

APIs that Change Lifestyles

The background of the slide is a composite image. It shows a portion of the Earth's blue and white horizon from space. Overlaid on this is a complex, glowing network of yellow and white lines and nodes, resembling a global communication or data network. The network is denser over the landmasses, particularly in Europe and North America.

There will forever be two times:
the days before this day,
and the days after.



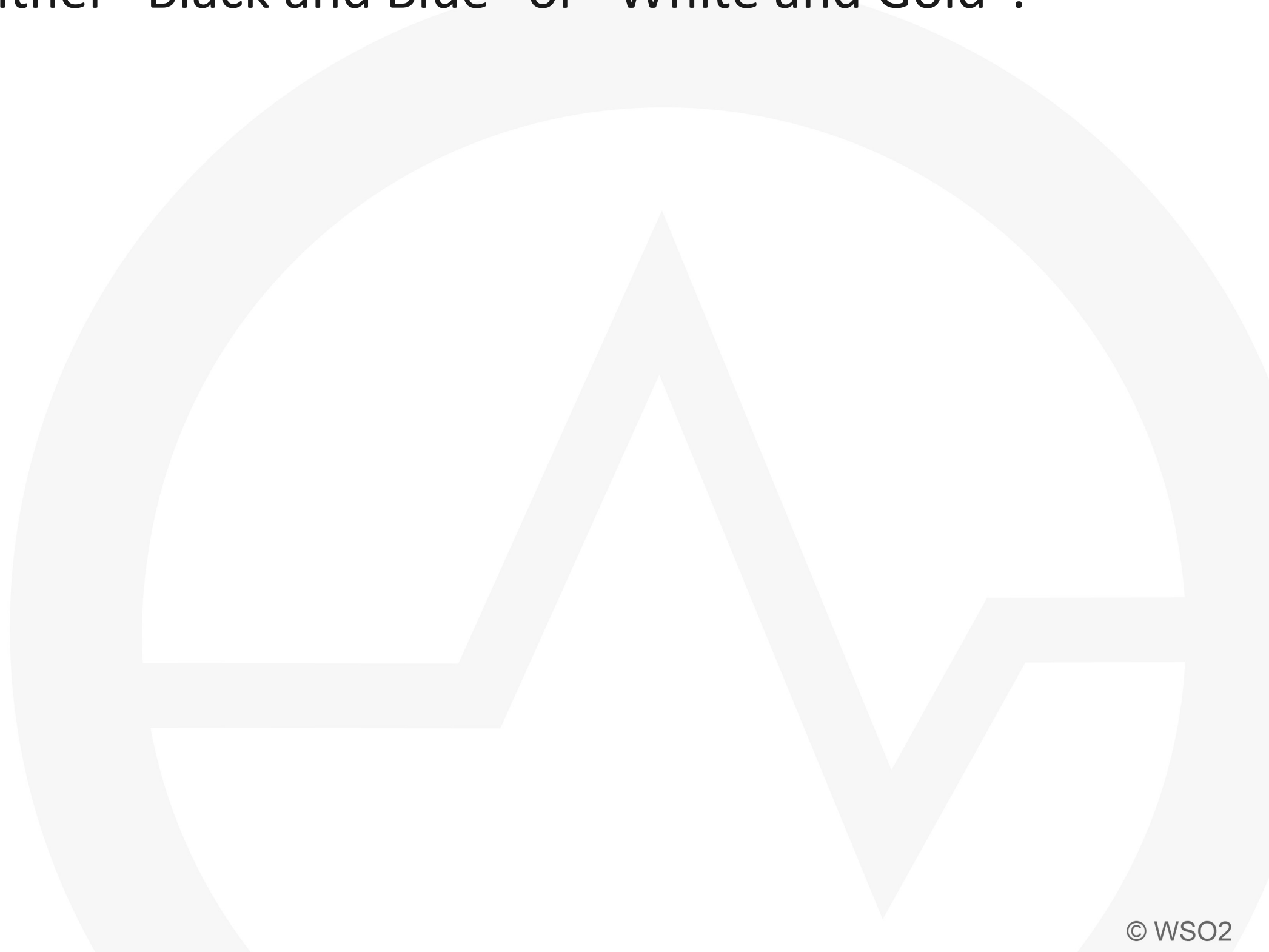
Isaac Fitzgerald on 26 February 2015

And what did he mean?



