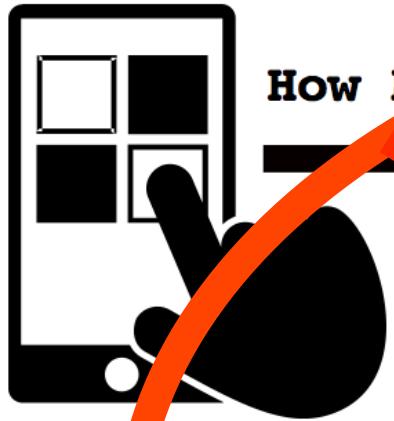




# Go Digital or Die Trying

---

Rajeev Ramani



How Many?



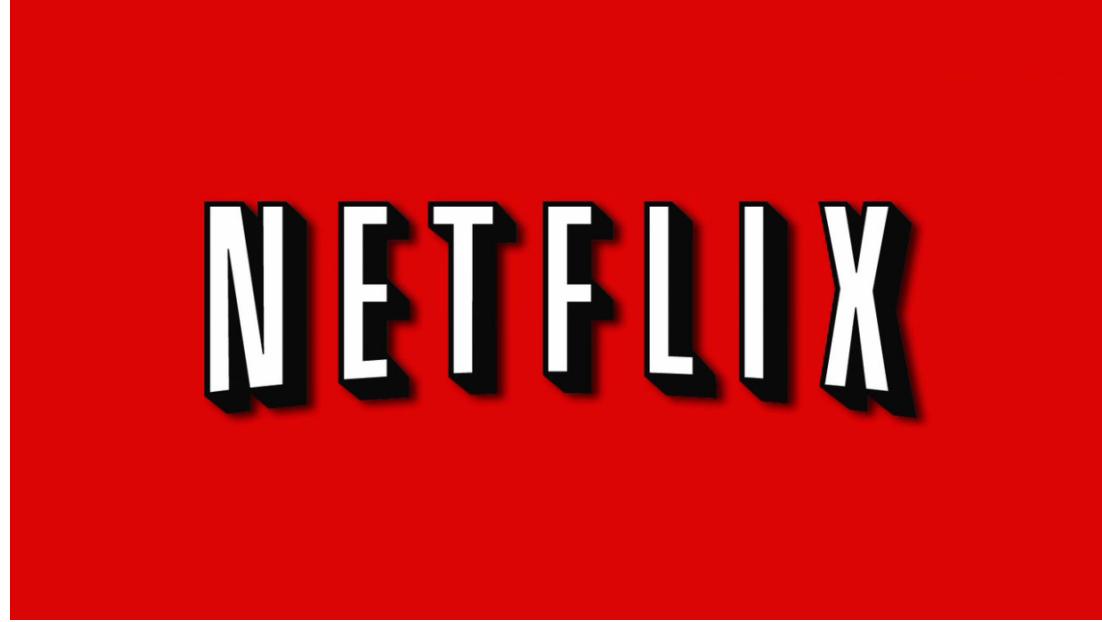
# Being Digital is

# Using Bits to Increase Profit

# Using