



GUIDE

Looking Forward

Insights into the digital trends for 2023 by Axway business, industry, and technology thought leaders.

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Ready to take on the challenges of 2023?

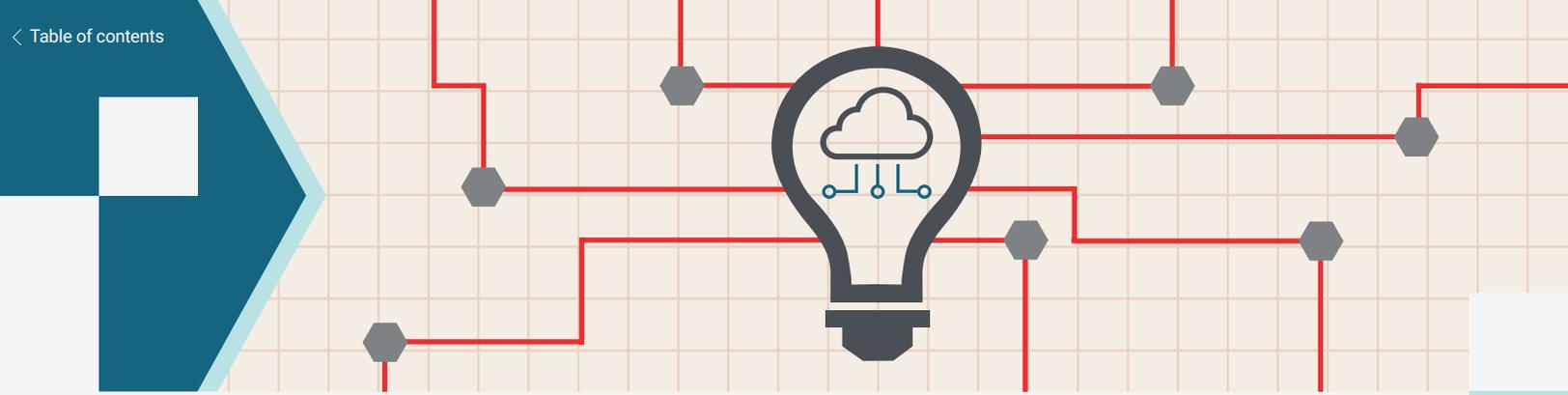


Looking forward to it



Are you prepared for 2023?

Moving forward, you might not know what you don't know. We're here to help with educated insights into how you can move forward confidently.



The same trip around the sun. A changing digital planet.

Digital business influences and influencers are aligning to make 2023 a year of change, challenges, and prosperity. From the skyrocketing use of APIs to connect people and things, to geopolitical factors and a stubborn pandemic, the factors shaping 2023 are the same factors that present opportunities for innovation and growth.

These influences affect not just the digital integration space, but industries of all kinds — from banking and financial services, to healthcare and pharmaceuticals, supply chains, retail, and manufacturing. Like every other industry these days, they rely heavily on the instant, accurate, and secure flow and dissemination of data.

Do you have the technologies in place to make 2023 a banner year? Have you made the right digital infrastructure investments? What about your competition? The insights in the pages that follow — whether it's about API adoption, file transfer in the cloud, or supply chain visibility through B2B/EDI — can help you gain a bearing on where you are in your digital journey or inform a new path to fresh opportunities.

Expectations are high
for the digital space

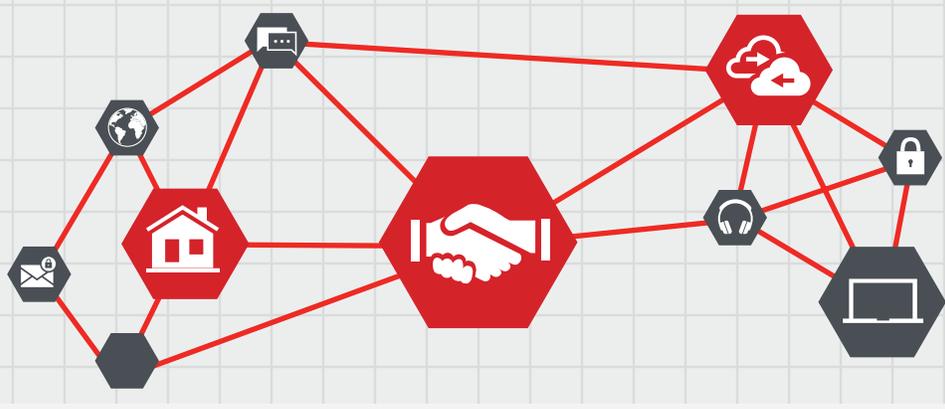
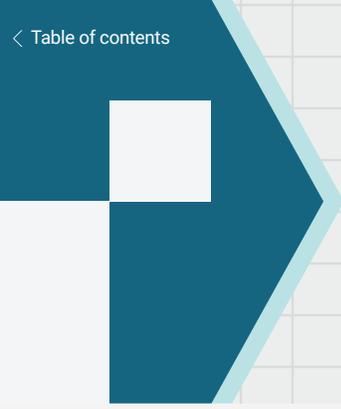


As they should be



A shifting digital business landscape

The tech industry wrangles with a new normal, the age of the API marketplace arrives, and a pandemic-born component crisis lingers.



Refining existing digital technologies will drive business

Axway CTIO, Vince Padua, sees businesses fine-tuning the groundbreaking data integration technologies of recent years – and questioning others – to gain better traction in delivering innovation and improving partner ecosystems.

