
APICulate

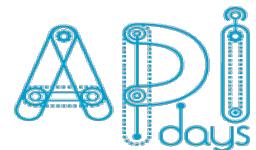
Swithin Foote

October 2016

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middleware nz



Active API Programs

Our core-business is to provide elite advisory, implementation and support services, for all middleware solutions addressing:

- Integration Services
- Identity & Access Management Services
- Enterprise Architecture and Process Consulting



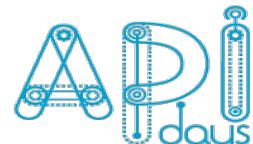
TRANSPOWER



New Zealand Government

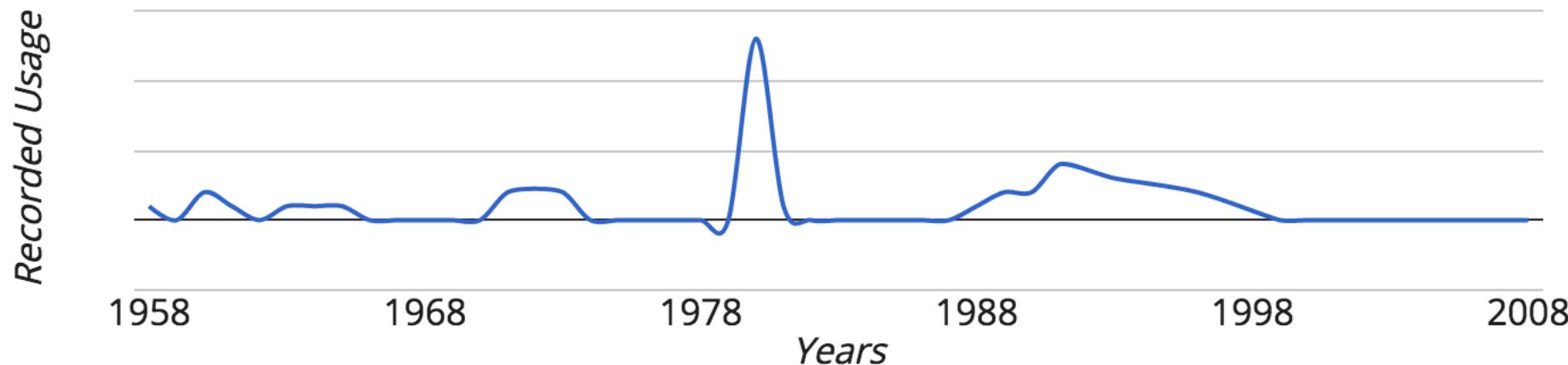


**API Standards Guide.
Coming soon, watch this space!**

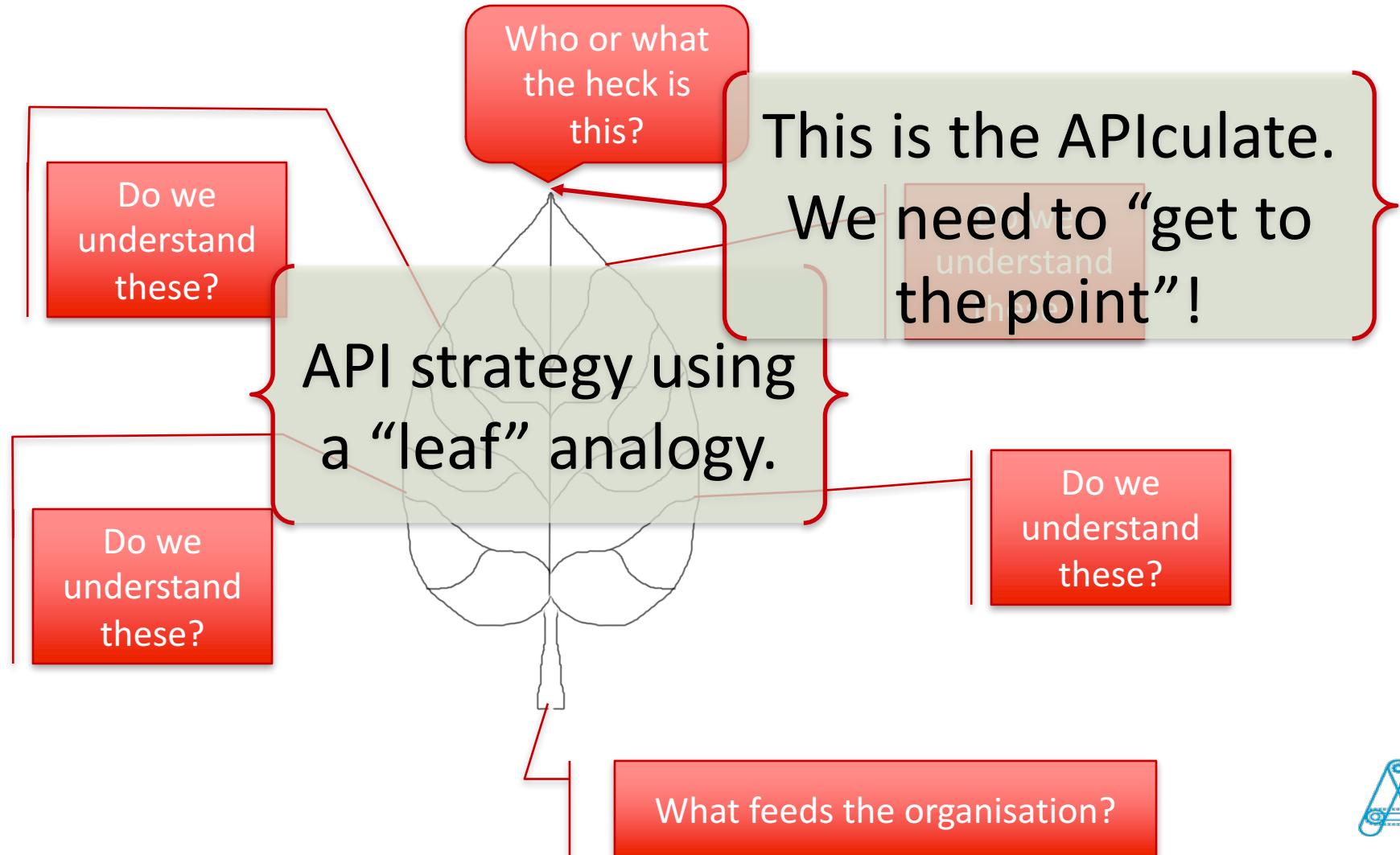


► Word usage trends for “apiculate”

