



## WHAT IS THE API ECONOMY?

The API economy is your opportunity to disrupt business as usual - the chance to **rethink business models** and **reach new audiences**. It's the new way to deliver digital services to employees, partners and consumers, so you can:



### UNLOCK EFFICIENCIES

**1.6M** applications are now in the **Google Play Store\***

Rise above the crowd. Create smart applications that connect with back-end data for *new value*.



### DRIVE INNOVATION

**70%** of US organizations are actively using **APIs, according to IDC**

Make an impression. Build stronger customer relationships based on *rich user experiences*.



### REVEAL NEW MARKET OPPORTUNITIES

**1.8x** is how much more likely **Generation D (datalytics driven) enterprises** are to **use API-based services**.

Satisfy real needs. Innovate at the speed of thought, *connecting with partners around the world*.



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