



ENTERPRISE
TECH LEADERSHIP
SUMMIT

APIs, Optionality & the Science of Happy Accidents

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**UNBUNDLING
THE
ENTERPRISE**

—
APIs, Optionality,
& the Science of
Happy Accidents



There's treasure out there...

A wide-angle photograph of a clear blue ocean under a bright blue sky with scattered white clouds. The horizon is visible in the distance, and the water is calm with some gentle ripples.

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?



INCONCEIVABLE!

Pirates rule the digital seas!

Avast ye!
Use APIs!
Arrrr!



Digital pirates often find unexpected treasures...



Universal Retail



Personalization



Payments

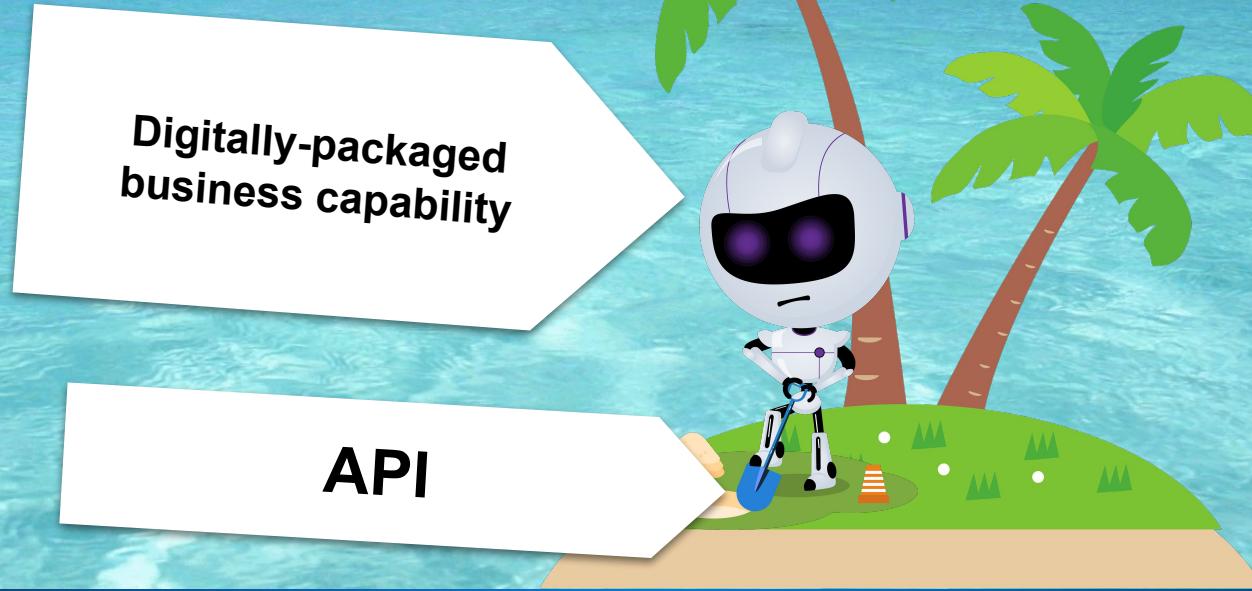


Logistics



AWS

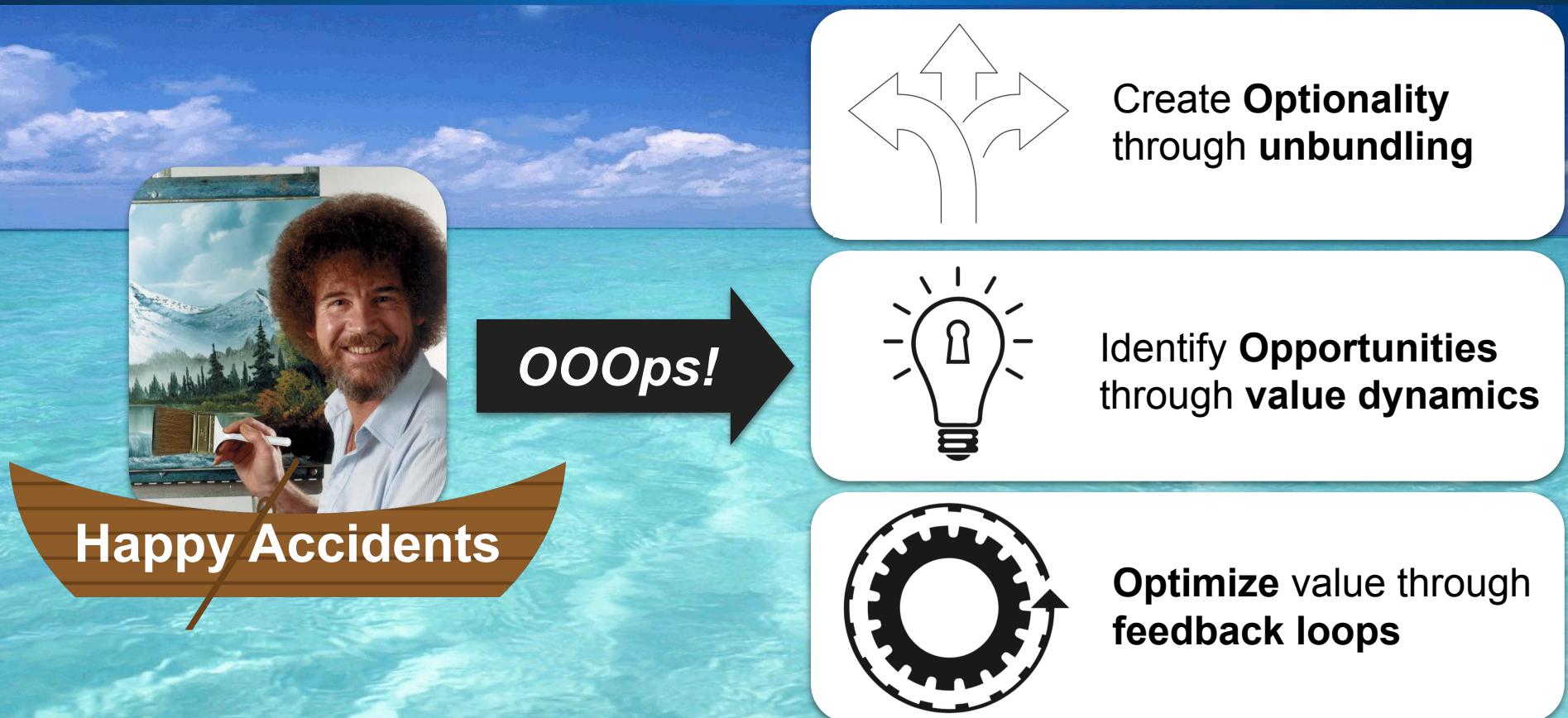
Finding digital treasure



APIrates rule the digital seas!