Remote work will continue to evolve

The hybrid and remote nature of the technology industry has become the “new normal.” There was hope by some that we would eventually return to the “good old days.” But with the ease of access that technology provides and its constant innovation, it’s hard to see how we return to a time when employees all sit inside corporate buildings.

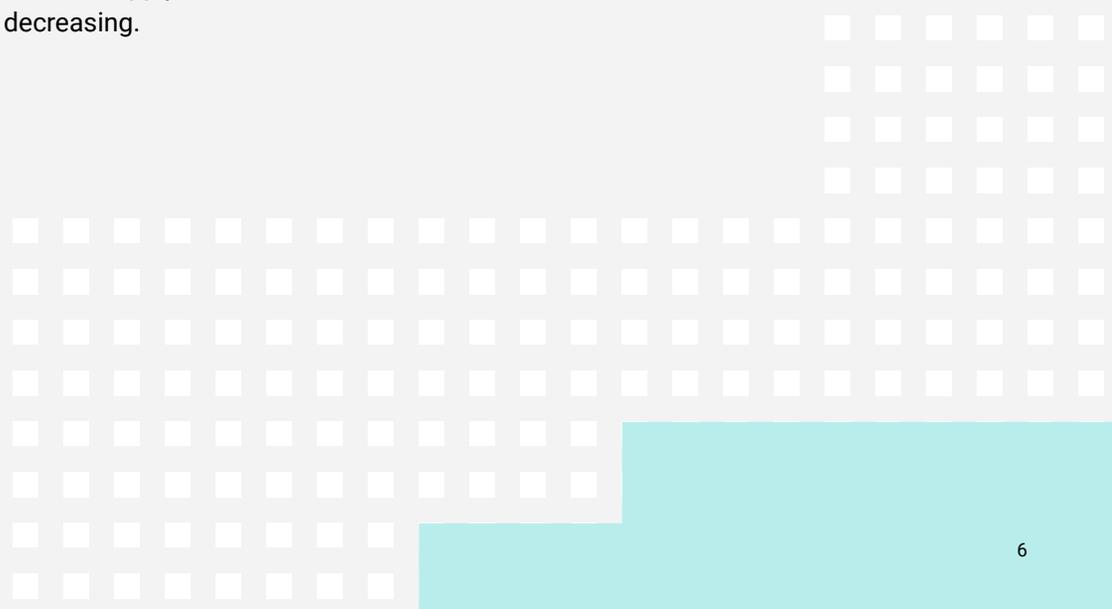
RPA will lose steam in 2023

RPA (Robotics Process Automation) was hailed as playing a critical role in digital transformation in 2022. However, in 2023, I believe we’ll see its role diminish. One of the biggest reasons for this is that it is harder to find opportunities to apply RPA, while the corresponding ROI is decreasing.

On paper, RPA was the perfect solution to address a company’s needs; but in practice, there are many ways in which it fails, leaving issues that enterprise leaders need to address. In 2023, IT leaders will be looking for automated solutions to drive impactful results and measurable returns.

Growth of partner ecosystem clouds

I expect we’ll see more ecosystem/partner clouds. These are “walled garden” ecosystems shared by partners and enterprises who collectively work to deliver innovation, sustainable development, and better customer outcomes.





There was hope by some that we would eventually return to the ‘good old days.’ But with the ease of access that technology provides and its constant innovation, it’s hard to see how we return to a time when employees all sit inside corporate buildings.

24%

of companies using APIs say the Covid-19 pandemic greatly disrupted their organization, while well over half experienced at least some disruption.¹

¹ 2022 Open Everything Strategy Survey report

Vince Padua | Chief Technology and Innovation Officer at Axway



Vince Padua guides his team in innovating the technology and products that combine to form the company’s industry-leading enterprise integration platform. His focus is to capitalize on technology trends, drive portfolio and architecture transformation, accelerate new business models, and foster co-innovation with partners, developer communities, and customers.



API, cloud, and digital transformation trends will continue to evolve.

Stay up to date throughout 2023 and beyond →

Digital transformation is... transforming

From platform engineering to digital twin, API marketplaces to cloud optimization, Axway Catalyst, Brian Otten, believes the year ahead is poised to be an inflection point in cloud migration, service virtualization, and an acceptance of digital assets as products.

We've got DevOps – give us platform engineering

Organizations have been able to make huge strides towards the goals of DevOps and the ability for technical engineering teams to deploy and run their applications truly end-to-end.

Sometimes, though, this has been the result of single, more advanced teams forging ahead and cobbling together their DevOps tooling and practices within a CI-CD pipeline approach to speed up life cycles and introduce automation of delivery.

I predict that 2023 will be the year when Platform Engineering brings self-serve DevOps to the masses through internal developer platforms that bridge developers and unblock operations obstacles. Platform Engineering will also make it easier to measure the delivery and quality gains that are quite difficult to measure when shadow operations or disjointed DevOps efforts are all you have.

API products finally launching on marketplaces

Digital marketplaces will shift the focus on the consumption of digital assets rather than provision and integration objectives; this is a shift from a technology strategy to a business one.

The shift to product thinking and culture is finally happening, reflected in team organization and change management. A product-centric application delivery model will make it easier to adopt digital marketplaces and enable raw integration assets to be packaged as valuable business capabilities.

Organizations that are currently struggling with their strategy for commercial or monetization of digital products and services will embrace digital marketplaces to help bundle and fairly price them, while opening them up to new audiences and new customer acquisition and revenue opportunities.

