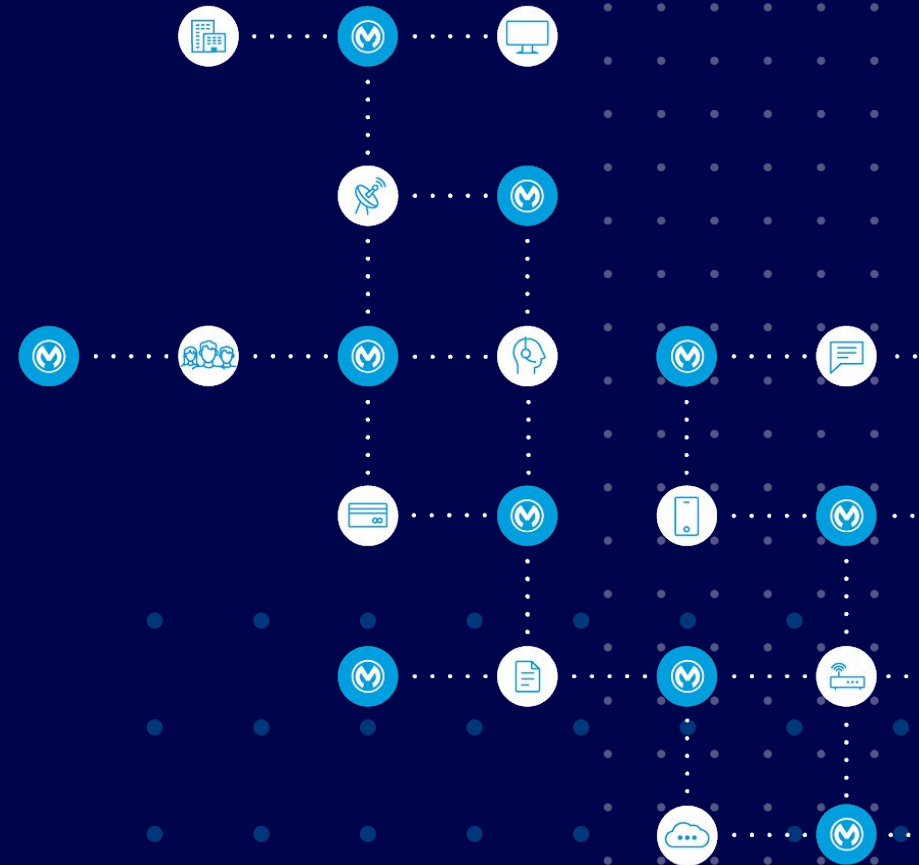




# Mapping API business models

Through value exchange

Matt McLarty, Global Leader of API Strategy  
@mattmclartybc



# 2020 Connectivity benchmark report

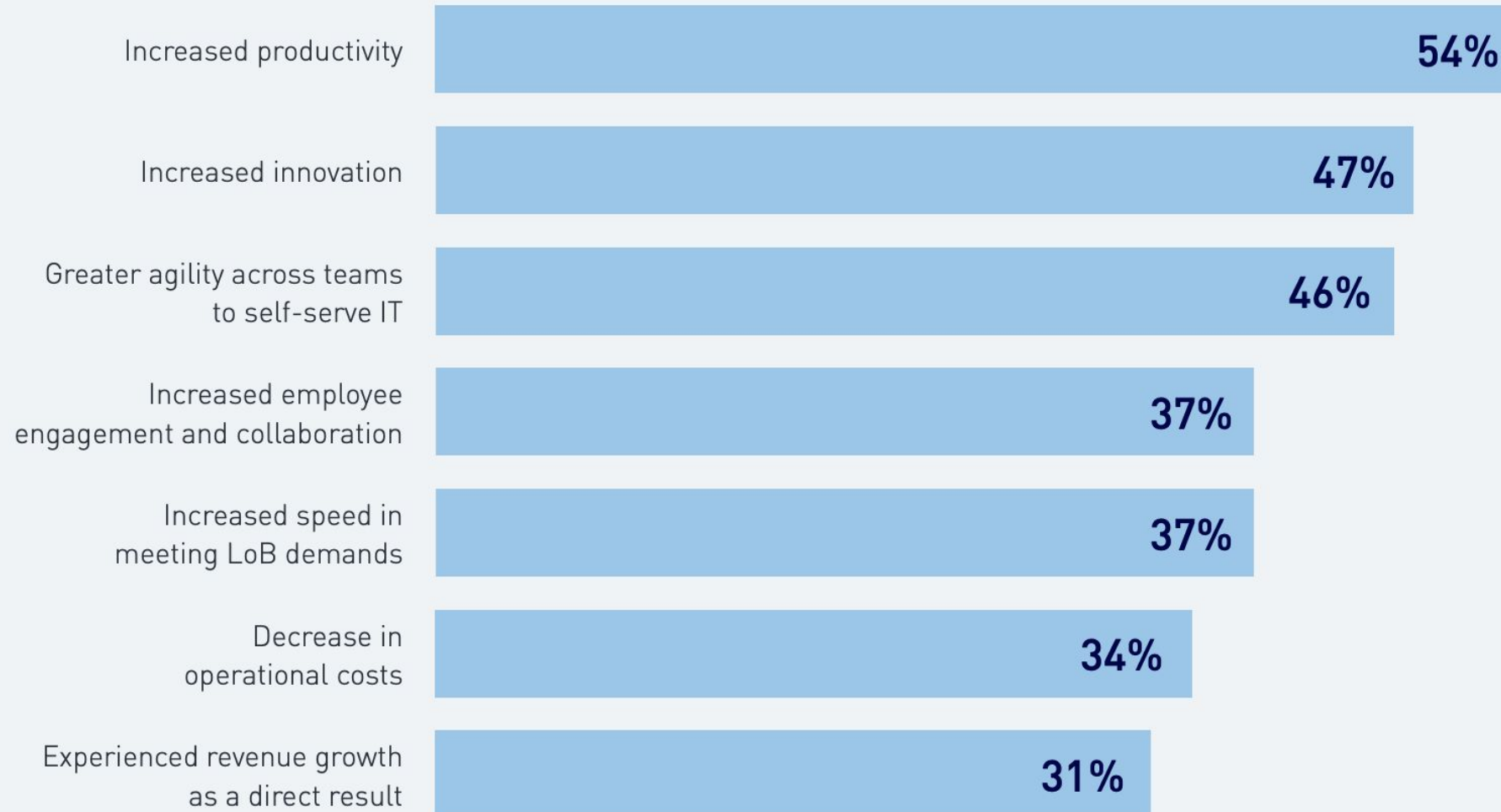


<https://www.mulesoft.com/lp/reports/connectivity-benchmark>

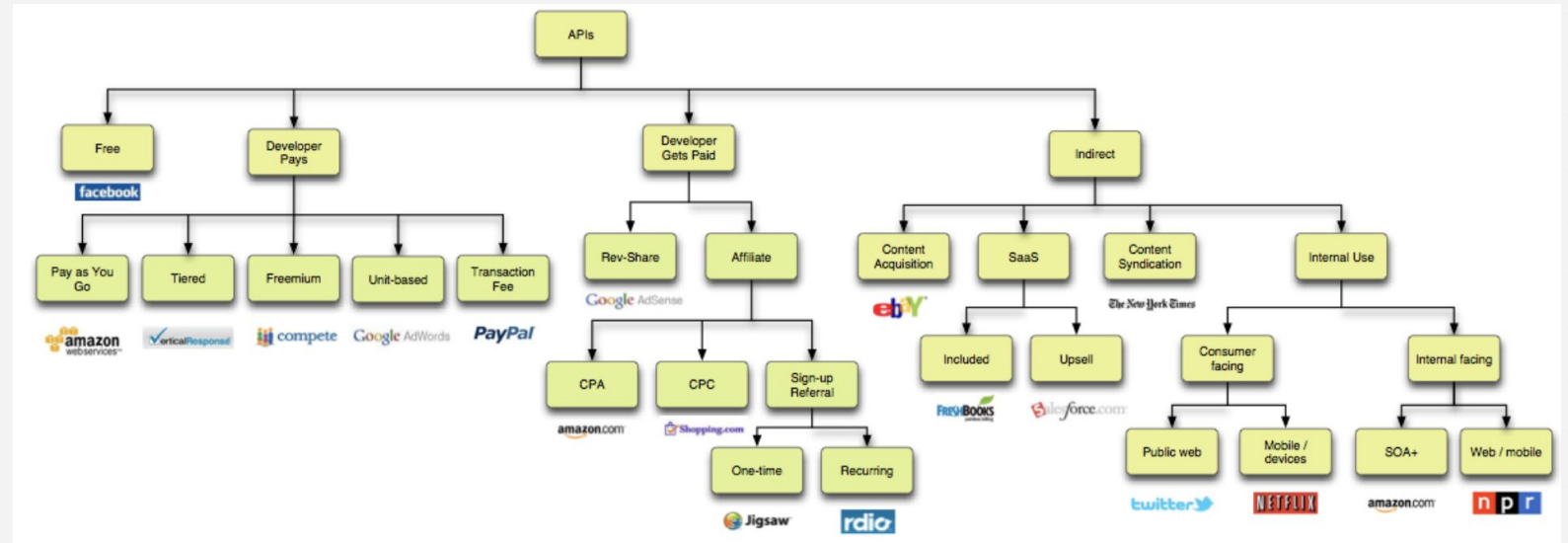
# API business benefits



What business result(s) has your company realized from leveraging APIs?