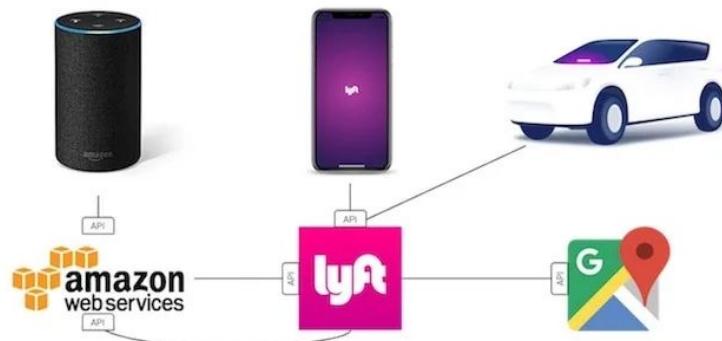
The Science of Happy Accidents



Create Optionality through Unbundling

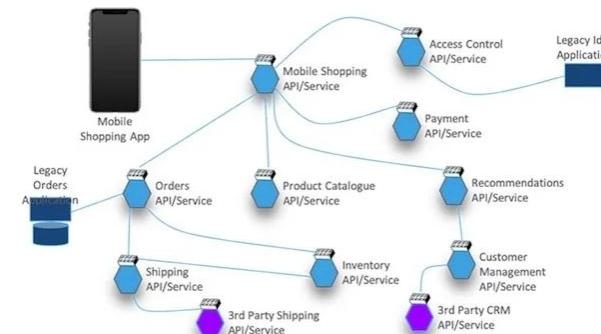
TACTIC

Create Optionality



TECHNIQUE

APIs as interfaces to packaged capabilities



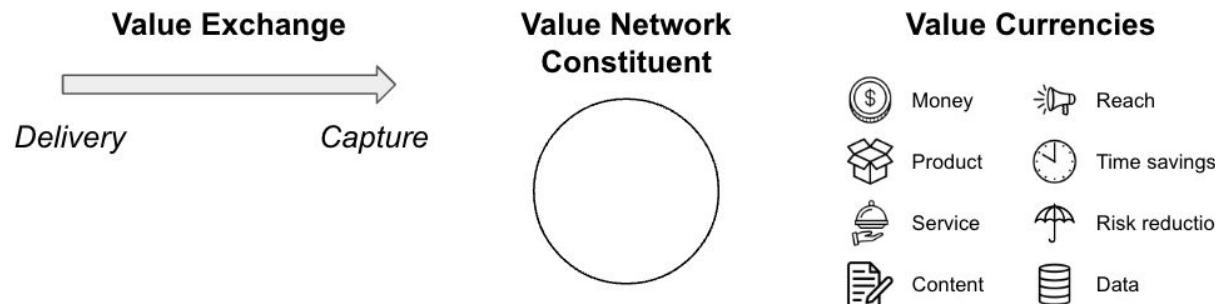
Identify Opportunities through Value Dynamics