“

I think the term 'digital transformation' is worn out, but the new 'it' term has yet to arise. Despite the lack of a cool new word, the imperative to modernize is stronger than ever.

Ruby Raley, VP Healthcare & Life Sciences at Axway

Digital transformation spawns digital twin

More was needed for customers to take existing business processes and make them digital (“lift and shift”), especially when it comes to opening up a company’s digital platform and targeting new ecosystems and partners.

Digital twin offers a way to make digital transformation real, serving as a virtual representation of real-world systems or products, especially when the pressure is there for more real-time synchronization to get business insights and results.

IoT has been driving digital twin initiatives in optimizing product design and streamlining business processes, which is sorely needed in supply chain management.

Platform connectivity will be critical for adopting digital twin initiatives in 2023. That goes beyond IoT and interfaces with the world of APIs for composable digital twin product realizations and event-based architectures to ensure that digital twins can be synchronized effectively with their real-world counterparts.

Cloud migration turns to cloud optimization

Just like “digital transformation” has turned to multi-experience, cloud migration will be turning towards strategies for cloud optimization.

Cloud optimization will move from a pure focus of eliminating cloud resource waste to determining the most efficient way to optimize and allocate cloud resources, especially across distributed hybrid or multi-cloud use cases.

It will start to focus on issues of technical sovereignty and avoiding lock-in to a single cloud provider, which will go hand-in-hand with building cloud ecosystems and measuring optimization by the company’s flexibility in building ecosystems in the cloud.

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One way a digital twin can be used is to leverage actual customer usage data to improve enterprise software products. After collecting data such as whether customers use a particular feature, how they decide to receive notifications or how they collaborate with other users while using a product, developers can create a digital twin of the customer experience whereby AI can determine the fastest way to solve issues.

Vince Padua, Chief Technology and Innovation Officer at Axway (via Forbes)



The shift to product thinking and culture is finally happening, reflected in team organization and change management. A product-centric application delivery model will make it easier to adopt digital marketplaces and enable raw integration assets to be packaged as valuable business capabilities.

85%

of organizations have adopted, or plan to adopt, a product-centric application delivery model in the future.

Source: [Gartner survey](#)

Brian Otten | Digital Transformation Catalyst at Axway



Brian Otten is an experienced leader and technologist with more than 25 years of experience as an innovative strategist for APIs and microservices to support digital transformation, IT modernization, and continued growth for large enterprises. He also loves running crazy distances out on the open trails.



Get the latest on enterprise strategy throughout the year and beyond.

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Tech spaces in a dynamic world encounter regional challenges

Whether it's disruption in electronics production due to Covid or political decisions blocking the digital activity of a nation, Axway Business Program Director and Catalyst, Emmanuel Methivier, says regions around the globe each face a unique set of obstacles that enterprises must deal with.

Will cryptocurrencies overcome the crisis?

Many expected Bitcoin and Ether to be the saviors of the market economy, allowing people to bypass the monetary coercion measures imposed on Russia by the U.S. and Europe. This was without counting on the major economic crisis, which, in parallel, would force investors to unload their crypto reserves.

Clearly, a bitcoin that stagnates at \$16,000 despite the FTX bankruptcy and the economic crisis can be seen as both a positive sign of the value of its underlying assets (notably technology) and a slap in the face to those who might have thought bitcoin was \$100,000. But this relative drop is also a sign of a more global stagnation of the digital ecosystem (NFT, metaverse, etc.) based mostly on crypto as soon as we imagine business models.

The cloud versus sovereignty

The war in Ukraine has shown the fragility of a system based only on the cloud (read: American, given the nationality of the three major players). Upon witnessing that from one day to the next, the digital activity of a nation could be blocked by a political decision, the most vital operators (energy, banking, transportation, government) have revised their positions. They are now opting for a more measured migration strategy to the cloud.

At the same time, many cloud sovereignty projects are underway to offer an alternative to U.S. policies. This caution also affects African countries trying to establish independence from the Chinese giants attempting to "digitally colonize" Africa.

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I think choosing one cloud vendor for your modernization is going to quietly fall by the wayside as enterprises realize they already use and need tools from multiple sources. There is no 'One Cloud to Rule them All'.

Ruby Raley, VP Healthcare & Life Sciences at Axway

The opening of banks and insurance companies

This trend toward opening banking systems will spread, particularly in Africa. Europe's pioneering PSD2 is a solid intellectual model, but a failure in reality.

Hopefully, the European Commission's plans for a PSD3 focused on "open finance" will also revise the strong authentication process, which is a major barrier to fintechs' use of banking data. Many other industries are affected by this opening movement (insurance, transportation, energy, government) and there will be a significant need for API management!

Matter: the ecosystem of connected objects will finally become a reality

Matter, the new global, open-source standard for connected objects, will finally allow everyone to enjoy the benefits of a connected home simply, without having to be an electronics engineer. Pushed by the whole profession and supported by its biggest players, it will allow not only a simpler integration but also the development of new scenarios (automating processes by integrating information from sensors and operating actions on objects). The real hidden question is, what forms the border of this connected home: will smart cars be part of it, just like coffee makers?

“

Balkanization of standards, inconsistent implementations, and tepid enthusiasm on the part of incumbent banks have led Europeans into Gartner's Trough of Disillusionment. However, upon observing the successes of those that followed, notably in Brazil and the Middle East, they started to revisit their approaches. Impending updates to legislation will more than likely have a broader focus on generalized data sharing, open finance, and even open data, as Europe catches up to its peers.