# API business models



From *API Business Models: 20 models in 20 minutes* by John Musser (<https://www.infoq.com/presentations/API-Business-Models/>)

# Business model

“A business model is how an organization creates, delivers, and captures **value**.”

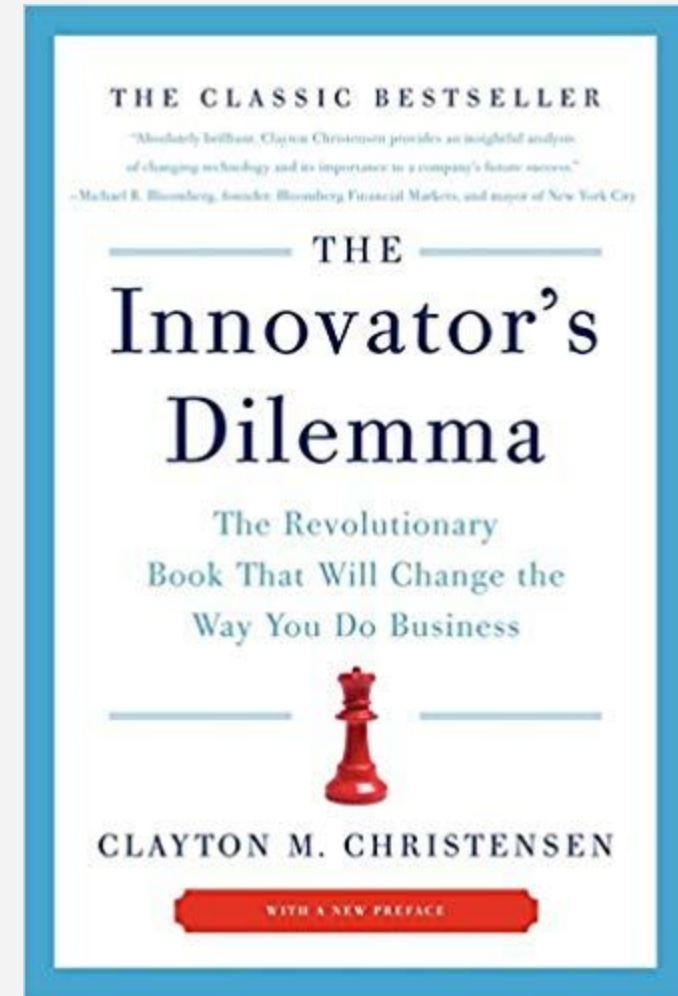
Alex Osterwalder, creator of the *Business Model Canvas*



