

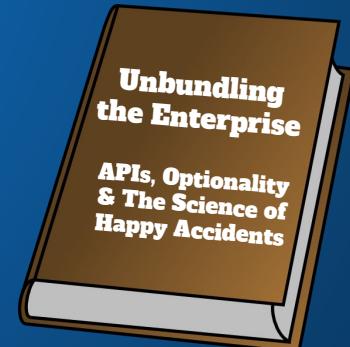
# APIs, Optionality & the Science of Happy Accidents

**Stephen Fishman**, Global Practice Lead, MuleSoft

**Matt McLarty**, CTO, Boomi

Co-authors of the upcoming IT Revolution book...

***Unbundling the Enterprise***



# There's treasure out there...



# There's treasure out there...



Generative AI



Open Banking



Telehealth



Autonomous Agents



Industry 4.0



Composable Commerce



X-as-a-Service



???

# Pirates know how to find treasure, right?



# How do you find treasure without a map?



# Pirates rule the digital seas!

Avast ye!  
Use APIs!  
Arrrr!



# Digital pirates often find unexpected treasures...



Universal Retail



Personalization



Payments

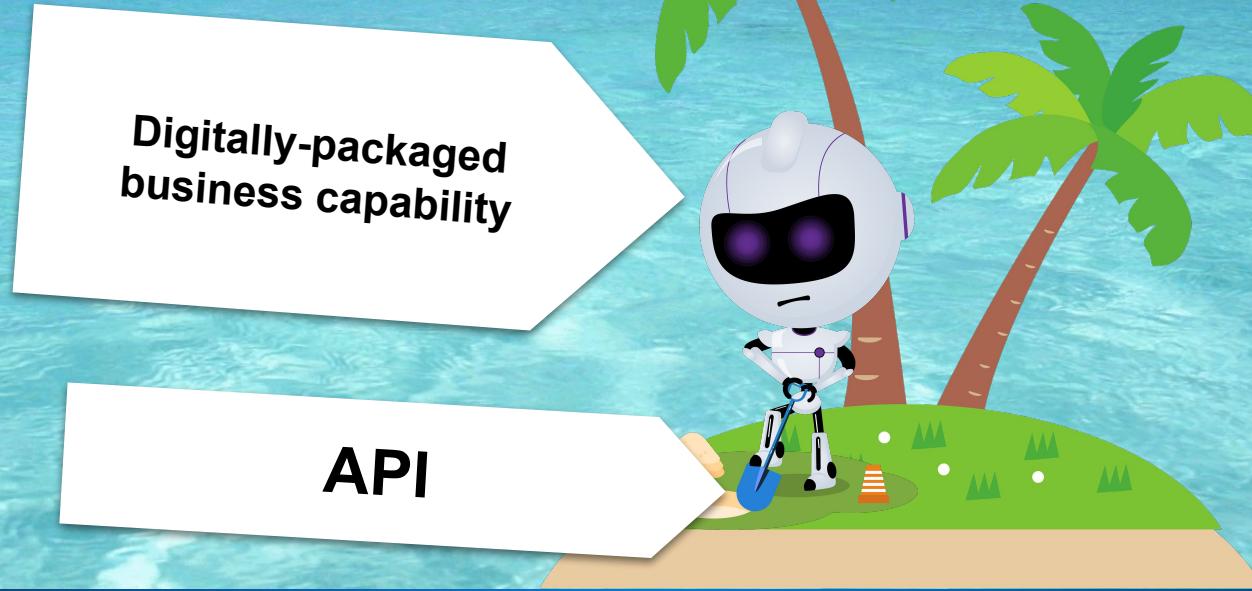


Logistics



AWS

# Finding digital treasure



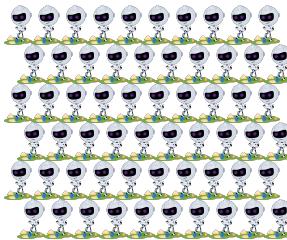
# APIrates rule the digital seas!



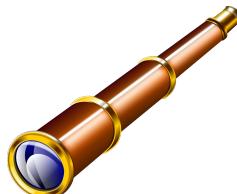
# The Science of Happy Accidents



OOOp's!



