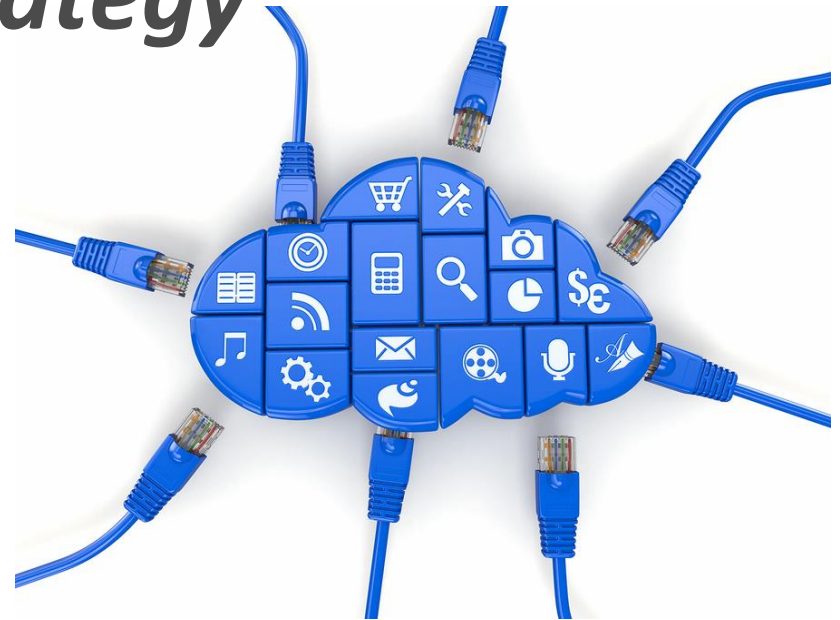
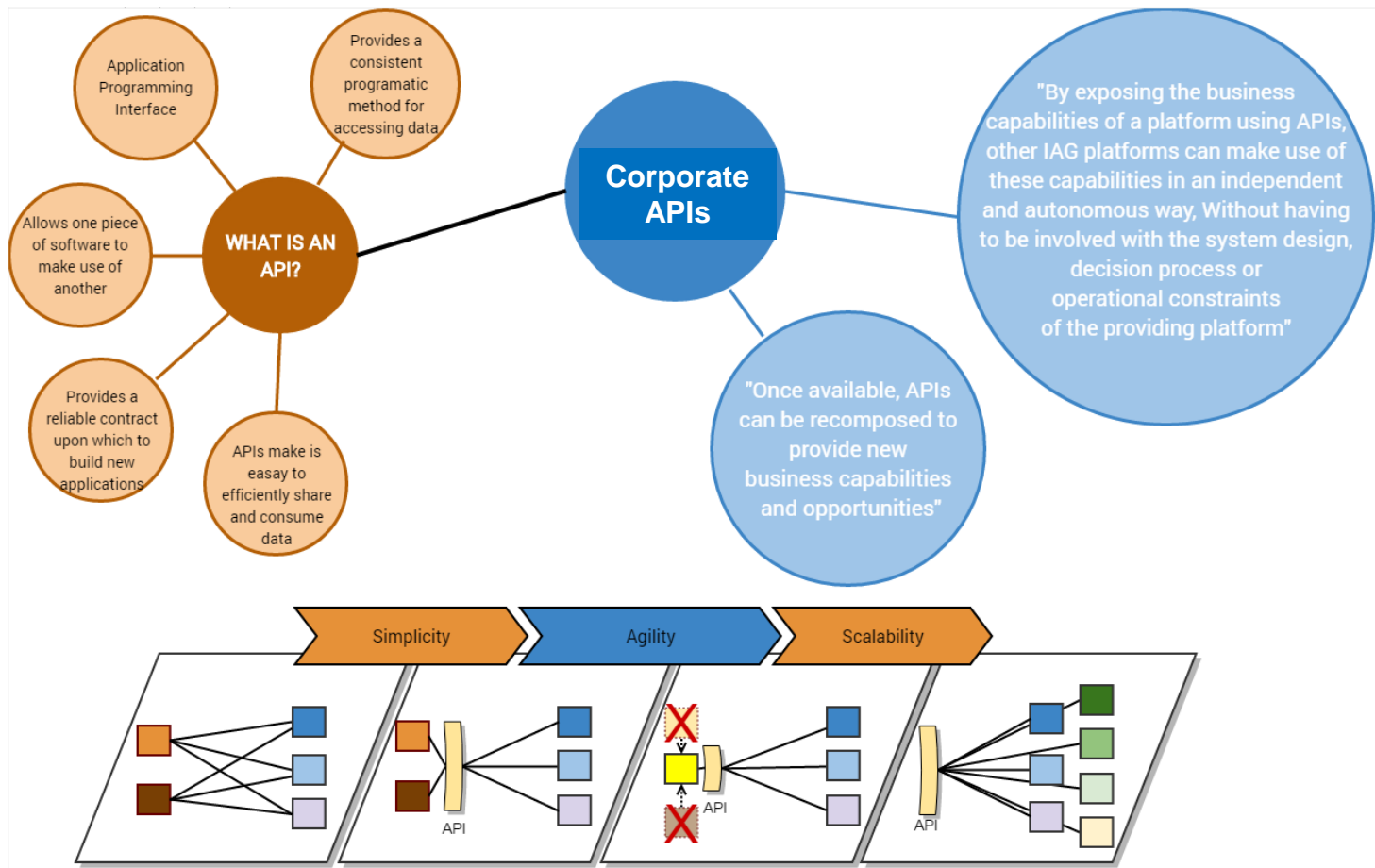