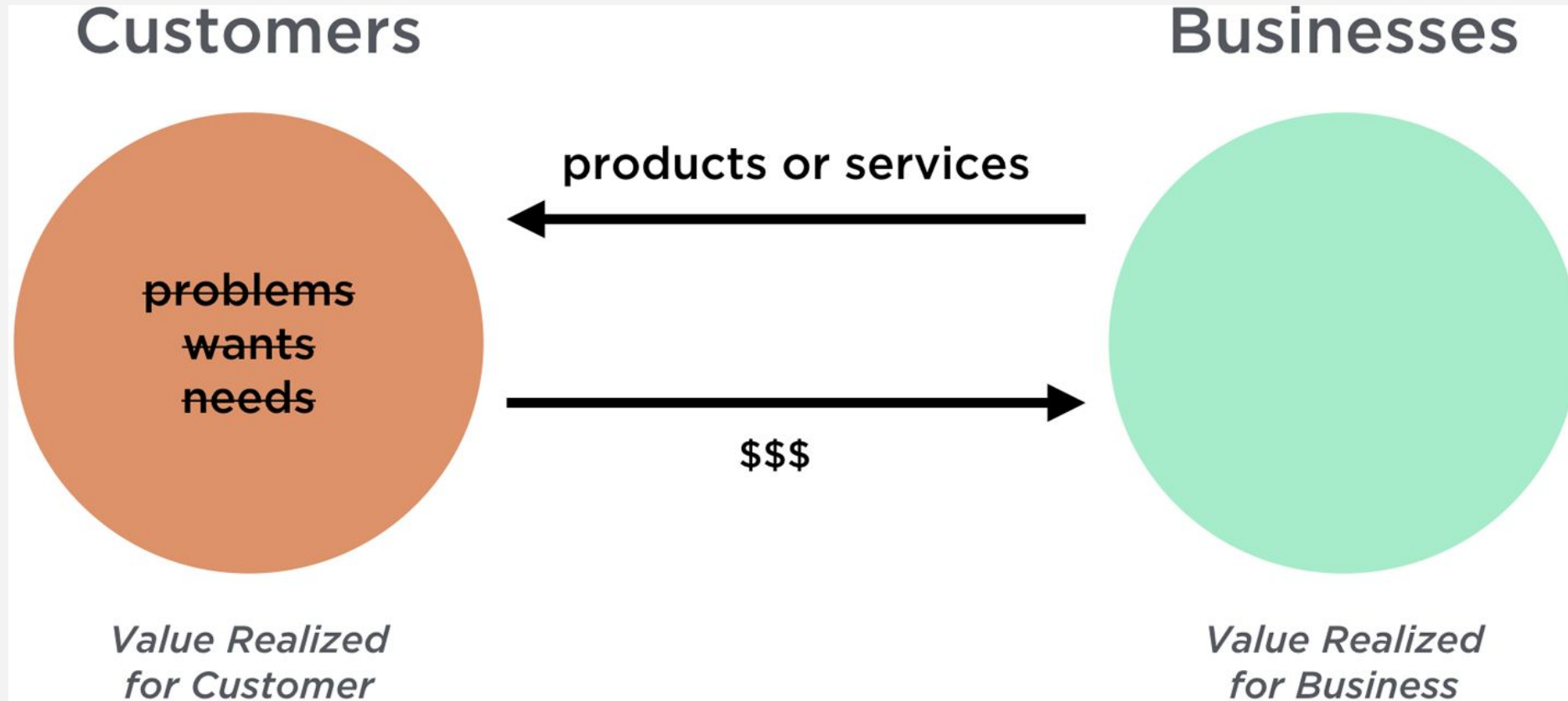
# Value network

“The collection of upstream suppliers, downstream channels to market, and ancillary providers that support a common **business model** within an industry.”

