

# Apigee Edge

The purpose-built platform for digital business acceleration

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Apigee Edge enables digital business acceleration with a unified and complete platform, purpose-built for the digital economy. Edge simplifies managing the entire digital value chain with API Services, Developer Services, and Analytics Services



The Digital Value Chain

Apigee Edge enables digital business acceleration with a unified and complete platform, purpose-built for the digital economy. Edge simplifies managing the entire digital value chain with API Services, Developer Services, and Analytics Services.

The IT organization is responsible for operational reliability, functionality, security, and the delivery of business value through technology. The digital economy brings a new perspective with traditional channels extended by the proliferation of devices and with customer expectations of first class support for them.

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The scale and success of digital interaction since the introduction of the iPhone in 2007 is proof of the massive shift in how business interacts with customers, partners, and employees. This is not an incremental change, but a paradigm shift and intensifies the IT challenge to be responsive to the business in a timely way and to attain the skills required to operate in the digital economy.

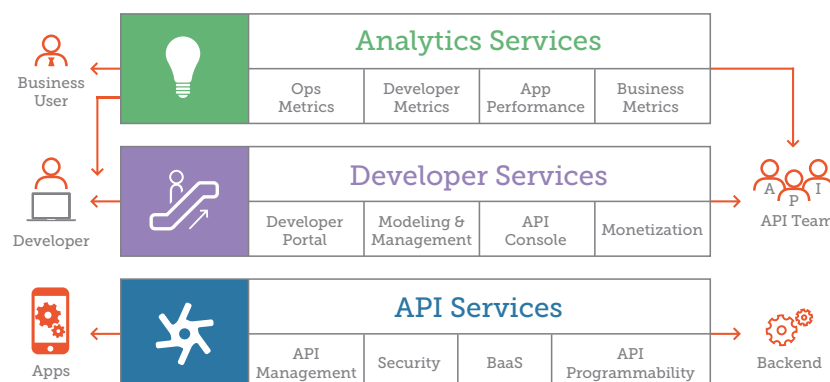
Apigee Edge takes the pressure off of IT by providing a complete and unified solution that addresses the entire digital value chain, and minimizes risk and time-to-value, by eliminating the need to integrate disparate point solutions.

**API Services** unites the best of Internet and enterprise technologies with API management, BaaS, security, and programming extensibility to provide rock-solid reliability and enterprise-grade flexibility. Built on a foundation that is purpose-built for APIs and apps that power the digital economy, API Services enable the transformation of services into APIs that extend an enterprise's capabilities to the unlimited world of apps and devices, delivering new agility but maintaining all the security and reliability that an enterprise-grade solution must provide.

**Developer Services** enables a great developer and community experience that accelerates API adoption, simplifies learning, and increases the business value of APIs. Through a developer portal, enterprises easily and securely provide API products to internal, partner, and external developers, educate those developers about the APIs, and provide easy registration and key management. Developers in turn can access API documentation and metrics about their apps and the APIs they're building against, register their apps, and engage with both the API provider and with a community of peer developers.

**Analytics Services** enables end-to-end visibility across the digital value chain with the unified operational, developer, app performance, and business metrics necessary to monitor, measure, and manage success. IT organizations understand the importance of data and measurement to ensure the health and performance of systems. Analytics Services delivers information in real time about the entire digital ecosystem from apps, to developers, to API performance and usage—traffic trends and spikes, latency, response times, and any custom criteria that measures success.

How Edge enables the digital value chain



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Often the end user experience suffers from the 'last-mile' problem, the app running on the device, where performance visibility is lacking. Analytics Services provides the app performance monitoring that detects and enables root cause analysis of issues that users are experiencing with the app, network, or device.

**Licensing and Deployment** Apigee Edge is available either as a cloud service subscription or for on-premises deployment.

- ▶ Cloud deployment pricing is based on the number of API calls and includes 6 months of data retention and an uptime service level of 99.9%
- ▶ On-premises deployment is licensed on a 4 core or 8 core basis and includes 1 Developer, Analytics, and API Services

True multi-tenancy, a requirement for enterprise deployments, is a core capability in both deployment models.