TACTIC

TECHNIQUE

Identify Opportunities

Applied Value Dynamics



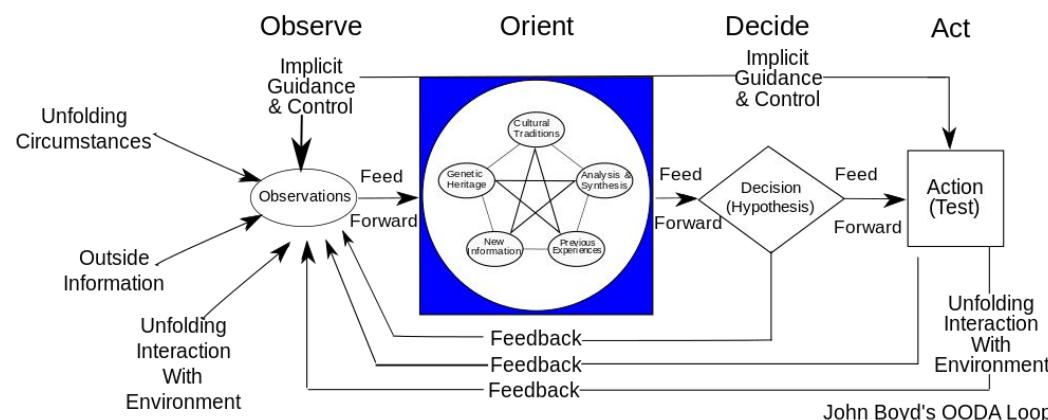