Eyal Sivan, Head of Open Banking at Axway



Pushed by the whole profession and supported by its biggest players, the new Matter standard will allow not only a simpler integration but also the development of new scenarios (automating processes by integrating information from sensors and operating actions on objects). The real hidden question is, what forms the border of this connected home: will smart cars be part of it, just like coffee makers?

1/3

of respondents don't know enough about the "metaverse" to trust it entirely with their personal online interactions, according to a recent survey of Axway customers.¹

¹ 2022 Open Everything Strategy Survey report

Emmanuel Methivier | Business Program Director and Catalyst at Axway



Emmanuel has vast experience working in the banking industry. He is skilled in innovation management, blockchain, enterprise architecture, and open enterprise (API). Emmanuel developed the first internet website at LIX (Laboratoire d'Informatique de l'Ecole polytechnique) in 1994, developed neural network algorithms (OCR), and led innovation at LCL and Crédit Agricole.



Keep up with the latest strategies and insights on cloud adoption.

Visit the Axway blog →

Health and financial
outcomes are being
helped by APIs



And compliance?



Industries commit to API-first strategies

Banks seek business-driven justifications for open banking investments, an interoperability deadline for pharma looms, and industries prepare for a multicloud future.



A call for API automation and supply chain interoperability

As portals take center stage and healthcare organizations look to existing investments and multiple clouds for productivity gains, Axway VP of Healthcare and Life Sciences, Ruby Raley, points out that APIs are the way forward for automation and DSCSA 2023 compliance.

Solving surprise medical bills still requires overcoming steep hurdles

Health plans and providers are struggling to implement the Good Faith Estimate or Advanced Explanation of Benefits (AEOB) as mandated by the No Surprises Act (NSA). It requires plans and providers to deliver an estimate that crosses integration silos that have been baked into the industry landscape for more than ten years.

Part of the problem is that the vast majority of organizations have separate teams for EDI, MFT, and API processing – the integrations do not work together. Investing in a consistent digital front door will improve patient/consumer experience, increase productivity, and better secure assets.

I expect leading health plans will adopt EiPaaS to broker data from disparate systems in multicloud environments to deliver a seamless experience. In part, this move will address the requirements of the NSA, but it's also just a validation of the need to integrate services into transactions that can be consumed by partners and customers via APIs.

Automation via APIs is the only way forward in a toughening job market

Process automation will receive more focus and attention as labor shortages and economic challenges (inflation, recession, etc.) make hiring even more difficult than it was in 2022.

Automation via APIs is the only way to get more productivity from existing tech staff and investments. What's more, studies have shown that delivering better experiences to customers can lead to new revenue, and better experiences for employees can result in improved staff retention.

Paradoxically, those that are successful at modernizing are actually those that will be the best at repurposing what they already have. "Recycle, Reduce, Reuse" will be a mantra of CIOs everywhere as new dollars for investment are harder to get in a difficult economic environment.

Stronger focus on experience

As an industry, healthcare lags in improving experiences and particularly in delivering seamless experiences. How many times have you filled out a sheet in the doctor's office or even an online form that asks for information you know the healthcare organization already has?

Portals will take center stage – for patients, customers, developers, and employees. There will be fewer people available to staff phone banks, answer email, and so forth, driving the need to deliver a complete online experience. This means a person must be able to complete a unit of work without communicating directly with a human. API-enabled automation will be a game-changer to deliver the productivity and experiences demanded by savvy consumers.

Pharma embraces API-first thinking

The pharmaceutical industry is quietly embracing API-first thinking and enabling both IoT (production lines, lab equipment, etc.) and API-enabling legacy tech processes.

Pharma knows that billions of dollars of value are locked into data lakes of all types, and APIs hold the key to unleashing that data and creating value at speed. Leading pharma manufacturers will likely publish early results, while others will continue to re-invest and tool up for a digital future.

Focus on securing APIs as adoption grows

I believe the focus on security will only continue to grow in healthcare, as hackers of all sorts hold assets hostage and regulatory mandates are enforced for open APIs. Many don't realize that FHIR APIs need comprehensive API gateways – not just to deliver better experiences, but also to protect against rogue players and human error.

The rise of digital front doors makes it possible to deliver better experiences while strengthening and modernizing security practices.



Paradoxically, those that are successful at modernizing are actually those that will be the best at repurposing what they already have. “Recycle, Reduce, Reuse” will be a mantra of CIOs everywhere as new dollars for investment are harder to get in a difficult economic environment.

>3/4

of IT decision-makers are prioritizing API initiatives in the next year.¹

¹ Closing The Gap Between API Development And API Consumption, Forrester Opportunity Snapshot: A custom study commissioned by Axway, March 2022

Ruby Raley | VP Healthcare & Life Sciences at Axway



Ruby drives API and digital transformation sales in North America. She is also a consultant and advisory board member helping launch Axway products, improve processes, and position solutions.



Keep up with the latest healthcare industry insights and developments.

Visit the Axway blog →

Updated open banking regulations for North America and Europe

Axway Head of Open Banking, Eyal Sivan, says North American firms should spend 2023 getting ready for 2024 regulations, while updates to PSD2 legislation in Europe broaden its focus. Adoption of common, open standards is set to cut the cost of implementing open banking.

A wave of open banking in North America

The announcement from the Consumer Financial Protection Bureau (CFPB) at Money 20/20 in October of this year explicitly announced that open banking regulation, as well as some form of consumer data right, will be introduced in the U.S. by 2024, which means 2023 will be filled with plans and preparations. Meanwhile, Canada's open banking regulatory regime continues to press onwards, with a technical specification to be formally selected in January.