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- Hint: Its either “Black and Blue” or “White and Gold”.

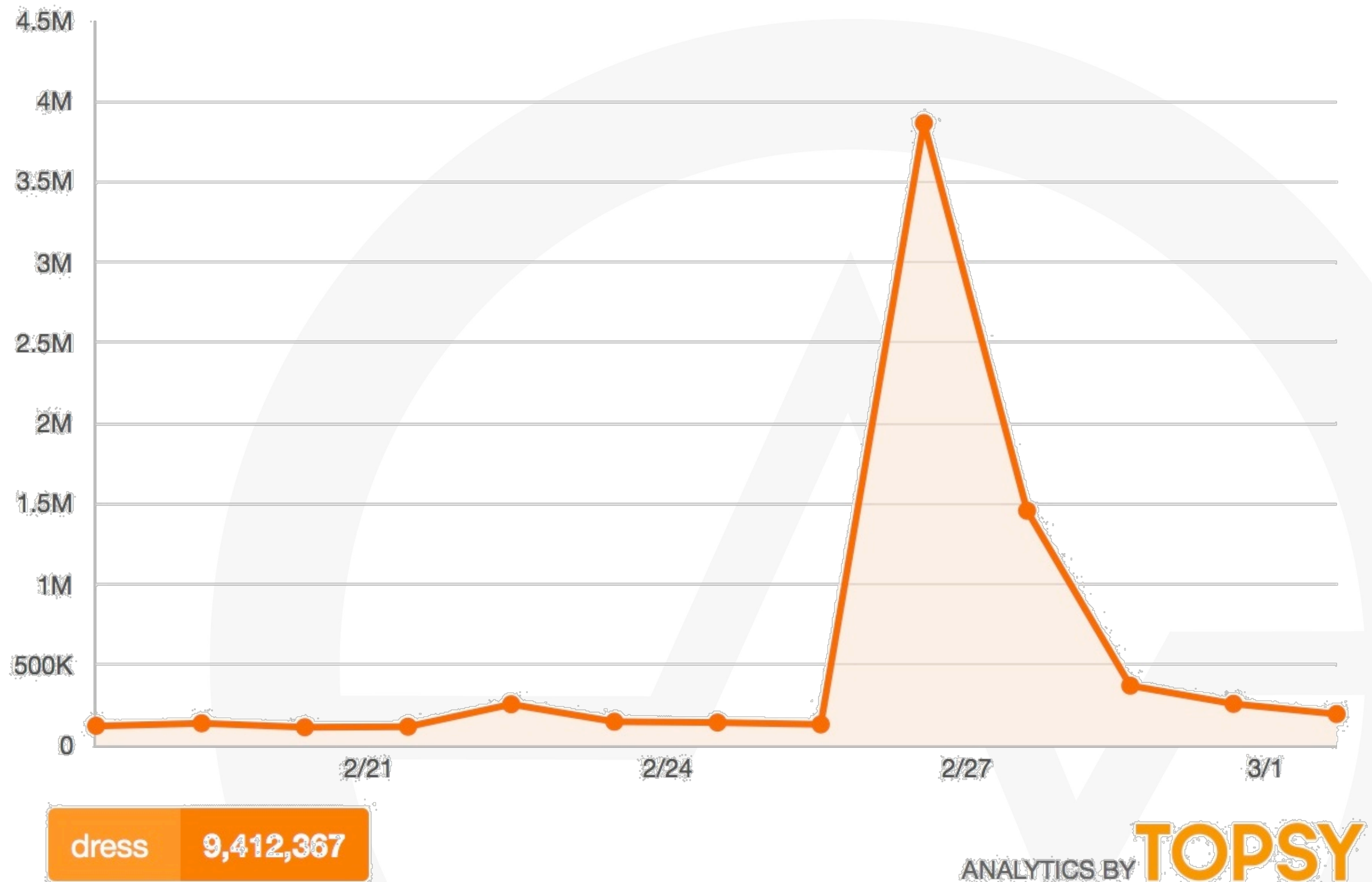