Optimize Value through Feedback Loops

TACTIC

TECHNIQUE

Optimize Value

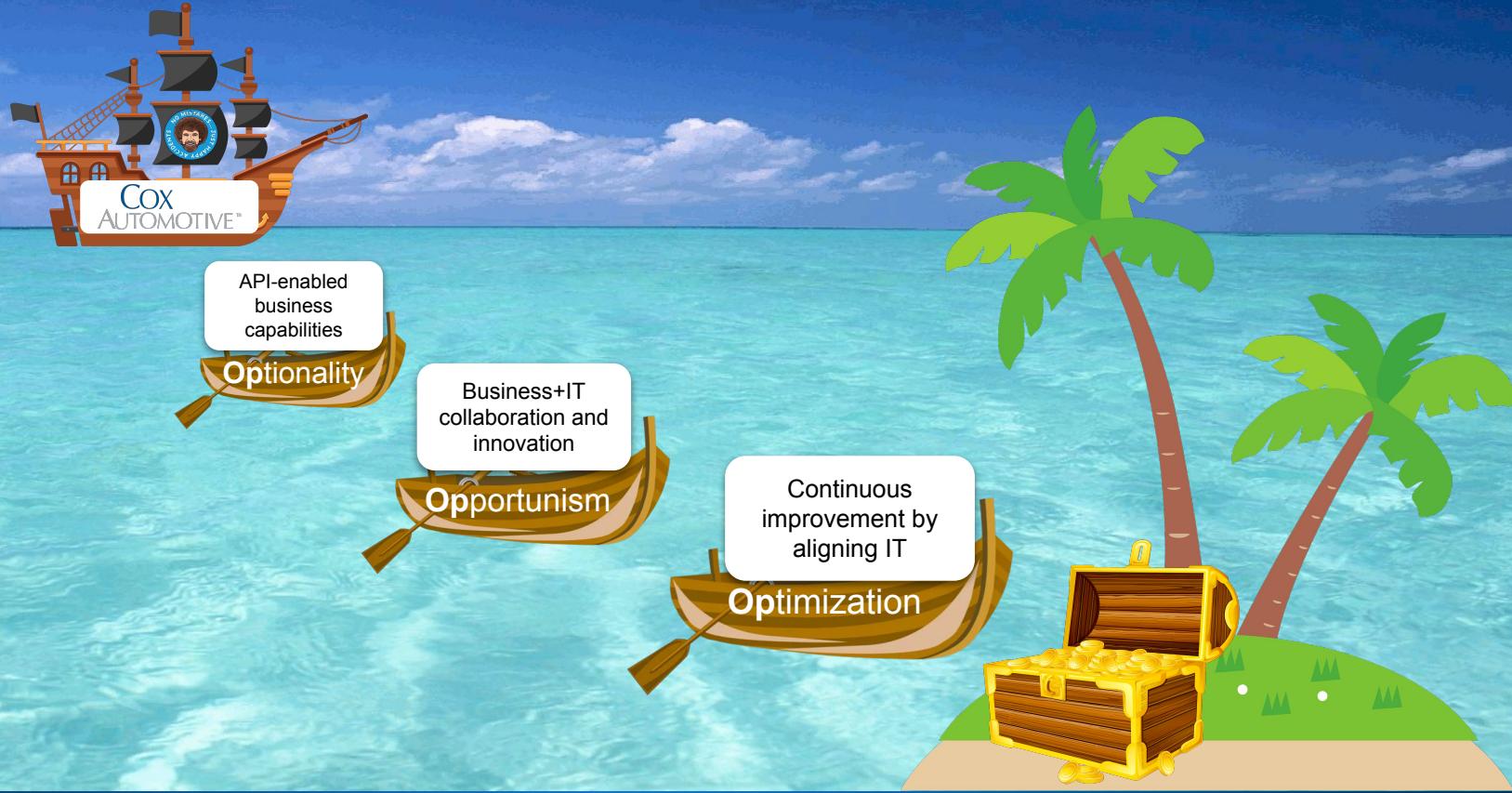
Automated Feedback Loops



