

Nobody wants a Developer Portal

HOW TO CHANGE THE APPROACH
TO INCREASE YOUR REVENUE STREAM



A developer portal provides the necessary technical information to configure and manage the communication between an API and both internal and external systems. They were not originally thought of as a business-generating tool for companies that adopt them.

All developer portal elements cause friction for partners and lead to higher costs for the company providing the data through APIs. To eliminate this animosity, companies need simple system connection solutions that generate more business through pairing their ecosystems more directly, efficiently and at a lower cost.

The use of a Hybrid Integration Platform helps to increase the revenue stream by reducing the conflict that integration might cause.

Fixing the Problems of the Developer Portal

The most common cause of the mentioned friction is the amount of time it takes to create and support a Developer Portal. Quite often, an integration experiences delays because the company providing the API gets stuck waiting for support from the people they are working with.

The companies providing APIs later understand that they must provide more data, new business cases and different

mappings and transformations in order to fulfill the demand for consumers in different stages of maturity.

Once the portal and APIs are adapted to the system, the following three key factors must be delivered to provide a good user experience in the Developer Portal:

1. complete and easy-to-use documentation
2. actionable and effective solution options
3. quick response time

Isolated and disconnected business challenges complicate developer portal implementations. To avoid such challenges, it is highly advised to address these questions before the implementation takes place:

1. How can you ensure the business will benefit from the connection with partners, suppliers and customers?
2. Is it possible to become more efficient, have lower integration costs and improve implementation and adoption times for technological solutions?
3. How is innovation unlocked when previously unavailable data and services are made internally available?

When approaching a systems integration, it is essential to deliver a solution that

considers the business results first, before removing or simplifying any technical issues. Fixing predicted issues before they become problems only wastes time and takes the focus off the goal of making your business more efficient and profitable.

Today, we see the exact opposite of the issue - businesses tend to spend too much time fixing problems before they even occur. To create an efficient system, its value proposition must include the addition of new integration solutions (based on Hybrid Integration Platforms) that drastically reduce adoption complications, improve the user experience and minimize technical complexity, while increasing security.

To better understand these challenges, we must understand why they happen.

Are Open APIs effective enough to get partners and customers even when using a Developer Portal?

To answer this question, we must analyze the total cost to take the traditional approach of generating a Developer Portal. Here are some things to consider:

- cost and labor to create education material for the APIs' business

- proposition and the effort to create technical material about APIs;
- procedures to make APIs with accessible test mechanisms;
- process to make calls in the different available languages (some will not necessarily be used);
- time to develop SDKs in different languages and maintain compatibility;
- ability to support everything;
- need to hire an evangelist and business developer to support the real people behind the search for API-based solutions.

The investment to create a Developer Portal depends on whether the evangelist and business developer can prove that the use case is worth the investment, despite the fact that the portal might not be used in the way it was initially intended.

For example, imagine a bank wants to create APIs to provide loans. The APIs must pass all steps mentioned above to feed the Developer Portal.

Once all the documentation is produced, the APIs is set up, the test environment and other configurations are established, the bank needs to recruit developers and partner companies to create a solution for the APIs., Furthermore, the bank's Business Developer must find customers to use the APIs.

Once a bank customer enrolls in the Developer Portal and explores the APIs, its documentation and the code to build the integrations, it must then decipher how the APIs will connect with their internal systems such as ERP, CRM and EDI.

A Hybrid Integration Platform (HIP) reduces the tension of adding partners

A HIP enables users to develop, secure and govern integration flows that connect diverse applications, systems, services and data stores. In addition, a HIP enables rapid API creation/composition and lifecycle management to meet the requirements of a wide-range of diverse integration use cases.

A modern HIP offers a visual and intuitive interface based on Low-Code concepts, which abstract away the integration complexity with ready-to-use components that implement business cases, thus reducing the effort to accomplish such integration tasks.

A HIP also needs modern architecture to scale, covering and replacing the main features of traditional integration landscapes like Message Queues, Service Brokers, File Management and more. It serves as an accelerator, so development teams can focus on what is most important to them: their business demands.

With a HIP, you can create a point-to-point integration system with security and data integrity, while accelerating solutions development.