Analytics to Shape Customer Experience, in Context

# Building a Digital Ecosystem into a Competitive Advantage

# Die Trying... Why??







# How do we make DIGITAL happen?



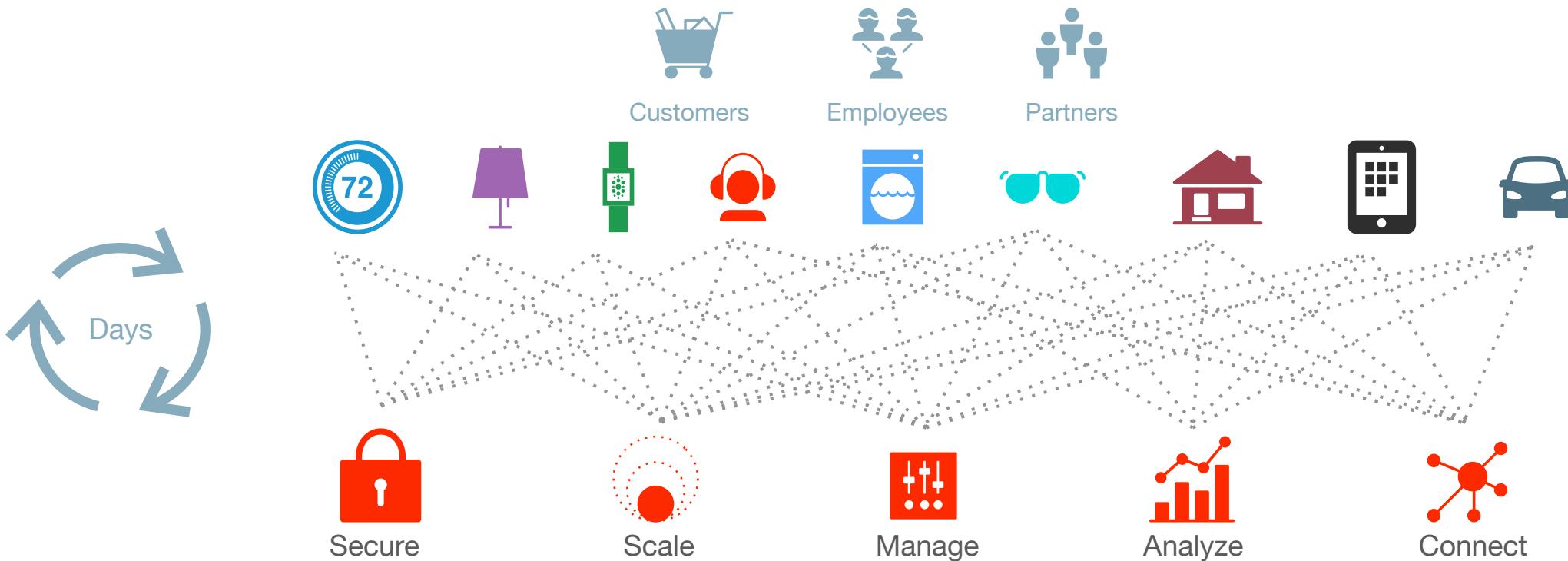