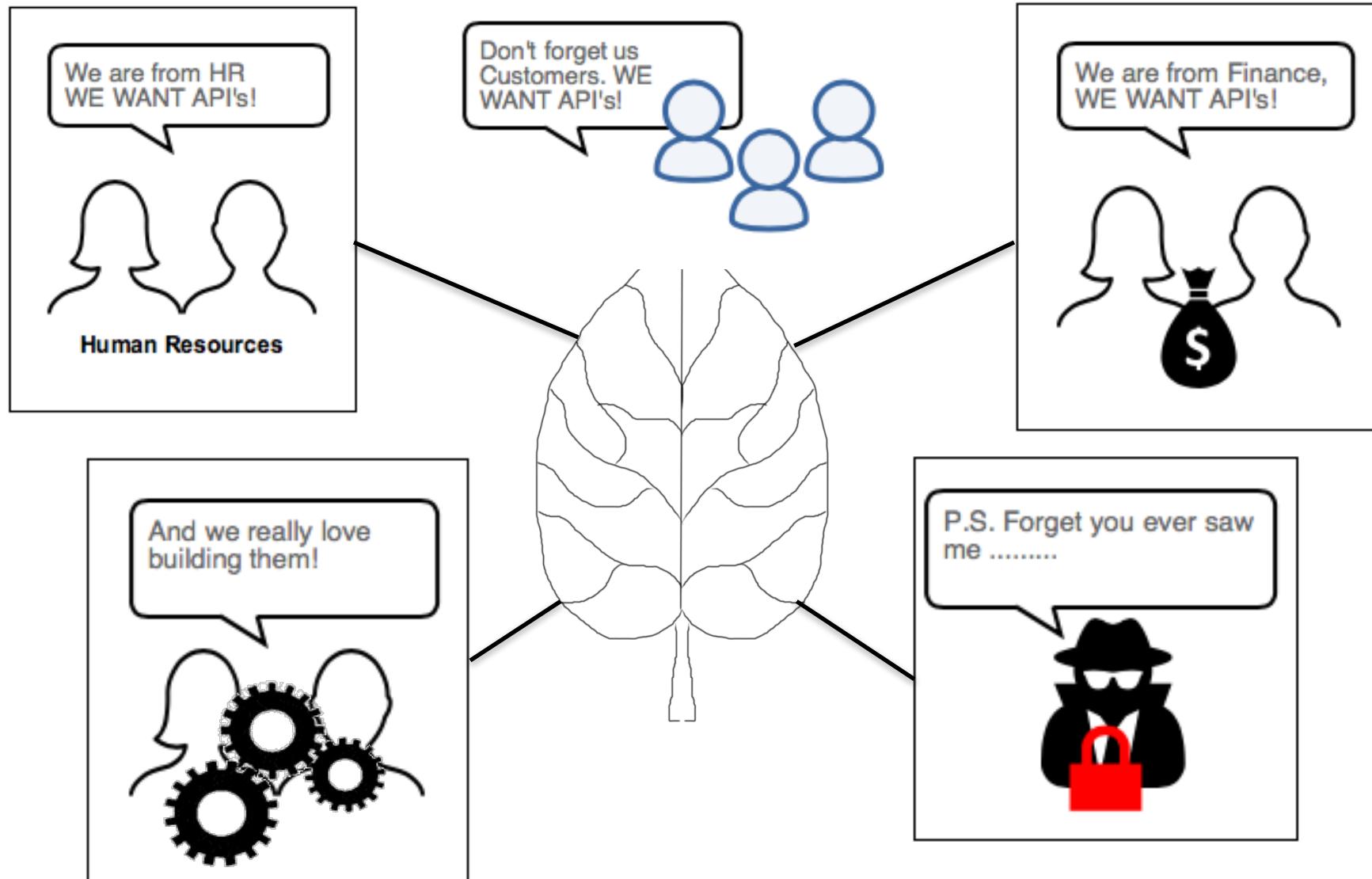
View usage over: Last 50 years ▾



Hmm – APIculate?



Everyone wants APIs!