Clayton Christensen, *The Innovator's Dilemma*

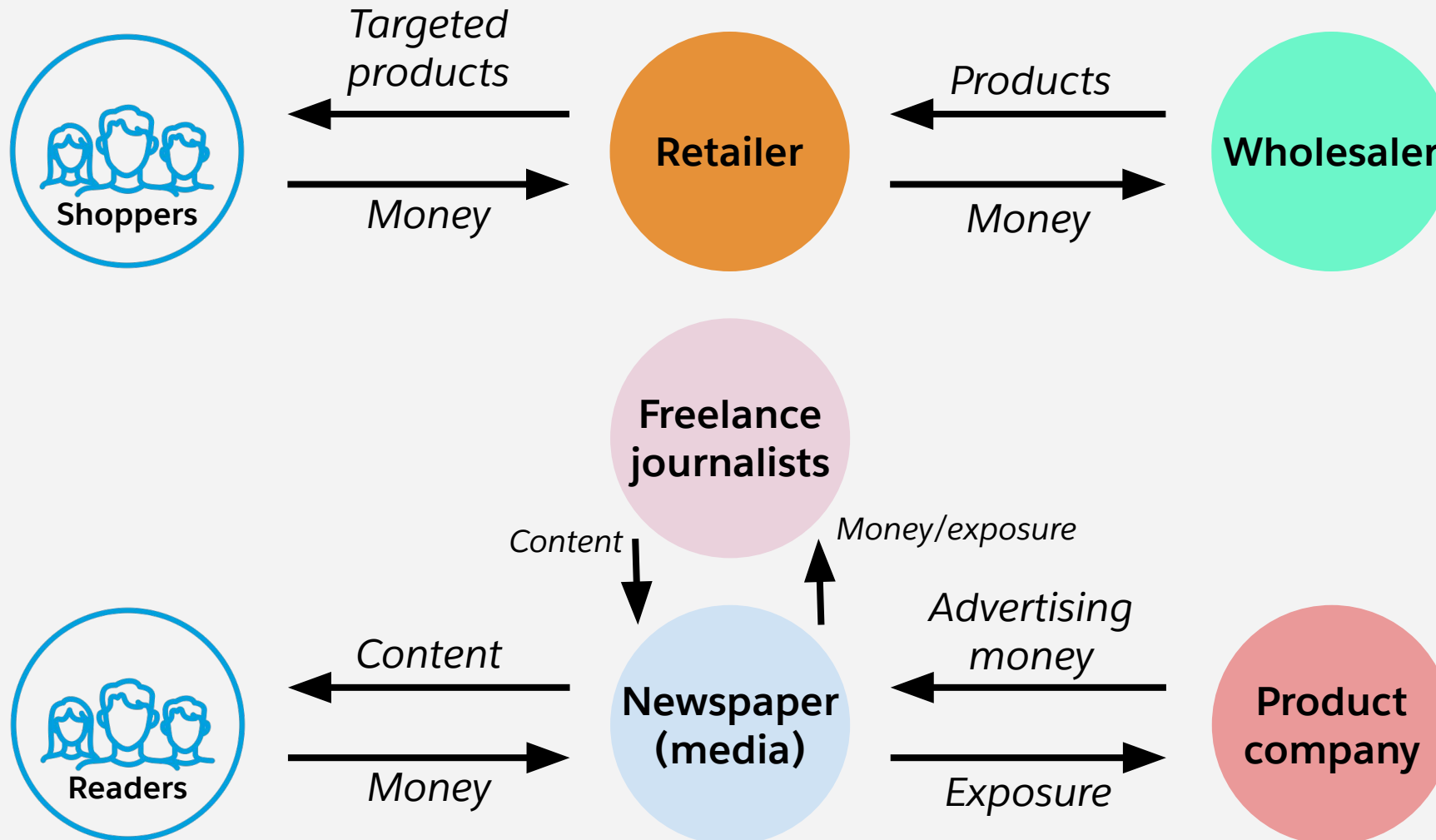


# Value exchange



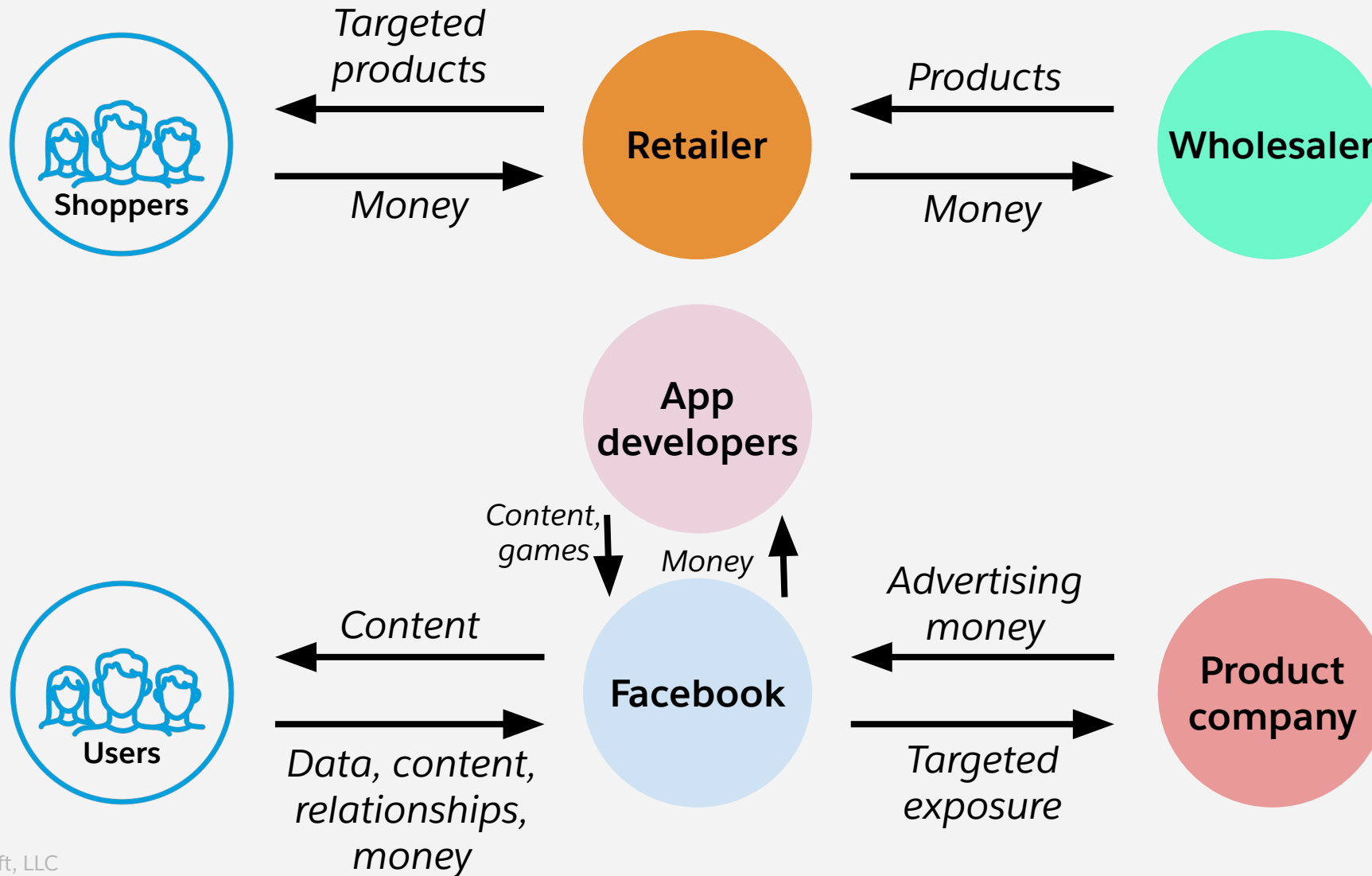
From *Escaping the Build Trap* by Melissa Perri (<https://www.oreilly.com/library/view/escaping-the-build/9781491973783/>)

