How to plan your API Ecosystem from Strategy to Execution

Jill Chang, Enterprise Integration Advisor
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 Life Cycle
  - 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

Business-Driven
- Business Strategy
- Product Strategy
- API Strategy

Tech-Driven
- API Strategy
- Integration Strategy
- IT Strategy

New Product/Service

Efficiency
For digital transformation, both business and technical drivers are needed. It should be a feedback loop.
Bridging Business and Technical Conversations

Business View
- Public APIs
- Private APIs
- Partner APIs

Technical View
- Technical View
- Rest API
- SOAP APIs
- Event API
- Graph API

Mess lines in the middle
End-To-End Planning

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

- Strategy drives changes to Architecture
- Architecture translates strategy to execution
- Architecture informs and refines Strategy
- Execution enables and generates improvements to architecture
API EcoSystem Boundaries

Market

External View

Internal View

Technical View

Enterprise

IT
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

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<tr>
<th>Digital Journey</th>
<th>Starter</th>
<th>Advanced</th>
<th>Optimize</th>
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<tr>
<td>Grow Revenue</td>
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<td>Reduce Cost</td>
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<td>External force</td>
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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

Connect me on Linkedin
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