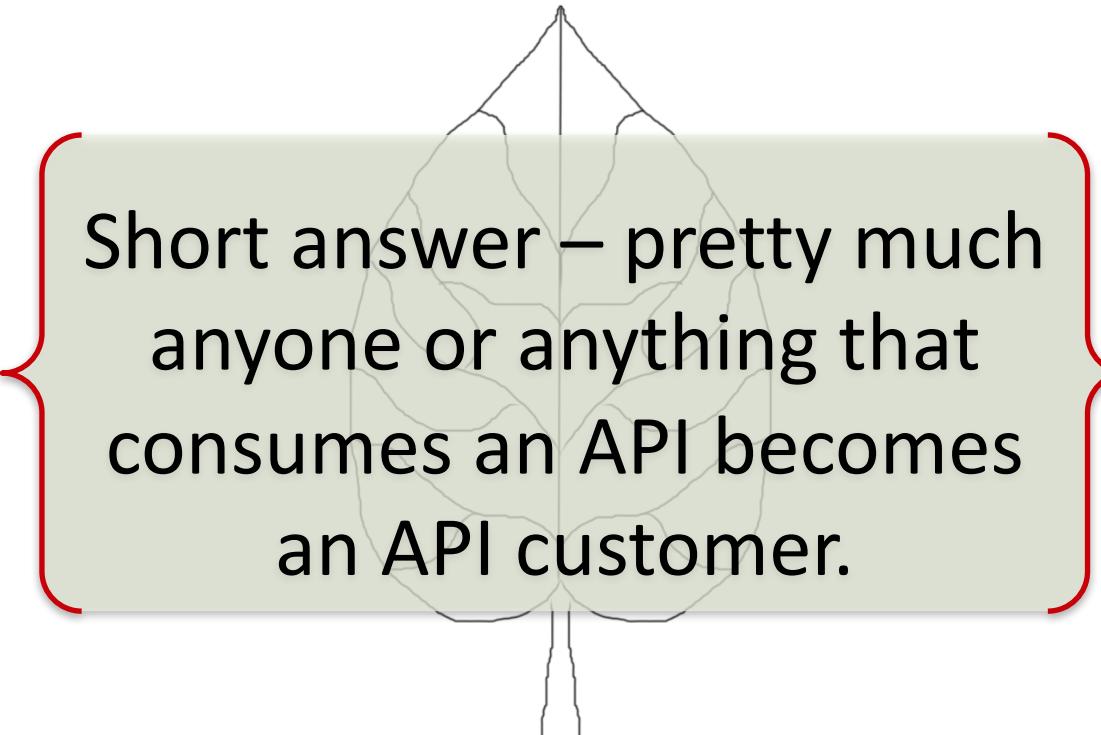


Ah, customers

Sadly, in most cases
it's not that simple.

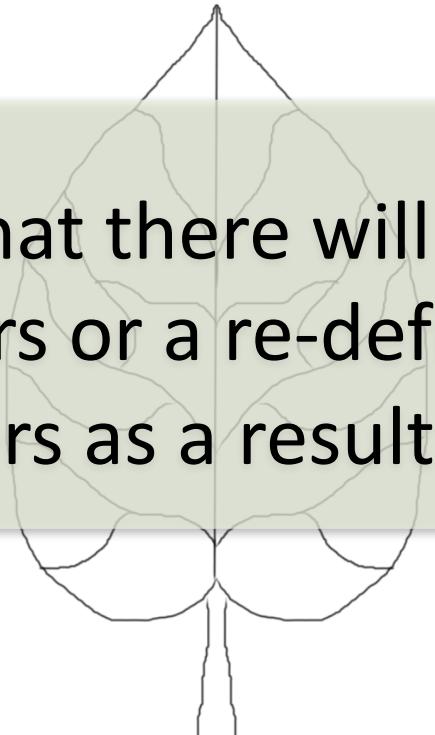
Customers are important
but there are many
influencers in an API
strategy.

Who are API customers anyway?



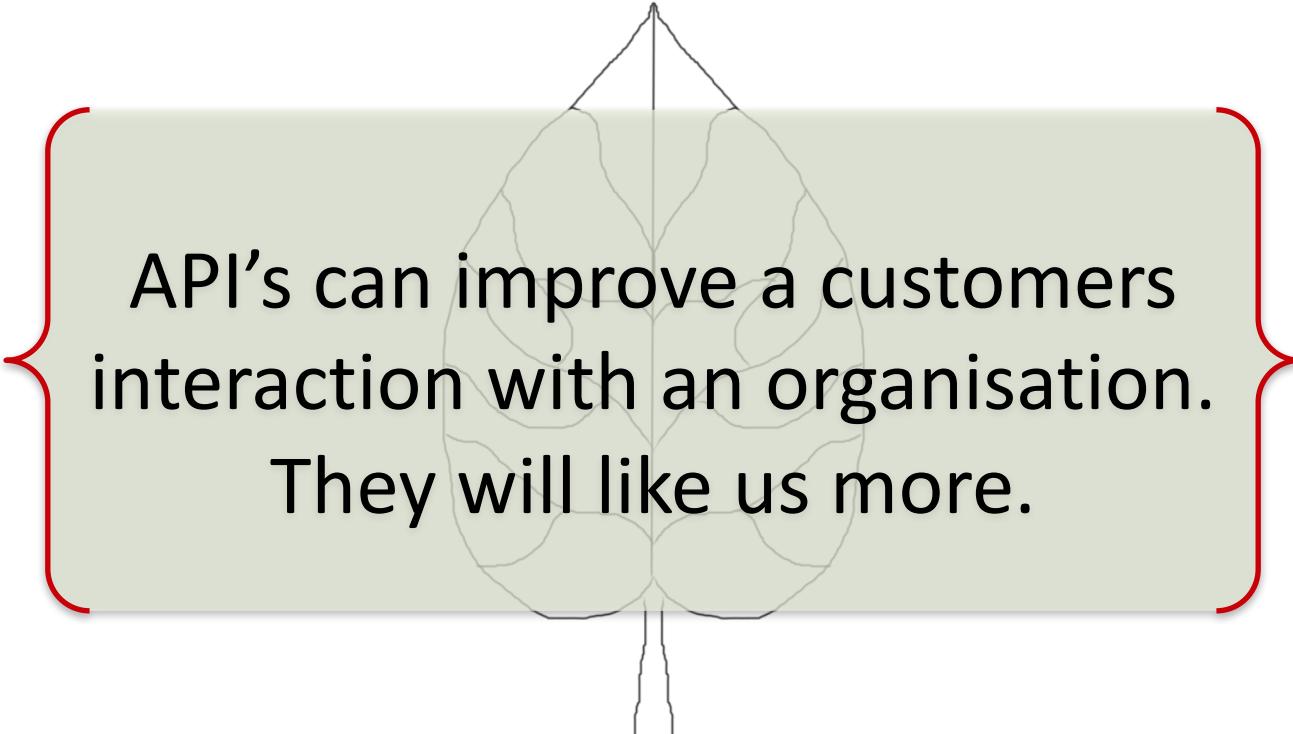
Short answer – pretty much anyone or anything that consumes an API becomes an API customer.