All this activity on the government's side will inevitably cause market players to ramp up their own plans, as has already started to happen in Canada, leading to a significant first wave of open banking adoption in North America in 2023. Expect to see incumbent banks, fintechs, and aggregators alike all step up their open banking game.

The search for value continues

As they did in 2022, incumbent banks will continue to seek business-driven justifications for their open banking investments into 2023. In market-driven environments, notably the U.S., the adoption of common, open standards has not been hampered in the least by a lack of regulation – to the contrary; the North American FDX standard continues to show strong linear growth, sharing more records than most regulated equivalents.

These standards reduce the cost of implementing the basic building blocks of open banking so that players can begin to move to premium use cases, such as treasury on-demand, wealth management, and small business offerings. In the U.K., introducing Variable Recurring Payments (VRPs) and sweeping capabilities into the standard has opened the floodgates for additional premium use cases driven by real value.

Continued collision with Web3 and DeFi

It is no secret that the world of cryptocurrency suffered huge losses in 2022. While on the one hand, that has reduced speculative fervor, it has, on the other hand, forced crypto providers to get back to basics in terms of understanding the real value their new instruments provide, leading to more stable currencies and more practical financial tools built around them.

Such pragmatism and technical maturity will begin to push Web3 and DeFi (essentially, money management built into the internet) into the mainstream, primarily via the youth market, who is becoming increasingly familiar with these tools.

Inevitably, this will lead providers to create solutions which combine the world of Web3 with more traditional financial instruments via open banking APIs, such that rather than having to pick between the old world and new world, consumers will have access to fintech offerings that let them combine both.



Regulatory moves from the U.S. and Canada will inevitably cause market players to ramp up their own plans, as has already started to happen in Canada, leading to a significant first wave of open banking adoption in North America in 2023. Expect to see incumbent banks, fintechs, and aggregators alike all step up their open banking game.

41%

of banking and finance decision-makers see open banking as an opportunity to discover new business models.¹

¹ 2022 Open Everything Strategy Survey report

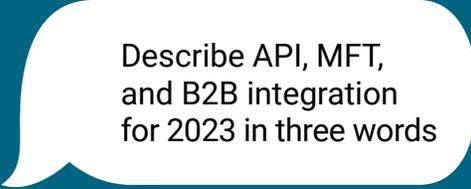
Eyal Sivan | Head of Open Banking at Axway



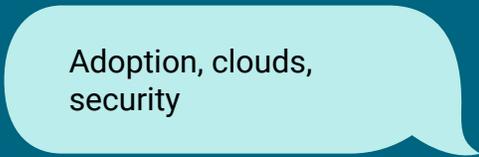
Eyal is responsible for positioning the firm as the number one thought leader and integration solution provider in the open banking space. As a member of the elite Catalyst team, he brings a high degree of specialization in API and microservices technologies within the FSI sector, with a particular focus on how to accelerate digital transformation. As [Mr. Open Banking](#), Eyal hosts the only podcast dedicated to the open banking community.

Get open banking insights from Eyal and other thought leaders in the world of finance.

Visit the Axway blog →



Describe API, MFT,
and B2B integration
for 2023 in three words

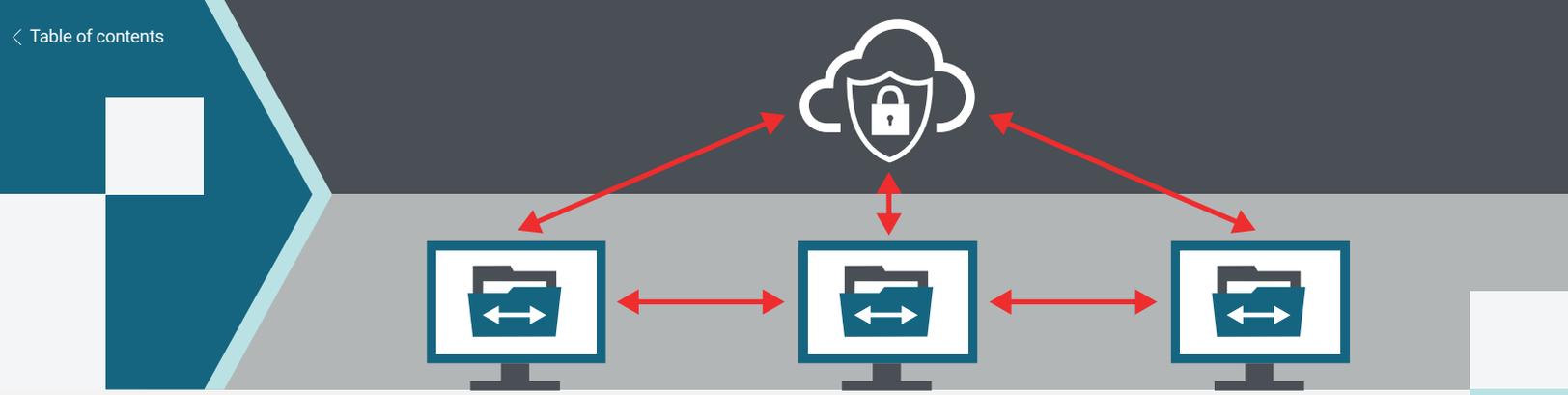


Adoption, clouds,
security



The year of cloud security and API adoption

Cloud security for file transfers intensifies, API-fueled EDI eases supply chain disruption, and the shift from API creation to API adoption heats up.



