



MuleSoft™
connecting the new enterprise

Welcome to the API Economy

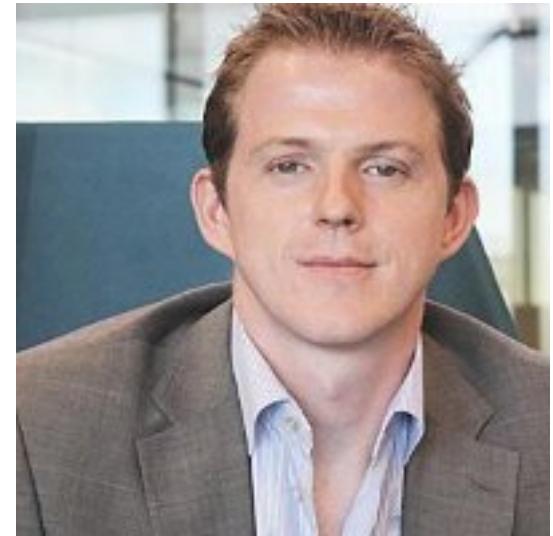
Ross Mason, Founder of Mulesoft
@rossmason

- **A recording** of this webinar will be made available to you within a few hours
- **Slides** can be downloaded from the downloads tab
- **Questions** can be submitted at any time through the questions button. Q/A will be at the end of the presentation.
- **Detailed use case questions** can be submitted to our dedicated team of experts through:
MuleSoft.com/Ask

Ross Mason

Founder and VP of Product Strategy, MuleSoft
@rossmason

- Created the open source Mule project in 2003
- Former CEO of SymphonySoft
- Founded MuleSoft in 2006
- Extensive experience in integration



Agenda



- What is the API Economy?
- Driving forces
- What enterprises are doing today
- What should you be planning for

“The Industrial Revolution marks a major turning point in history; almost every aspect of daily life was influenced in some way”



How does a revolution start?