# APIs – A Given



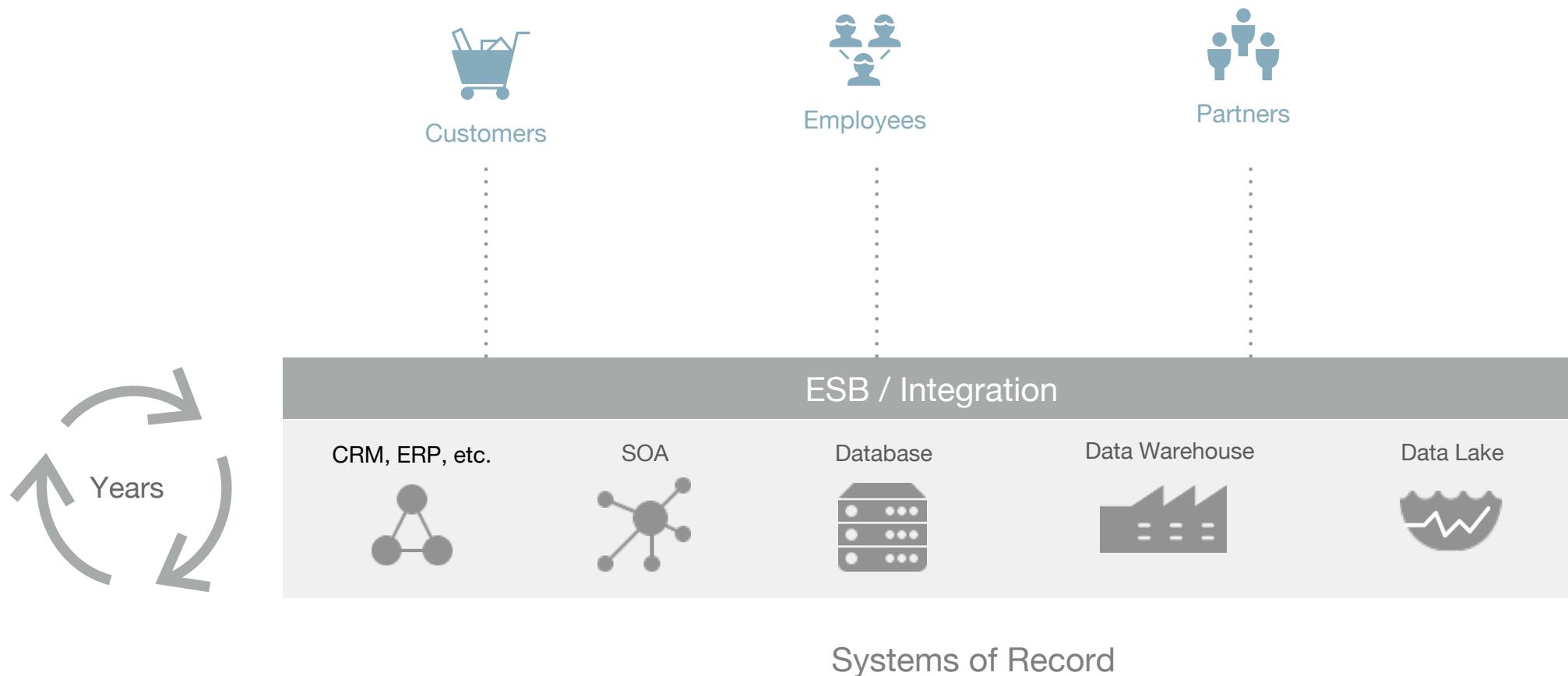


# Digital

## Connected Digital Experiences

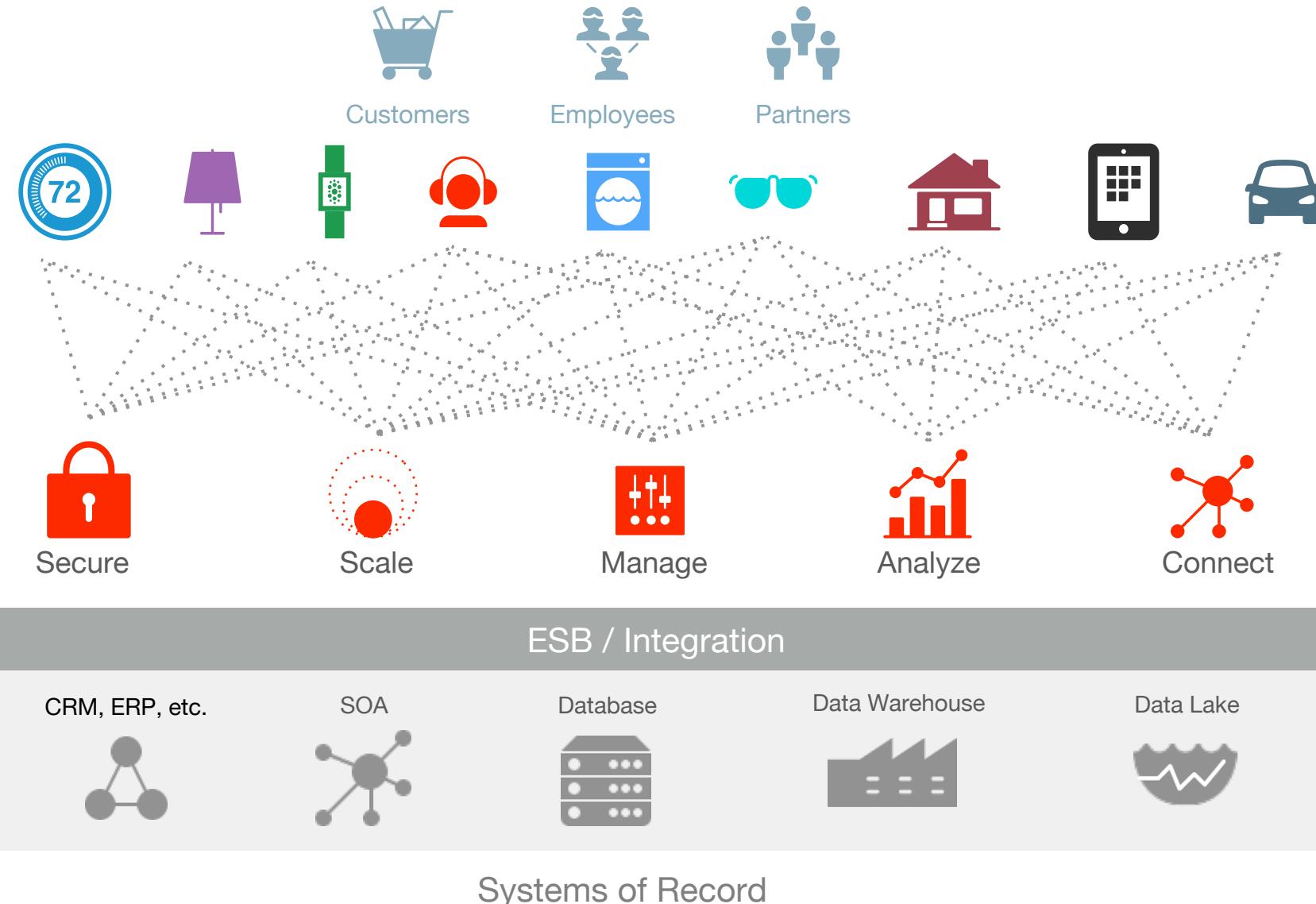
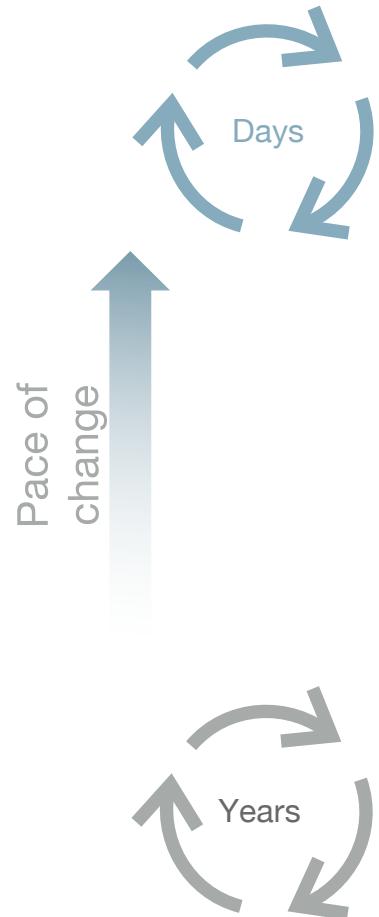