All eyes on security for MFT in the cloud

As file transfer moves further into a cloud-based world in 2023, it's important to understand that success won't come by adopting just any cloud infrastructure, according to Axway General Manager of Managed File Transfer, Meetesh Patel.

2023 will be the year for cloud security

2022 was the year of significant developments in the banking industry. However, none were more impactful than the acceleration of cloud infrastructure adoption by companies, specifically middleware teams. As we progress further into a cloud-based world, this will be a significant step for years to come.

As we enter 2023, the most significant trend to keep an eye on will be an increased focus on cloud security. The world is changing, and in many cases our technology continues to grow, which provides new threats needing new security.

In 2023, the trend of cloud adoption will continue; it continues to be essential to companies and organizations worldwide. On top of that, datafication, digital trust (AI trust, risk and security management, or AI TRiSM), and RPA are areas that will likely gain some speed. However, it is important to note that proper cloud adoption will be key to ensuring its success.

Customers polled said their top challenges/inhibitors for cloud strategy were tracking and controlling the flow of personal data into and through the cloud, followed by dealing with different security requirements for regional instances of cloud infrastructure.

Read the 2022 Open Everything Strategy Survey Report →





As we enter 2023, the most significant trend to keep an eye on will be an increased focus on cloud security. The world is changing, and in many cases, our technology continues to grow, which provides new threats needing new security.

1/3

of organizations using MFT look to a managed cloud service provider as part of their cloud strategy.¹

¹ 2022 Open Everything Strategy Survey report

Meetesh Patel | General Manager, Managed File Transfer at Axway



Meetesh leads the Managed File Transfer product line at Axway, with ownership of the strategic and tactical choices to achieve portfolio goals. A passionate leader and technologist, Meetesh drives customer and technical success through innovation.



Stay up to date on cloud adoption and Managed File Transfer.

Visit the Axway blog →

Resurgent B2B/EDI integration reclaiming its ground

With companies determined to leverage APIs in their B2B ecosystem, and with the promise of blockchain relinquishing ground to the basic principles of B2B/EDI, JB Benz, Axway's General Manager of B2B Integration, says use of the technology will see rapid growth in 2023.

Supply chain disruption and shift in supplier ecosystems

Many companies must now rethink their supply chain with ongoing geopolitical shifts, sanctions, and economic policy. Some are shifting suppliers from one country to another. Others are simply trying to diversify their supplier community, to protect themselves from potential supply chain disruptions in the future.

In 2023, companies will look to leverage the APIs of their B2B ecosystem to build innovative solutions to manage supply chain complexity and transparency.

Blockchain will fall out of favor

For the last few years, the buzz has been that blockchain would be the foundation for a new B2B integration model, replacing EDI altogether. The market has finally fizzled out, and companies are now realizing that while blockchain may have a place in certain use cases for traceability, the core B2B integration that EDI provides is still the most efficient way to integrate large partner communities.

EDI will continue to grow

Despite all the doom and gloom predictions for EDI over the years, it continues to grow, and now, thanks to the increased supply chain complexity of today's world, it's growing at an accelerated rate.

B2B Integration will be in the limelight

The B2B integration space has a common thread that has been a hot topic over the last few years: the workforce is shrinking, and newer entrants into the workforce are not picking up where the prior generation left off. This was accelerated due to the Great Resignation.

It will continue to be a problem over the next few years because of the economic uncertainty and the resulting corporate staffing cuts. Ultimately, it is another trend pushing companies to shift their B2B operations to the cloud and/or fully managed services.



In 2023, companies will look to leverage the APIs of their B2B ecosystem to build innovative solutions to manage supply chain complexity and transparency.

86%

of IT and business decision-makers expect there will be a gap in demand for software and architectural engineers in coming years, according to the [2022 Open Everything Strategy Survey](#).

JB Bentz | General Manager, B2B Integration at Axway



JB has worked in the EDI/B2B integration industry for 20+ years, with customers in nearly all verticals across the globe. So far in his career, it has been predicted that EDI would be made obsolete/replaced by no less than 4 technology alternatives, but EDI has proven extremely resilient and integral to the operation of the global supply chain.



Learn how B2B integration has become more than just EDI.

Visit the Axway blog →

Packaging APIs as products will simplify adoption by app developers

A shift from API creation to API consumption will gather steam as use of API marketplaces to package and categorize APIs as products simplifies adoption by developers, according to Axway's Senior Director of Platform Marketing, William McKinney, who says this will require greater emphasis on API security.

Shift from API production to API consumption

2023 will witness widespread growth in partner and public APIs in addition to internal ones. This move beyond the enterprise boundary marks a shift from API production to API consumption. Adoption will drive the need for packaging and marketing of APIs to specific audiences and facilitate the move from APIs as technical integration interfaces to be more aligned with business functions.

Businesses will now focus on business outcomes derived from API services for direct or indirect monetization. This will support the rise of the API product manager role and the building of API products, rather than just the technical interfaces. As a result, I expect a growth in the number of private and public API marketplaces.

Emergence of Universal API Management

Most enterprises have multiple API Management products that are a result of business unit silos, and vendor- or technology-specific deployments. Universal API Management is a concept that seeks to unify this API sprawl and complexity.

Three key capabilities define Universal API Management: The first is the ability to extend API management to other vendors' gateways, deployment patterns, and repositories. The second is the ability to handle additional API patterns beyond basic SOAP and REST. This includes GraphQL, Events, Service Mesh, gRPC, and Async API to list a few.

