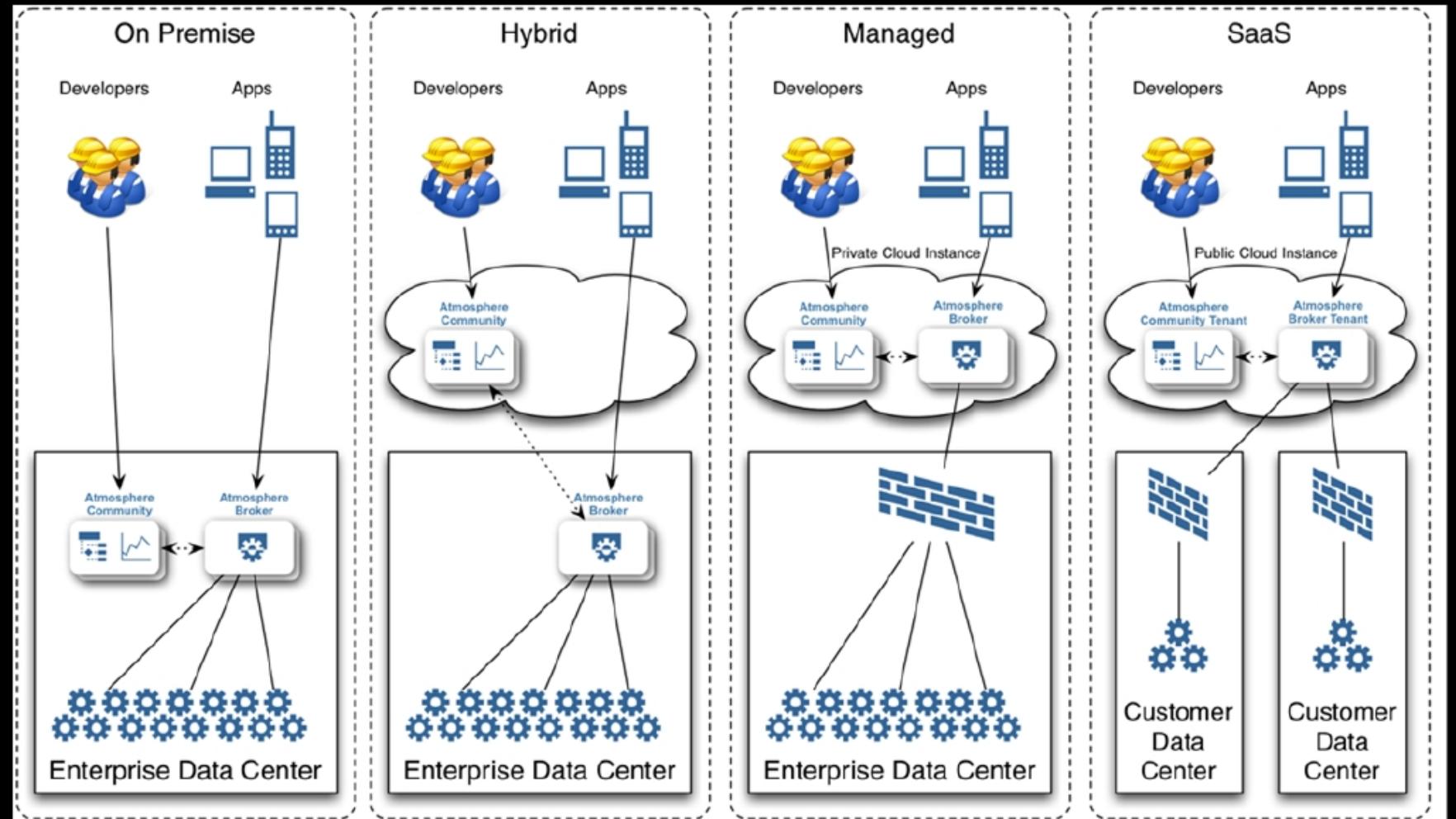


# Enterprise API Strategy

Embrace (don't abandon) your existing investment in services architecture when defining your API strategy



# Enterprise API Strategy



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