The right mix of
Demand, Resources,
Innovation, Adaptation

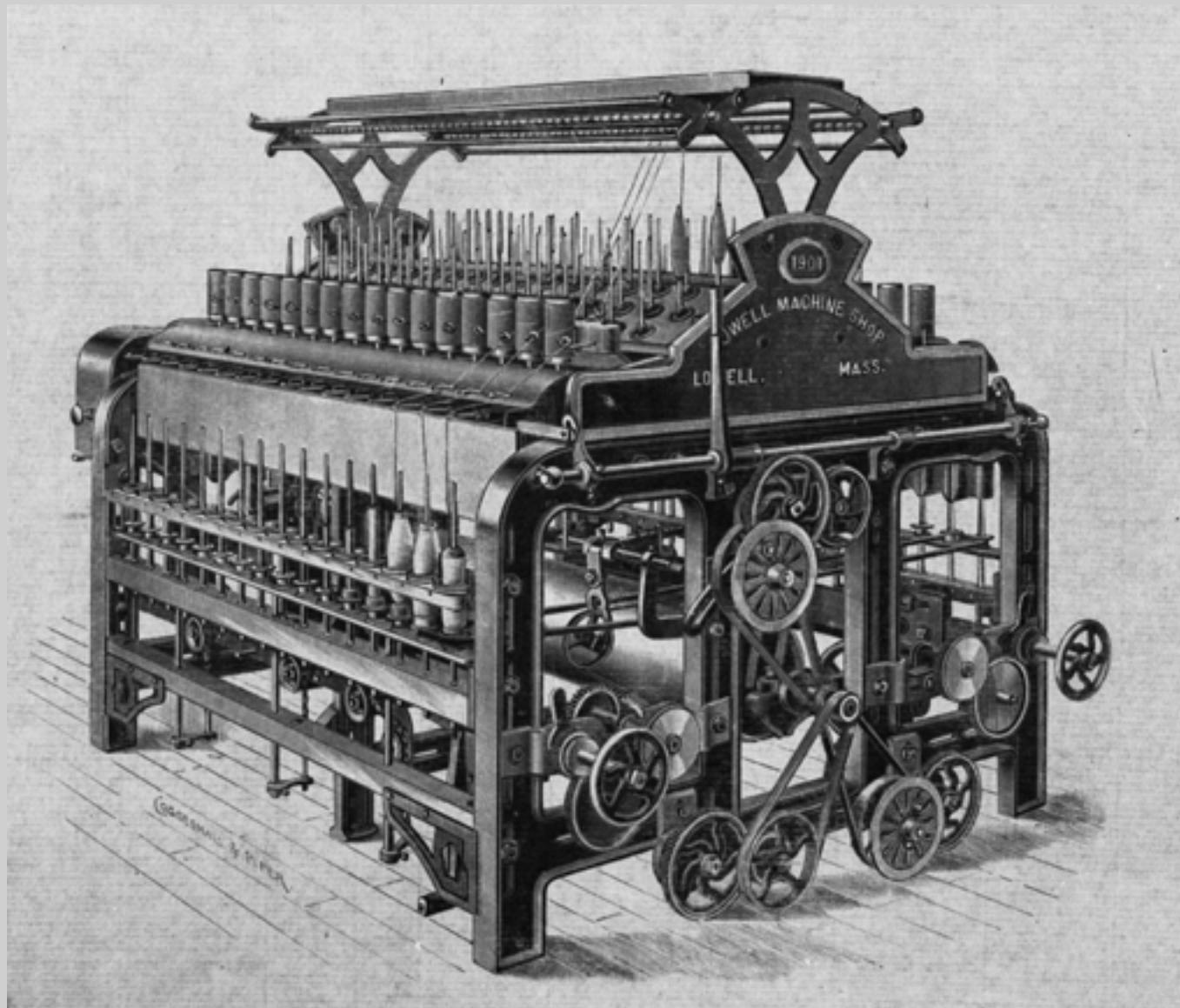
Demand



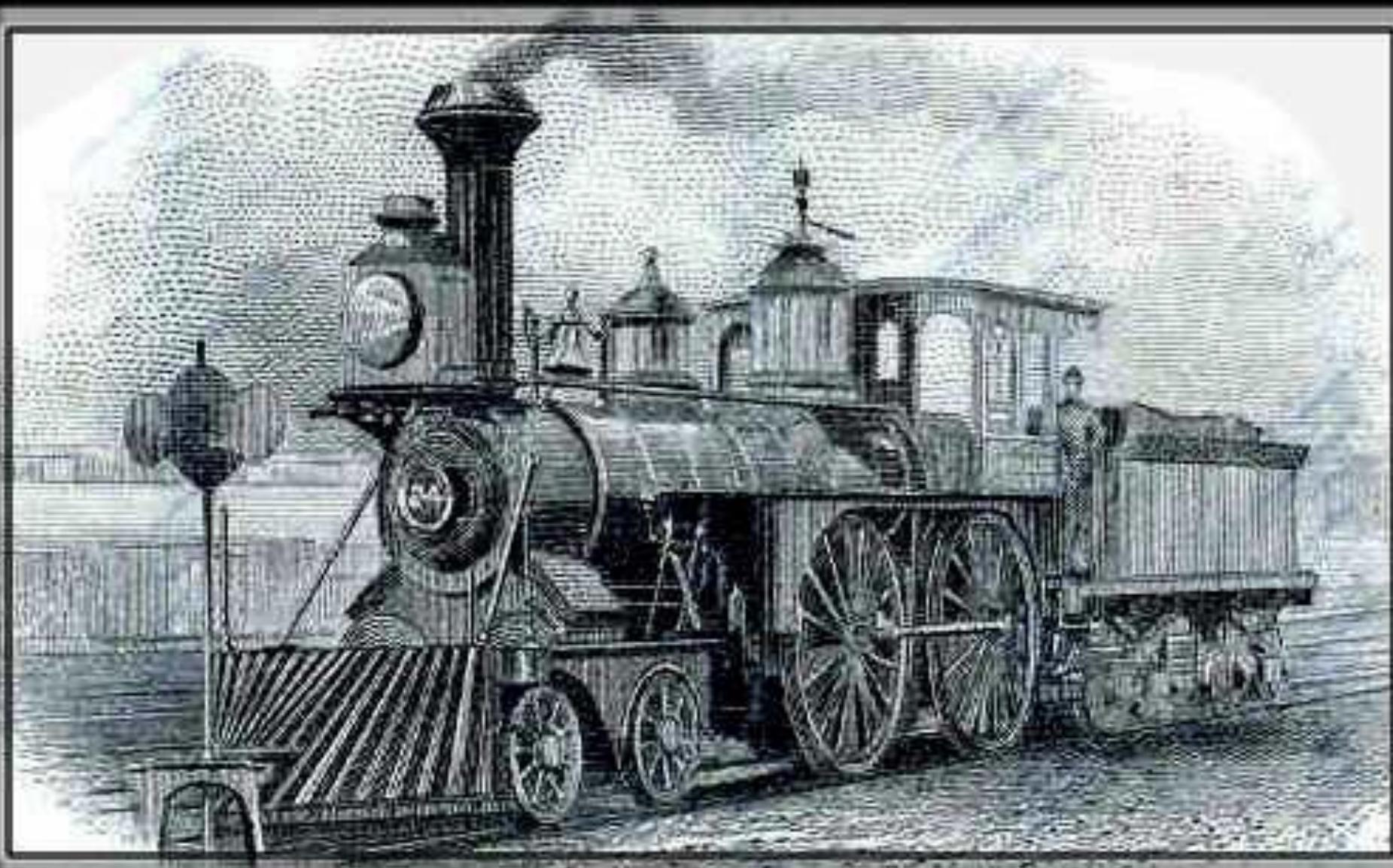
Resources



Invention



Adaptation



Industrial Age was started by the Industrial Revolution

We are now in the Information Age

Do we have the right ingredients for
another digital revolution?