Picture 1: Point-to-point integration of a ecosystem of partners

How the Digibee HIP decreases the dissension of a Developer Portal, accelerates the time to market and makes your business more effective, while increasing your revenue stream

With Digibee HIP you have:

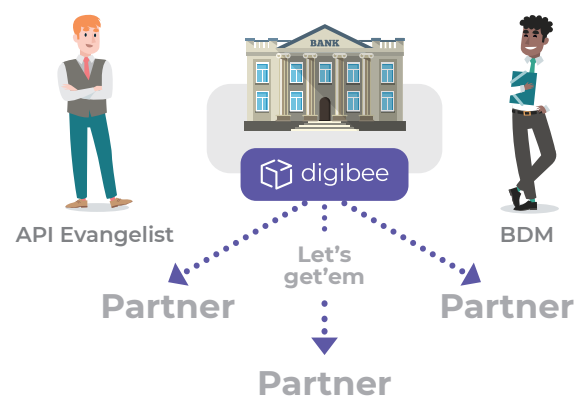
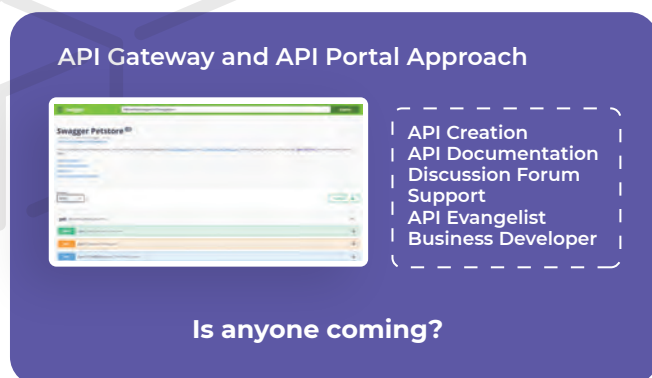
- a connection with numerous market systems;
- simple and fast data transformation;
- reuse, standard and documentation.
- end-to-end security integration;
- real-time view of integration adoption by the business stakeholders;

- support and monitoring during the term of the contract with no limits;
- no additional costs to configure the integrations;
- specialized best-in-class architectural practices.

With Digibee HIP, you have **reusable encapsulated business cases**, called Digibee Capsules. For example, if you supply loans for students, once the concept, logic and code of delivering the loan are packaged, the **Capsules** can be reused by other Education Groups that use an ERP.

Additionally, **Capsules** can be offered in **Marketplaces** - not of APIs, but of **Business Cases ready to be used**, created by Digibee and its customers and partners.

With **Capsules**, Digibee customers can add traction to their business because the Business Developer can now offer ready-to-use business cases.



Picture 2: Comparing Developer Portal with the Digibee Capsule Approach

API evangelists are in charge of promoting and supporting the use of APIs by partners. With the Capsule Approach, evangelists take on a new role, giving partners the opportunity to create new Capsules in real-time. For example, a developer can discuss business cases while creating Capsules directly in the Digibee Platform.

Partners with a sandbox testing environment are able to simulate and create **Capsules** to accelerate any kind of business. For instance, if a University wants to provide credit for students to pay tuition using a bank, and the University has an ERP, Digibee provides the connection by using the Capsule, the Bank and ERP, using logic and built-in security that has already been tested and approved.

Digibee's goal is not to simply eliminate the access point of APIs, but to provide a **Marketplace of ready-to-use Use Cases (Capsules)**. Instead of one Open API, Digibee brings a broader (end-to-end) view considering the global ecosystem that will require systems integration in a standard, yet cumbersome, way.

Digibee implements the concept of a **Simplicity Mindset** - an emerging theory that proposes a possible complementary relationship between complexity and simplicity. For Digibee, Simplicity is how it manages complex integration challenges with a simple approach, using this Mindset that consists of:

- Digibee **native cloud** Platform;
- hundreds of connectors ready to link directly to endpoints;
- ready-to-Use Business Cases (**Capsules**);
- turnkey integrations;
- 24/7 monitoring and support of integrations (in our SaaS or in your cloud);
- **architecture guidance and training** with field experience best practices;
- differentiated business models to Use - not to buy or build;
- reusable components and Capsules;
- empowerment of the Business-led IT to fulfill their digital projects.

Digibee enables businesses to change the way they interact with partners, customers and revenue streams, while decreasing the disunity between developers, APIs, architecture, integrations and potential deals. The Digibee Hybrid Integration Platform is a future-proof structure to engage business ecosystems with cloud-scale, ready-to-use processes, business cases and security.

The Digibee Capsules approach and Simplicity Mindset are the path to provide innovation against the current Developer Portal and API-based model.

Visit <https://digibee.com/> to know more about the Digibee Hybrid Integration Platform, Simplicity Mindset and Capsules concept.



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