Who are API customers anyway?



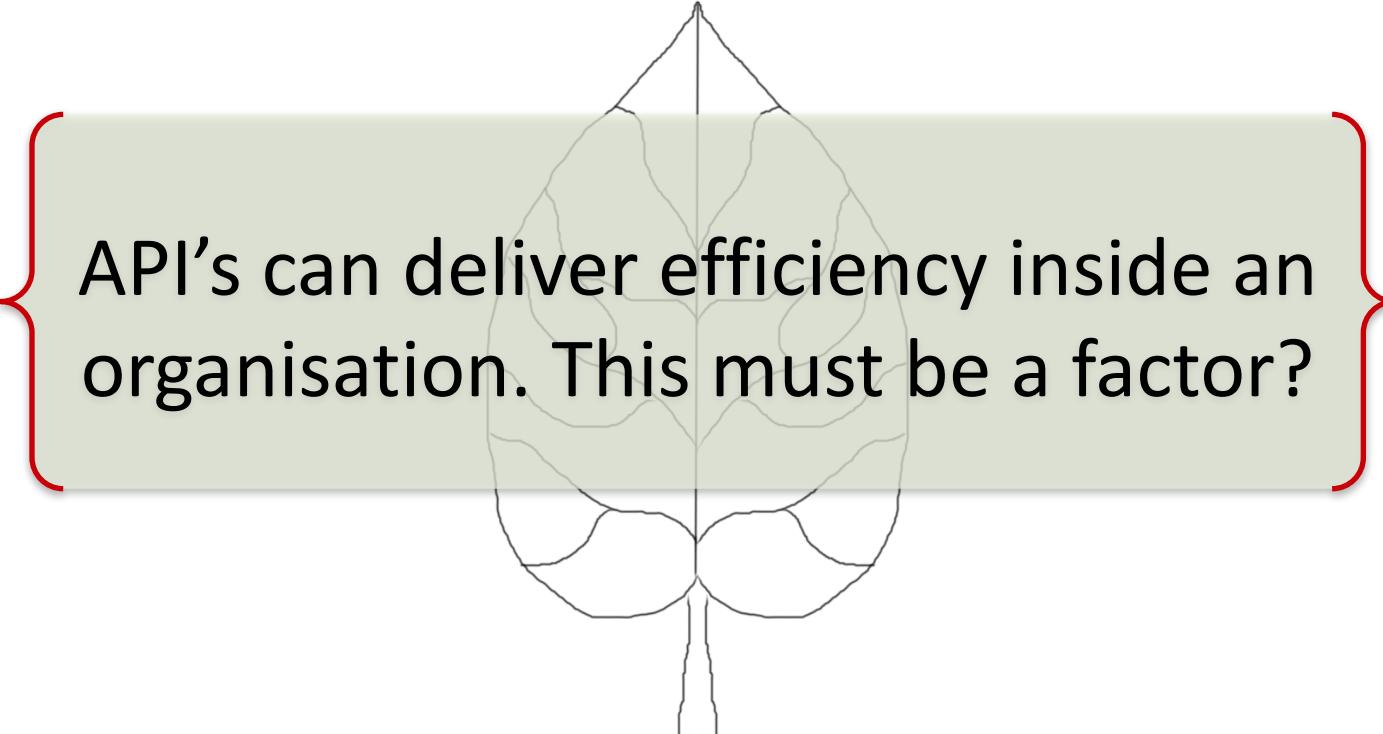
Likely that there will be new customers or a re-definition of customers as a result of API's.

We want our customers to like us!



API's can improve a customers interaction with an organisation.
They will like us more.

But what about our staff?