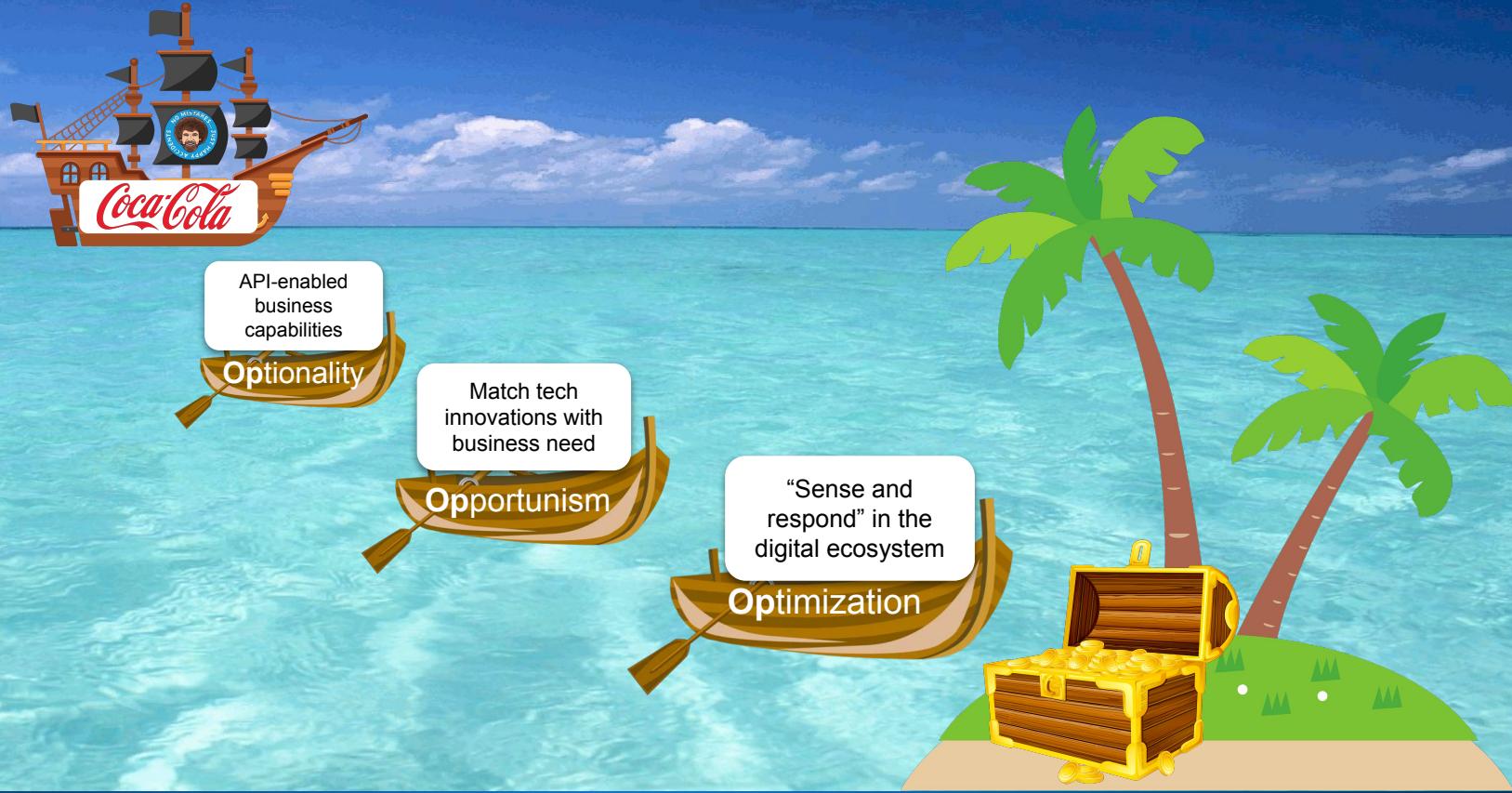
You can't just copy Amazon



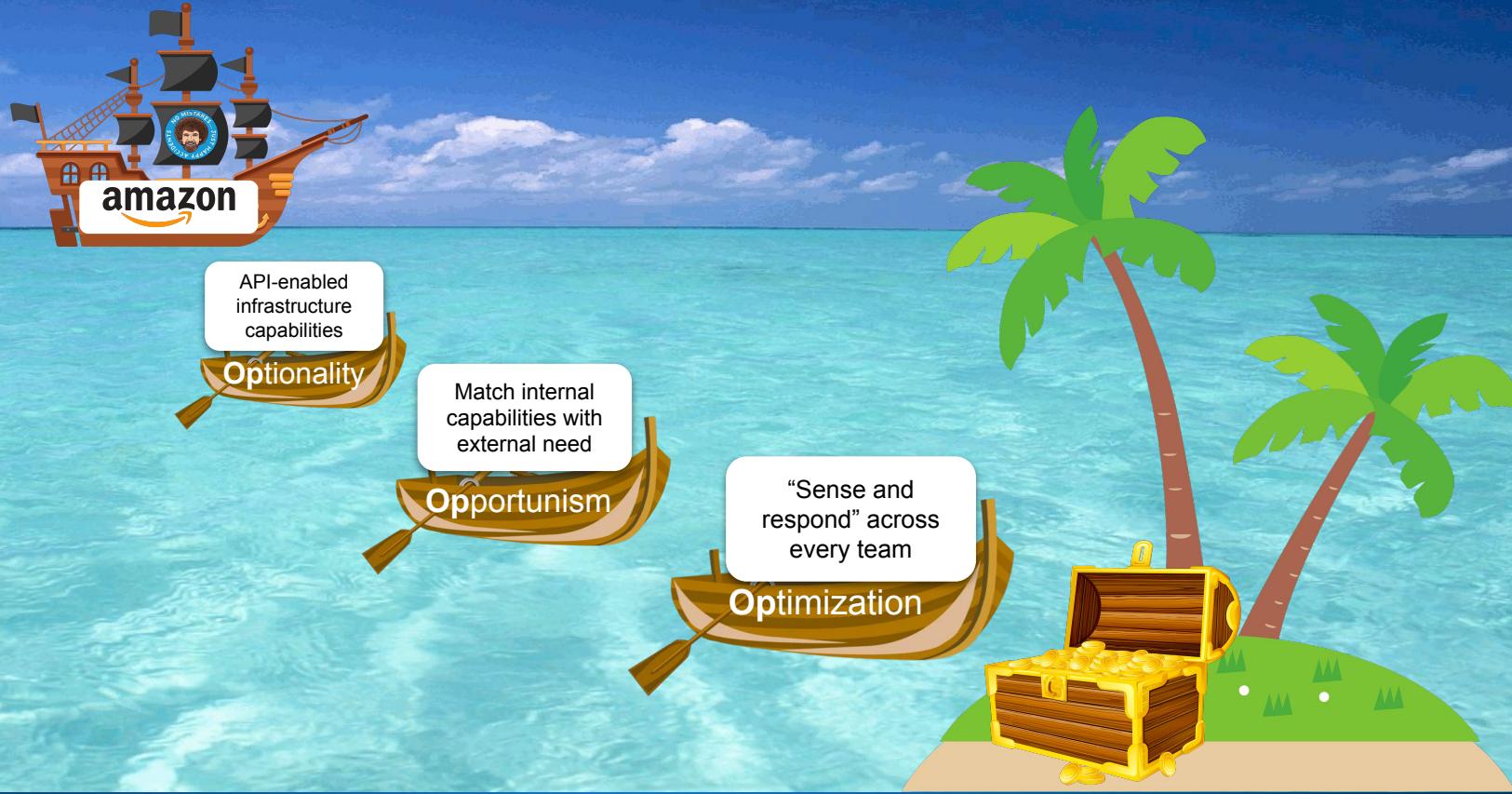