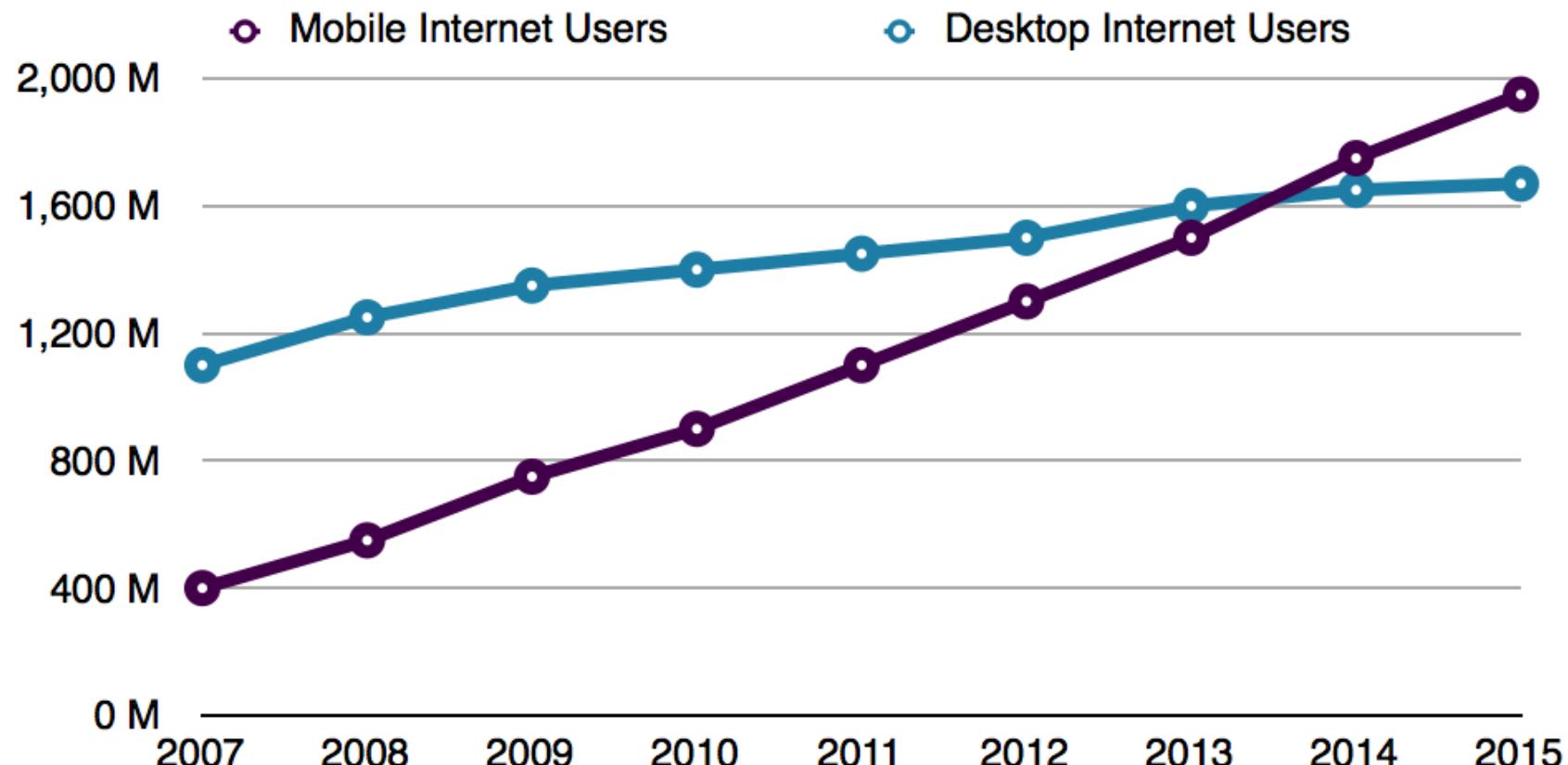
Demand



2.8 billion people connected to the Internet

Source: International Telecommunication Union, a United Nations agency

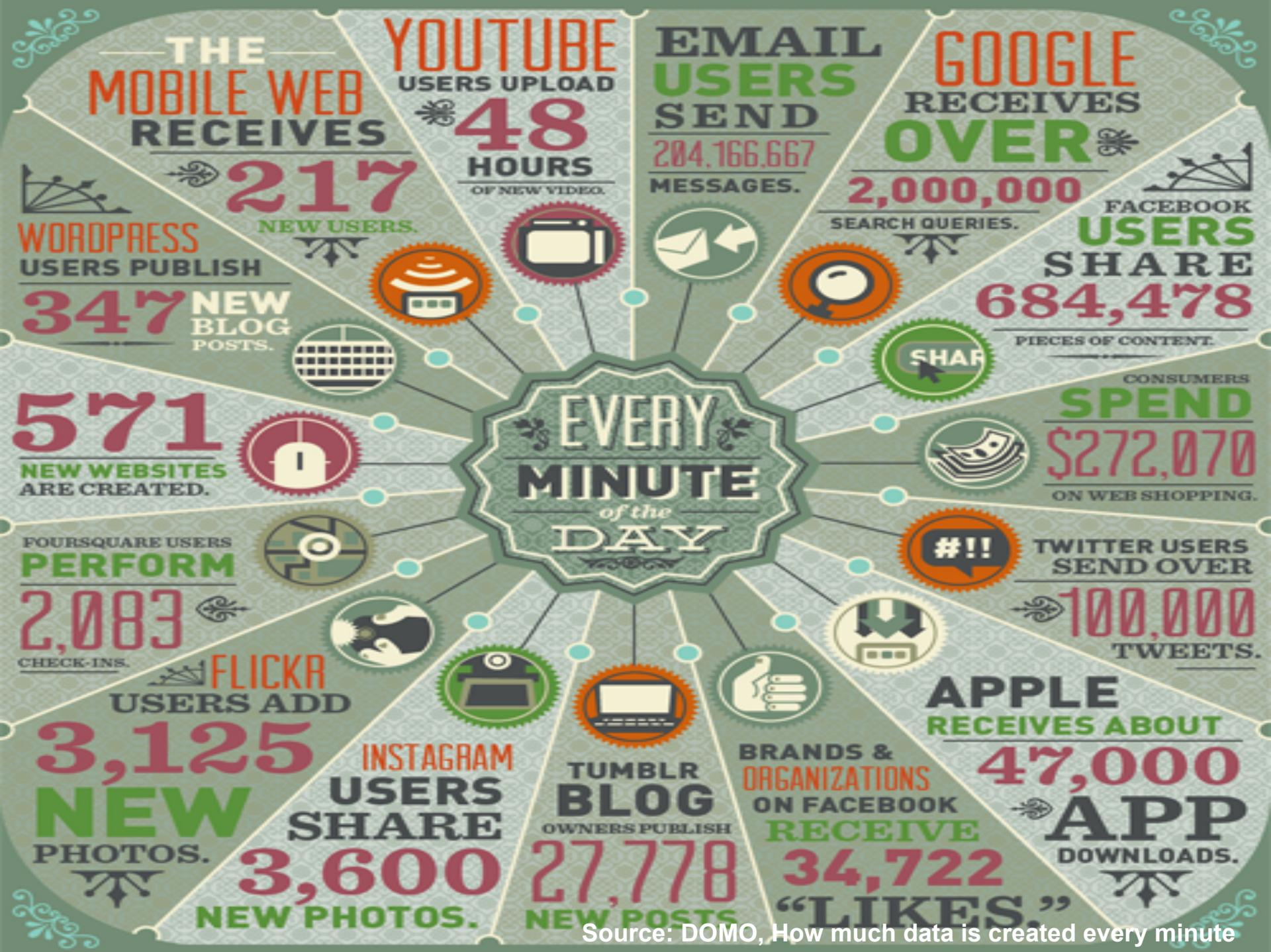
Demand: Consumer expectation



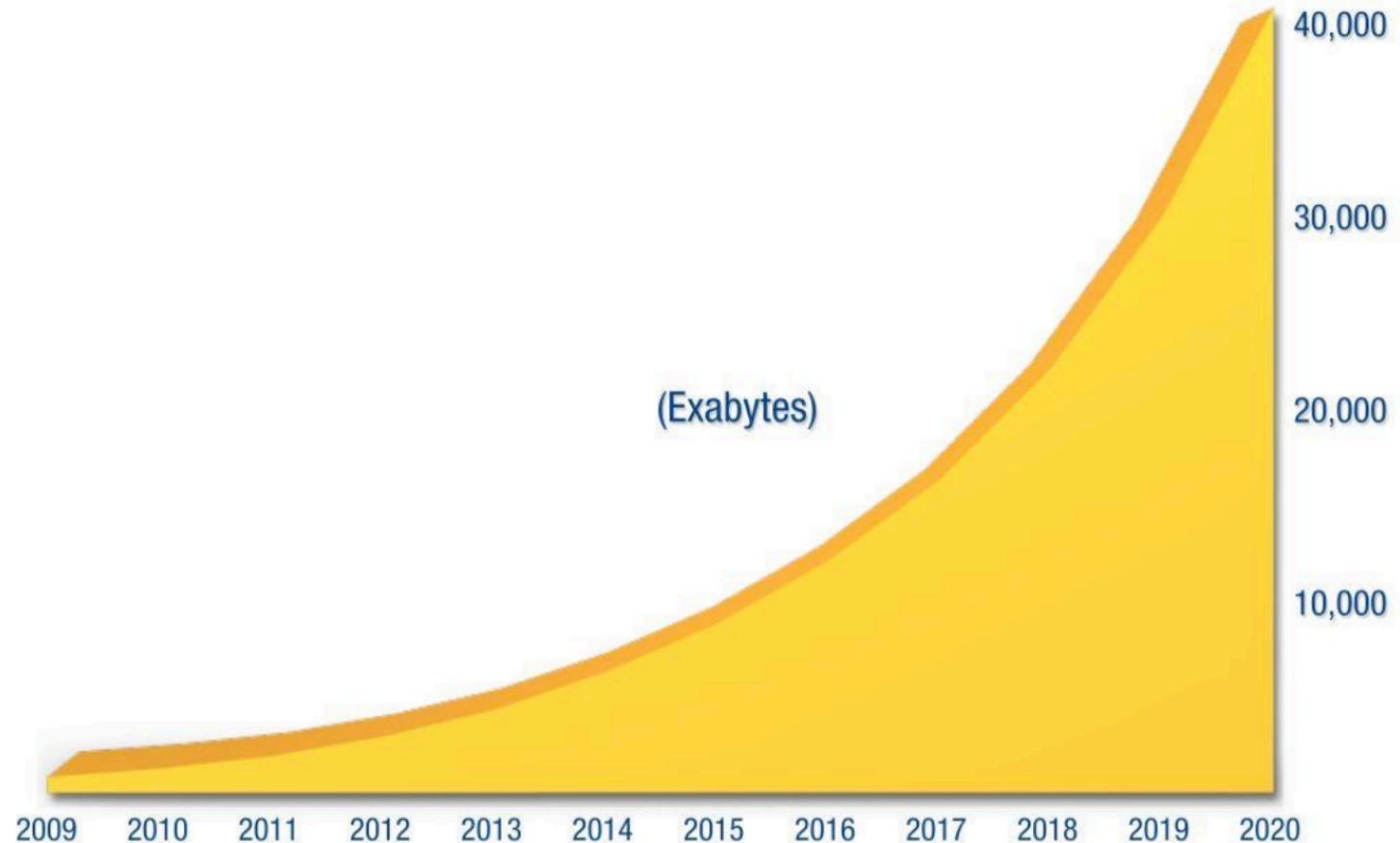
Source: Morgan Stanley, Internet Trends, April 2010