Create **Optionality**



Identify **Opportunities**

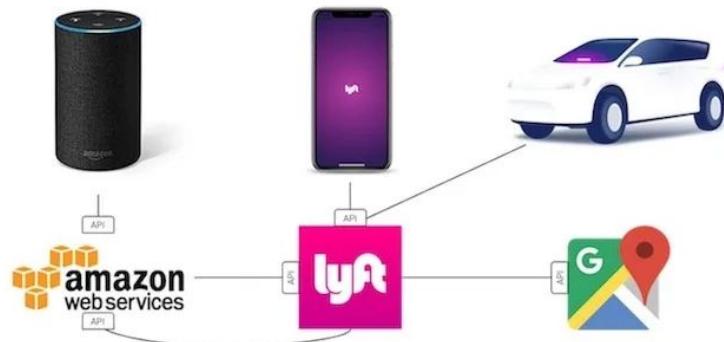


Optimize **Value**

# Create Optionality through Unbundling

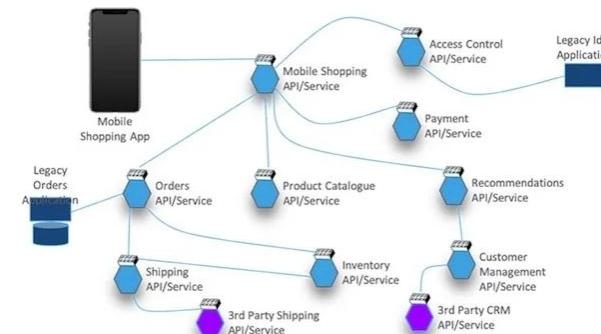
## TACTIC

### Create Optionality



## TECHNIQUE

APIs as interfaces to packaged capabilities



# Create Optionality through Unbundling



**BUILT BY ACQUISITION, COX AUTOMOTIVE HAS BECOME THE DOMINANT PLAYER IN PROVIDING SERVICES TO THE AUTOMOTIVE INDUSTRY THROUGH A FOCUSED EFFORT OF PLATFORM UNIFICATION**

The screenshot shows the Capital One Slingshot platform, which is designed to help companies like Chevrolet manage their Snowflake investments. It features a dashboard with various charts and graphs, and sections for "ISSUING Credit Offers" and "CONSUMER DATA Customer Transactions". At the bottom, there are buttons for "Request a demo" and "Start a free trial".

**INSPIRED BY TECH PLAYERS, CAP ONE HAS USED A CEO-DRIVEN STRATEGY TO UNBUNDLE AND REPACKAGE BANKING CAPABILITIES INTO MULTIPLE BUSINESS PLATFORMS, WITH A FOCUS ON APIs**

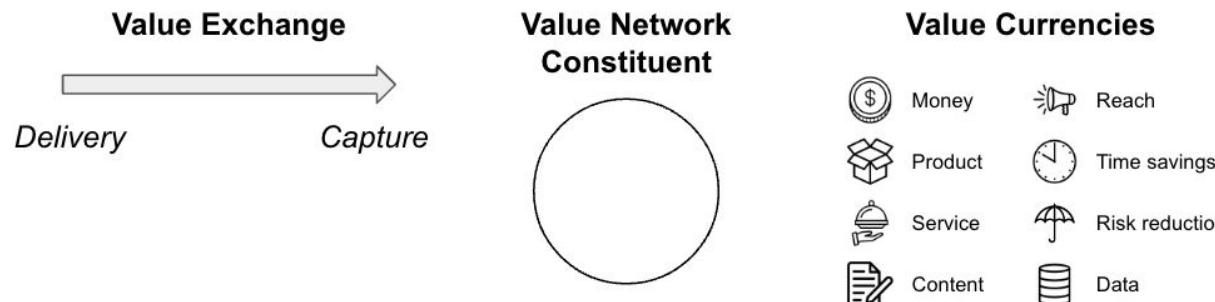
# Identify Opportunities through Value Dynamics