## Connected Backend Systems

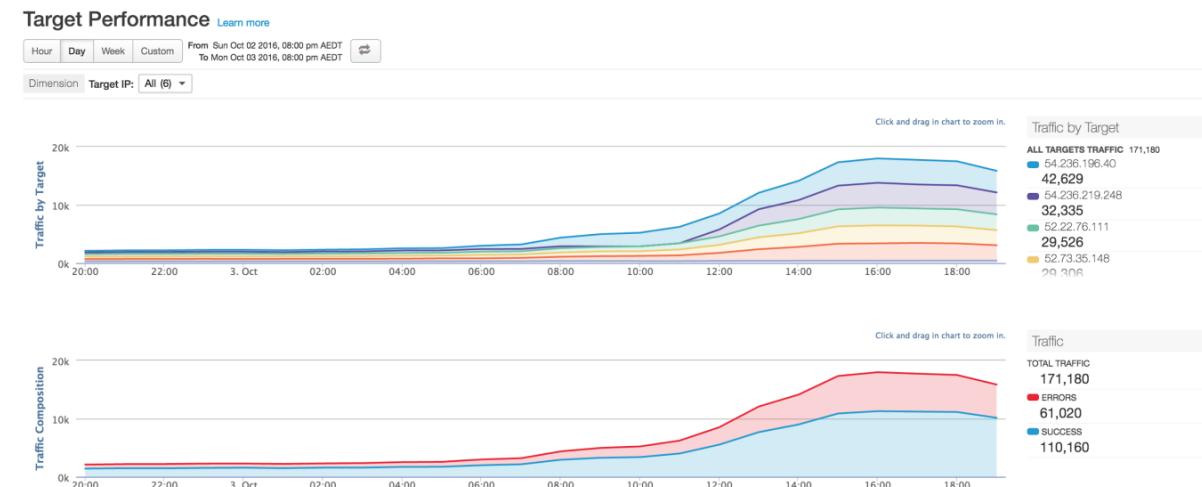