Success Strategy: Exchange Optimization



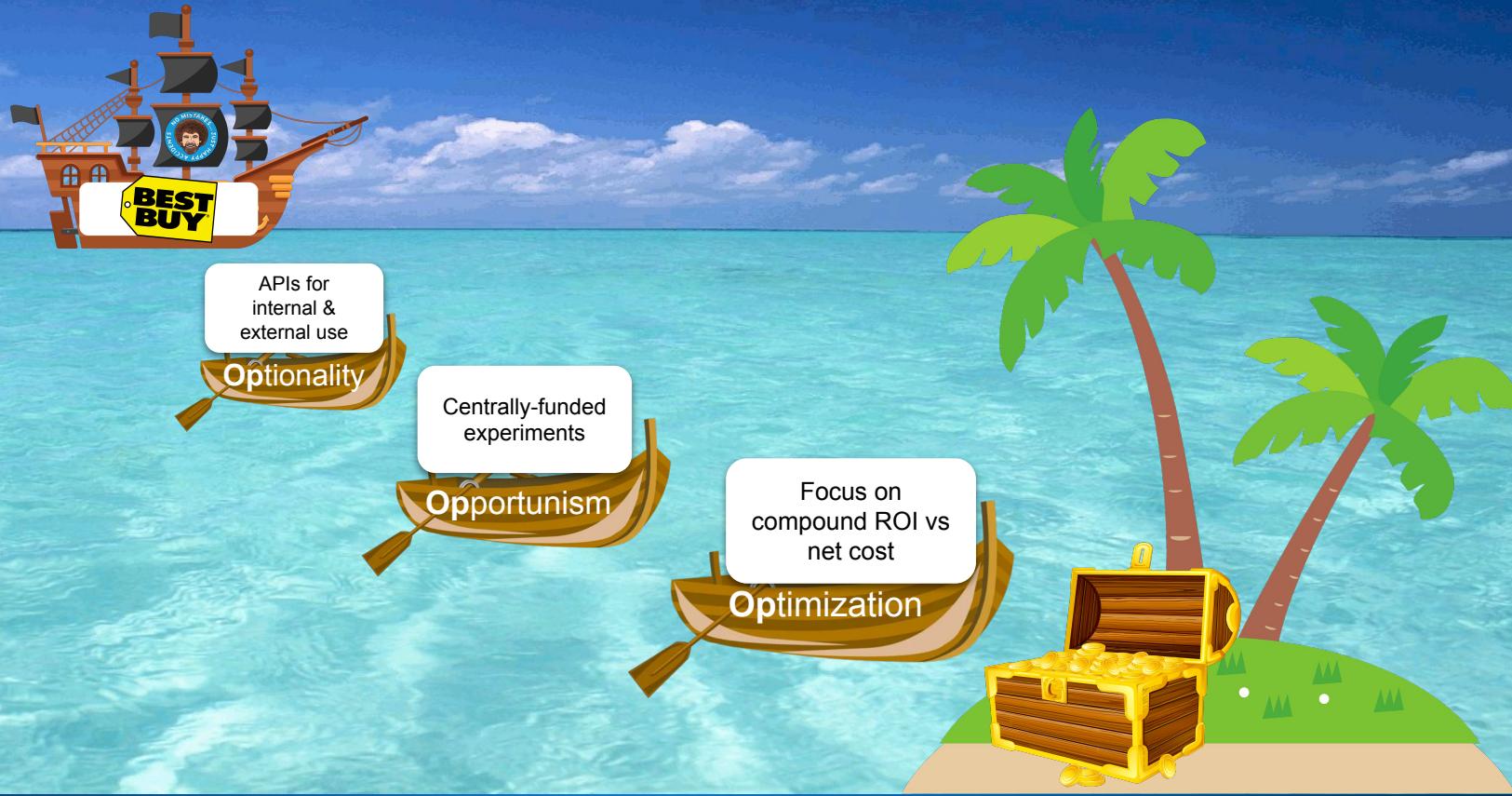
Success Strategy: Distributed Innovation



