

# How to plan your API Ecosystem from Strategy to Execution

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Enterprise Architecture  
Specialist Group

5<sup>th</sup> Annual Conference  
Thursday 29<sup>th</sup> September 2022  
London, UK

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- 28 Client projects across 8 industries.
- +20 Middleware projects, 5 MDM Projects, 5 Data Analytic, +10 ERP/CRM/eComm integration projects, etc.
- +10 post-merger integration, 2 carve-outs, 2 M&A deals over £4 billion, 2 pre-acquisition IT due-diligence.



# Agenda

- Challenges for APIs Programs
- API EcoSystem Boundaries & Views
- End-to-End Planning & Considerations
- Conclusion

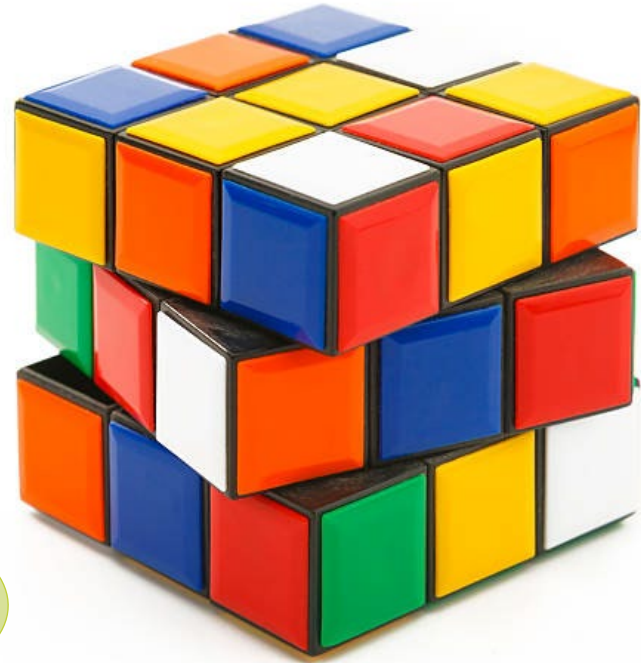
# What's API Ecosystem?