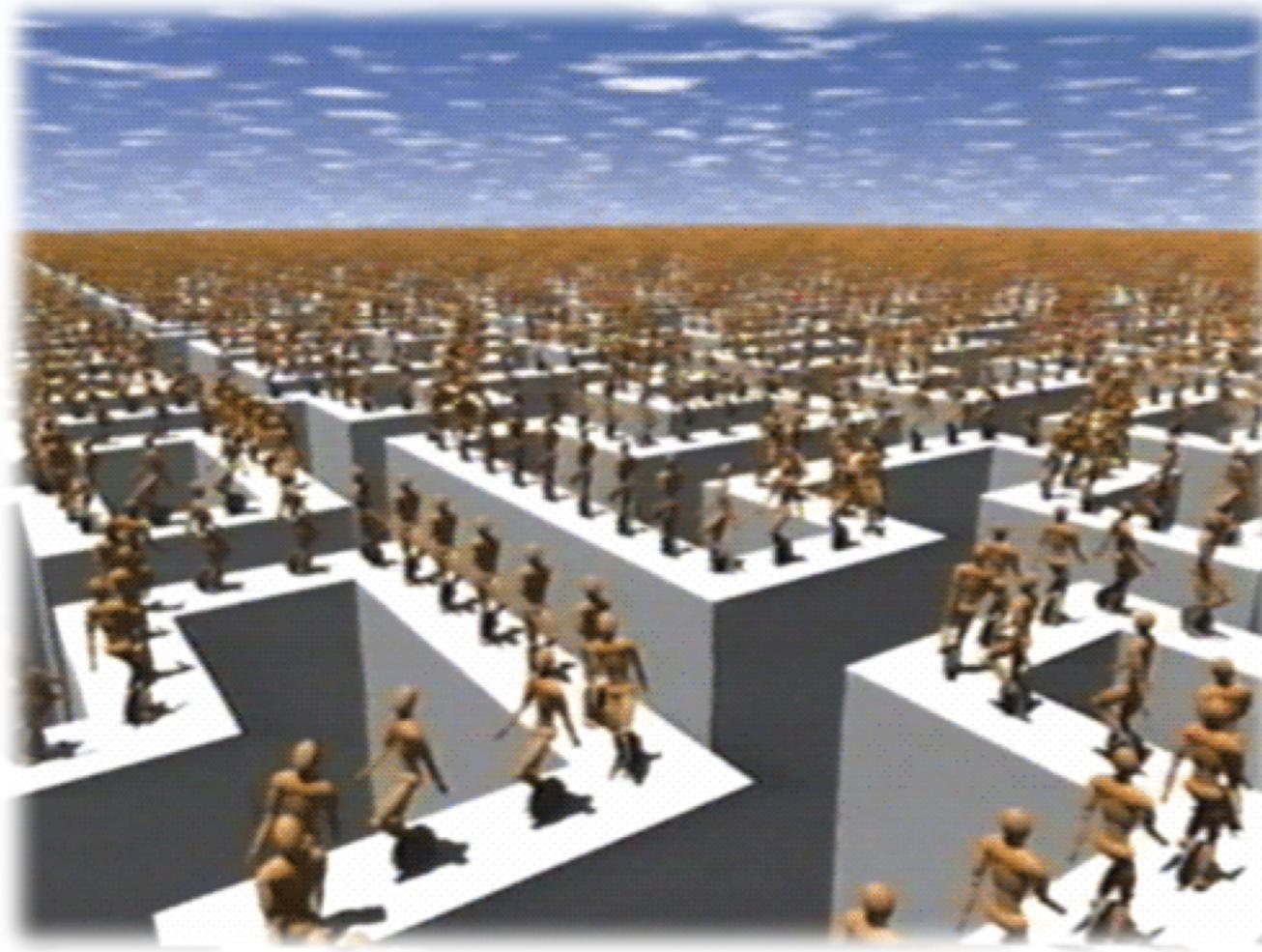


API's can deliver efficiency inside an organisation. This must be a factor?

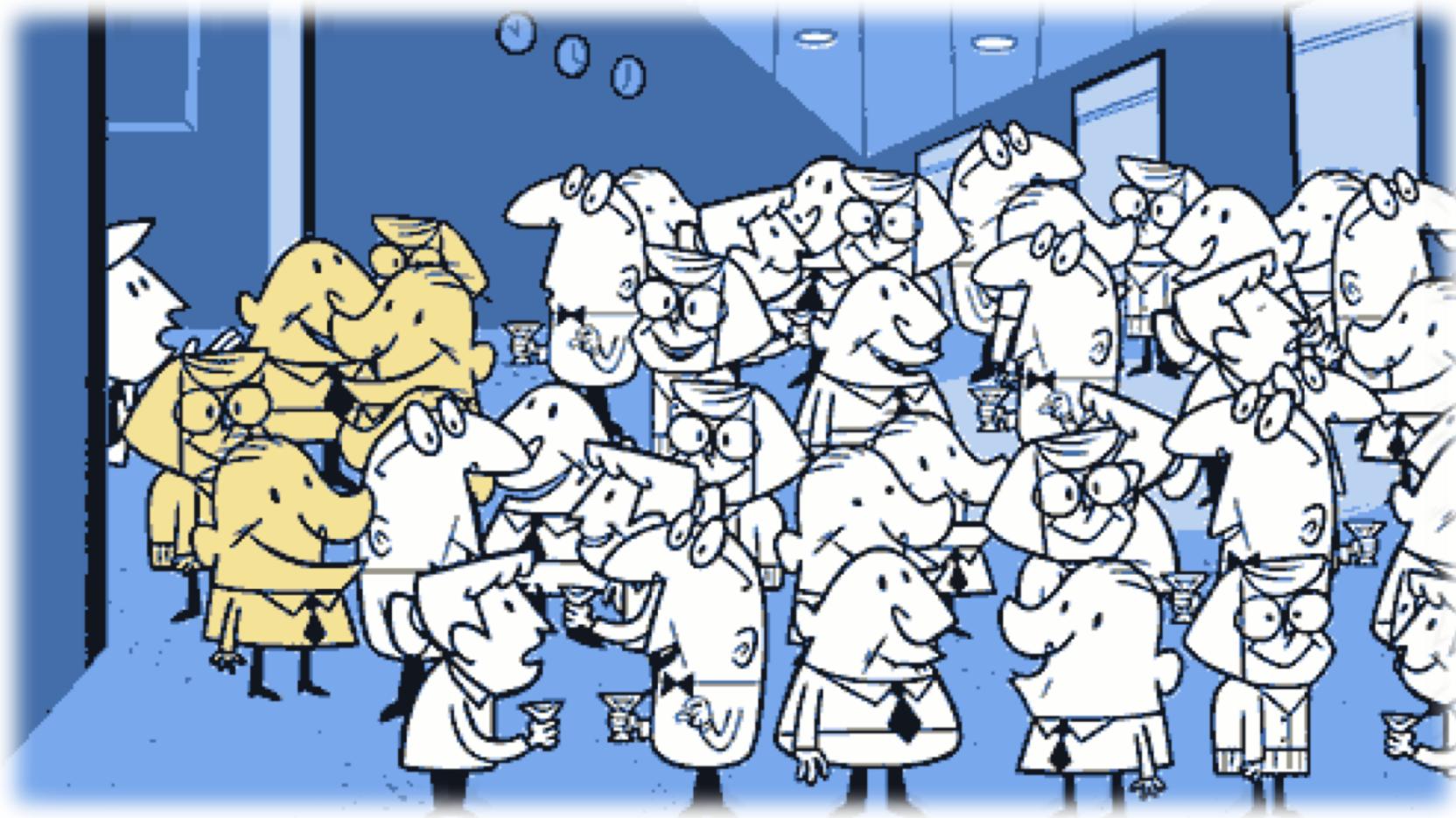
Hang on – there are lots of different leaves