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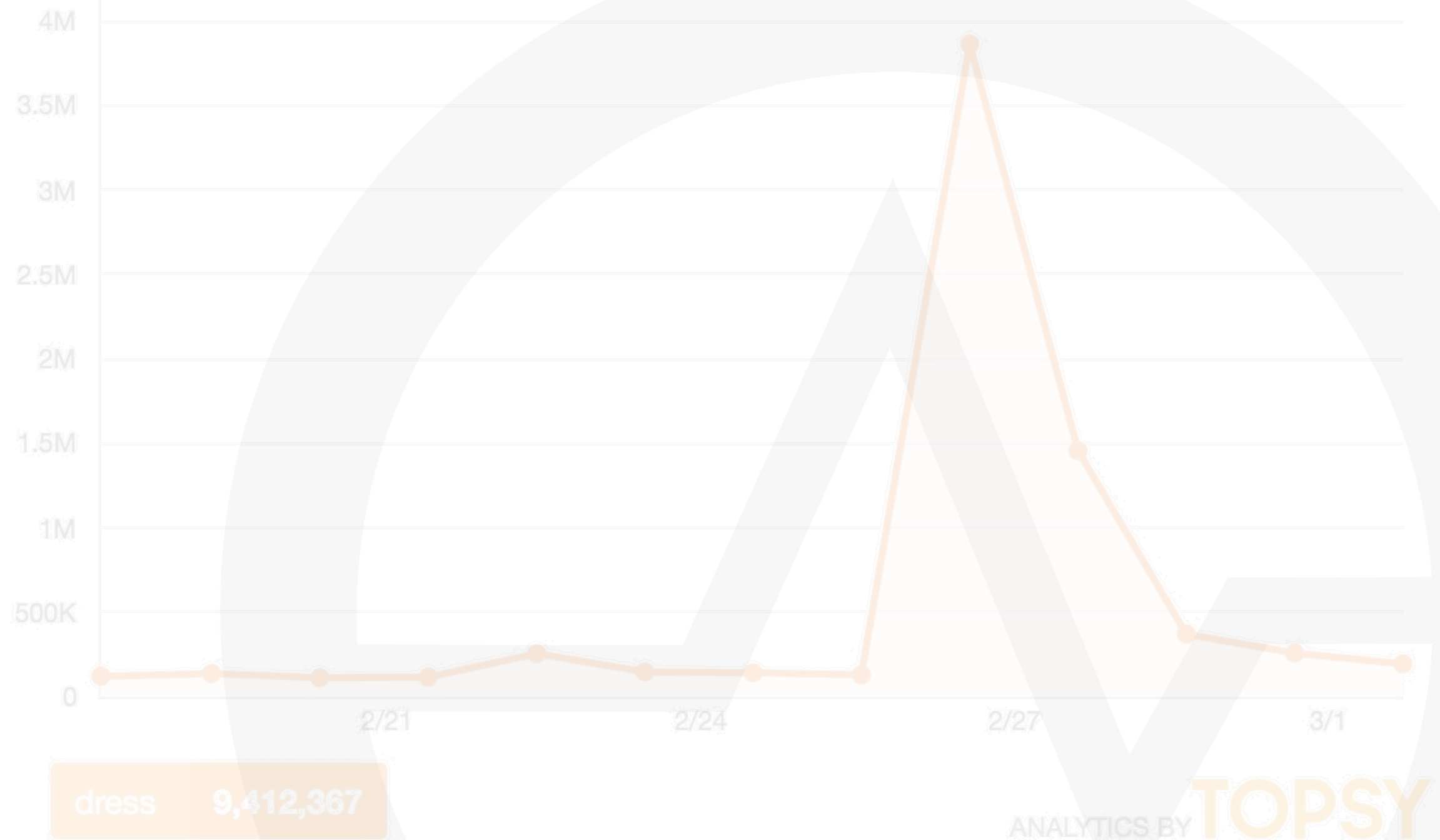


And what did he also mean?