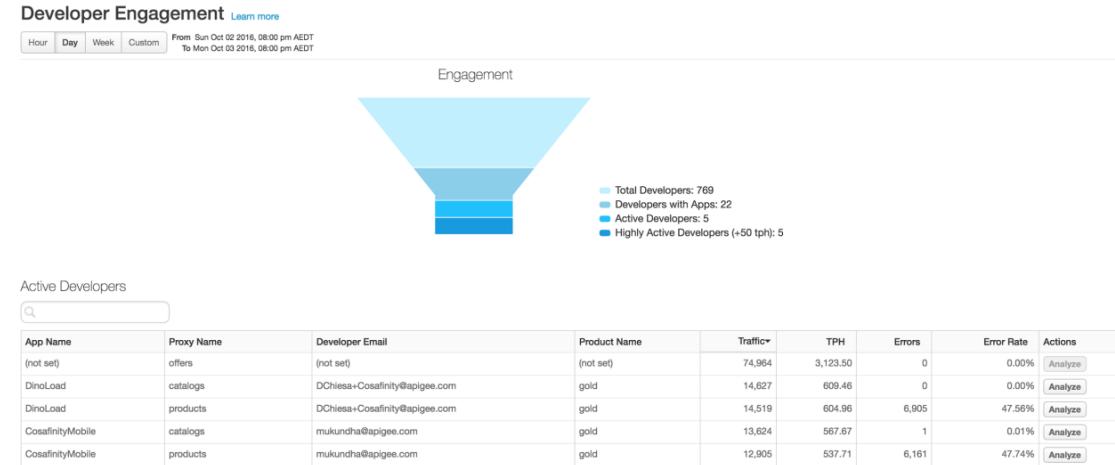
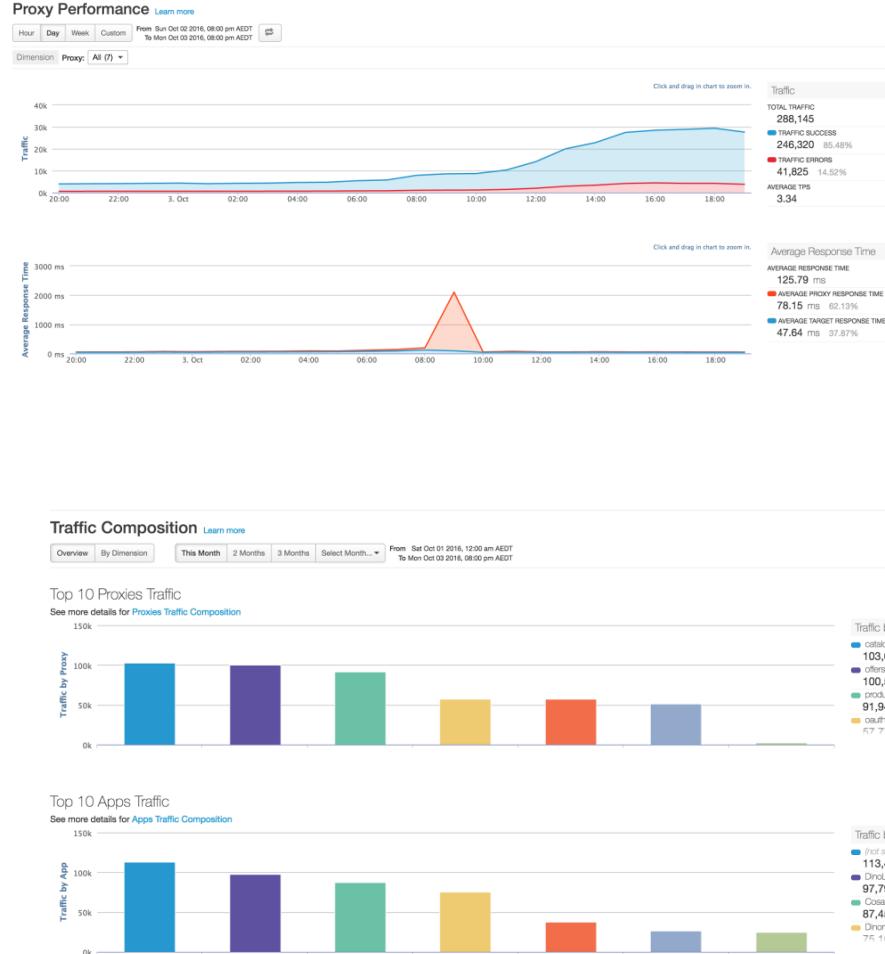


