BEING THE GENTLE GIANT

HELPING PEOPLE INTEGRATE FOR THE LONG HAUL

@matt_mcclure

WHAT MAKES AN API GOOD?

1. Usefulness
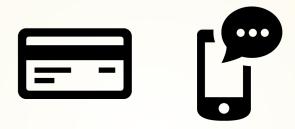2. *Design*
3. **Support**

GETTING PEOPLE TO USE AN API

1. Usefulness, design, support
2. Good enough (parity with DIY)

DECIDING ON AN API IS A BIG DEAL

APIs can help developers focus on their product's core competency ...but takes control out of their hands

TAKING THE JOB SERIOUSLY

Frequently, developers use an API because they're *unable* to perform the task

HELPING DEVELOPERS INTEGRATE

Recognize that developers are going to vary wildly in skill

EASY WINS ARE FUN

- Everyone likes an easy win
- Get to see basic usage examples
- Get a quick feel for the service
- Service gets to show off cool features

EASY ENDS QUICK

- Quick hacks never get refactored
- Never get a chance to show best practices
- Doesn't exclude non-fits
- "As for what the language is in, its php with java of course" - User

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TALK ABOUT BEST PRACTICES

- Guides
- Blog posts
- Documentation
- Support
- Dinner with their family

PROVIDE INTEGRATION LIBRARIES

Integration libraries should just get out of the way

PROVIDE FEEDBACK

Have developers' backs...be proactive.

POST-INTEGRATION WORLD

Once a customer is up and running, real support begins

HOW WE LIKE TO THINK SUPPORT WILL BE

BUT REALLY...

BE UP FRONT ABOUT DOWNTIME OR POTENTIALLY BREAKING CHANGES

- Let users know as soon as you confirm unscheduled downtime will occur
- Eventually you'll have to deploy a chance that will break things...
  - Find all potentially affected users
  - Test recent requests
  - Contact them, contact them, contact them

ASK FOR FEEDBACK

- Allows you to find annoyances, not just bugs
- Lets developers know you care

TAKE PRIDE

The world of open APIs is **awesome**.

QUESTIONS?

@MATT_MCCLURE

brightcove