The **resource** driving the digital revolution
Is **data**

...loads of it



Data volume will grow 50 fold over 15 years

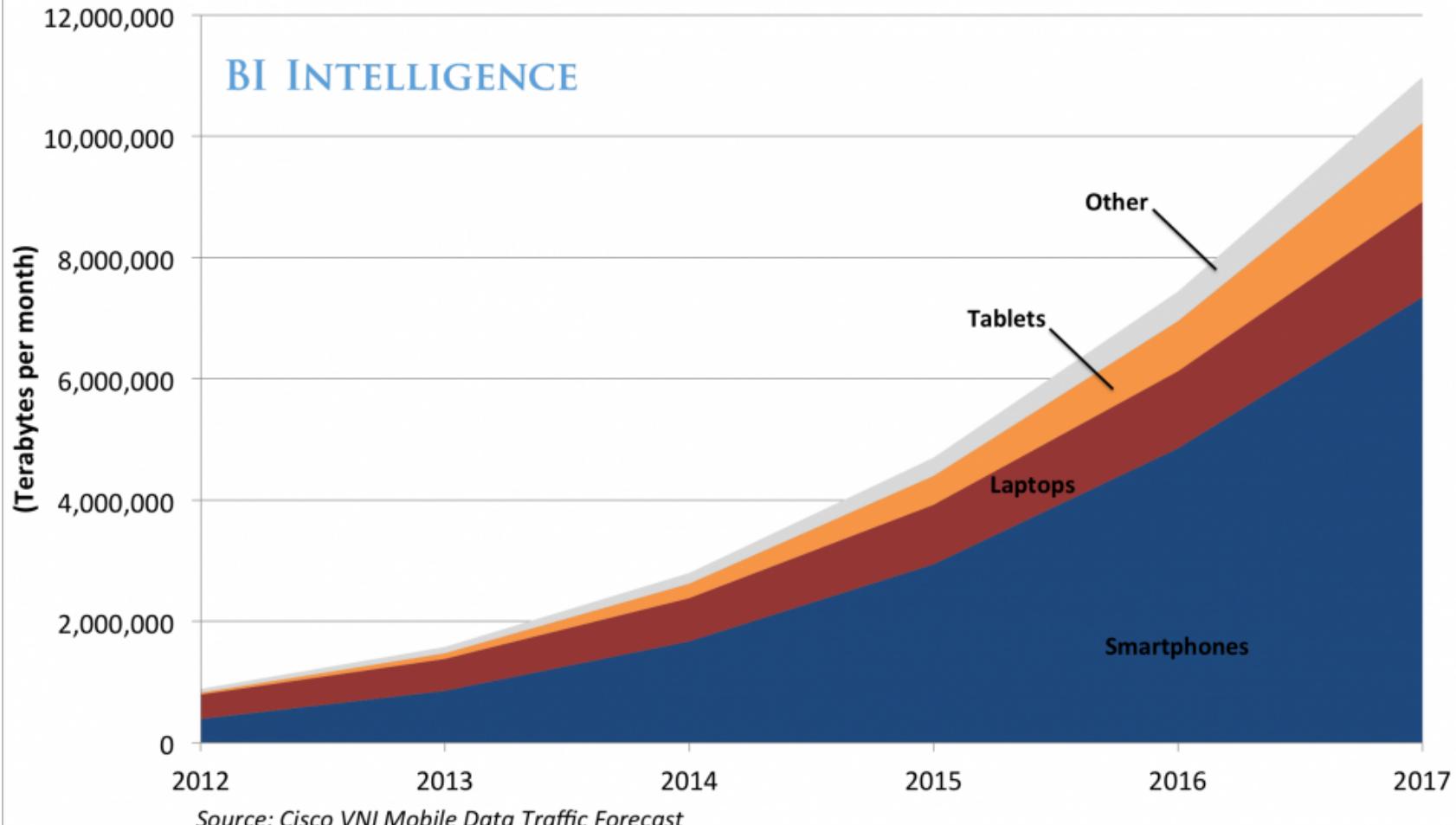


Source: IDC, The Digital Universe in 2020, December 2012

Actionable on the same trajectory



Global Mobile Data Traffic Forecast By Device



The innovation enabling the digital revolution
is the Web

...as a Platform

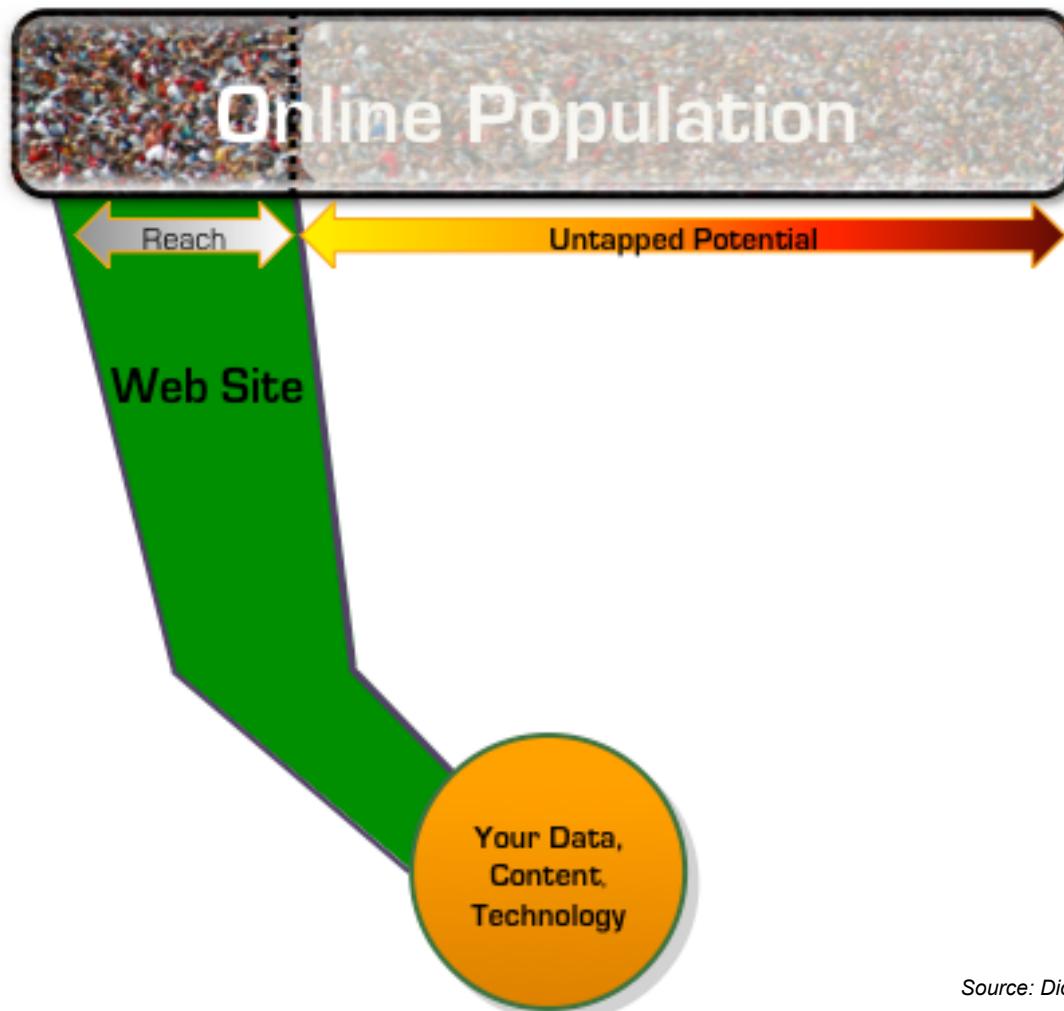
Innovation: the Web is a platform



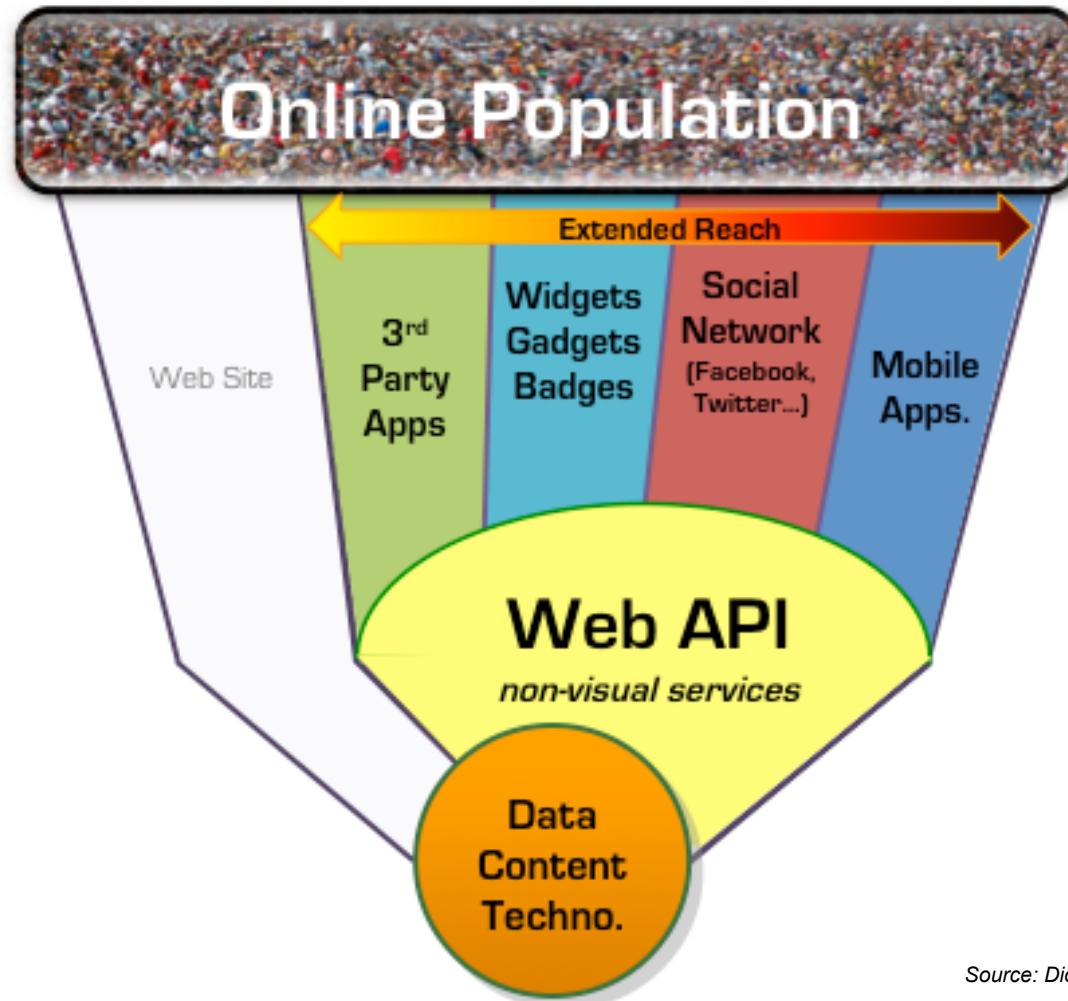
Bessemer Venture Partners Cloudscape

END USER APPLICATIONS





Source: Dion Hinchcliffe, <http://blogs.zdnet.com/Hinchcliffe>



Source: Dion Hinchcliffe, <http://blogs.zdnet.com/Hinchcliffe>

The **adaptations** are being created
by enterprises

...and everyone else

Adaptation



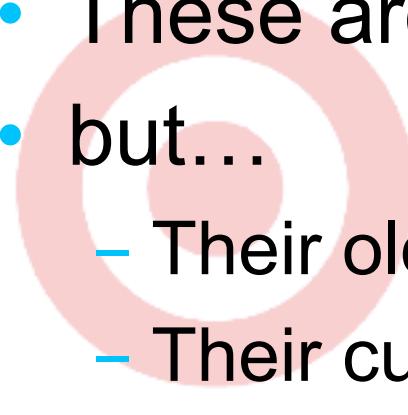
Source: Fast Company, The Most Innovative Companies of 2013

Adaptation

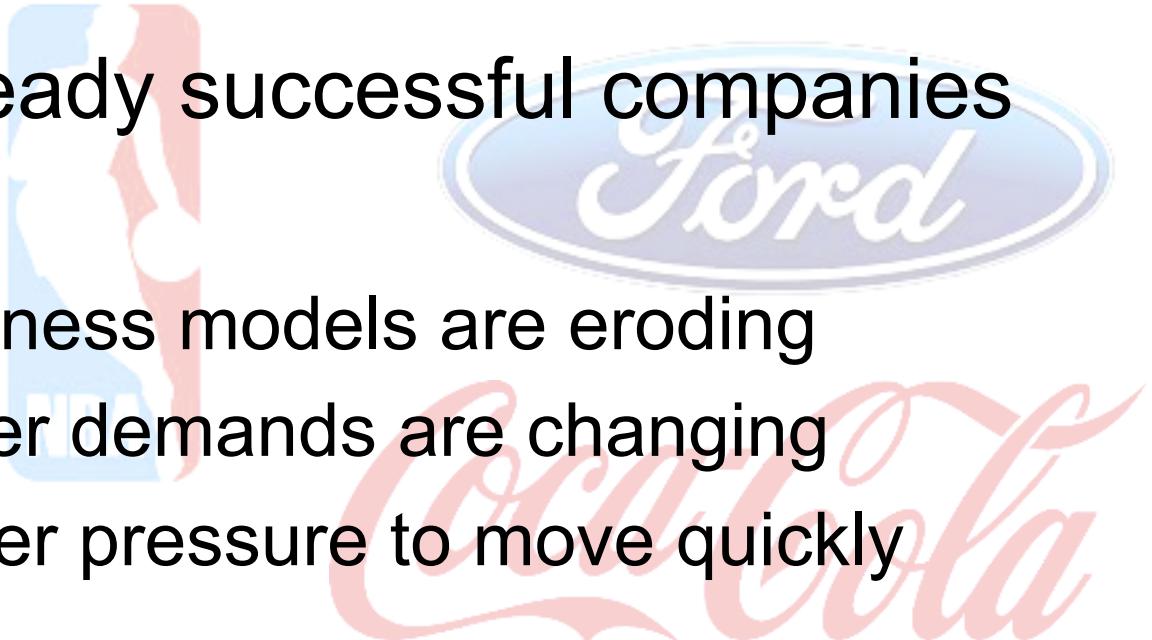


Source: Fast Company, The Most Innovative Companies of 2013

- These are already successful companies
- but...
 - Their old business models are eroding
 - Their customer demands are changing
 - They are under pressure to move quickly
 - They are Adapting



TARGET



Source: Fast Company, The Most Innovative Companies of 2013

- **Nike** uses device technology and the cloud to create innovations such as the FuelBand
- **Square** adapts traditional payments into the mobile world
- **Ford** creates a new consumer experiences by connecting the cars to services in the cloud
- **NBA** created digital products offering mobile and web content delivery and data services

Others are responding too



- Mobile purchases **doubled** in 2012 and **25%** of consumers engage in online shopping *only* via mobile – sources: DC Financial Insights, 2012, Prosper Mobile Insights, 2012
- Mobile travel booking revenue in the US will exceed **\$8 billion** in 2013 – source: PhoCusWright January 2012
- **21%** of mobile users have used mobile banking in the past 12 months – source: Federal reserve study 2012

Welcome to the new Economy



APIs are the new **business channels** to engage with
partners and **customers**

The **API Economy** is the **global** sum of **digital transactions**
between multiple parties

“What turns a sleepy rural town into this?”



How to create a revolution



Demand + Resources +
Innovation + Adaptation +
Shed your fears

13,000 ideas to 'steal' from



APIhub™

Log In

About | Add API