# Value exchanges in business models

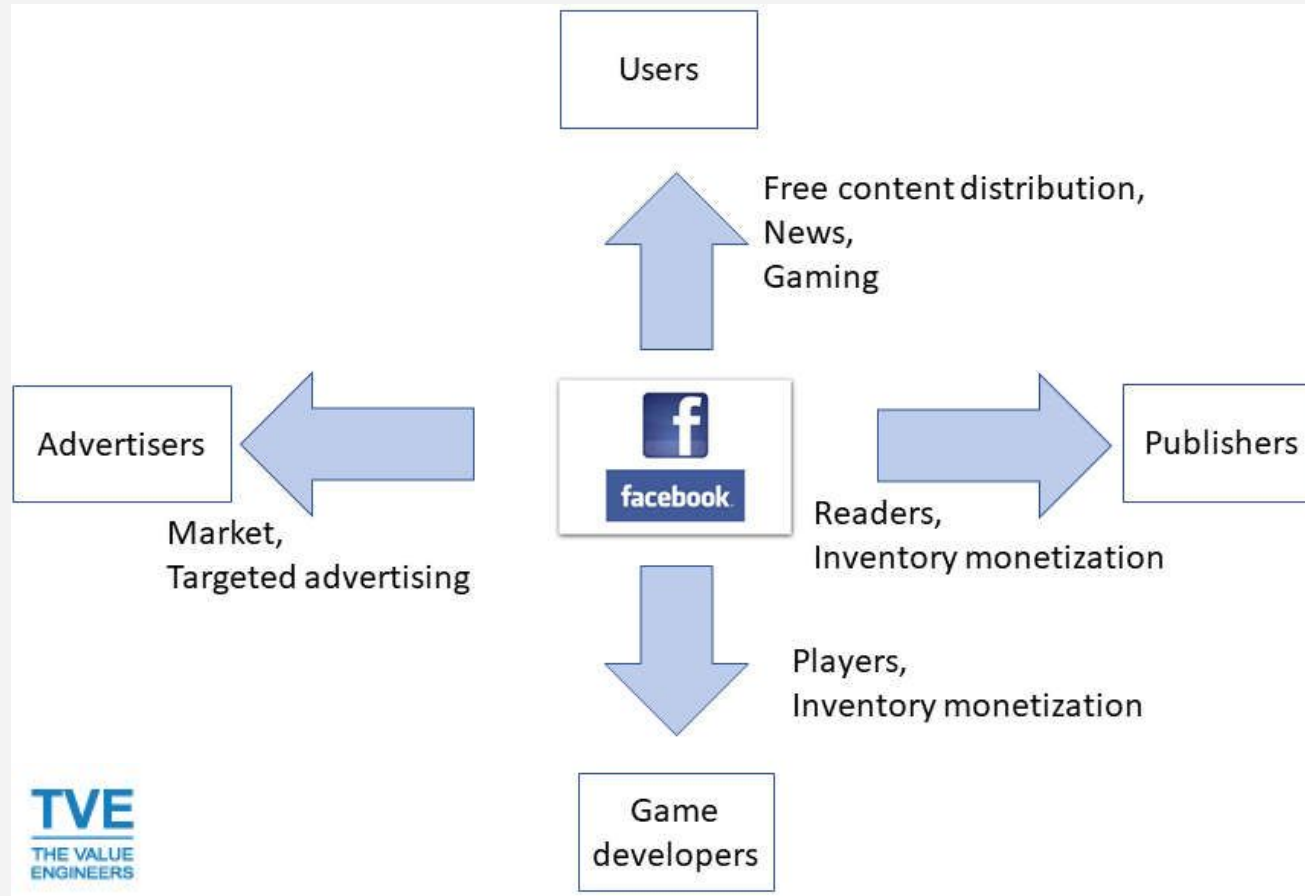




# Value exchanges in business models



# Value exchanges in business models



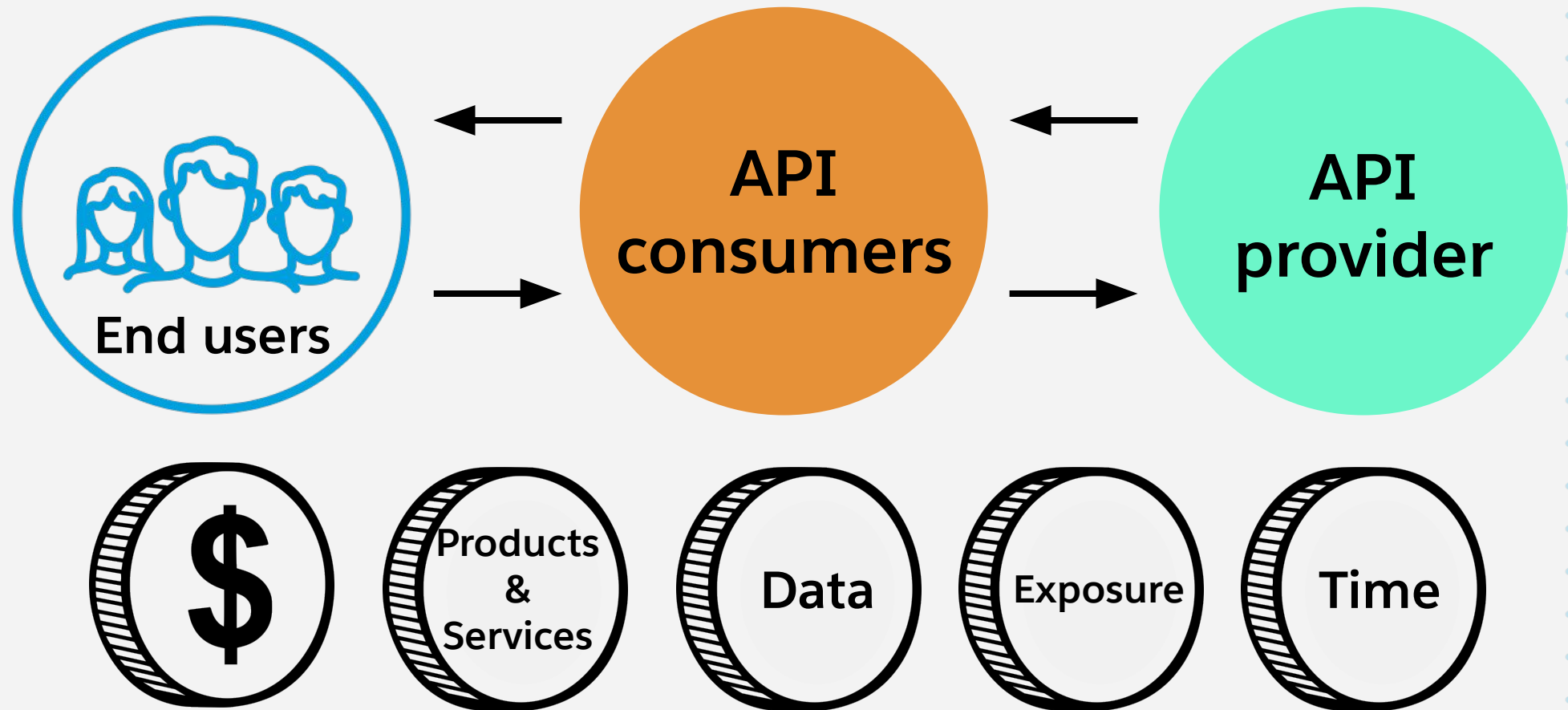
