



GUIDE

Implementing Amplify Engage

A guide to fast-tracking API adoption and business value with the next-generation API developer portal



Executive Summary

Meeting the need for a new kind of API marketplace

The first API developer portal of its kind, Amplify Engage (formerly Amplify Enterprise Marketplace) was designed to satisfy a growing need in the API space: to expand API business value by getting your APIs adopted more easily and moving your digital initiatives to the market faster.

Amplify Engage lets you package and categorize APIs in ways that make more sense contextually, so app developers get a complete product that delivers a business service, not just another connector. It enables you to automatically discover APIs, assess their quality, and measure their usage and performance, as well as pinpoint unsecured APIs. Plus, by productizing APIs, Amplify Engage opens up potential revenue streams that add to each API's ROI.

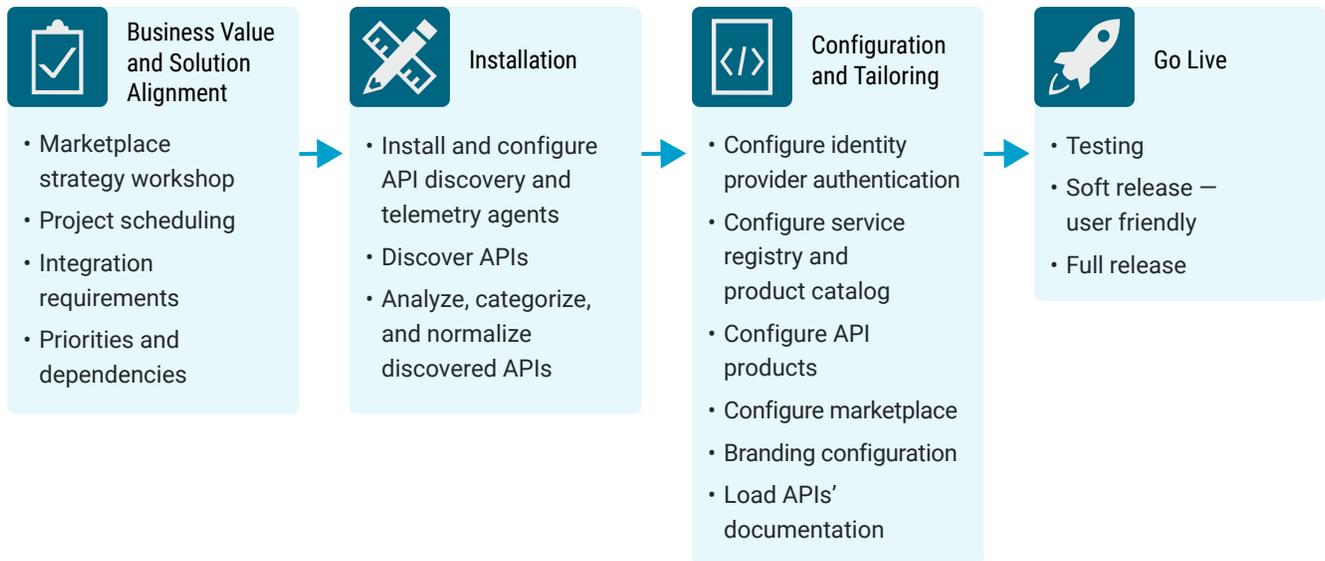
This guide helps you and other API stakeholders in your organization grasp what's involved in fast-tracking implementation of an enterprise marketplace to achieve maximum API business value – from forming an API marketplace strategy to extracting its day-to-day benefits and beyond.



STAKEHOLDERS WHO SHOULD SEE THIS GUIDE

- Executive sponsors
- API strategy owners
- API project managers
- Digital strategy and innovation leads
- Business and technology product owners
- Enterprise architects and data owners
- PMO – Program leads
- Technology delivery leads (providers and consumers)
- API designers and developers (providers and consumers)
- CX/UX SMEs

Amplify Engage Implementation Overview



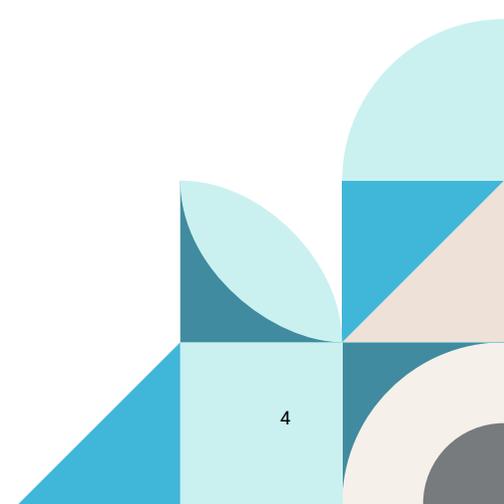
Implementing Amplify Engage is done in four basic steps: business value and solution alignment, installation, configuration and tailoring, and go live. The speed of the process is predicated on the scope of your project, as well as the availability and skills of your company's resources and other dependencies.

