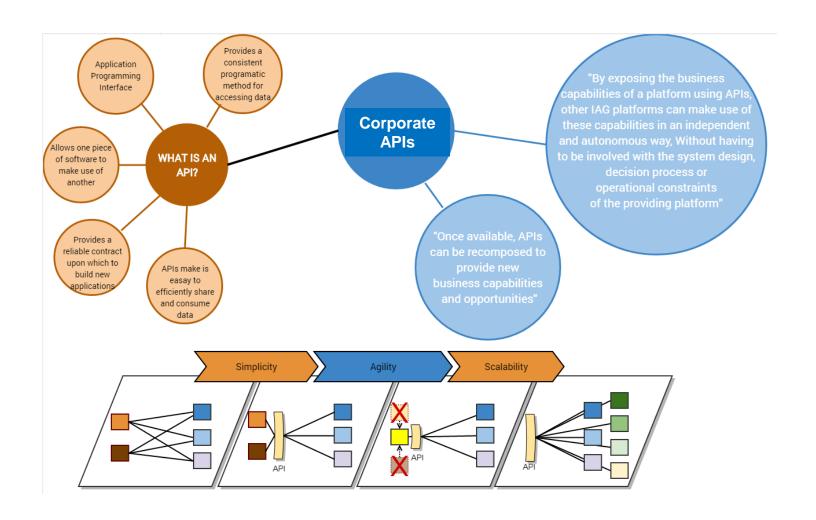




Why APIs



Platform Goals

Smaller changes drive faster delivery



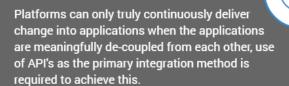
Building APIs enables smaller changes Drives faster delivery Enables more flexibility

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





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 reuse of digital labs capability to any IAG business unit.

Value of APIs



The emphasis and use of API's is a focus on upfront design of platform / application interfaces that expose business capabilities, as a primary method of system integration.



Promoting the use of a set of principles and technology conventions, allows for rapid development and innovative use and re-use of the business capabilities

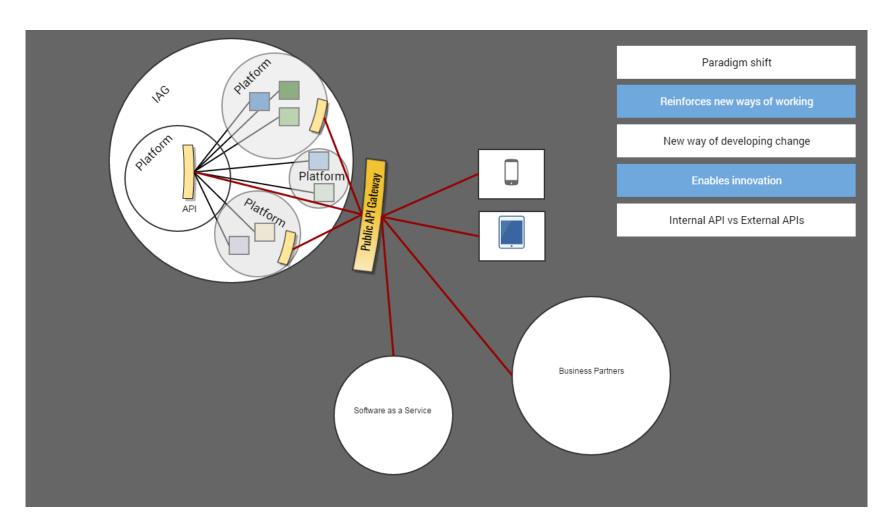
Change confidence can be very high when consumers are using capabilities only available through a known, test-able and published API contract



When all system interactions are though a homogeneous set of interface technologies and open standards, consumer application designs are simple. there are fewer technology decisions.



APIs are a Product



Who is involved