Dr. Jaap Gordijn



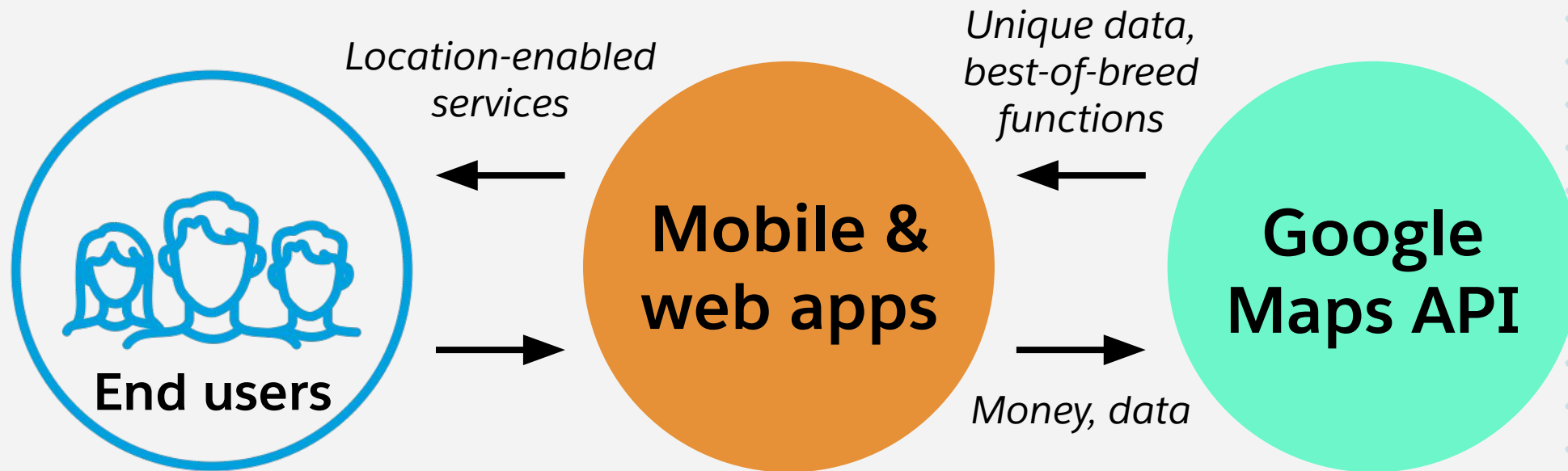
Dr. Roel Wieringa

<https://www.thevalueengineers.nl/download/a-business-model-of-the-facebook-ecosystem/>