But you have choices. Axway partners closely with you to determine the best way forward. For example, aside from outfitting your company with the ability to build and manage an in-house API marketplace solution, we also offer you the opportunity to delegate your operations to Axway using our secure, managed services.



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01

Develop a business value and solution alignment strategy

Like all successful endeavors, a meeting of the minds of critical stakeholders – including Axway – needs to take place. Axway gets the ball rolling by conducting a detailed API marketplace strategy workshop to address all the important elements and milestones that will shape your solution and put you on a fast-track to business value.

AMPLIFY ENGAGE STRATEGY WORKSHOP			
	TOPICS	TAKEAWAYS	STAKEHOLDERS
Business Value and Solution Alignment	<ul style="list-style-type: none"> Stakeholder and use case identification Leadership vision and business capabilities alignment to API first Importance of API marketplace to your business KPI framework development for API success 	<ul style="list-style-type: none"> Have an API program vision and mission statement that can be communicated for wider buy-in Have an engagement plan to coordinate API efforts and target quick wins to ensure strategic alignment Leverage a stakeholder map and API KPI framework to track engagement and progress on what matters most for the key stakeholders – both providers and consumers 	<ul style="list-style-type: none"> Executive sponsors API strategy owners Digital strategy and innovation leads Business and technology product owners Enterprise architects PMO – Program leads
API Program Strategy	<ul style="list-style-type: none"> API Guild and API product teams API product roadmap 	<ul style="list-style-type: none"> Align and initiate an API program: the mobilization of an API enablement team that spans the entire organization and supports the API product teams that will deliver the value promised by APIs Build an API portfolio roadmap: a map that guides and prioritizes API delivery based on business value within a constantly evolving business and technical landscape of foundational, capability, and experience APIs 	<ul style="list-style-type: none"> API strategy owners Digital strategy and innovation leads Business and technology product owners Enterprise architects PMO – Program leads

AMPLIFY ENGAGE STRATEGY WORKSHOP (CONTINUED)			
	TOPICS	TAKEAWAYS	STAKEHOLDERS
API Lifecycle and Governance Model	<ul style="list-style-type: none"> • API producer and API consumer lifecycle – “APIOps as a Service” • API value proposition definition • API design governance fundamentals 	<ul style="list-style-type: none"> • Align and educate teams to a “product over project” mindset for delivery with full API product lifecycle practices and optimal API design • Apply the API value proposition practice – a way to bring business and IT together in collaboration to: identify consumers; define consumer jobs; define providers; define consumer pains; define provider and consumer gains; and identify API resources and assets involved – both new and existing 	<ul style="list-style-type: none"> • API strategy owners • Digital strategy and innovation leads • Business and technology product owners • Enterprise architects and data owners • CX/UX SMEs • Technology delivery leads (providers and consumers) • API designers and developers (providers and consumers)

Additionally, at this critical business/solution alignment stage, project scheduling and integration requirements will need to be defined based on a range of priorities and dependencies.

Leveraging the federated API management platform

Your Amplify Engage solution is built on the Amplify Platform – [Axway’s federated API management platform](#). Because of this, your API teams can develop and govern APIs across integration patterns – API, MFT, and B2B integration – whether it’s on-premises or in any cloud. That frees your API team from operating within restrictive dependencies dictated by vendor gateways that can significantly hamper your API strategy and developer experience.

02

Activating your Amplify Engage solution

Amplify Engage runs on a SaaS platform that utilizes lightweight agents to automatically discover APIs, provision APIs, and track usage of your APIs. The agents need to be co-located with the API gateway that's hosting them currently. This involves answering a set of configuration questions and building a small executable program that is then installed with the gateway. Securing and opening ports for connection to the SaaS platform is a step that usually involves your security team.

Populating your API marketplace

Once agents are deployed and have access to the platform, a service registry then gets populated with all the discovered APIs that have been analyzed, categorized, and normalized. Linting rules are then configured for design and security policies that are run against discovered API assets to validate them. Axway experts are with you every step of the process to ensure your API solution is set up to align with the business outcomes you've defined.