Search the world's largest API repository

Search for an API

Search or Browse by category

APIs: 13,263



The screenshot shows the homepage of APIhub. At the top right are links for 'Log In' and 'About | Add API'. Below that is a large search bar with the placeholder 'Search for an API'. To the right of the search bar are buttons for 'Search' and 'Browse by category'. A prominent red oval highlights the text 'APIs: 13,263' in the center of the page. Below this, there are four sections: 'Featured' (Box API, GitHub API), 'News' (YouTube API soon to include streaming in-game content, Check out OpenBank Project), 'Trends' (represented by a bar chart), and 'Blog' (Introducing APIhub, Enterprise APIs, for real!).

Featured

Box API

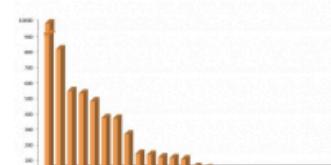
GitHub API

News

YouTube API soon to include streaming in-game content

Check out OpenBank Project,

Trends



Blog

Introducing APIhub

Enterprise APIs, for real!

To be part of the API economy, you have to publish an API



The screenshot shows the APIhub website interface. At the top, there's a search bar with the placeholder "Search for an API" and a green "Search" button. To the right of the search bar are links for "Add an API" and "Log in". Below the header, the APIhub logo is on the left, and a "Follow API" button is on the right. The main content area features the "Box API" title and a navigation bar with "Home", "Getting Started", "Documentation", "Support", and "Contact" buttons. A sidebar on the right contains sections for "API: Box API", "API Publisher: Box", "Tags" (with a blue arrow icon), and a list of tags including "Content and Application Sharing", "Collaboration and Communication", "Collaboration", "Documents Productivity", "Organization and Planning", "Internet and Web", and "Related APIs" (with a "Box API" link). The central content area describes the Box API and its various components: API Reference, Auth & Security, Getting Started, Core Concepts, Documentation, and Developer Forums.

APIhub Search for an API **Search** Add an API Log in

box Follow API

Box API

APIhub » Box API

The Box API enables customizable integration of the Box collaboration and file storage functions with third-party software. The Box API allows developers to build custom interfaces and workflows, access box event stream data, and deploy box as a content service. Box OneCloud enables mobile applications to use Box as a cloud file management and storage system and browser.