Order and consistency



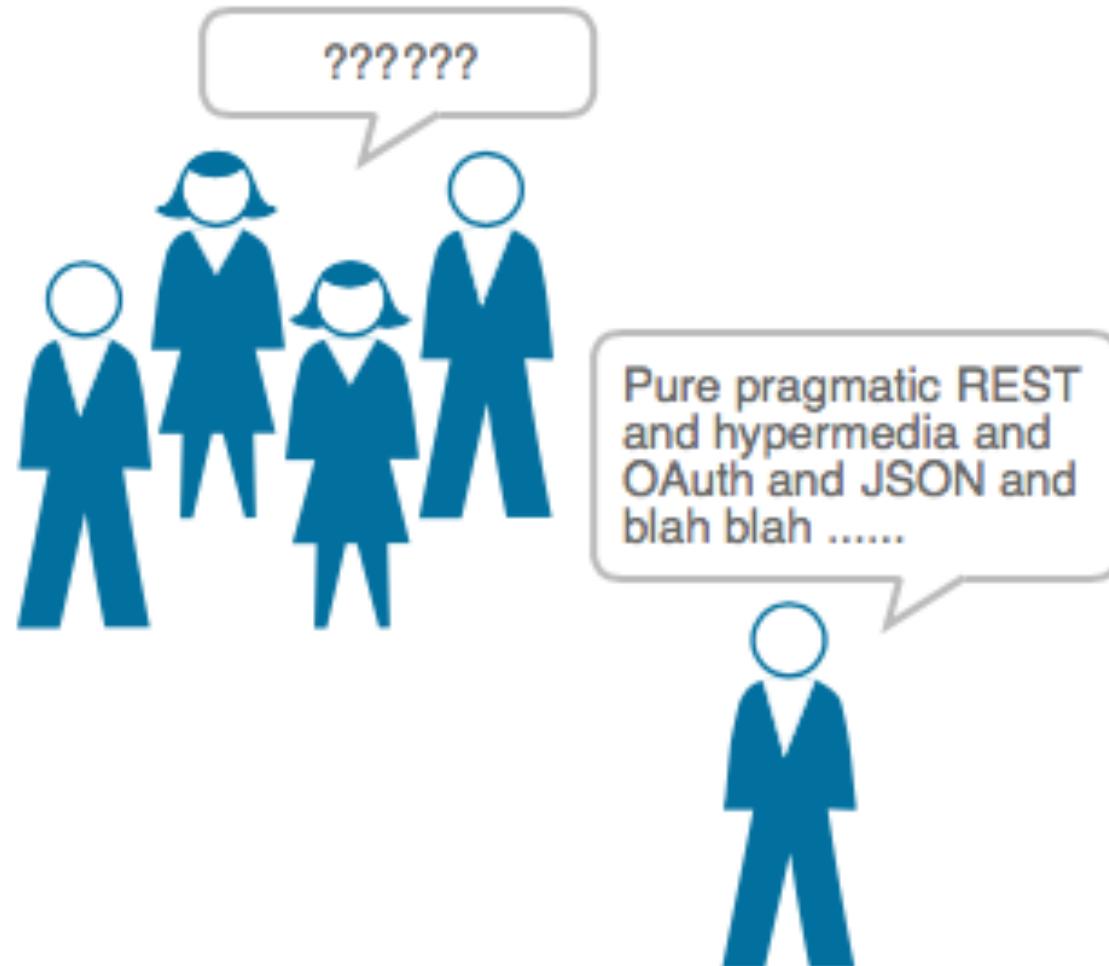
Speed and interaction



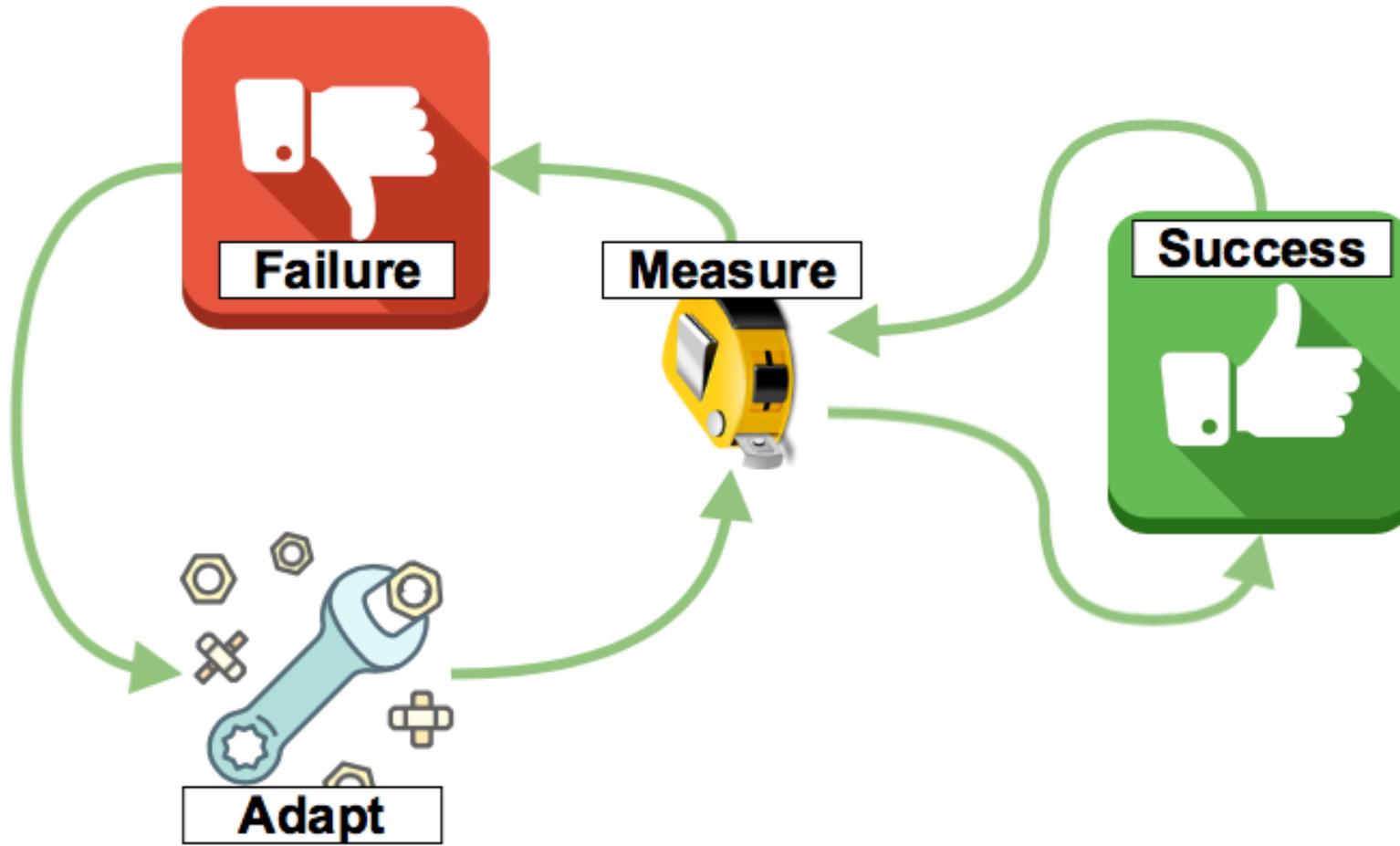
Change



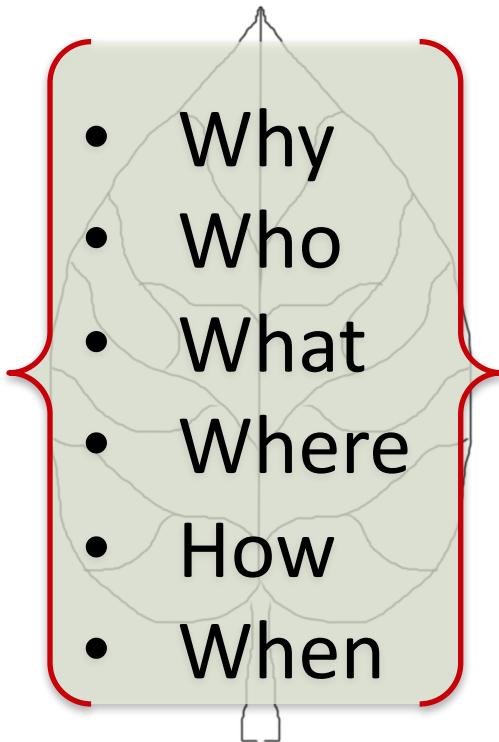
Communication