GOT QUESTIONS ABOUT SETTING UP YOUR API MARKETPLACE?

We've got answers.

Get a global view of the factors impacting the success of your API marketplace. Axway experts share actionable advice on driving API adoption, reuse, business and IT alignment, and creating potential new revenue streams with your APIs based on your most frequent questions.

[Learn More](#) →

03

Configuring and tailoring your API marketplace

The API marketplace configuration and tailoring phase is all about building a better experience for your targeted developer office. Axway experts help you set up authorization and access controls. This can include using an existing identity provider (IDP) which requires careful configuration and integration. You'll need to think about the structure of your teams and roles and configure the solution accordingly. Then document your policies for support, escalation, and usage.

Start with an API product mindset

APIs are just like any other product. It needs to be packaged, marketed, and delivered. This means curating individual technical APIs into higher-level API products that will deliver a specific business-level capability to a specific developer audience. Embracing this important premise will help others in your organization grasp the idea of turning products into business value.

Creating API products means providing not just the API, but also the documentation, use cases, sample code, SLAs, and more as the complete package. Axway experts can show you how to configure these products for monetization if this is part of your API strategy. You'll be able to integrate your API marketplace subscription approval process into each API product.

Now you're in a position to create a branded developer experience using the elements of your company identity, design, and colors. This branded experience extends your company identity consistently across new digital domains and instills a sense of trust and security in your external developer customers. Amplify Engage offers a simplified process for branding your marketplace.

A note about Amplify Engage security

Security is a priority when we partner with you to implement an API portal like Amplify Engage. We make sure you're able to enforce security standards by concentrating security measures, testing, and validation all in one approved place.

The federated API platform allows you to discover all the unmanaged APIs wherever they may exist so they can be centrally managed and secured. What's more, multilevel directories, organizations, teams, and roles for permissions provide added security with a defense-in-depth approach.

04

Going live with your API marketplace

We've reached the point where you need to get your API storefront ready for its grand opening. A soft release comes first. This involves testing your API marketplace with alpha users, monitoring various analytics against defined KPIs, and making final adjustments accordingly. In this way, you're able to develop the [API product intelligence](#) needed to keep your API initiatives on track.

Knowing what you want to measure at the outset is critical to aligning your API marketplace performance to its business value proposition. Some metrics to consider are KPIs associated with API management, such as streamlining business processes and sharing data. Other intelligence metrics are centered around solution efficiency and resilience – for example, the number of consumers and applications using the APIs business service capabilities your API products deliver.

As your partner, Axway supports the role of your API product manager in generating metrics that provide these, and other, crucial insights into the effectiveness of your new API marketplace. You will continue to monitor your solution's analytics as long as it's live, not just to stay aligned with stated business objectives, but also to alert your teams to discrete problems that crop up, as well as opportunities you're now in a position to pursue.



IS YOUR API MARKETPLACE MOVING THE NEEDLE FOR YOUR BUSINESS?

Answering this question can't be done by monitoring a single metric. It takes a combination of insights on API delivery, performance, adoption, and value – the four dimensions of API product intelligence – to help you realize the business outcomes of your API investments. Discover the 10 KPIs that help develop stronger API product intelligence.

[Learn More](#) →

Getting developers to use your API marketplace

Now that you've designed your API products and curated them in your API marketplace, you need to reach more of your target audience of developers with a stellar customer experience. It will involve marketing and promotion, just like any other product, to recruit them.

Consider using things like leaderboards or gamifying some aspects of the marketplace to attract developers — internal and external — and get them to adopt your APIs. The next step is to simplify the process they have to go through to adopt your API product.

Amplify Engage, with its centralized control and curated packaging of API business service capabilities, makes the process of discovering specific APIs simple. It will show developers how to try out the API, offer documentation that answers their questions, and provide steps for subscribing and gaining access credentials so they can put it into production.

Succeeding beyond implementation with Axway

Axway is with you at every stage of the Amplify Engage solution. That includes post-implementation, when you're up and running, but still learning. As your business evolves in the API space and grows in the embedded economy, Axway is there with Customer Success representatives and Axway catalysts — an elite team of experts in APIs and digital transformation — to help you stay aligned, respond to disruption, and make any adjustments.

But for now, let's get you up and running with the industry's next generation API developer portal. The sooner you get started, the sooner you'll get to real business value.

Ready to fast-track API adoption and business value with Amplify Engage?

[Contact Us to Get Started](#) →