API Portal

IT Manager

API  
Economy

Product Manager



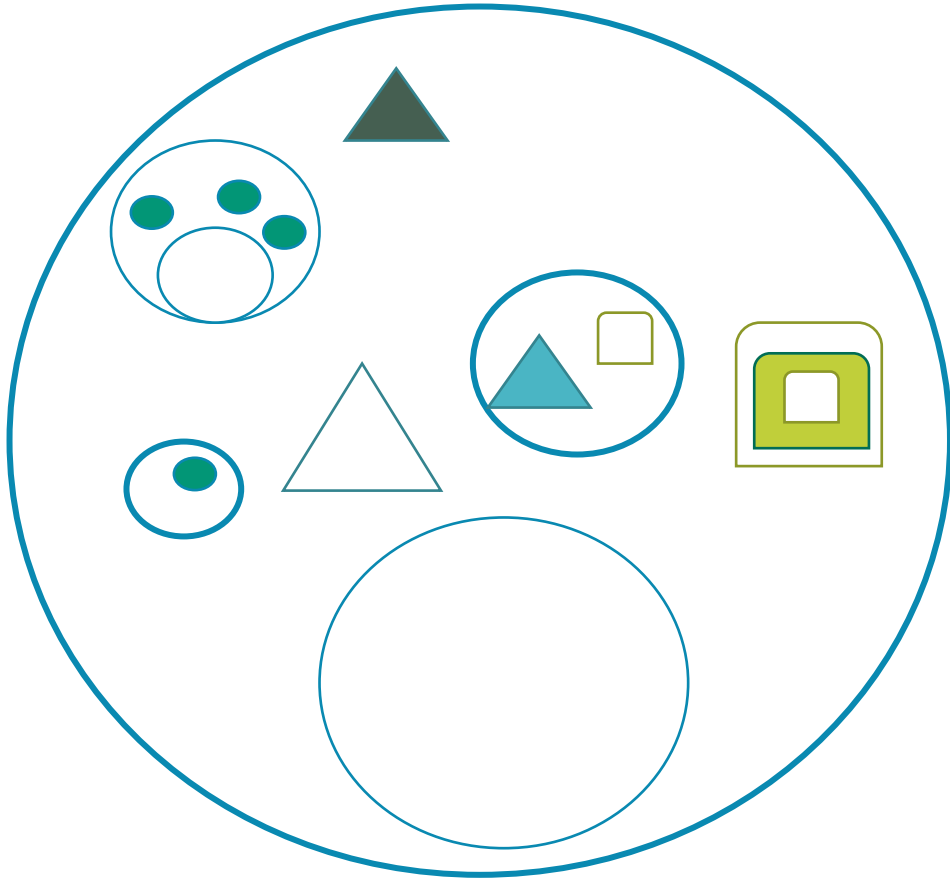
API Lifecycle

Developer

API-Led  
Integration

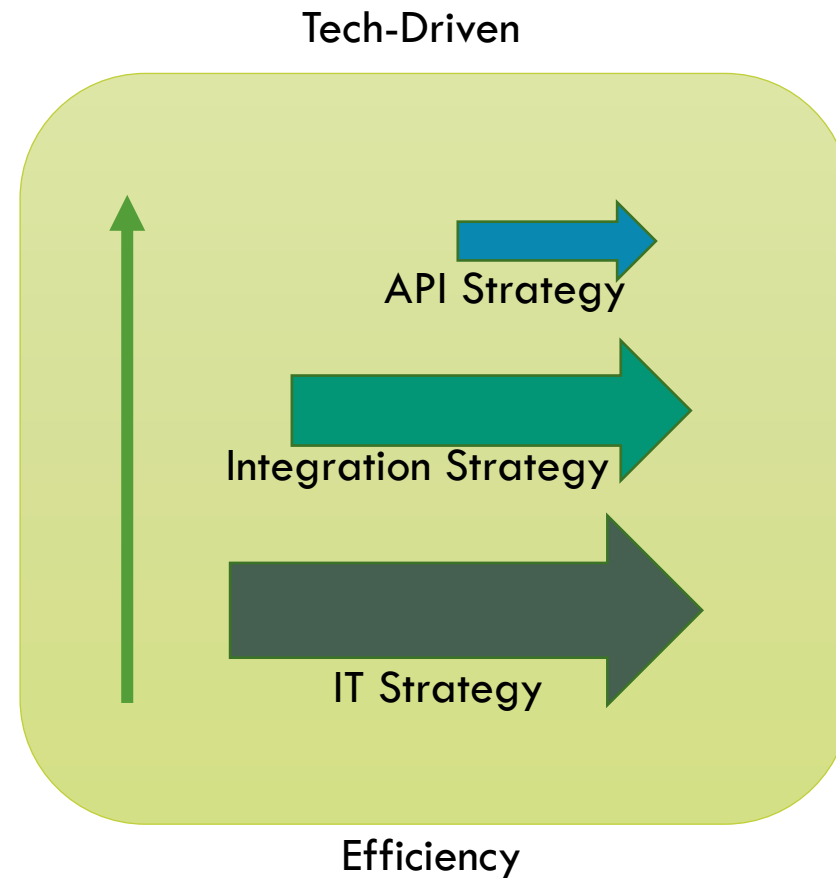
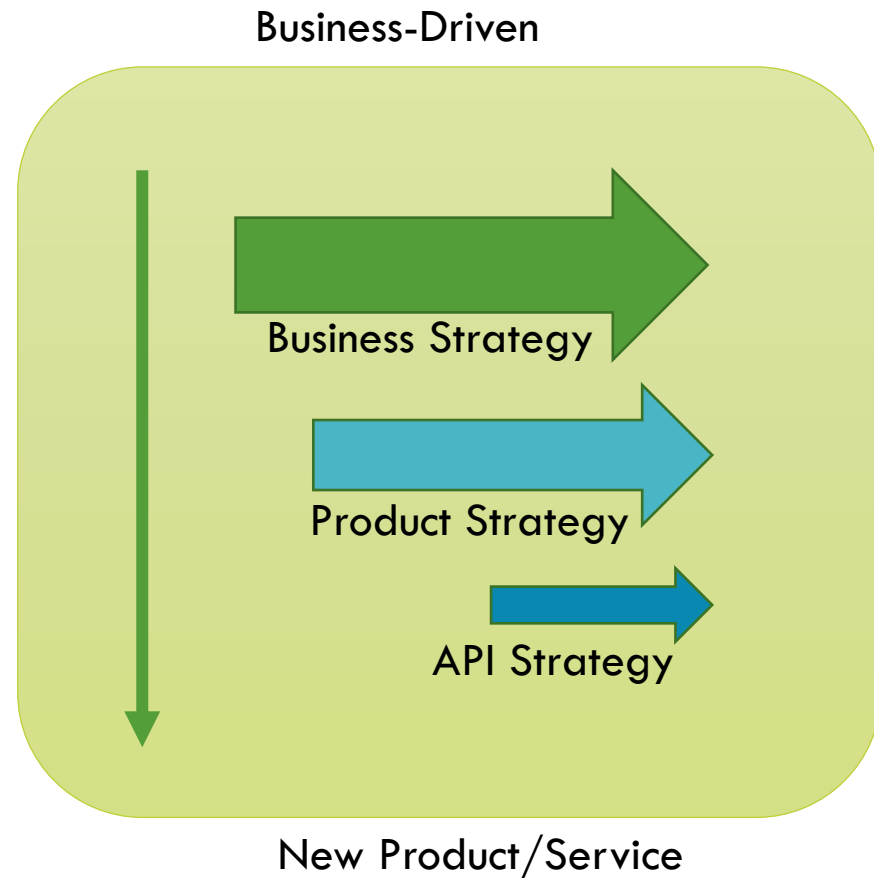
Architect