API Reference
Framework to document qualitative information on the functionality of the API endpoints

Auth & Security
Framework to document, and enable, developers to begin working with the security

Getting Started
Tools and framework to allow developers to rapidly register for access to your API

Core Concepts
Framework to document shortcuts, tips and communicate

Documentation
Qualitative information on the functionality of the API

Developer Forums
Framework to provide a status of current bugs and issues

API: Box API
API Publisher: Box

Tags ↗

- Content and Application Sharing
- Collaboration and Communication
- Collaboration
- Documents Productivity
- Organization and Planning
- Internet and Web

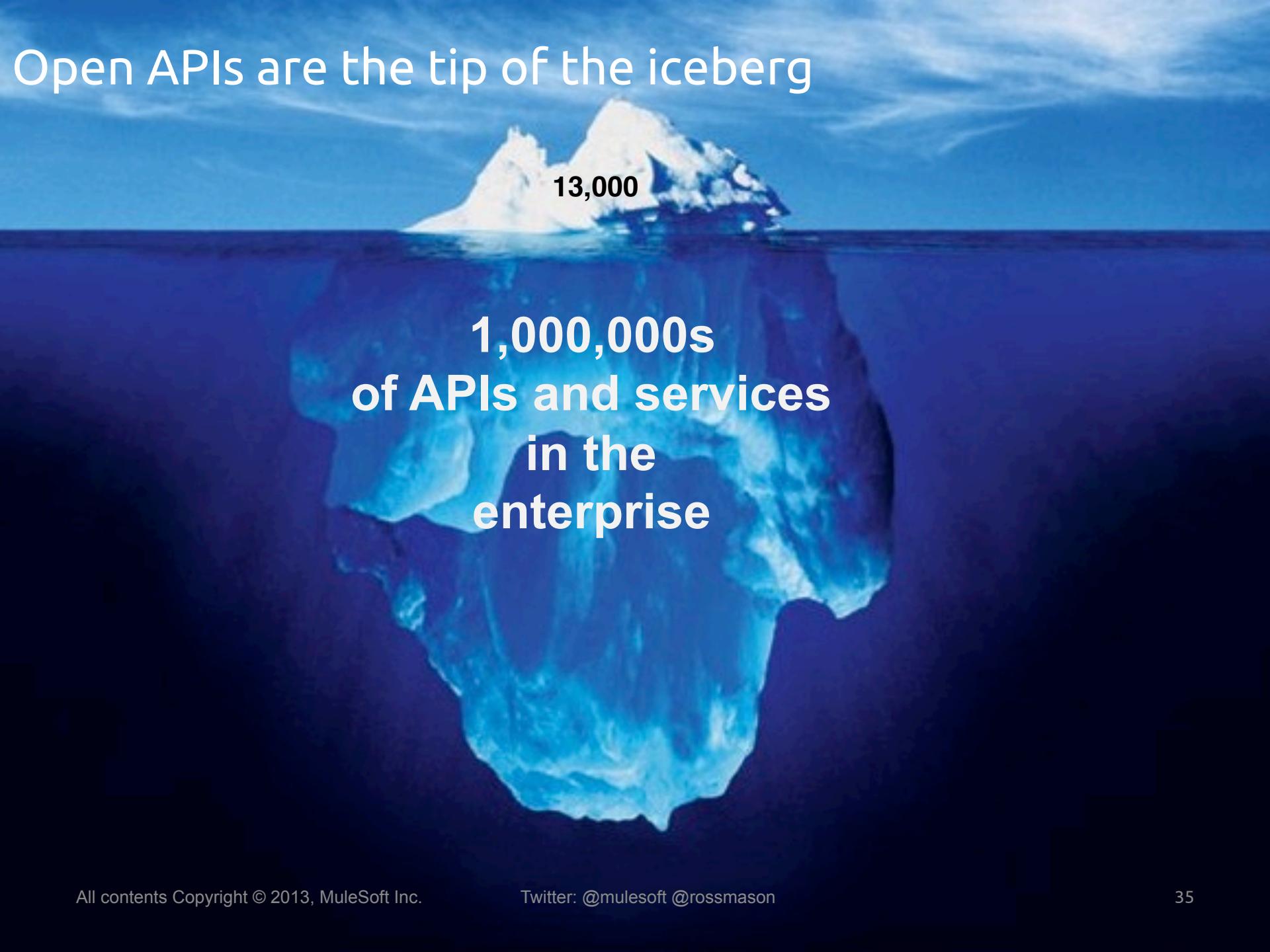
Related APIs

Box API

Open APIs are the tip of the iceberg



Open APIs are the tip of the iceberg

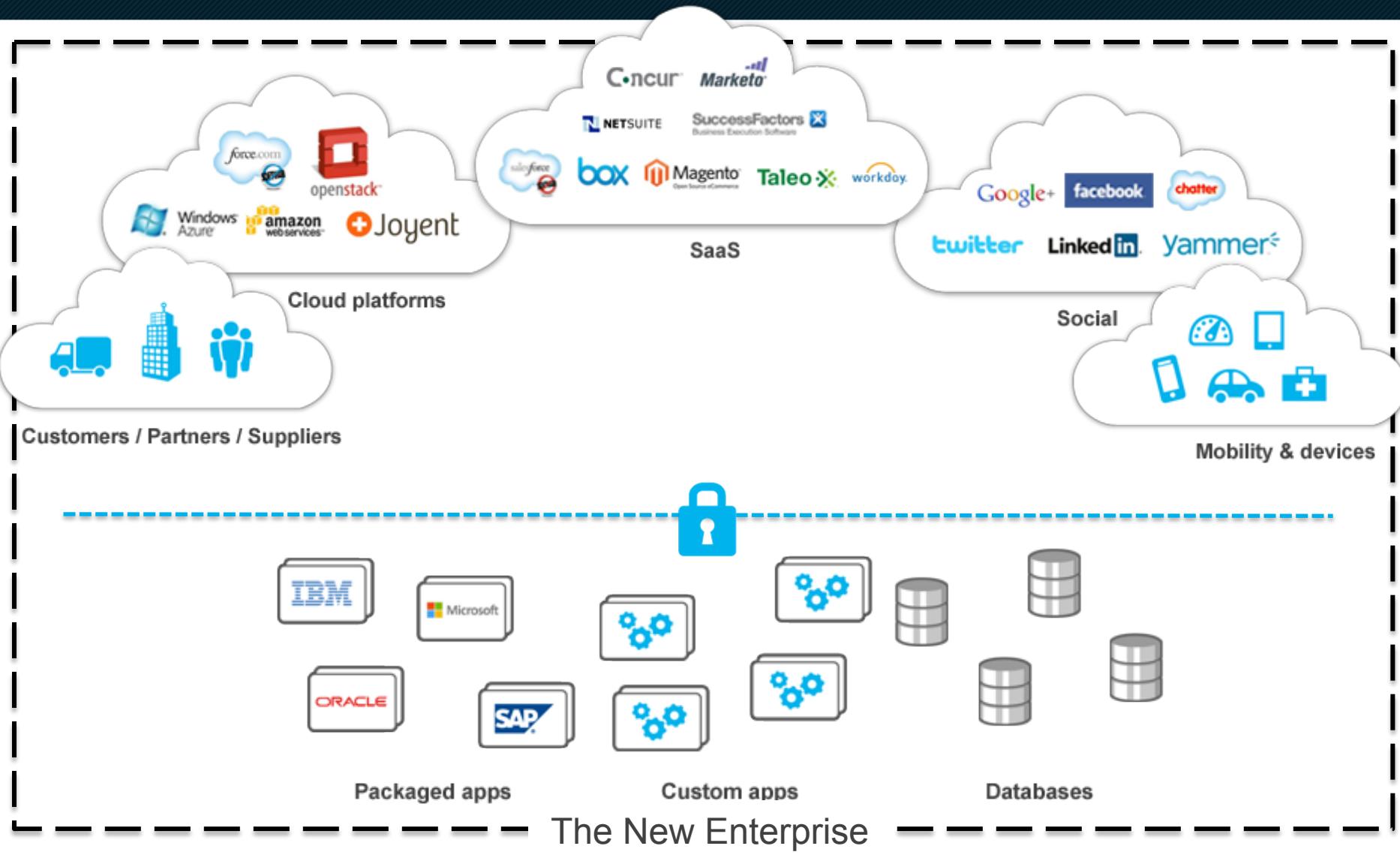
A photograph of a massive iceberg floating in a dark blue ocean under a cloudy sky. The visible portion above the water's surface is small compared to the vast, submerged portion below, which is highlighted in a bright cyan color.

