Table of Contents

EWS_Overview
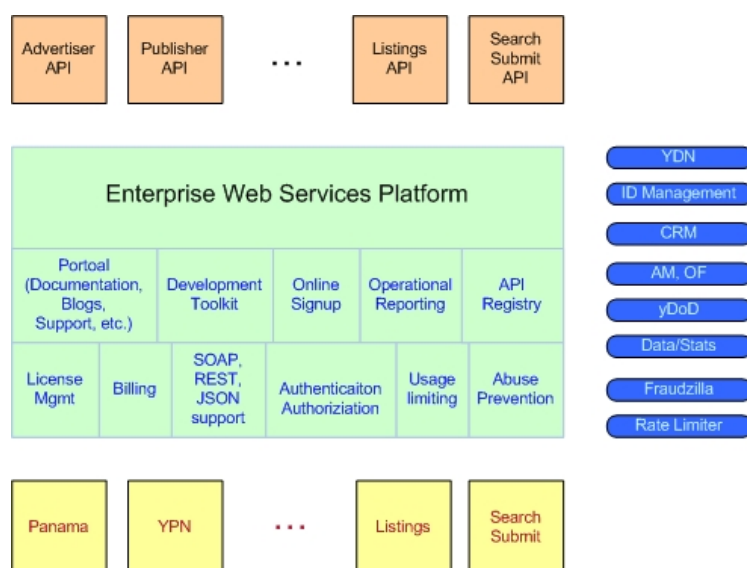
Enterprise Web Services

The Enterprise Web Services (EWS) Platform aims to be the platform for development and deployment of APIs used by business (B2B) customers of Yahoo! Advertiser and Publisher Group (APG). Business customers are partners of Yahoo! APG that help drive revenue growth and keep the marketplace vibrant, so it is critical all APG APIs are partner-friendly and provide a high-level of service.

The main goals of EWS are:

- To be the platform for easy development and deployment of all B2B APIs for APG by providing the required infrastructure
- To develop, maintain and support APIs for APG customers - Panama API and Publisher API

High-level Overview of EWS

The EWS Platform provides the business infrastructure for deployment and hosting of APIs. APIs are developed using the development toolkit and deployed to the platform. The platform interacts with the back-end systems such as Panama advertiser and business systems such as CRM.

Features of EWS Platform

- **Development toolkit** - by providing a development toolkit to developers, APIs can be developed in consistent manner. APIs will follow conventions to ensure a consistent "look and feel". APIs and corresponding documentation can be quickly developed deployed to the platform.
- **Online sign-up** - online sign-up allows customers to quickly pick and choose which APIs are useful to them, and directs customers to the right documentation and support forum.
- **Tech portal** - The API portal provides a one-stop shop for documentation, support, blog, message board, sample code and a community for users to interact with each other and with Yahoo!.
- **Operational reporting** - operational reporting provides critical data for APAG to understand what users do with the APIs and measures performance versus SLA.
- **API registry** - the API registry provides a central registry of APAG APIs, which is use for routing API calls to the right back-end.

- **License and account management** - allows easy provisioning and customization of new accounts and licenses.
- **Billing** - provides different types of billing model support - free, metered, subscription.
- **Support for different web services technologies** - support for SOAP, REST and JSON.
- **Authentication/authorization** - integration with business systems to ensure simple and consistent authentication and authorization of API use.
- **Usage limiting** - provides usage limiting via quota.
- **Security and abuse prevention** - ensures the platform is secure and not prone to fraud by leveraging technologies such as yDoD, yStunnel, Fraudzilla and HTTPS.

This topic: APAG > Sponsrch > Engineering > Engineering-Execution > Engineering-Execution-PanamaX > Engineering-Execution-PanamaX-Application > EnterpriseWebServices > EWS_Overview
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