TACTIC

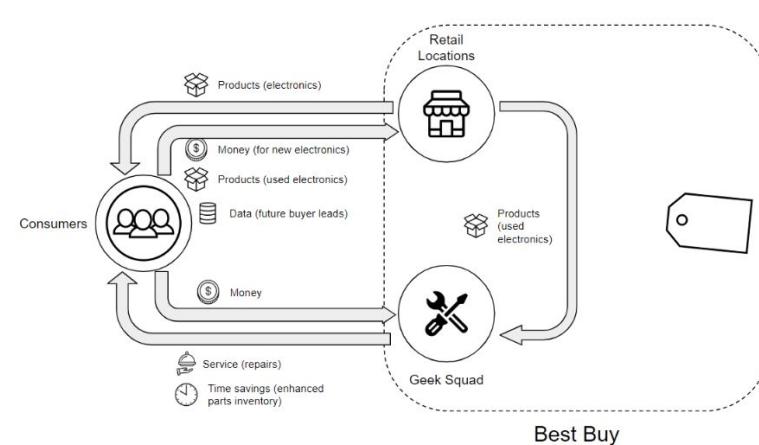
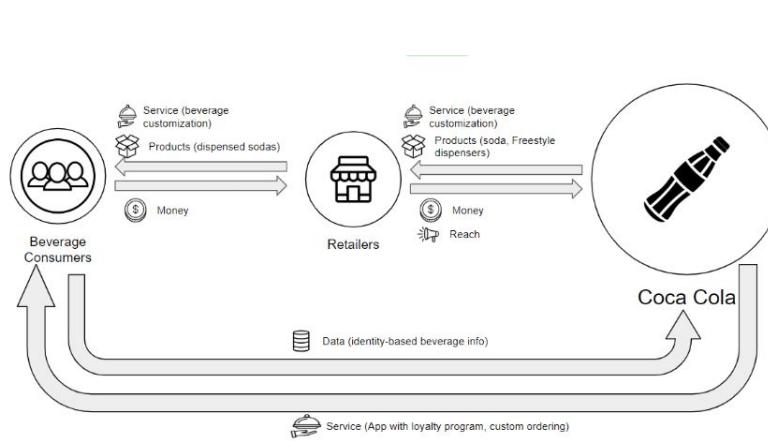
TECHNIQUE

## Identify Opportunities

## Applied Value Dynamics



# Identify Opportunities through Value Dynamics



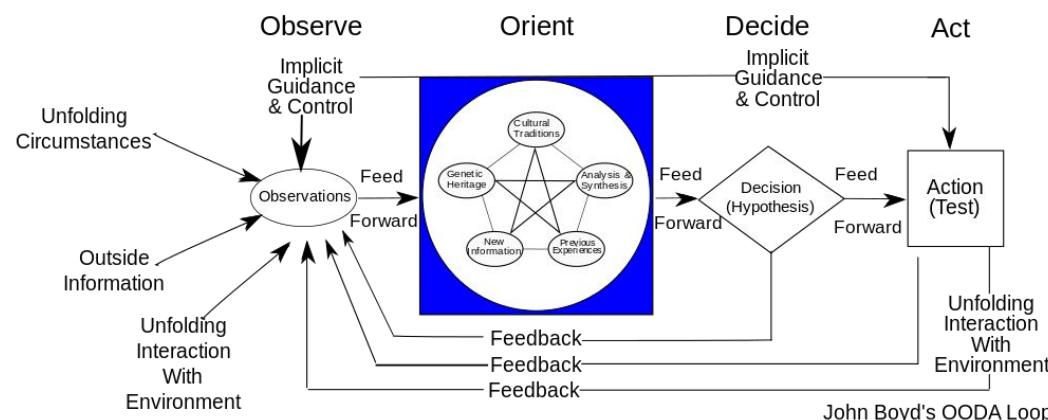
# Optimize Value through Feedback Loops

TACTIC

TECHNIQUE

## Optimize Value

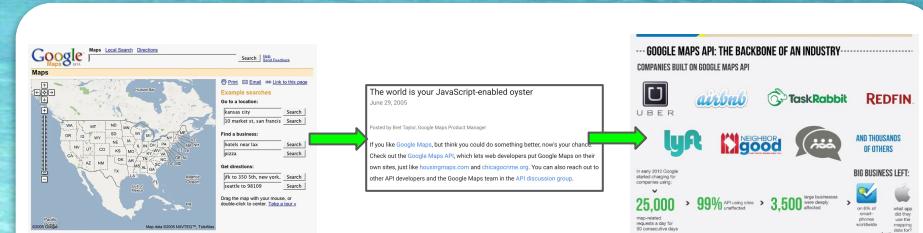
## Automated Feedback Loops



# Optimize Value through Feedback Loops



ORIGINALLY A LOW-COST, LOW-RISK OPTION,  
UNCAPPED REVENUE POTENTIAL WAS ACHIEVED BY  
REPEATEDLY "DOUBLING DOWN" ON "WINNING  
OPTIONS"

