Web API

What is it?

A web API (or API) is a software program that allows a computer to make its data available to other computers via the web. APIs allow businesses to make all kinds of data / information / services available to their customers.

Companies to assist you

3Scale, Apigee, API Academy, Apiary, Mulesoft, wso2

Influencers to follow

Mehdi Medjaoui, Aurélien Fache, Nicolas Grenié, Kin Lane.

3 companies using this technology

SalesForce – this software for customer relationship management has developed APIs allowing third-party applications to be integrated with it. Thus, SalesForce develops an ecosystem of partners and becomes a platform.

SNCF – its APIs provide "real time itineraries and timetables of SNCF trains to invent new mobility services"

Groupe PSA – On some Peugeot, Citroën and DS models, the on-board computer has APIs. These APIs provide 89 data points.

What business impact?

- Outsourcing: A company may have access to a wide variety of services provided as APIs by service providers, rather than developing these services themselves or being obliged to host them on premises.

- Growth: a company can offer a service via an API: new customers, new markets, new business models.

Resources needed

Organizational resources:
- IT service supporting a culture of sharing data
- liaison with the legal team to verify which data can be shared with third parties

Financial resources:
- licences for software services
- consulting fees for project development and maintenance

Do's and don'ts

Do:
- take excellent care of the documentation of the API

- collect use cases: what do the users of your APIs do with it?

Don't:
- open your data without checking access or usage.

- conversely, restrict too much access to data for no objective reason.