

## WHAT IS THE API ECONOMY?

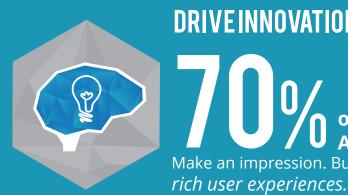
The API economy is your opportunity to disrupt business as usual - the chance to rethink business models and reach new audiences. It's the new way to deliver digital services to employees, partners and consumers, so you can:



## **UNLOCK EFFICIENCIES**

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**

of US organizations are actively using APIs, according to IDC Make an impression. Build stronger customer relationships based on



## **REVEAL NEW MARKET OPPORTUNITIES**

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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