**Need or purpose of API management in organization?**

Everybody or some of the people anticipated, why an organization should invest an ample money on a Apigee platform and can’t we simply expose backend services straight to the customers or applications

API management platform in place between your customers/applications and your back-end services because to enforce some rules and policies to ensure that usage of the services is within the boundaries of the organization’s policy spectrum and no break happens resulting in any kind of mess be it in terms of revenue loss or data loss.

API Management platform helps you to define standardized set of policies for any API being exposed during its publication and deployment in your environment

* Expose the services and data over various channels in difference formats like json, xml…etc.
* Business growth, directly with monetization or exposure indirectly.
* Analytics/Analyze usage patterns, dashboards will give you experience in terms of solving issues. Also, assist you to well foresee and forecast for future requirements and to take any necessary measures to ensure customers and applications are rightly served.
* API management platforms provide different level of policy enhancement for example Apigee support with predefined or custom policies
* Consistency in multiple API implementations and information exchange
* Avoid security vulnerability.
* Message transformations
* Automate API access - integrate with DevOps toolset for CI/CD implementation

Backend systems / Service Providers – CRM/ESB

API consumers – Mobile /Web apps & Services

Develop

Design

Monetize

Monitor

Analyze

Publish

Deploy

Secure