Success Strategy: Capability Capitalization



Success Strategy: Value Aggregation



Summary



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

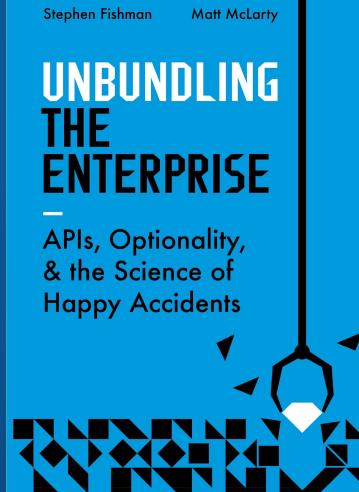
- Create **Optionality** by Unbundling business capabilities through APIs
- Identify **Opportunities** through Value Dynamics
- **Optimize** Value through Automated Feedback Loops



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Thank you!

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



The APIrate way carries the DevOps spirit



Where we need help

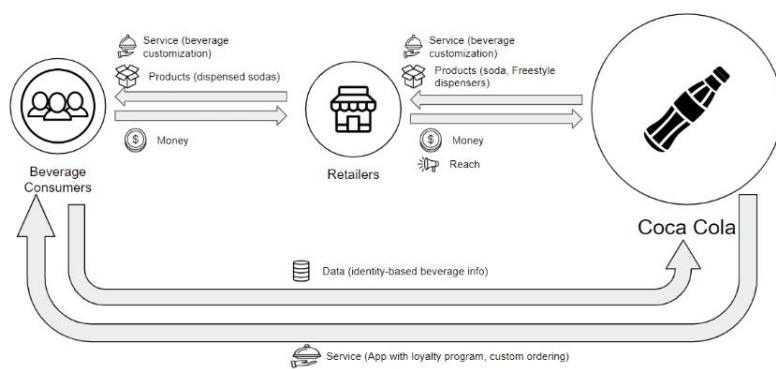
Exchange Optimization	Transpose analog business models into the digital world, thus increasing the speed and scale of their value exchanges while lowering costs.
Distributed Innovation	Put innovative technologies in the hands of their business users and high option products in the hands of their customers to run rapid, well-measured experiments that pay off.
Capability Capitalization	Unbundle and rebundle capabilities in their business to create new products, services, and even highly profitable operating units.
Value Aggregation	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?

Success Strategy: Exchange Optimization



Success Strategy: Distributed Innovation



Success Strategy: Capability Capitalization



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

Success Strategy: Value Aggregation

OOOps! at Best Buy

