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6 guided steps on the road to an enterprise-wide API strategy

In the rush to embrace APIs, many enterprises adopted a tech-led strategy. But they aren't getting the business growth and adoption they expected from their investments because it's not a tech problem: it's a business problem. Here's what you should know to design a comprehensive API strategy that threads together your technical, operational, and business goals.

01
Strategy must involve key stakeholders from both business and IT. They will carry ultimate responsibility for API success.

02
Kickstart your program with quick wins. Try prioritizing existing APIs by business value as you develop an API roadmap.

03
Take a product-over-project mindset. This will allow for a 360-degree view that helps you see the value in connecting multiple APIs.

04
Adopt a Design-first + Contract-first approach to the API lifecycle. Take the time to describe your API design in a way tech and business stakeholders can understand.

05
Leverage automation for DevOps. Check technical specifications, route APIs to repositories, streamline the process for creating products in API gateways, reduce errors, and speed design for continuous delivery.

06
Adoption is essential to API success. Use a dashboard to review consumption metrics regularly and ensure you're creating APIs that people want to use.

Curate and monetize your APIs in a central marketplace. Simplify API adoption and get your latest digital service to market faster.

Download the enterprise API strategy guide to accelerate your business

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