# In the End

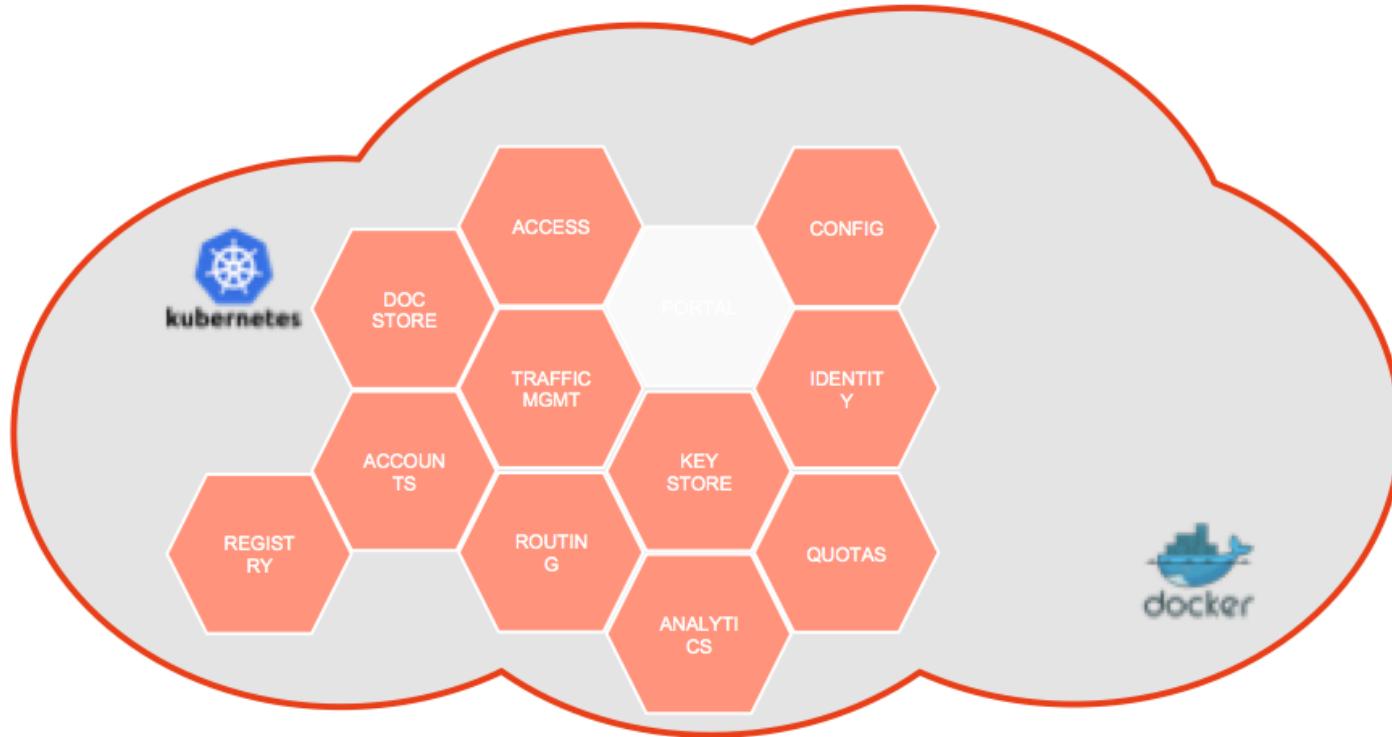
## Connected Digital Experiences



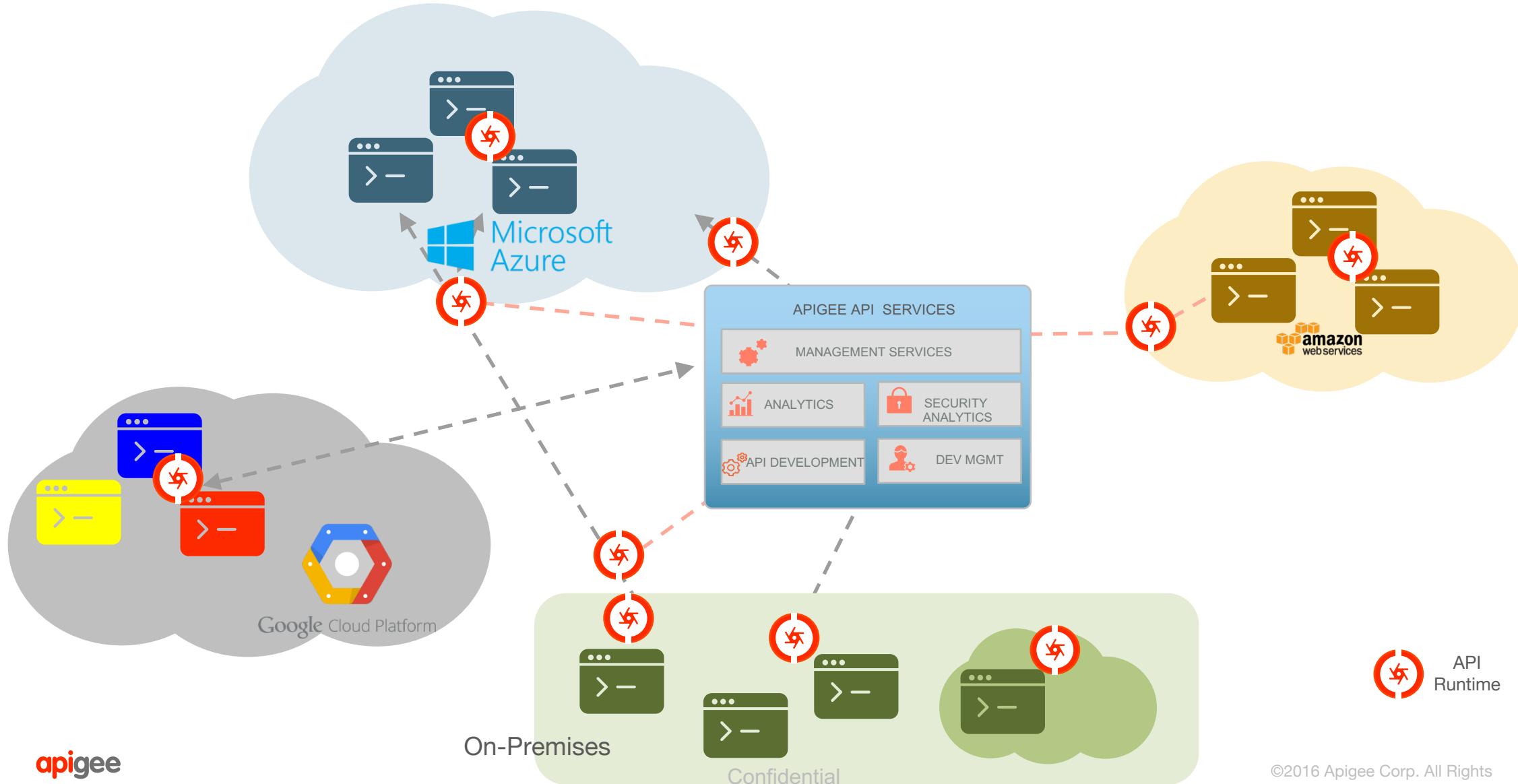
# Measure & Record Everything



# Data & Business Driven Backend Architecture



# Data & Business Driven Workload Architecture



# Governance and Security



**Objective - increase the velocity, agility and quality while providing better security**

**To - reduce costs & shorten time to market**



**JS**Lint  
The JavaScript Code Quality Tool

apigee



**Maven™**



**YEOMAN**

# Use Data to Iterate & Evolve Standards

# Internal Disruption

Build, QA then Deploy in ~~weeks~~ Hours

# People & Organization

# API Team

- API Team
  - Direct access to lines of business to understand their goals and digital plans
  - Roles
    - **API Team Lead – Product Manager (!Project Manager)**
    - **API Architect – Hands on guy (not just boxes)**
    - **API Evangelist – Key role**
    - **API Developer – Builder**
    - Extended Team – People involved but not on a daily basis.
  - Training other teams.