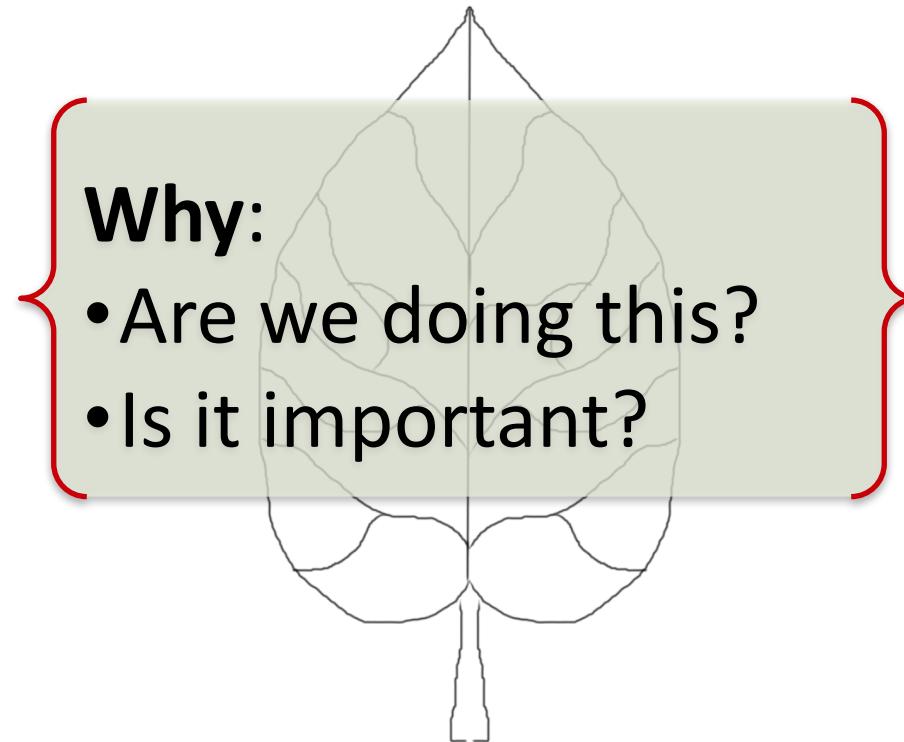
Measure



Back to the APIculate



Back to the APIculate



Back to the APIculate

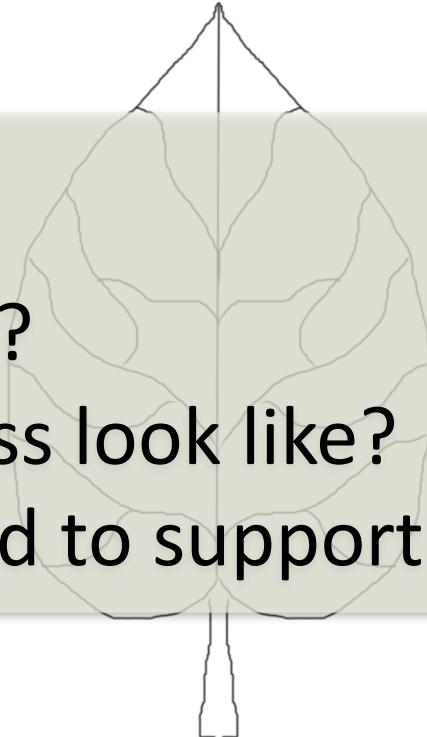
Who:

- Are we doing this for?
- Is responsible?
- Does it affect?