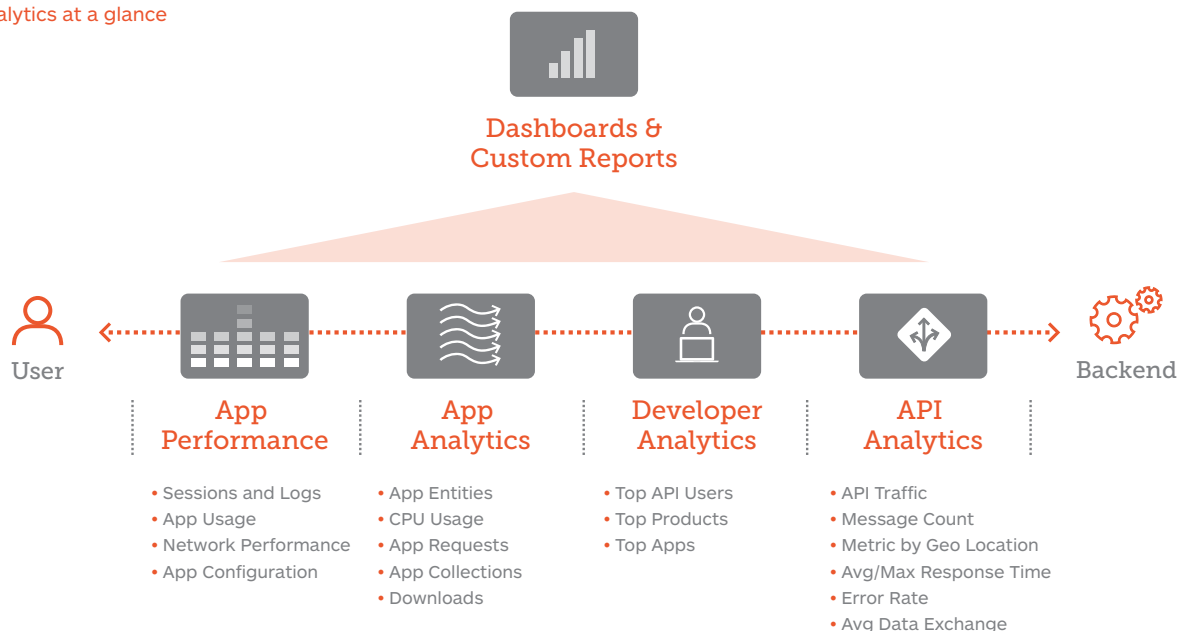
A one-region distribution network (DN) option ensures high availability with uptime to 99.99% and reduced latency for global deployments.

An API Services Pack option doubles API processing when needed to increase performance

Apigee Edge is PCI-DSS certified, and HIPAA and SOC 2 compliant.

Apigee Operations and Support Centers around the globe provide global coverage.

## Edge analytics at a glance



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## API Services

| Feature                               | Benefit  |
|---------------------------------------|--|
| <b>API Management</b>                 |  |
| Protocol transformation               | Transform from/to any protocol including SOAP, REST, JSON, XML binary, or custom   |
| Caching                               | Cache any object for better performance  |
| Rate Limit                            | Restrict a segment of traffic to a number of requests over time  |
| API Products                          | Manage API specialized feature sets as a bundle of API resources   |
| Extract variables                     | Extract variables from a message for use in policies or analytics  |
| XSL transformation                    | Transform source syntax into any target syntax using XSL   |
| Rate Limit                            | Restrict a segment of traffic to a number of requests and time period  |
| Customer self service                 | Reduce time-to-market by directly managing API policy configuration and changes  |
| Policy Editor                         | Visually configure and/or code API policies  |
| Pre-defined API Policies              | Reduce time-to-market with ready to use traffic management, security, and mediation policies   |
| Quota                                 | Specify how many calls an API will accept over a given timeframe   |
| Spike Arrest                          | Throttle sudden increases in your API traffic preventing   |
| API Version Management                | Easily manage lifecycle changes of API policy configurations   |
| API Policy Flow Editor                | Visually customize the behavior of APIs by attaching policies as processing steps in an API flow   |
| Geographically distributed DN support | Deliver high availability and globally distributed memory caches and quota counters to ensure availability, performance, and scalability |
| REST APIs from SOAP services          | Easily expose a SOAP service as a REST API   |
| API Services access via API           | Create custom management and monitoring tools using API Services APIs  |

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| Feature                       | Benefit   |
|-------------------------------|---|
| <b>API BaaS</b>               |   |
| Simplify building modern apps | Enable new data services such as social graphs, geo-location, and push notifications  |
| Cloud scale datastore         | Extend existing systems without changing them, provide fast cloud access to data  |
| Social Graph                  | Declare and explore how objects relate to each other as in followers, friends, or likes   |
| Activity Streams              | Store user activities like check-ins, status updates, and posts and display them by time  |
| Push Notifications            | Send alerts and messages to users or devices  |
| <b>Security</b>               |   |
| OAuth security                | Manage access to APIs via OAuth 1.0a or OAuth 2.0   |
| Unified security model        | Provide secure portal access and leverage existing security investments   |
| Pluggable authentication      | Use external authentication providers to authenticate users   |
| SAML support                  | Authenticate and authorize apps that are capable of presenting SAML tokens. Can function as a service provider (SP) or an Identity Provider (IP)                      |
| Basic Authentication policy   | Add lightweight Basic Authentication to an API proxy, providing automatic Base64 encoding of user credentials and population of the HTTP Authorization: Basic header. |
| <b>API Programmability</b>    |   |
| JavaScript                    | Call JavaScript for custom processing   |
| Java Callout                  | Use external Java code for custom processing  |
| Python                        | Use Python for custom processing  |
| Compiled JavaScript           | Use compiled JavaScript for custom processing   |
| Node.js                       | Integrate node.js applications into Apigee and create APIs, and build mash-up services  |