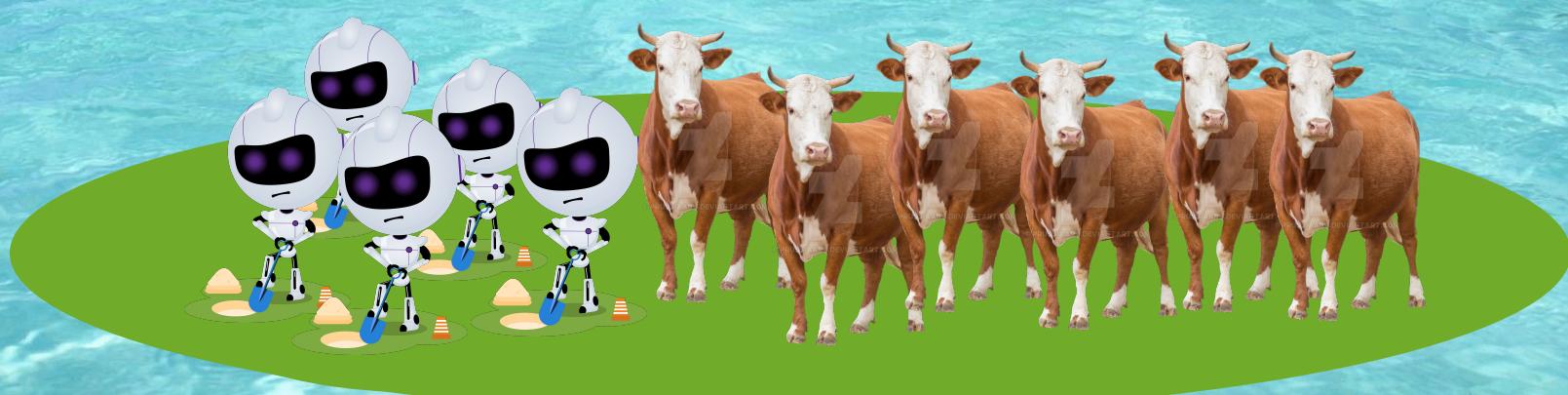


ORIGINALLY A WEB APP BUILT OFF OF ACQUIRED TECH,  
THE MAPS API PLATFORM EMERGED BY LISTENING TO  
USERS AND IS NOW EMBEDDED IN MORE THAN 5  
MILLION APPS

# You can't just copy Amazon



# The APIrate way carries the DevOps spirit



# Where we need help

<b>Exchange Optimization</b>	Transpose analog business models into the digital world, thus increasing the speed and scale of their value exchanges while lowering costs.
<b>Distributed Innovation</b>	Put innovative technologies in the hands of their business users and high option products in the hands of their customers to run rapid, well-measured experiments that pay off.
<b>Capability Capitalization</b>	Unbundle and rebundle capabilities in their business to create new products, services, and even highly profitable operating units.
<b>Value Aggregation</b>	Connect disparate value networks to create amalgamated business models whose whole is greater than the sum of its parts.

- ARE THESE REASONABLE?
- DO YOU HAVE EXAMPLES OF THESE IN THE WILD?
- WHAT OTHER STRATEGIES HAVE YOU SEEN?

# Summary



To create **Happy Accidents**, remember your **OOOp's**:

- Create **Optionality** by Unbundling business capabilities through APIs
- Identify **Opportunities** through Value Dynamics
- **Optimize** Value through Automated Feedback Loops

# Thank you!

And keep an eye out for  
*Unbundling the Enterprise:  
APIs, Optionality & the  
Science of Happy Accidents*