APIs First Strategy



Why APIs



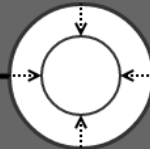
Platform Goals

Smaller changes drive faster delivery



Building APIs enables smaller changes
Drives faster delivery
Enables more flexibility

Customer lead Eco Systems



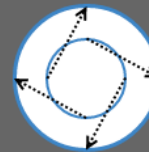
Where API's exist, new customer services can be rapidly delivered, since modern technologies and development practices can be relied upon and back end and core system changes will not be required

Continuous Delivery



Platforms can only truly continuously deliver change into applications when the applications are meaningfully de-coupled from each other, use of API's as the primary integration method is required to achieve this.

Generate business Value from Emerging technologies



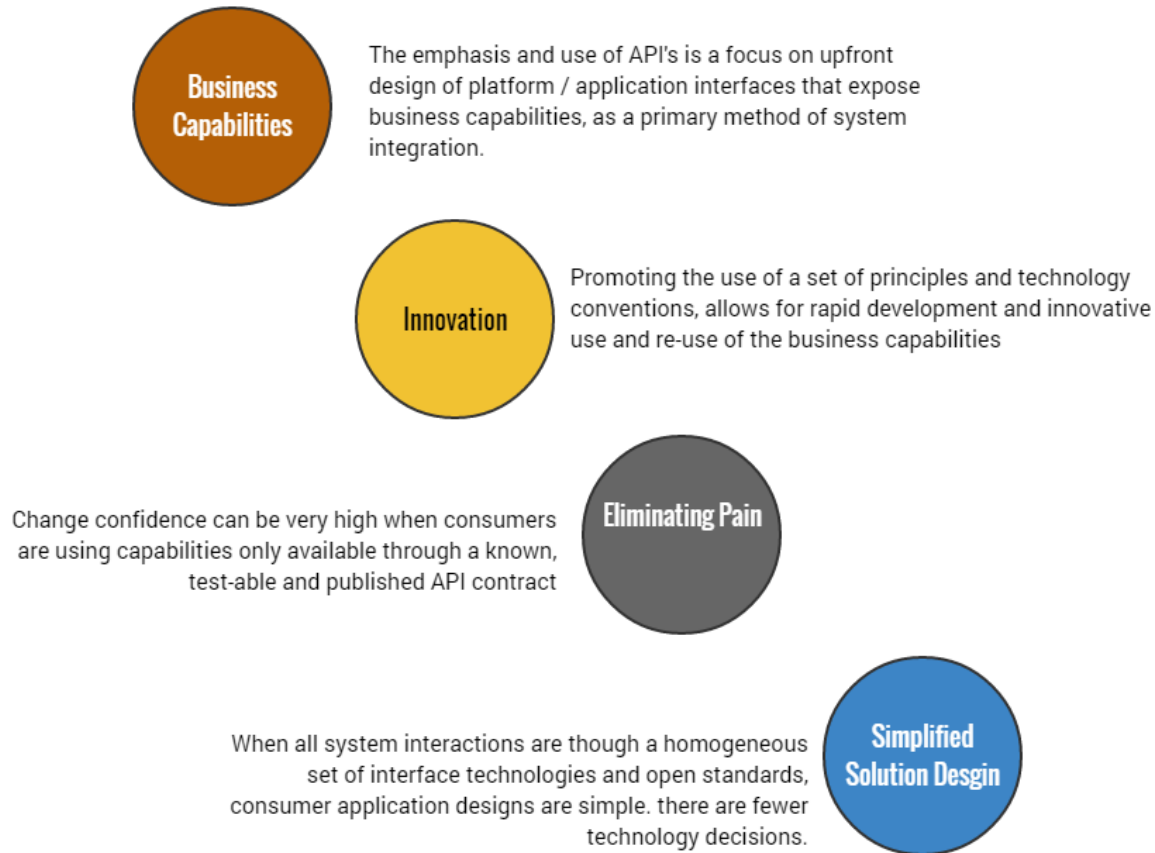
Emerging technologies make and rely upon the assumption that there is ubiquitous and standard connections available, by creating and using APIs with the IAG technology landscape, Emerging technologies can be quickly integrated into business solutions.

