

Apigee Edge

Extend Your Business to the Digital World

Apigee Edge is the app, API, and analytics infrastructure that powers leading digital transformations. It enables enterprises to quickly build apps using existing assets and to extend with modern services like push notifications. Edge provides end-to-end visibility to app and API programs and can be optimized using Apigee Insights big data platform.

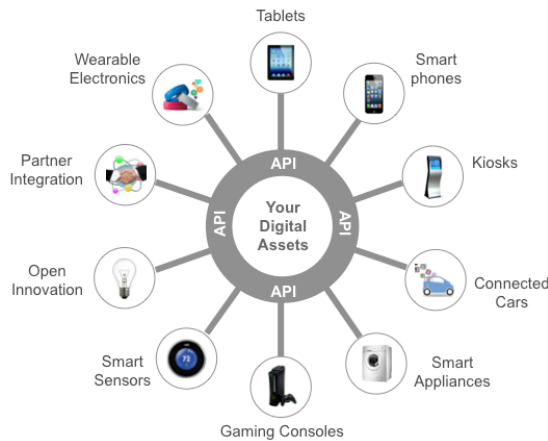


Fig. 1: Apps are where your customers, employees and partners are.

The New World of Digital Business

Mobile propagates digital technology into all aspects of life. With smart phones and tablets in hand, and surrounded by digital kiosks, smart sensors and connected cars, your users are expecting to interact and transact with you using **apps**. Enabling your enterprise assets for app use, with speed and agility, requires the use of **APIs**. APIs not only enable use of enterprise assets such as product catalogs, but they also create **data** about user behavior, app performance, developer engagement and asset use. This data is critical to building better products, services and maximizing business.



Fig. 2: The Digital Value Chain

Establishing your **Digital Value Chain** is the first step in digital transformation. APIs expose data and services to internal and external developers. Developers make the apps that get consumed by customers, employees and partners. Enterprise APIs build digital channels that grow business and transmit data that can be turned into business intelligence.

Results

- **6X more spent** by customers of a large retailer who use apps and the stores than those who only use the stores
- Multinational company with globally distributed project teams **saved millions of dollars** in apps for employees
- A global telecommunications company **reduced partner onboarding** time from weeks to hours

Apigee Edge

Edge delivers capabilities in three areas:

- API Services
- Developer Services
- Analytics Services

Apigee Edge is designed for cloud scale, enterprise security and reliability and delivered to users as self-service.

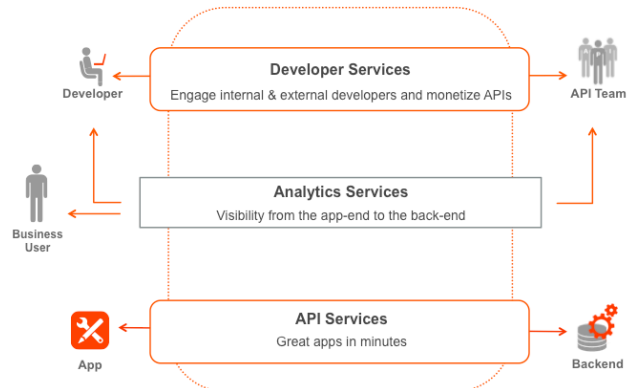


Fig. 3: Apigee Edge powers digital transformations

API Services

With API Services, securely transform your existing backends into easily consumable APIs, create new data services required by apps to expose as APIs, and manage APIs and policies via self service. Deliver great apps in minutes, scaling to millions of users, and supporting high concurrency with low latency.

- Transform from any API protocol to any other, including SOAP, REST, JSON, XML binary, or custom protocol
- Use the built-in Mobile Backend as a Service (MBaaS) to enable new data services such as social graphs, geo-location, and push notifications with a cloud scale datastore
- Manage access to APIs via OAuth or other security schemes
- Protect your organization and customers against XML specific threats and sensitive data exposure
- Manage API versioning with a virtualization layer that abstracts customers from your API
- Control and throttle API traffic using quotas or create a "safety valve" using API rate-limiting

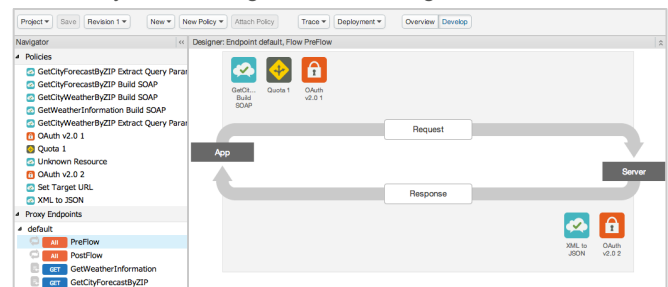


Fig. 4: Configurable policies securely transform existing back-ends to APIs

Analytics Services

Using the data exchanged through the value chain and the tools provided in Apigee Edge, extract valuable insights to make effective business decisions and improve IT responsiveness.

