

Plug In and Amp Your Business With APIs

Organizations recognize the importance of APIs to success in the app economy.

88%

are already using APIs

Uses of APIs are broad, and one-third are using them for external growth and speed-to-market.

Percent using APIs for:

33%

Driving revenue

34%

Consuming third-party APIs for innovation and speed-to-market

34%

External partner enablement

40%

Integrating back-end systems and data

42%

Internal application development

54%

believe their use of APIs is effective in helping differentiate themselves from their competitors.

But

significant obstacles are preventing organizations from fully exploiting APIs.

The top 5 obstacles:

37%

Time to develop an API

37%

Lack of skilled resources

36%

Ability to effectively secure APIs

36%

Ability to scale usage/manage performance

33%

Defining business value



Strategy & planning



Development & integration



Testing, deployment & monitoring



Security



Measurement

Those who are more advanced in their use of API management techniques (80% or more) report significant business benefits:

Mean percent improvement by advanced API management users:

45%

Reduction in IT-related costs

47%

Increase in partner and customer satisfaction

45%

Increase in transaction volumes

39%

Increase in speed-to-market

Advanced API management users reporting improvement:

89%

Customer experience

87%

Streamlined demand/supply chain

85%

Digital reach

83%

Leveraging third-party developer innovation

To learn more about advancing your use of API management for better business results, download the report "APIs: Building a Connected Business in the App Economy," at www.ca.com/rewrite.

Research conducted by Coleman Parkes with 1,770 senior IT and business executives in 21 countries and 10 vertical sectors in May-June 2016.



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