13,000

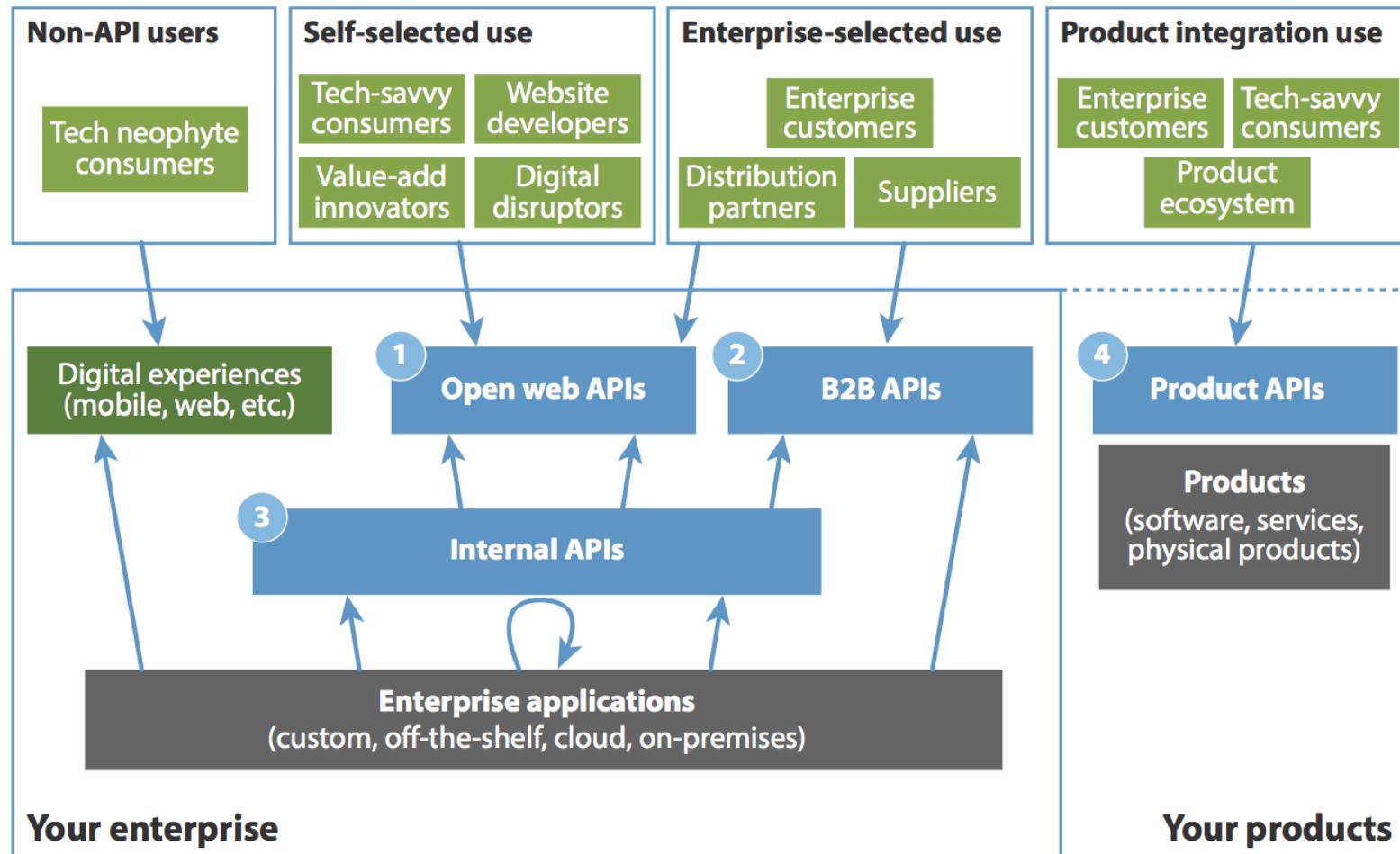
1,000,000s
of APIs and services
in the
enterprise