Utilise Digital Labs capability Globally

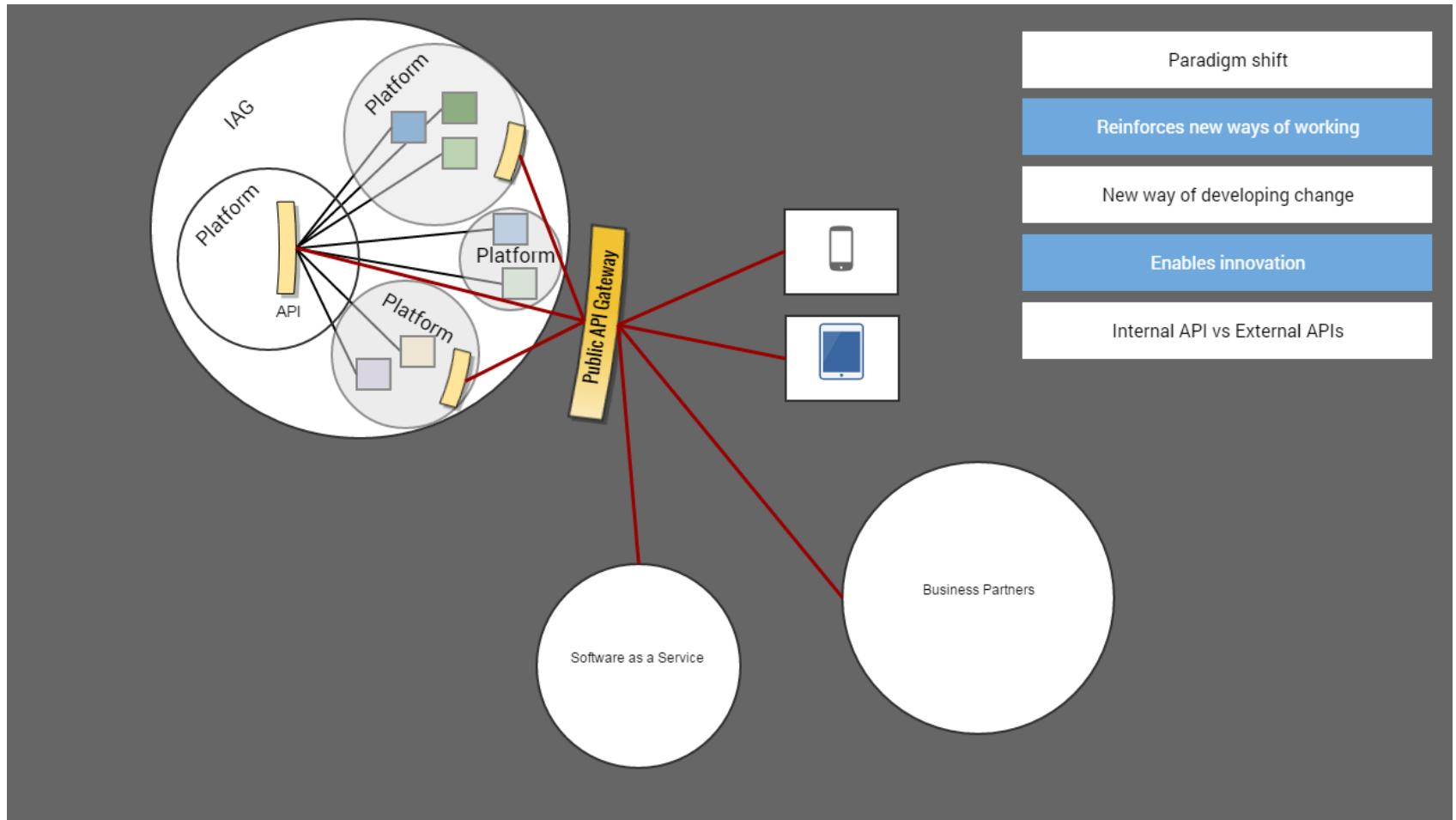


Use of API's is key to being able to provide a scalable and decoupled re-use of digital labs capability to any IAG business unit.

Value of APIs



APIs are a Product



Who is involved