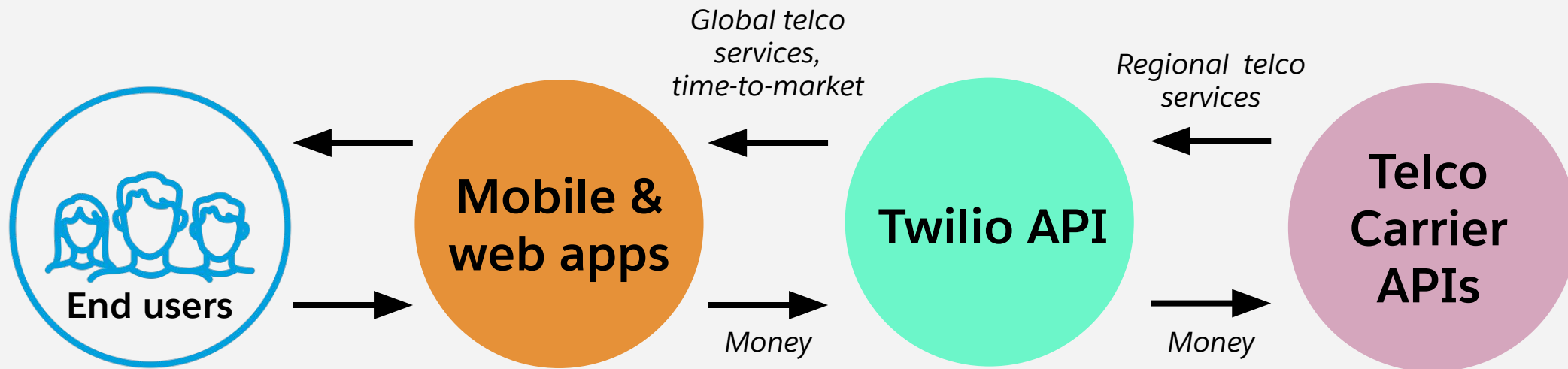
# API value exchange



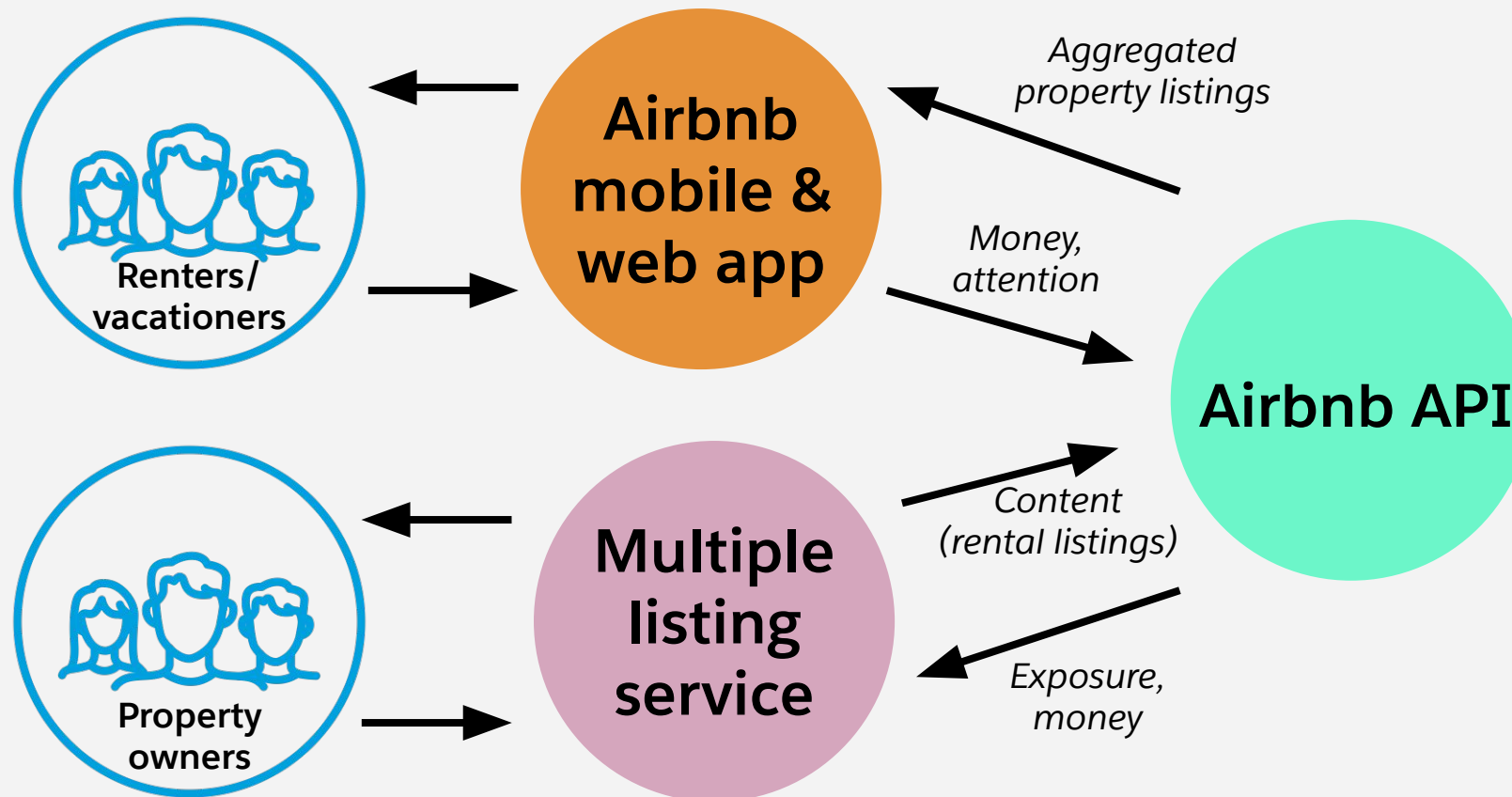
# “API supplier” business model



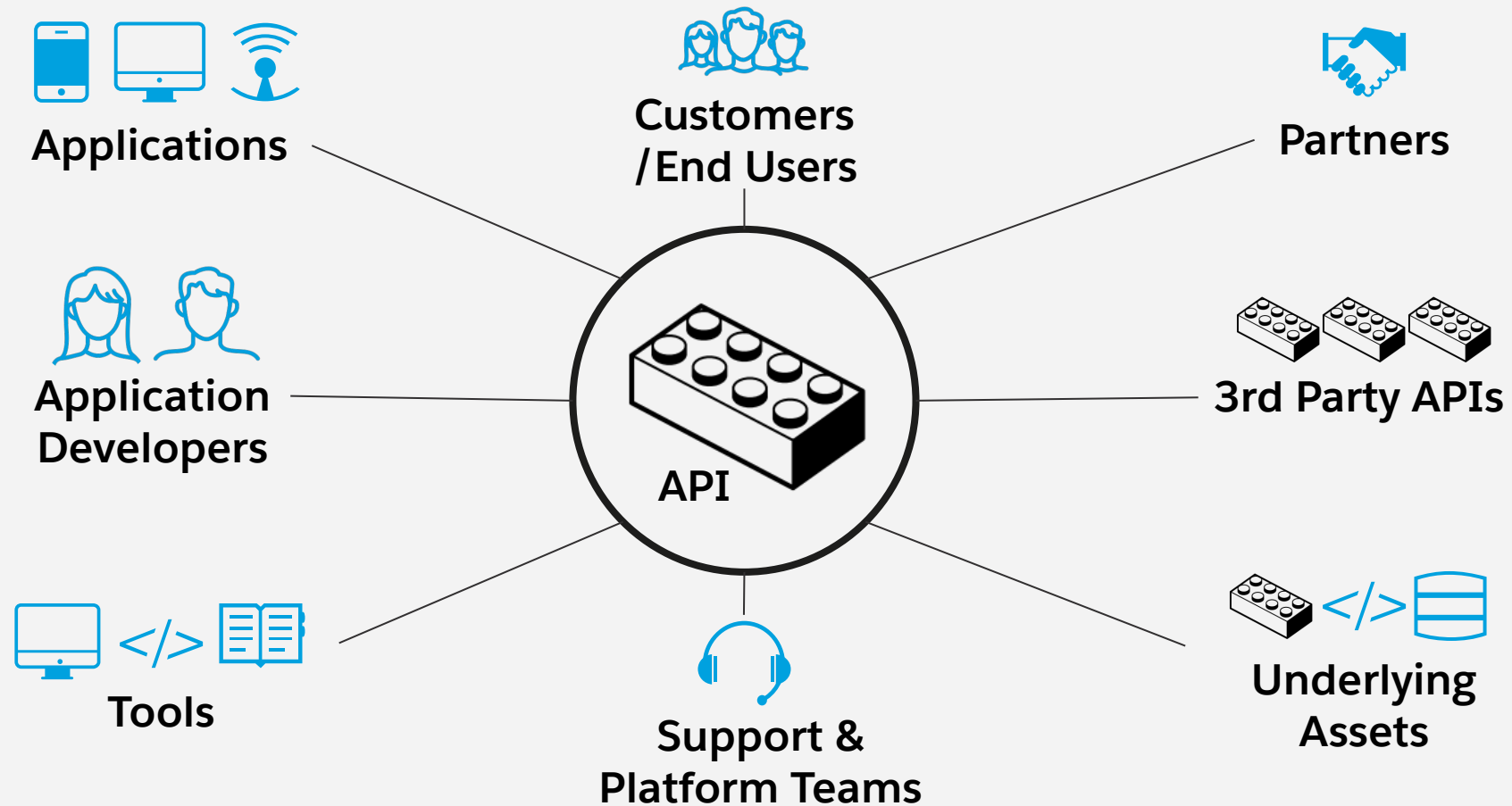
# “API retailer” business model



# “Aggregator” business model



# API ecosystems: the value network for APIs



# More info on value exchange business models...



## Blog:

<https://blogs.mulesoft.com/biz/management/api-business-modeling-through-value-exchange/>

## Podcast:

<https://soundcloud.com/mulesoft/apis-unplugged-episode-6-api-business-models-value-exchange>

## The Value Engineers:

<https://www.thevalueengineers.nl/>



# API Program Workshops



API-Enabled Digital  
Strategy Workshop



“Way of the API”  
Workshop



API Technology  
Foundation Workshop



API-as-a-Product  
Workshop

For more info, visit the MuleSoft [API strategy hub](#) and  
visit the [MuleSoft booth](#) during the break!

# Thank you