The New Enterprise

highly fragmented – APIs help connect it

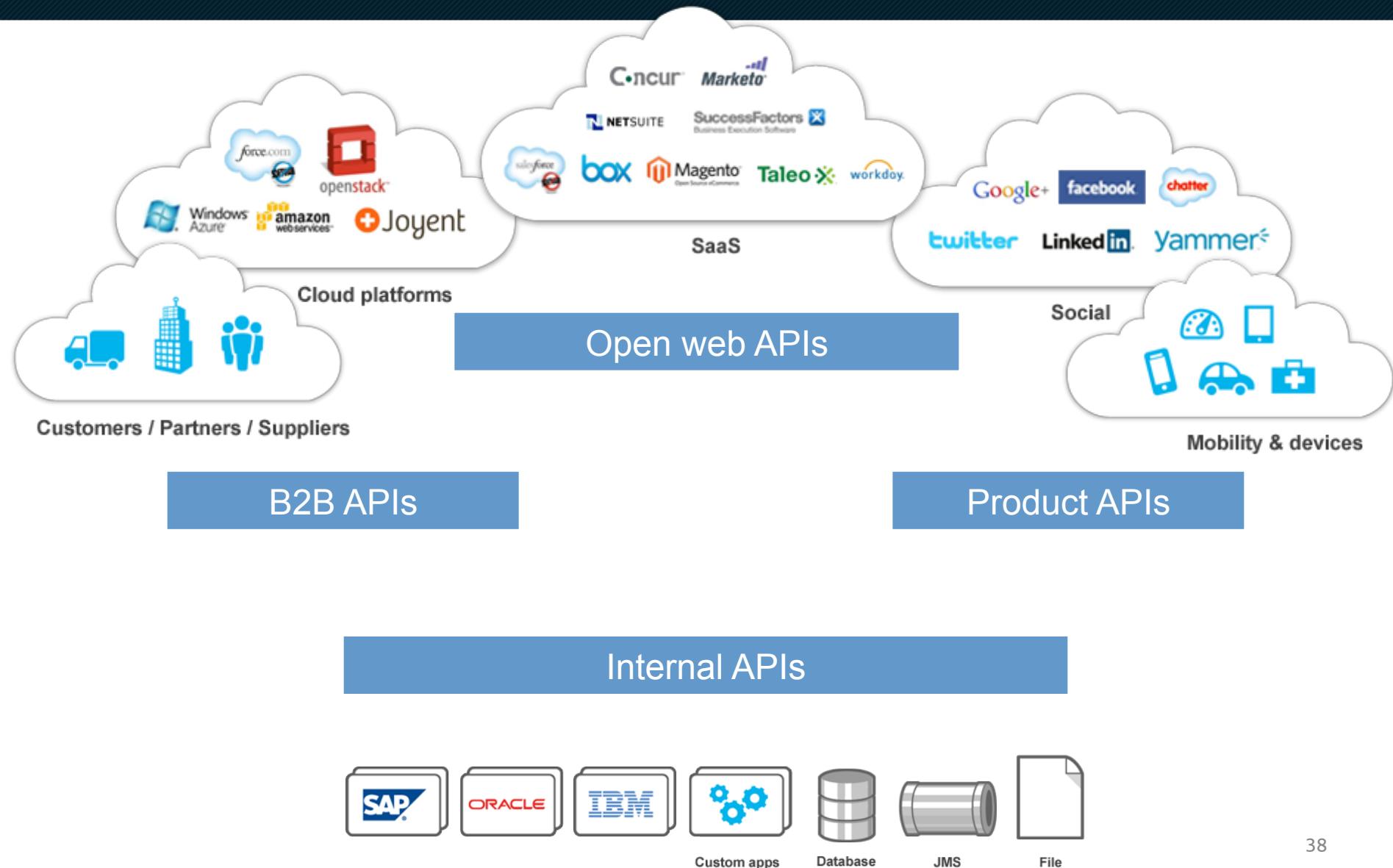


API types and business opportunities

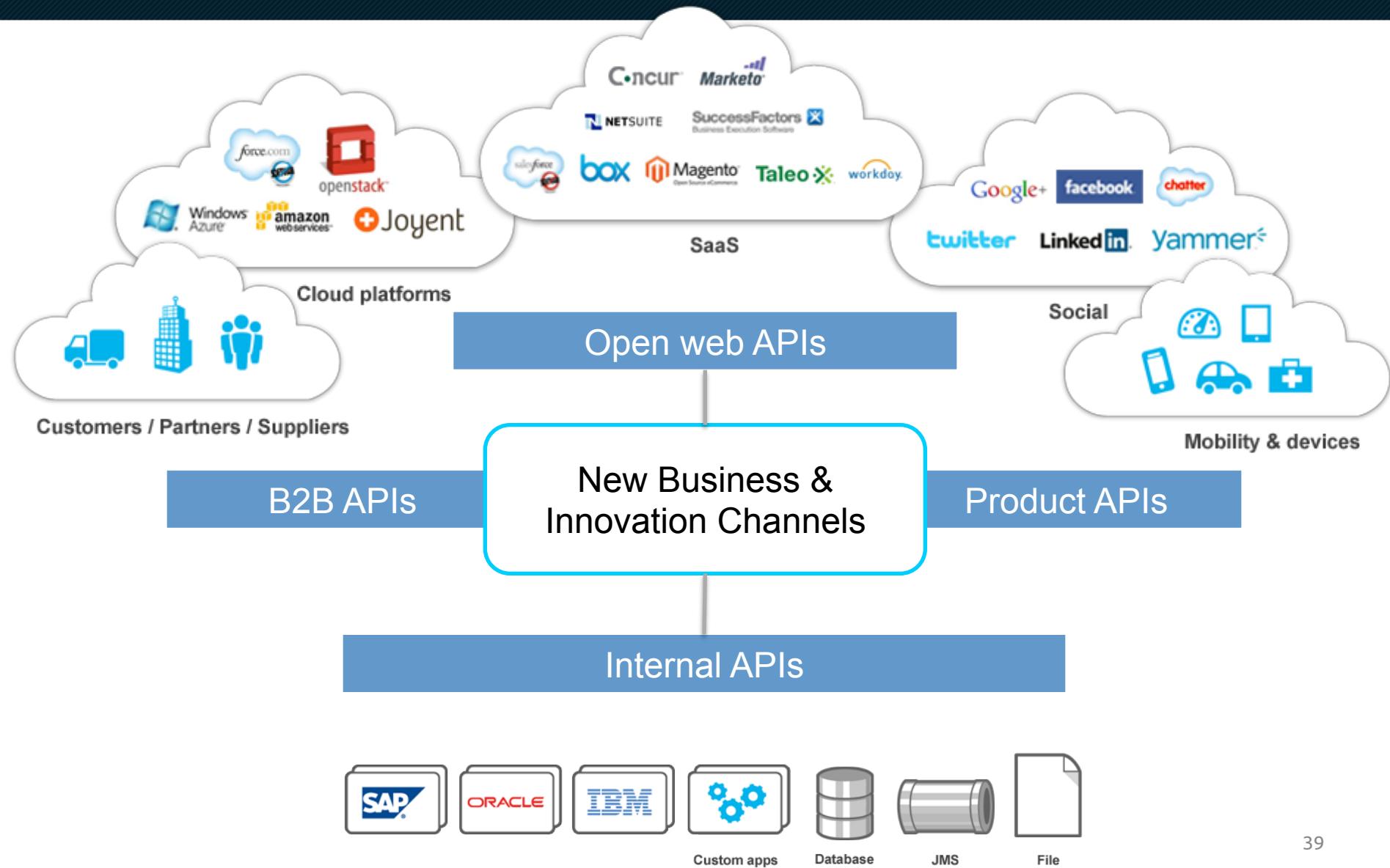


Source: Forrester, Establish your API design, June 2013

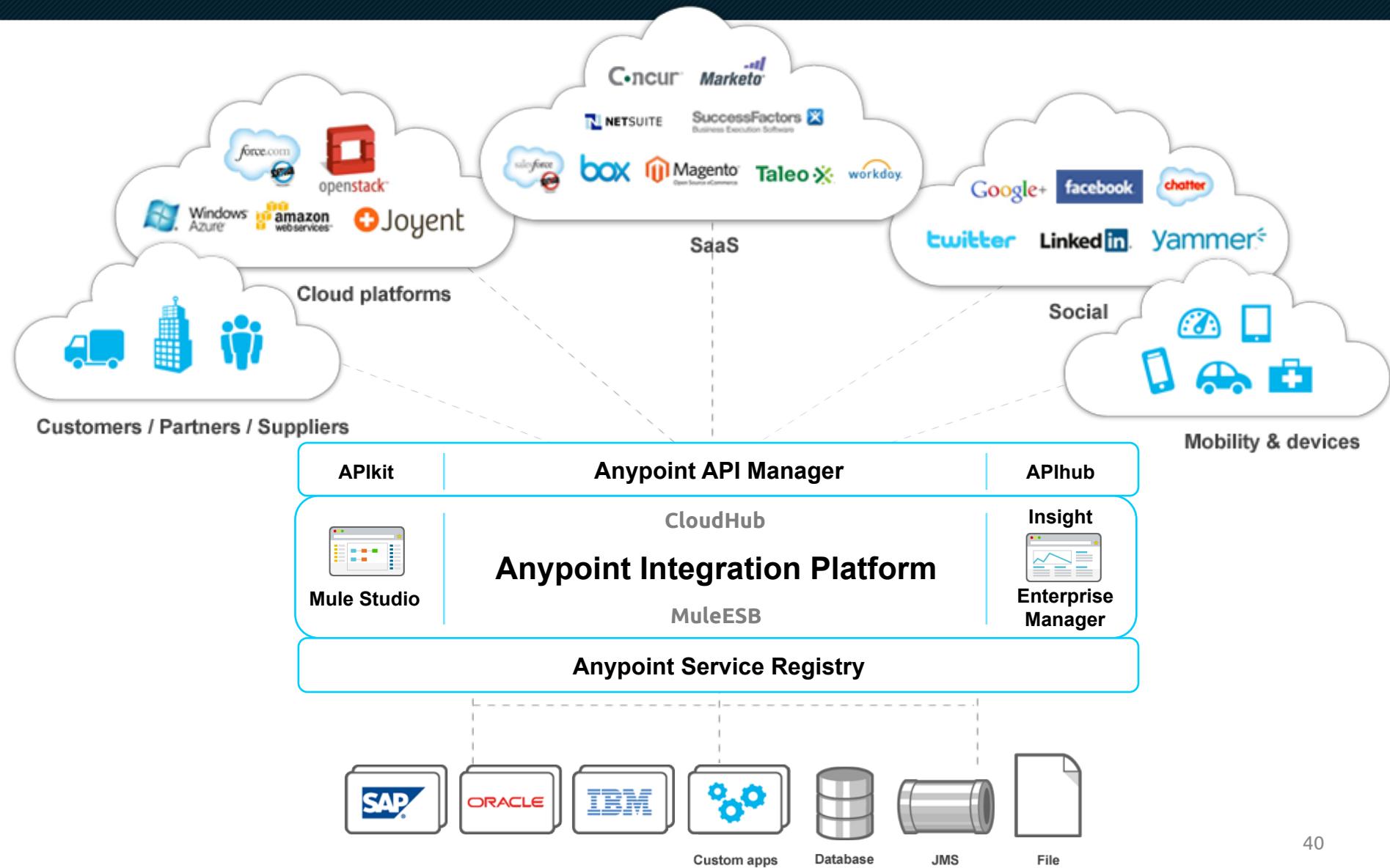
API models in the New Enterprise



API models in the Enterprise



MuleSoft helps power the API Economy



By 2016 the US Government will make all public data machine readable

Source: White House Open Data Initiative, January 2013

By 2015 the UK Government will make
their top 25 services available through APIs

Source: Government Digital Services, 2011

Parting Thoughts



- The Digital revolution is happening – don't sit on the fence
- You need an API strategy – your business model may not be viable in 3 years
- Learn from others – Steal great ideas, apply to your business
- Choose a platform that allows you to connect your assets to your consumers



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Thank you

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MuleSoft.com/Ask

Q & A

Ask an expert! MuleSoft.com/Ask

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Next webinar: The Evolution of SOA and
API Governance with Reza Shafii