

Your API is your best ally

à la vie à la mort

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EXTRA REVENUE



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Walgreens



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Walgreens

*QuickPrint API, 13x partner growth



EXTRA REVENUES

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- * QuickPrint API, 13x partner growth
- * Revenue share with developers



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- * Apps using SDK on top charts



EXTRA REVENUES

Walgreens

- * QuickPrint API, 13x partner growth
- * Revenue share with developers
- * Apps using SDK on top charts
- * Increase in foot traffic in stores



**WIDER
REACH**



WIDER REACH



tripadvisor®

- * 700 partners created 50,000 third party apps/services
- * 300m monthly uniques who see the brand on other sites
- * The API gave reach and brand awareness which would not have been possible with traditional marketing.

(Dick Brouwer, TripAdvisor Director of Engineering)



WIDER REACH



tripadvisor®



WIDER REACH



KAYAK Flights Hotels Cars Deals More

Miami, FL 03/10/2012 03/17/2012 1 room 1 guest Find Hotels

16 of 463 hotels Sort Relevance Price Stars Distance TripAdvisor Ranking Price alert

List **Map**

Location Any miles from Miami (city center) Miami hotels only Map a custom address

Ratings reset TripAdvisor  [view site](#)

Stars reset  \$339  \$182  \$84

\$300  **EPIC Hotel, a Kimpton**  928 reviews on TripAdvisor [map](#)

Select Ratings TripAdvisor # 1 Rank Excellent 736 Very good 129 Average 34 Poor 18 Terrible 11

KAYAK \$303 Easytobook \$300 Reservetravel \$303 more >

\$271  **Tempo Miami**  98 reviews on TripAdvisor [map](#) 

Select Ratings TripAdvisor # 5 Rank Excellent 68 Very good 20 Average 6 Poor 2 Terrible 2

KAYAK \$271 Hotelclub \$271 Easytobook \$268 more >



INNOVATION



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*Only 1 app developed by Fitbit in-house



INNOVATION



- * Only 1 app developed by Fitbit in-house
- * Third party apps in Fitbit's ecosystem accumulated are worth \$1m of development cost



INNOVATION



- * Only 1 app developed by Fitbit in-house
- * Third party apps in Fitbit's ecosystem accumulated are worth \$1m of development cost
- * Powerful to be on many platforms easily



EFFICIENCY



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*Wrap every internal service with an API – or you are fired



EFFICIENCY



- *Wrap every internal service with an API – or you are fired
- *Better re-usability, quicker integration, spot opportunities, get to market quicker (AWS)



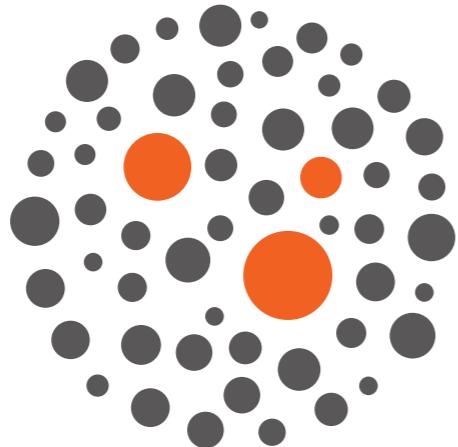
API FIRST DESIGN



API MANAGEMENT



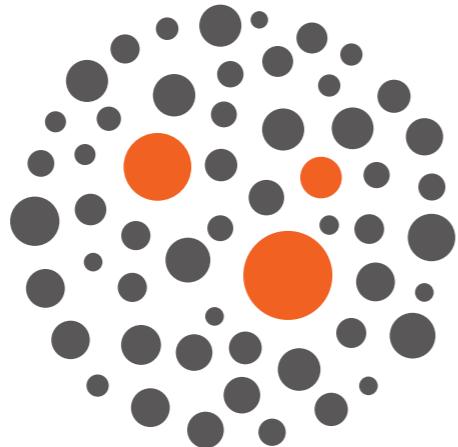
API MANAGEMENT



3scale



API MANAGEMENT

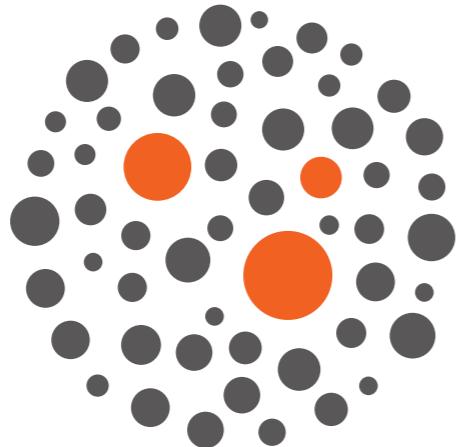


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*Tools to manage API program



API MANAGEMENT

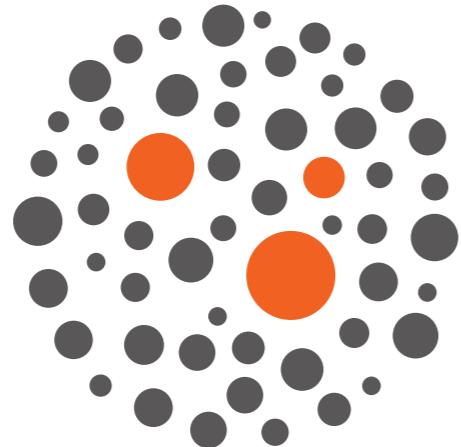


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- * Tools to manage API program
- * Access-Control / Security