# Ecosystems within Ecosystem



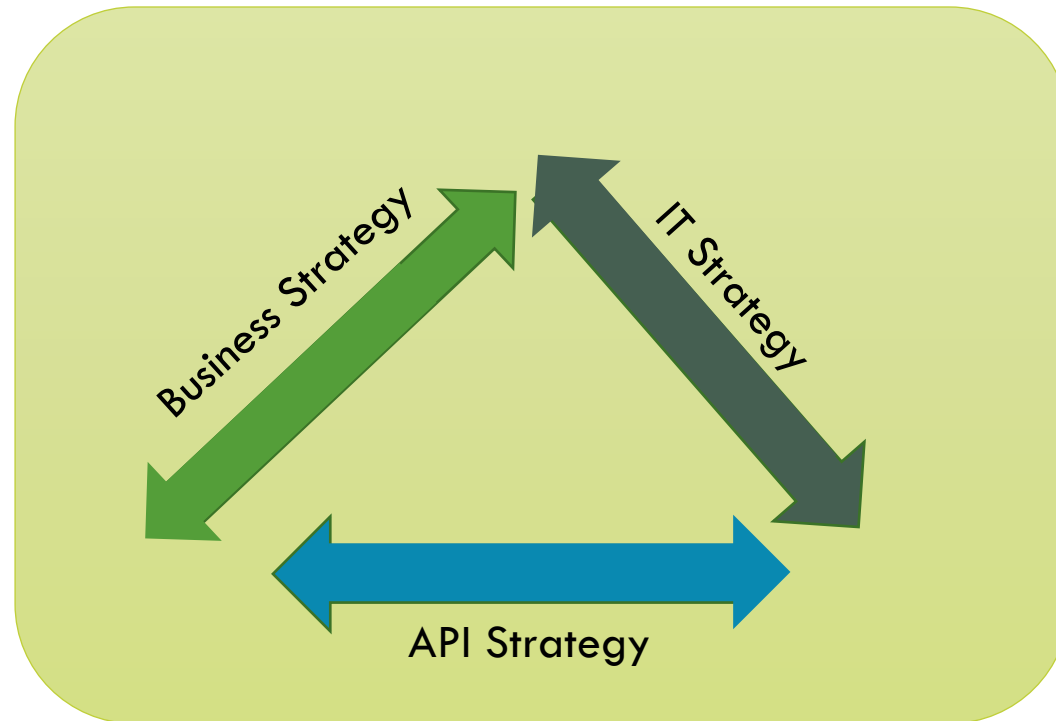
- Ecosystem within business domains
- Ecosystem within layered API-led architecture
- Ecosystem within teams, user groups
- Ecosystem within APIs tools