Back to the APIculate

What:

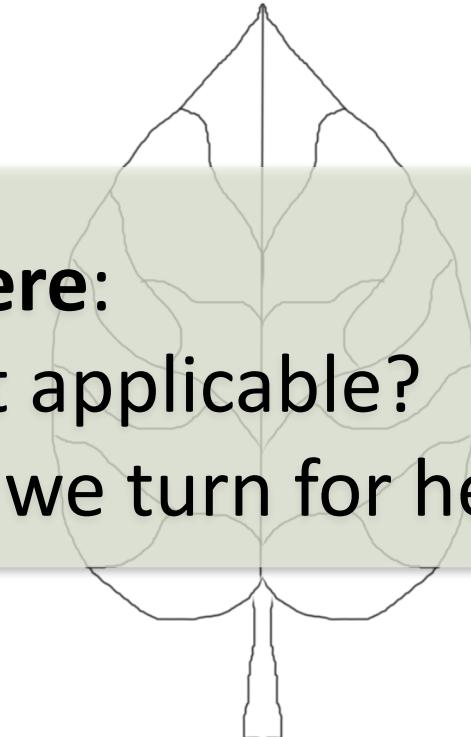
- Is the point?
- Does success look like?
- Do you need to support the strategy?



Back to the APIculate

Where:

- Is it applicable?
- Do we turn for help?



Back to the APIculate

How:

- Do we know that it's working?
- Will it affect staff?
- Will it affect customers?
- Does it support change?
- Is it communicated?

Back to the APIculate

When:

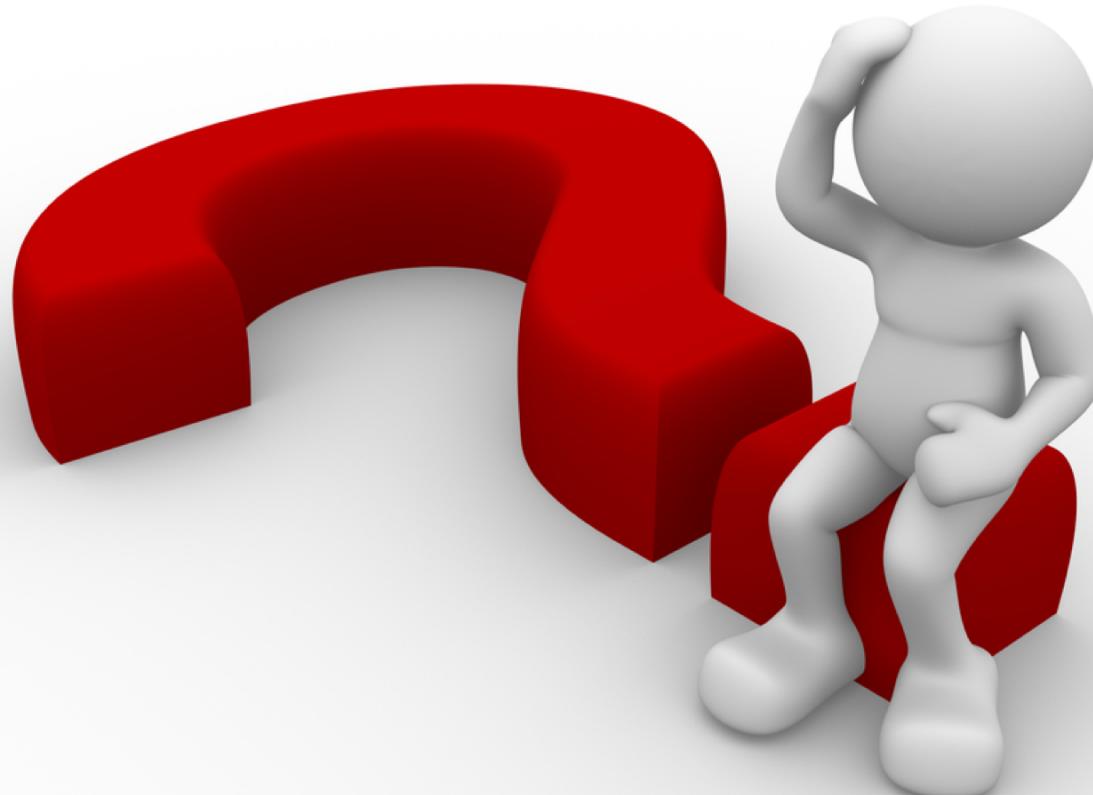
- Is it applicable?
- Is it most useful?
- Should it be applied?
- Do we start?!

Back to the APIculate

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{  
  "apiculate": {  
    "how": true,  
    "what": true,  
    "when": true,  
    "where": true,  
    "who": true,  
    "why": true  
  }  
}
```



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Useful Resources

API Standards Guide – New Zealand Government – coming soon, watch this space!

<https://www.ca.com/content/dam/ca/us/files/ebook/api-strategy-and-architecture-a-coordinated-approach.pdf>

<http://www.programmableweb.com/api-university/8-real-world-api-strategies-and-keys-to-their-success>

<https://www.linkedin.com/pulse/why-strategic-initiatives-fail-ty-tucker>

<http://www.apiacademy.co/resources/api-strategy-lesson-102-the-business-value-of-apis/>

http://apigee.com/about/sites/mktg-new/files/ebook_free_chapter/Chap2 APIs A Strategy Guide 0.pdf