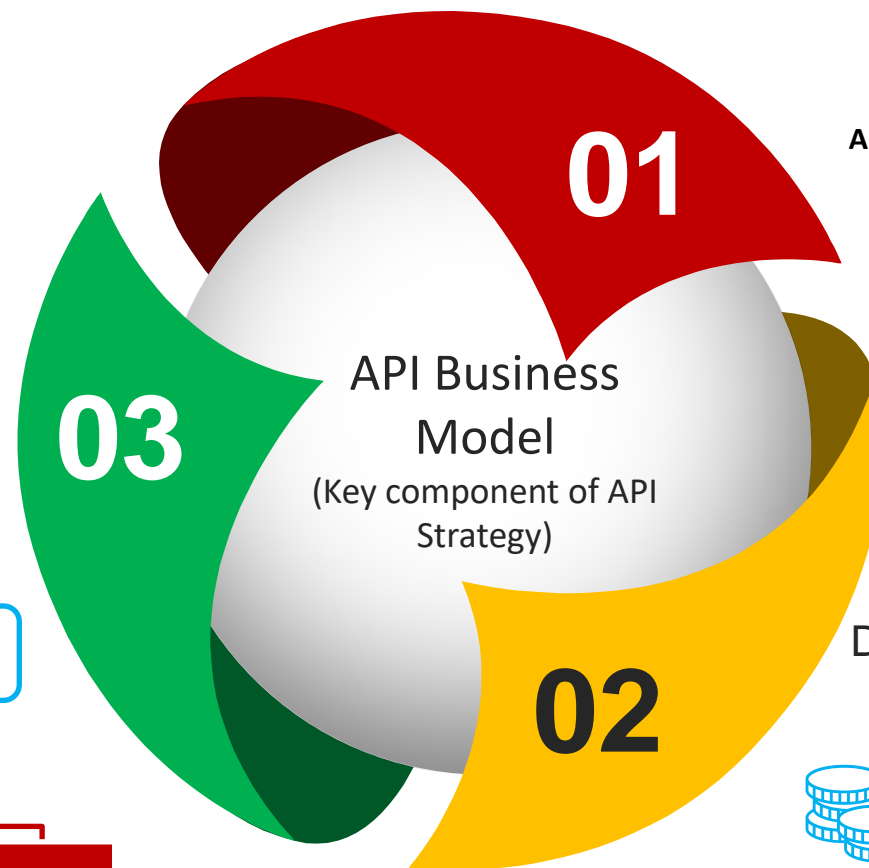
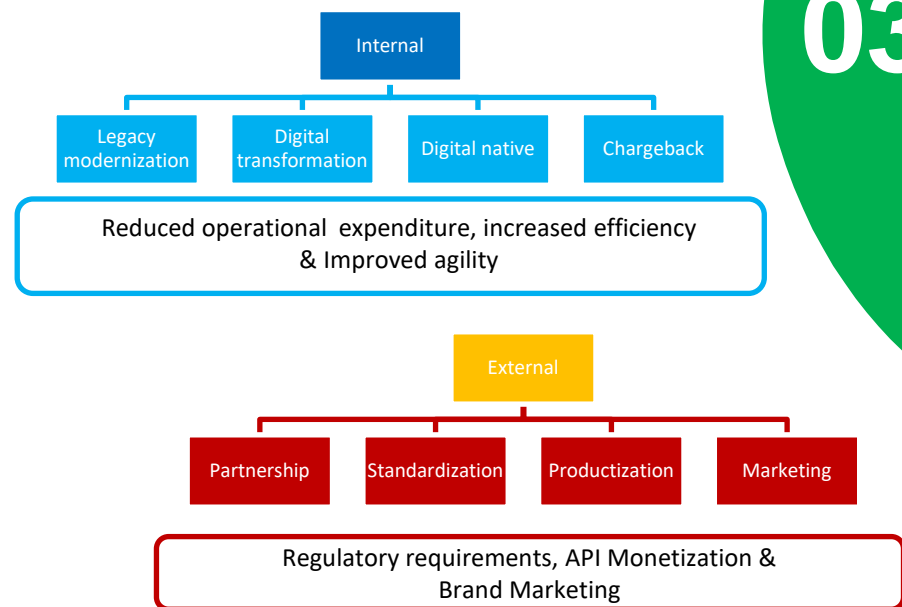
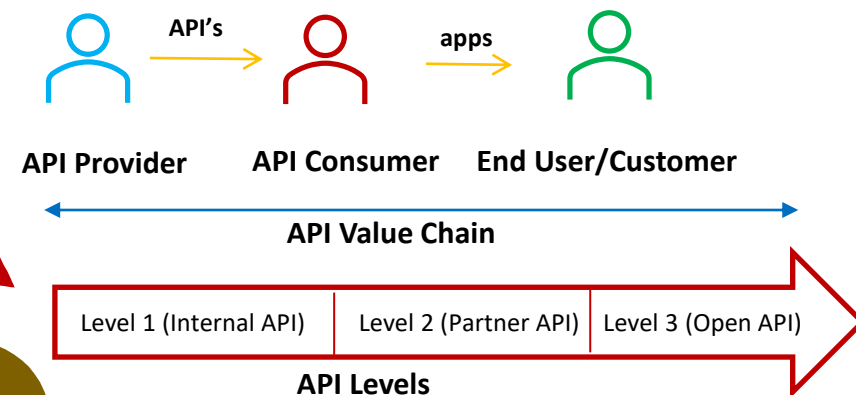


API Business Model – Key component of API Strategy

Choosing a suitable API business model
(Internal & External)



Identify your API Audience



Desired Purpose & Expected Benefits
(Direct & Indirect)



- API strategy = Critical component of digital transformation
- “Why” we need API is defined by API Strategy
- “How” we are going to make money from it is defined by API Business Model