# Different Business Drivers



# For digital transformation, both business and technical drivers are needed.

It should be a feedback loop



# Bridging Business and Technical Conversations

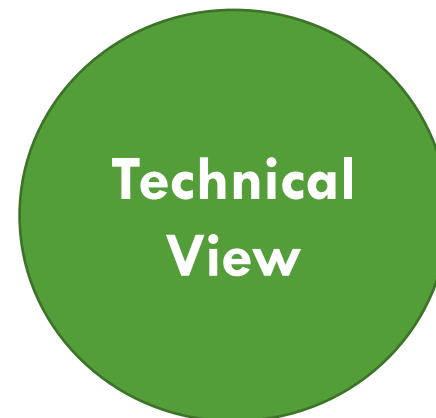
Business Solutions



Public APIs  
Private APIs  
Partner APIs

Mess lines in the middle

Technical Solutions

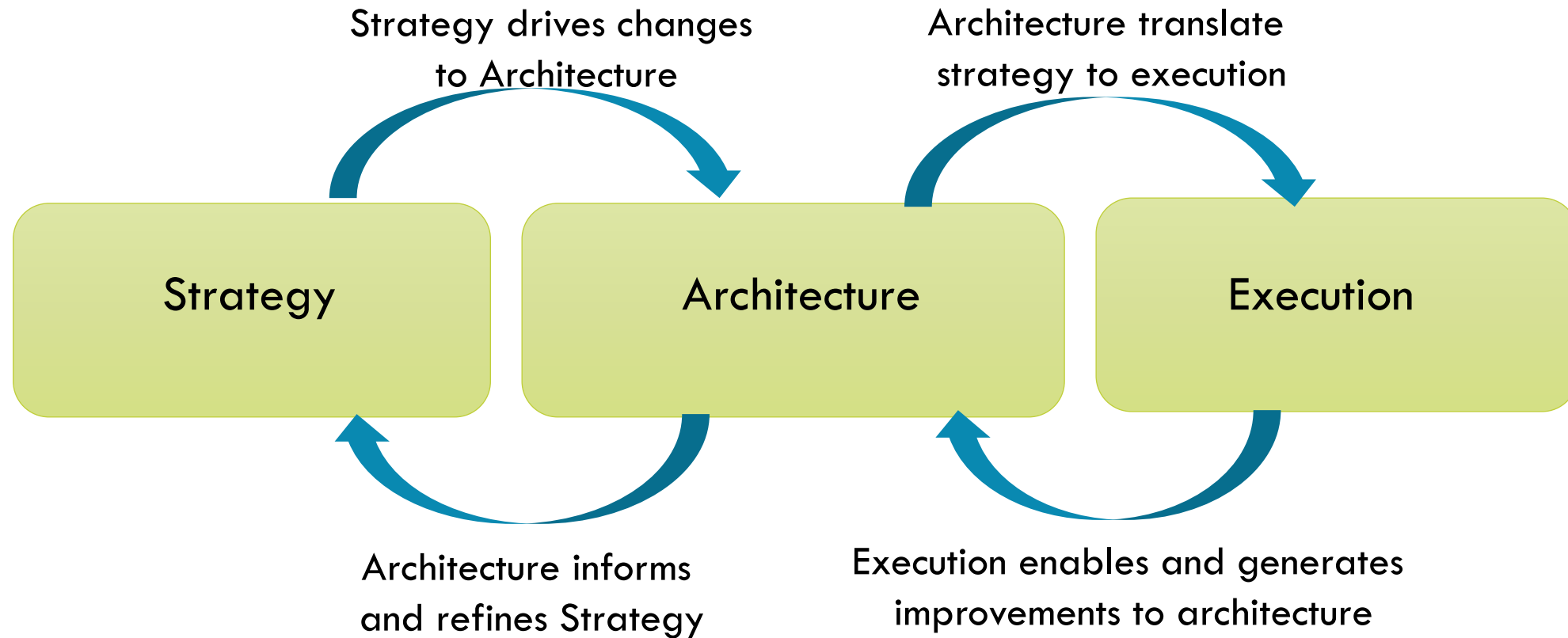


Technical View  
Rest API  
SOAP APIs  
Event API  
Graph API

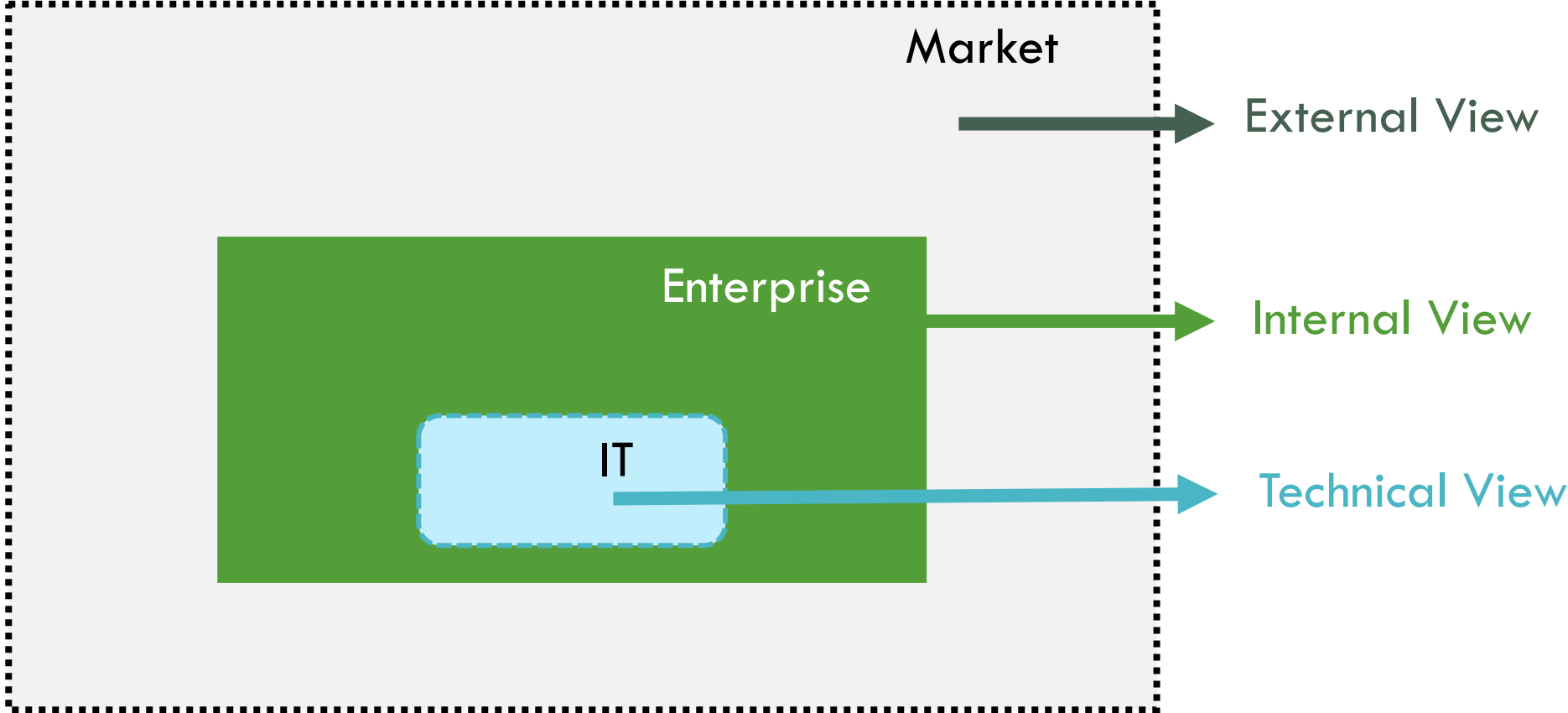


# End-To-End Planning

Quite often the Enterprise-level **API-Program** failed or got dismissed because one of the followings is missing or ignored



# API EcoSystem Boundaries



# Focus on Context

- Which ecosystems will you be in?
- A player or a creator?
- New Product, New Market?
- Monetization model?
- Time frame?

# Make Strategic Trade-off

Apply different strategy based on your own circumstance

Digital Journey	Starter	Advanced	Optimize
Grow Revenue			
Reduce Cost			
External force			

# Address Operations Obstacles Early



- Operating model
- Team structure
- Company culture

# Strategy > Architecture > Execution

✓ Desirability

✓ Visibility

✓ Viability

# Recommended read

- API Strategies for Bank and Fintech in an Open Banking World by *Matthias Biehl*
- Designing Autonomous Teams and Services by *Nick Tune*
- Enterprise Systems Architecture: Aligning Business Operating Models to Technology Landscape - *Daljit Banger*
- The Milky Way – *Cecilia Norden*

# Thank You

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