axway

IF YOU'RE A:

- Chief Digital Officer
- Chief Information Officer
- Line of Business Manager
- API Product Manager
- App Development Team Lead
- Partner and Ecosystem Manager

WHO WANTS TO:

- Increase API adoption
- Get digital services to market faster
- Turn APIs into revenue builders
- Align business and IT vision

BUT YOU:

- Have multiple API management technologies
- Cannot compromise on API security
- Are forced to support multiple API portals
- Aren't sure where all your APIs are

THEN:

It's time to build and monetize API products with Amplify Engage (formerly Amplify Enterprise Marketplace)

axway.com

Build and monetize your APIs with Amplify Engage

Produce APIs that align with business outcomes and lead to potential new revenue streams

Companies like yours that start their API journeys by building internal APIs often fail to fully anticipate issues of duplication, external security, multi-cloud deployment, and impact for new revenue models, all of which can inhibit reuse and slow down app development. Similarly, you may be focusing your existing API efforts solely on building them, instead of making them easier to adopt — something that will only get harder as the number of APIs increases.

Amplify Engage (formerly Amplify Enterprise Marketplace), part of Axway's Amplify Platform, lets your IT teams build API products that focus on consumption by first aligning them to line-of-business objectives. Instead of approaching every API as a technical interface, your team treats them as products designed to deliver a valuable business capability.

With Amplify Engage, API products are curated and presented to internal and external app developers in a contextual way — complete with use case documentation — so they're easier to find, adopt, and use. This accelerates time-to-market for your digital services. Plus you have an opportunity to monetize APIs directly by offering subscription plans for accessing and using your API products, or indirectly by boosting API and business performance internally.

> **71%** of respondents agree or strongly agree that they didn't experience the business results they had planned from their APIs, according to a recent study.[1]

1   **Forrester Opportunity Snapshot: A Custom Survey Commissioned by Axway**

Why you need Amplify Engage

Chief Digital Officer

Deliver digital initiatives faster
Enable application teams to find and activate API services faster

Measure digital efforts
Track usage and performance of digital assets and monetize them directly or indirectly

Automate data governance
Get control over unmanaged and unsecured APIs at risk of attack by hackers

Improve customer experience
Prioritize the developer experience in building your digital business

Chief Information Officer

Operationalize all your APIs
View common metrics to increase confidence and consistency in service delivery at reduced cost

Focus on business outcomes
Use metrics to make the business case for your API development projects

Decrease backlog
Build more useful APIs with validated security and increased API value, usage, and longevity

Maintain independence
Let developers decide on tools to use while enabling central security and management to meet SLAs

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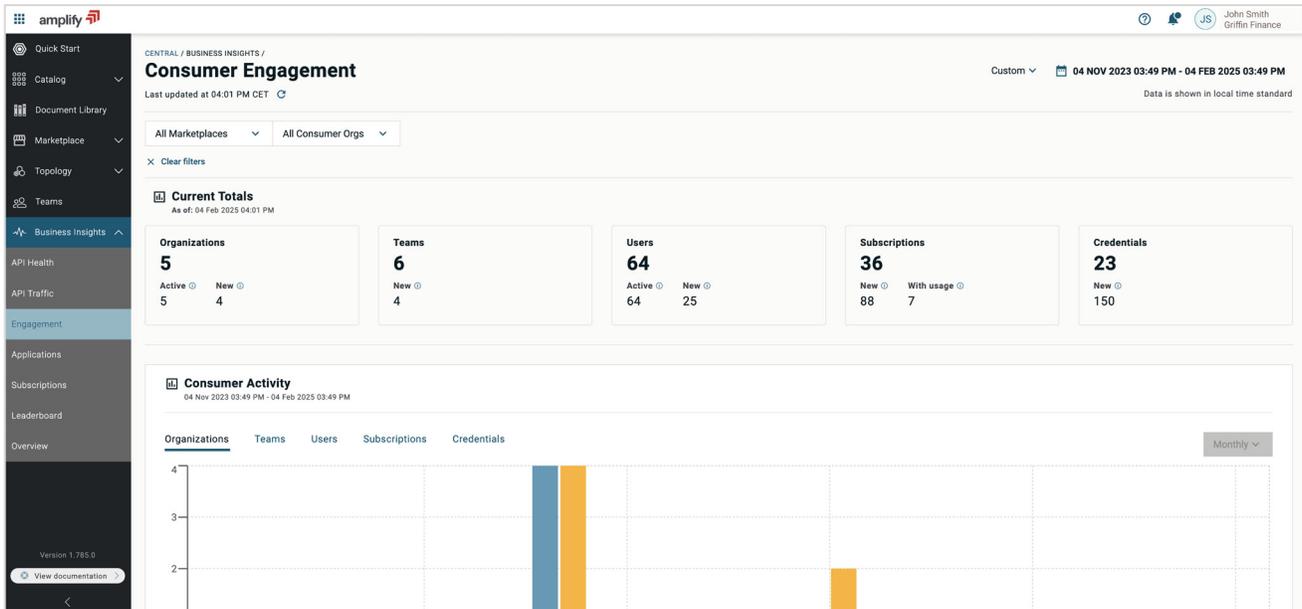**65%** of respondents in a Postman 2023 study say yes, their APIs are generating revenue.[1]

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1   *Postman 2023 State of the API Report*

With Amplify Engage, API Product Managers can see subscription usage metrics in past months, helping them to understand key consumer engagements and make better API investment decisions.

Companies trust Amplify Engage

More and more companies across industries are discovering the advantages of Amplify Engage to increase API adoption by developers, move digital initiatives to the market faster, and derive the highest possible ROI from their API investment.

Global pharmaceutical leader drives digital transformation with Amplify Engage

By leveraging APIs to accelerate access to data, a major pharmaceutical company aimed to improve internal processes, boost operational agility, enable new sales channels, and unlock pharmaceutical insights. Using Amplify Engage, it is creating easy-to-adopt, well-documented API products.

Delivers digital products via a central API storefront

Removes bottlenecks and accelerates digital transformation

Enables next-generation services with API-powered data

Read the Case Study →

> *Through our engagement with Axway, we are transforming into an agile, data-driven enterprise, supported at every level by API enablement as a service.*

BOSCH — Bosch accelerates product and service innovation by driving digital transformation with Axway

Bosch has trusted Axway B2Bi for decades for seamless EDI services. To enhance agility, they also adopted Amplify API Management and Amplify Engage, enabling developers and partners to access curated APIs in one place for easy discovery, fostering flexibility, and accelerating new initiatives.

+3,000 secured APIs available to developers

500 million API calls per month

Internal and external use cases

Read the Case Study →

> *The open and active collaboration between Axway and Bosch will help us deliver new, data-driven solutions to customers all over the world.*

Ready to build APIs for consumption and monetize them with Amplify Engage?

Contact Us →