The last is the concept of a unified catalog or marketplace that simplifies the developer experience. It's a better way to enable developers to speed delivery of initiatives by easily finding and using proven API products that are security validated, fully documented, and production-ready. Analytics will help facilitate the tracking and optimization of this process.

Changing responsibility for API security

As API attacks have become more numerous and sophisticated, organizations are being forced to augment security beyond traditional API design, build and deployment measures. This will lead to the rise of API platform teams that validate and supplement security provided by the API build teams.

This will include automation for scanning, discovery, and remediation for unmanaged APIs. There will be closer alignment of API authentication to underlying data authorization.

Zero Trust Architectures will start to take hold as companies look to security wrap every user, every device, and every connection... every time.

“

Large digital platforms continue to be a model for many sectors that have understood that a true digital transformation is not only a digitization of their existing processes. With this in mind, platform and digital marketplace projects will flourish everywhere.

Emmanuel Methivier, Business Program Director and Catalyst at Axway

It's going to be a tough mindset shift.

IT and business decision-makers recently ranked Zero Trust Architecture least important in protecting personal data.

Read the 2022 Open Everything Strategy Survey Report →



2023 will witness widespread growth in partner and public APIs in addition to internal ones. This move beyond the enterprise boundary marks a shift from API production to API consumption.

69%

of IT and business decision-makers expect return on APIs to increase if developers could more easily discover, subscribe to, and use their APIs.¹

¹ *Closing the Gap Between API Development and API Consumption*, Forrester Opportunity Snapshot: A custom study commissioned by Axway, March 2022

William McKinney | Senior Director, Platform Marketing at Axway



William is an experienced marketing executive responsible for creating data-driven marketing programs and positioning Axway's Amplify Platform in an intensely competitive environment. Specializing in B2B solutions to Fortune 1000 companies, William has delivered results for IBM, PeopleSoft, HP, and Vignette, and is always seeking new ideas, connections, and challenges. He lives in Littleton, Colorado.



Marketplaces are changing how enterprises treat APIs and other digital assets.

Stay up to date with the Axway blog →

Customers want their digital services in the market faster

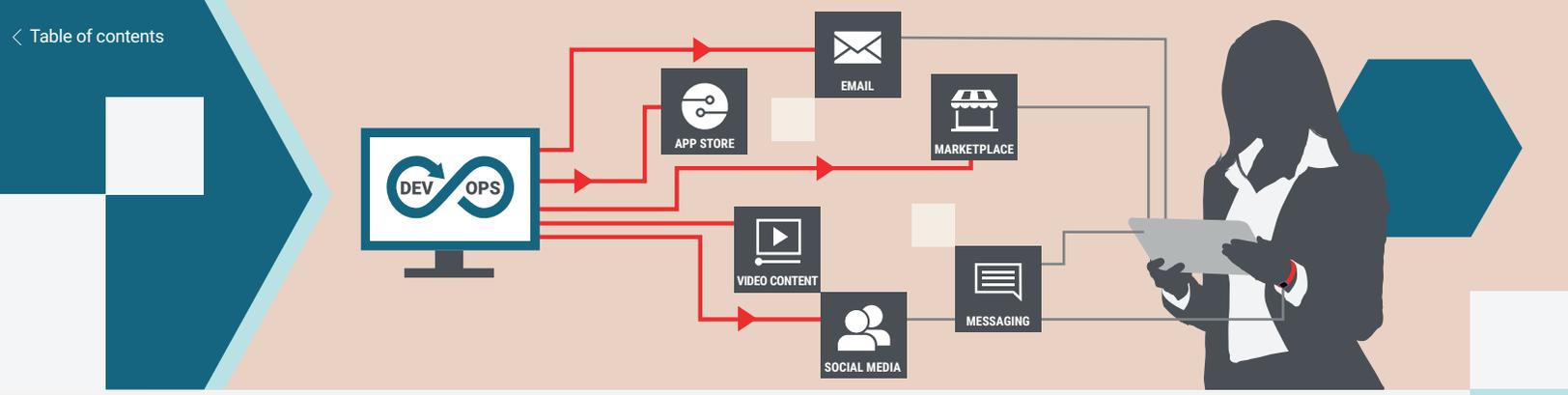


They're always right



Customer hopes and concerns in 2023

Companies are looking to accelerate their digital initiatives with APIs; developers say, “sure, make them easier to adopt;” and other items on the 2023 wish list.



Closing the gap between API development and API consumption

A commissioned study conducted by Forrester Consulting on behalf of Axway¹ asked over 300 IT and business decision-makers where they stand on closing the gap between API development and API consumption.

Findings revealed there is still some work to do: many companies have invested time, money, and resources developing APIs that either won't be used, or will only be used by a single application. But they have an idea of what needs to come next. Here are some key findings that offer insights for the road ahead, leading to greater API adoption and business success in 2023.

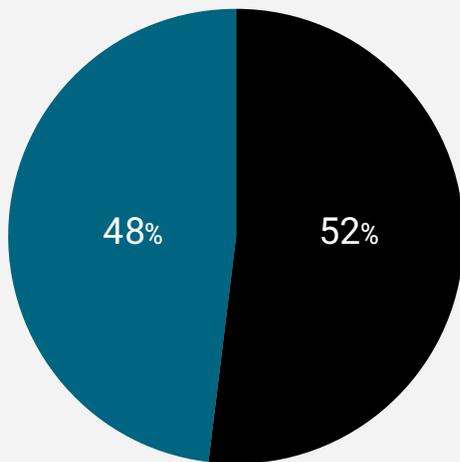
86% agree or strongly agree that the **value of their APIs is not in their existence alone but in their consumption**

71% agree or strongly agree that they **didn't experience the business results** they had planned from their APIs

26%
the amount by which digital business growth is expected to increase if API adoption is improved.