API MANAGEMENT

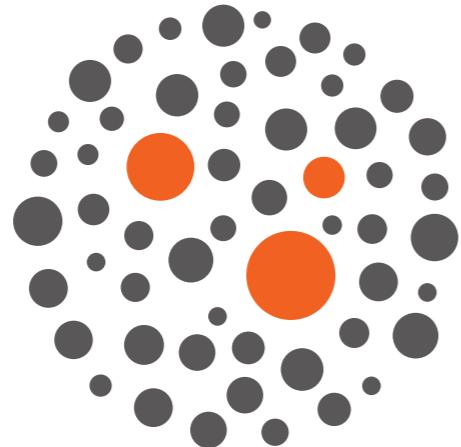


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API MANAGEMENT

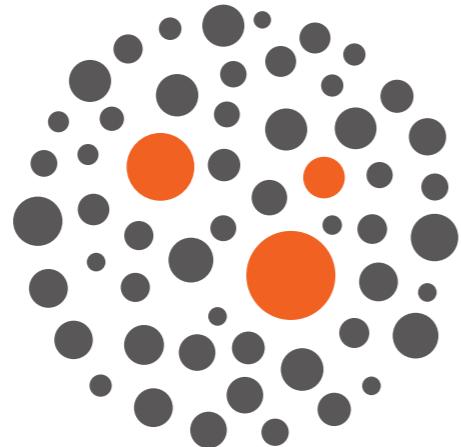


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- * Tools to manage API program
- * Access-Control / Security
- * Analytics
- * Monetization



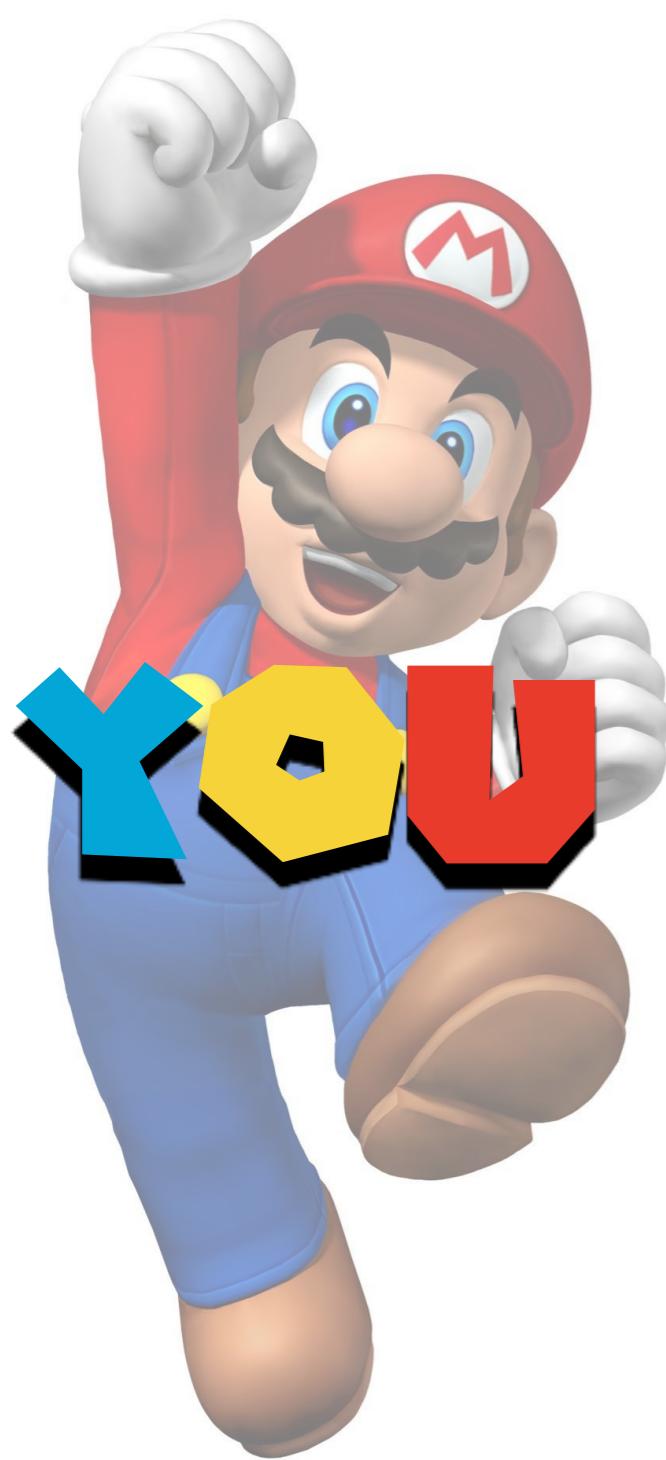
API MANAGEMENT



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- * Tools to manage API program
- * Access-Control / Security
- * Analytics
- * Monetization
- * Developer Experience (DX)





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