# Executive Mandate is a **MUST**

Mandate is to **BUILD APIs**, not just  
Create Architectural and Governance Models

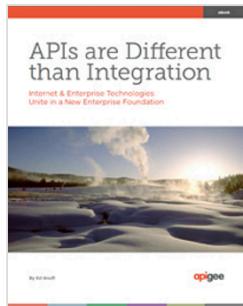
Evangelize and Provide an Environment  
where People can use the Platform and  
the API (a.k.a Developer Portal)

Development should not be a skill for the  
special few

# Realized



# Resources



## APIs are Different than Integration

Internet & Enterprise Technologies Unite in a New Enterprise Foundation

In this eBook, we explore API-centric architecture in detail and examine some of the important implications of the movement to the API-centric architecture that is underway in enterprise application development today

[Download eBook](#)

eBooks & Reports

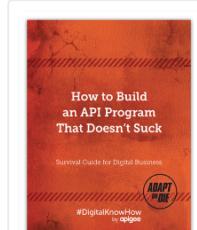
Customer Stories

Customer Videos

Webcasts

Videos

### eBooks & Reports



How to Build an API Program that Doesn't Suck



The State of APIs in Retail



The State of APIs 2016



Growing your business with APIs



Digital is Destiny



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Docs



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Apigee Academy

# Apigee Institute

## Apigee Institute

### Membership

The Apigee Institute is a research and strategy organization committed to helping businesses succeed in the new digital world.

The Apigee Institute includes executives in Global 2000 corporations, academic researchers and domain experts who collaboratively shape its research agenda and participate in building a body of empirical data as a shared resource.

### The Institute:

- Equips business leaders with insight from empirical data and research.
- Delivers strategic insights and practical recommendations on building strong digital ecosystems with apps, APIs and data.
- Connects theory to practice by bringing the best ideas from researchers and thought leaders together with the experience of practitioners.
- Turns the collective wisdom and experience of our members into practical advice, empirical benchmarking, and proven best practices.



- Run, Don't Walk- Chasing Customer Expectations in Retail
- Lessons from the App Masters
- Three Keys to Digital Transformation
- KPIs, Conviction, and Competitive Advantage
- Three ROI Criteria to Drive Digital Success
- Programmable World, Programmable Enterprise
- An Emerging Digital Divide



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All Posts

All Ideas

All Articles

All Questions

Unanswered Questions

Unresolved Questions



Dino posted

New UI Features: View Key Expiry, Manage rotating keys, Revoke apps and developers

37 secs ago in Edge/API Management



1 Votes

38 Views



Floyd Jones asked

How does the "private" setting on a product work?

1 minute ago in Edge/API Management

8 Replies

1 Votes

118 Views



santosh\_ghalsasi commented

Developer portal activation issue

35 minutes ago in Developer Portal

4 Replies

0 Votes

15 Views



paulmartin commented

Non key/value query parameters

1 hour ago in API Design

10 Replies

3 Votes

35 Views



vednath pittala commented

How to register a third party Access token obtained by using a third party refresh token

11 Replies

0 Votes

39 Views

## ADAPT OR DIE

#DigitalKnowHow

WORLD TOUR

REGISTER NOW

## Space Activity

Questions 5423

Answers 9647

Members 6767

## Spaces

General

Business of APIs

API Design

Academy/Certification

Analytics

Apigee Test - beta

Apigee-127

BaaS/Usergrid

# Events



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PREMIERE AT ADAPT OR DIE  
SAN FRANCISCO, SEPT 27

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## Adapt or Die World Tour

The digital revolution is in full swing, moving fast and gaining momentum. It's a time of promise and peril, a time of opportunity and disruption. Those adapting the fastest will win.

### UPCOMING EVENTS



# Important resources

- Documentation
  - Docs.apigee.com
- Standards
  - <https://github.com/WhiteHouse/api-standards>
- Governance & automation
  - <https://community.apigee.com/accelerator-methodology>



Thank you

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