¹ Closing the Gap Between API Development and API Consumption, Forrester Opportunity Snapshot: A custom study commissioned by Axway, March 2022

Respondents say difficulties in obtaining insightful data about APIs have significant consequences, including:



- A lack of data-driven API investment decisions
- A lack of a holistic view of API data

Organizations taking a business-led approach via API product management are better able to:

- Create new business opportunities 
- Improve customer satisfaction 
- Increase agility and revenue 

“

Any attempt to close the gap between API development and API consumption must include a strategy for gathering and analyzing accurate data on API performance and usage.

William McKinney, Senior Director, Platform Marketing at Axway

Discover more results from this study on closing the gap between API development and API consumption, and gain insights for your API strategy in 2023.

Read the report →

Unlock your data to Open Everything

Digital transformation is a never-ending journey. Whatever the digital landscape, the terrain is uneven and fluid. But this opens new passages to the next great opportunity on the horizon. Navigating the future starts with knowing your current bearing and where you stand in relation to others.

Results from Axway's [2022 Open Everything Strategy Survey](#) can help you find out if you're on the right path forward. We asked nearly 1,000 IT leaders, architects, and developers about their top concerns – and how they're addressing them – as they eye their digital future. Here are a few takeaways that may inform your own strategy for 2023.

1/2

of respondents rank security as their highest concern regarding API growth, followed by API complexity.



Zero trust Architecture is currently the lowest-ranked strategy in protecting personal data

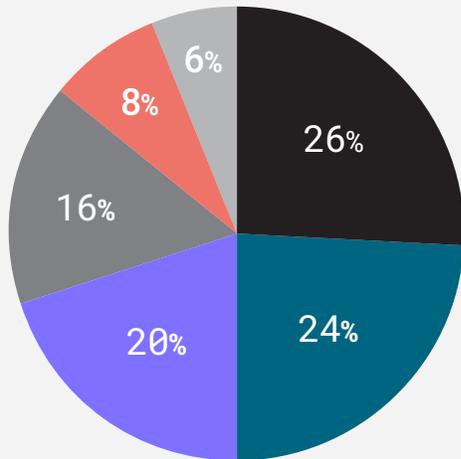
“

This is disappointing, as Zero Trust is probably the best security strategy available to us today. As a result of relentless, worldwide cyberattacks and the widespread distribution and connectivity of almost everything (much of it via APIs), Zero Trust Architecture has risen as a vital model for ensuring the safety of enterprise infrastructure.

Vince Padua, Chief Technology and Innovation Officer at Axway ([read more on Forbes](#))

State of banking and finance API strategies

If you're in the banking and finance industry, what is the current state of your API strategy?



- We have an enterprise-wide internal API strategy in place
- We publish internal APIs and a few low-risk external APIs
- Not applicable
- We use and build APIs but do not have a formal strategy
- We have a mature internal API practice and external API strategy
- We have a mature internal and external API strategy based on an ecosystem model

1/2

of API and MFT budgets have increased in the last two years, with the other half staying the same.

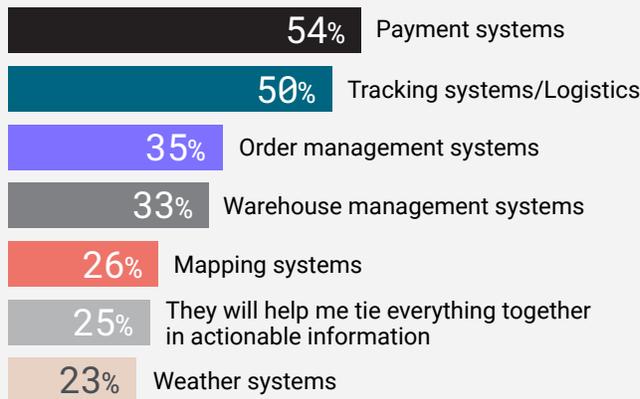
Creating new MFT services

When it comes to setting up a new MFT service, there's no question about it:

Security is far and away the most important criterion (**48%**), followed by reliability and SLAs (**15%**).

APIs and the supply chain

When asked how APIs tie their supply chains together, each respondent offered multiple ways:



COVID's effect on supply chains

The need to establish new connections was the most significant way (**39%**) that that the COVID pandemic disrupted enterprise supply chains.

“

The agility of an API-first model is invaluable in a crisis. When an organization exposes its data as a discrete, packaged digital product, it is much easier to pivot and reconfigure new connections with different partners instead of having a long onboarding process.

Vince Padua, Chief Technology and Innovation Officer at Axway

Read Vince's takeaways from the 2022 Open Everything Strategy Survey →

From the state of healthcare's digital transformation to hesitancy about the metaverse, there's more to discover in the 2022 Open Everything Strategy Survey.

Read the survey →

Nice to know I'm not
alone facing the same
issues in 2023



We're all connected



Move forward confidently through 2023

Axway API, MFT, B2B, Open Finance,
and other experts can help you face
the challenges — and capture the
opportunities — that 2023 holds.

Here's how to get started →