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## Analytics Services

| Feature                                      | Benefit   |
|--|---|
| <b>Customized Reporting</b>                  |   |
| Predefined and custom dashboards and reports | Easily understand critical predefined and custom metrics across the digital value chain that can be customized to provide any level of visibility |
| Reports via email                            | Receive daily email reports and notifications   |
| Drill down for detail                        | Zoom in with a simple mouse drag to drill into more detail for specific time periods.   |
| Analytics Services access via API            | Provides unlimited custom options with an API to access API program data and reports  |
| Time comparisons                             | View a metric in line charts, and compare it to a previous hour, yesterday, last week, or month   |
| Moving Average Metrics                       | View a 7-day moving average for any metric  |
| Multi-datacenter analytics                   | Aggregate analysis across multiple datacenters or analyze independently.  |
| <b>Ops Metrics</b>                           |   |
| Traffic Composition Report                   | Provides insight into the entities of an API program: apps, developers, APIs, and resources.  |
| Monitoring                                   | View a detailed list and operational view of APIs that enables you to compare API performance   |
| API Tracer                                   | Trace live API calls, visualize policy execution, and every step in the API call  |
| Investigate Anomalies                        | Investigate the causes of traffic spikes and drops using report dimensions  |
| API Analytics Drill Down                     | Create two-dimensional drill downs into API traffic data for a more granular understanding  |
| Resource-level metrics                       | View performance metrics for API resources: message counts, response times, and errors  |
| <b>Developer Metrics</b>                     |   |
| Developer Contextual Analytics               | Drill down into relevant metrics associated with developers   |
| Developer event data                         | Access to developer event data with app creation, update, and deletion events   |
| Top ranked developers                        | Understand the developers who most use the API and those that produce the most API traffic  |
| Top ranked apps                              | Understand which apps are generating the most demand  |

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| Feature                           | Benefit  |
|-----------------------------------|--|
| <b>App Performance Monitoring</b> |  |
| Device level Configuration        | Push a configuration to a specific device using the device ID or telephone number to identify the device to test a configuration before widespread rollout.  |
| Session count                     | Find the number of actual users of your App  |
| App usage                         | Monitor app usage by app versions, platforms, device models and OS versions  |
| API performance                   | Monitor API performance by network type, carrier, platforms, OS versions, and domain   |
| App errors and crashes            | Monitor app errors and crashes by app versions, platforms, devices, and OS versions  |
| <b>Business Metrics</b>           |  |
| Business Transactions Dashboard   | Combine performance URI patterns on multiple APIs, for a view of pattern-based analytics across your API program   |
| API Geo Map                       | Understand API traffic by geography with an interactive map that shows message counts, error counts, average response times and average endpoint response times  |
| Global averages                   | View key metrics over a user-specified time range.   |
| <b>Developer Services</b>         |  |
| <b>Developer Portal</b>           |  |
| Developer portal                  | Provide a community for developers with the resources needed to learn about the API, become a registered developer, and share challenges and solutions with peers using a standards-based Drupal portal. |
| Responsive portal theme           | Enable the developer portal to be easily used on all types of mobile devices   |
| Blogs                             | Evangelize to developers using blog tools with a "tumblr-style" editing toolbar  |
| FAQs                              | Simplify access to critical often-asked questions with an out-of-the-box FAQ content template.   |
| Drupal Advanced Forums            | Maintain a high level of developer interaction with forums based on Drupal Advanced Forums   |

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| Feature                          | Benefit  |
|----------------------------------|--|
| <b>Modeling &amp; Management</b> |  |
| User Registration                | Streamline developer registration process with manual or automatic registration process  |
| App key registration             | Approve developer app keys automatically or manually for a given API Product   |
| BugHerd integration              | Submit comments and bug reports by making annotations directly on the pages of the portal using an optional external product, BugHerd that converts those annotations to bug reports (BugHerd license not included). |
| SmartDocs                        | Document APIs on the Developer Services portal with fully interactive API documentation  |
| Terms of services acceptance     | Manage developer Terms of Service and acceptance for your APIs   |
| <b>API Console</b>               |  |
| Request/Response Evaluation      | Explore an API's resources and execute its methods. Visualize API requests and responses   |
| API Authentication               | Make authenticated API requests when testing the API   |
| Console to go                    | Over 80 brands use the Apigee Console to help developers learn about their APIs  |
| <b>Monetization</b>              |  |
| Extensive charging models        | Support a variety of business models from freemium to revenue share  |
| Pre and post-paid billing        | Enable pre-paid and post-paid billing and tax calculations   |
| Notifications                    | Set limits of use and manage notifications for developer plan purchase, expiration, and renewal,   |
| Purchase workflow                | Provide an integrated workflow for developers to purchase plans, receive bills and notifications   |
| External integration support     | Integrate with other internal systems to manage payments   |
| Worldpay Payments                | Use WorldPay Corporate Gateway for recurring transaction processing.   |