- Get real-time data on the health and performance of your APIs and apps
- Identify performance bottlenecks by network, carrier, app version and configuration
- Respond to customers and market changes faster to increase use satisfaction

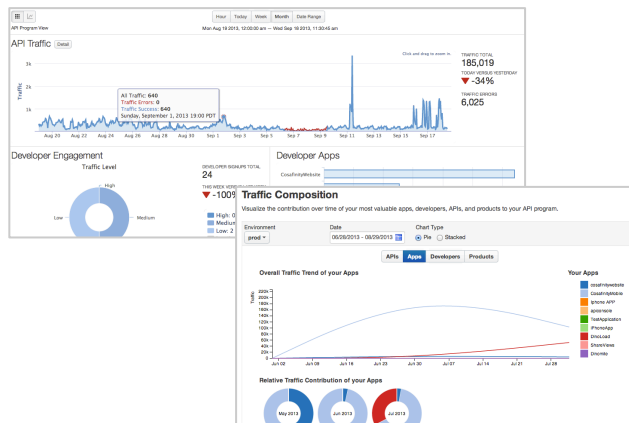


Fig. 5: Get started right away with the built-in dashboards

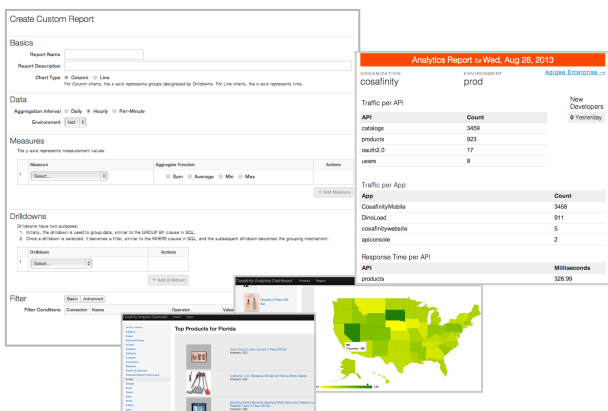


Fig. 6: Extend with custom reports and enable daily email reports

Developer Services

Whether your developer community is internal or external, Apigee Edge gives you the tools to build, enable, and engage your developers and turn your API Products into revenue.

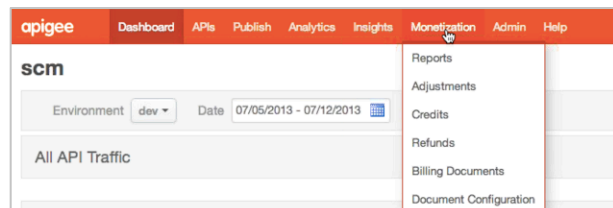


Fig. 7: Apigee Edge comes with built-in monetization capabilities for API Products

- Provide a complete developer portal to drive adoption
- Use the built-in community tools to engage your developers
- Speed API adoption with self-service developer on-boarding

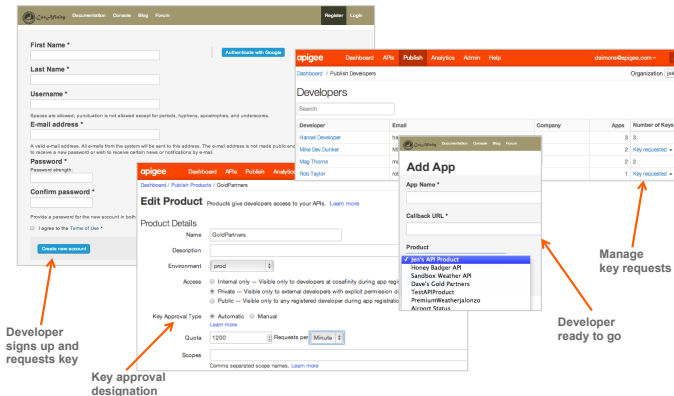


Fig. 8: Speed API adoption with self-service developer on-boarding

Apigee Edge delivers the unique capability to **monetize your digital assets**. It enables the management of the entire process, from purchase to monitoring to payment.

- Support a variety of business models from freemium to revenue share
- Enable pre-paid and post-paid billing and tax calculations
- Set limits of use and manage through notifications
- Provide an integrated workflow for developers to purchase plans, receive bills and notifications
- Integrate with other internal systems to manage payments

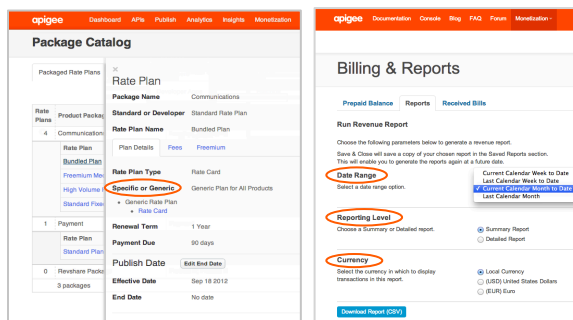


Fig. 9: Set rate cards for API Products and let API consumers generate revenue reports

Deployment

Apigee Edge is available either as a **cloud service** subscription or for **on-premises** deployment.

True **multi-tenancy**, a requirement for enterprise deployments, is a core capability in both deployment models.

Multi-region distribution network ensures high availability and reduced latency for global deployments.

Apigee Edge is **PCI-DSS**, **HIPAA** and **SOC 2** compliant.

Apigee **Operations and Support Centers** around the globe provide global coverage.