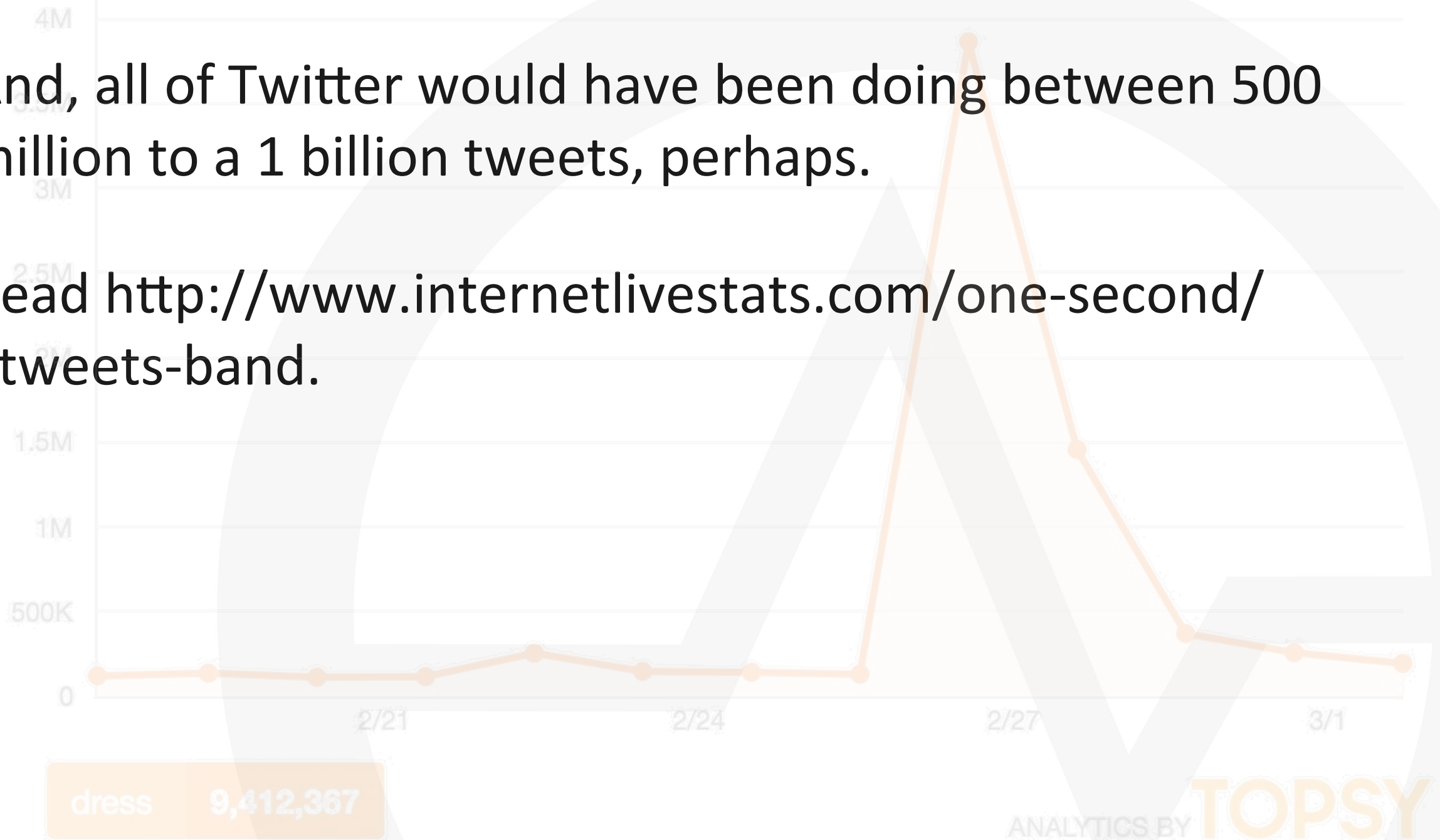
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- That's 4M tweets on just one viral debate.



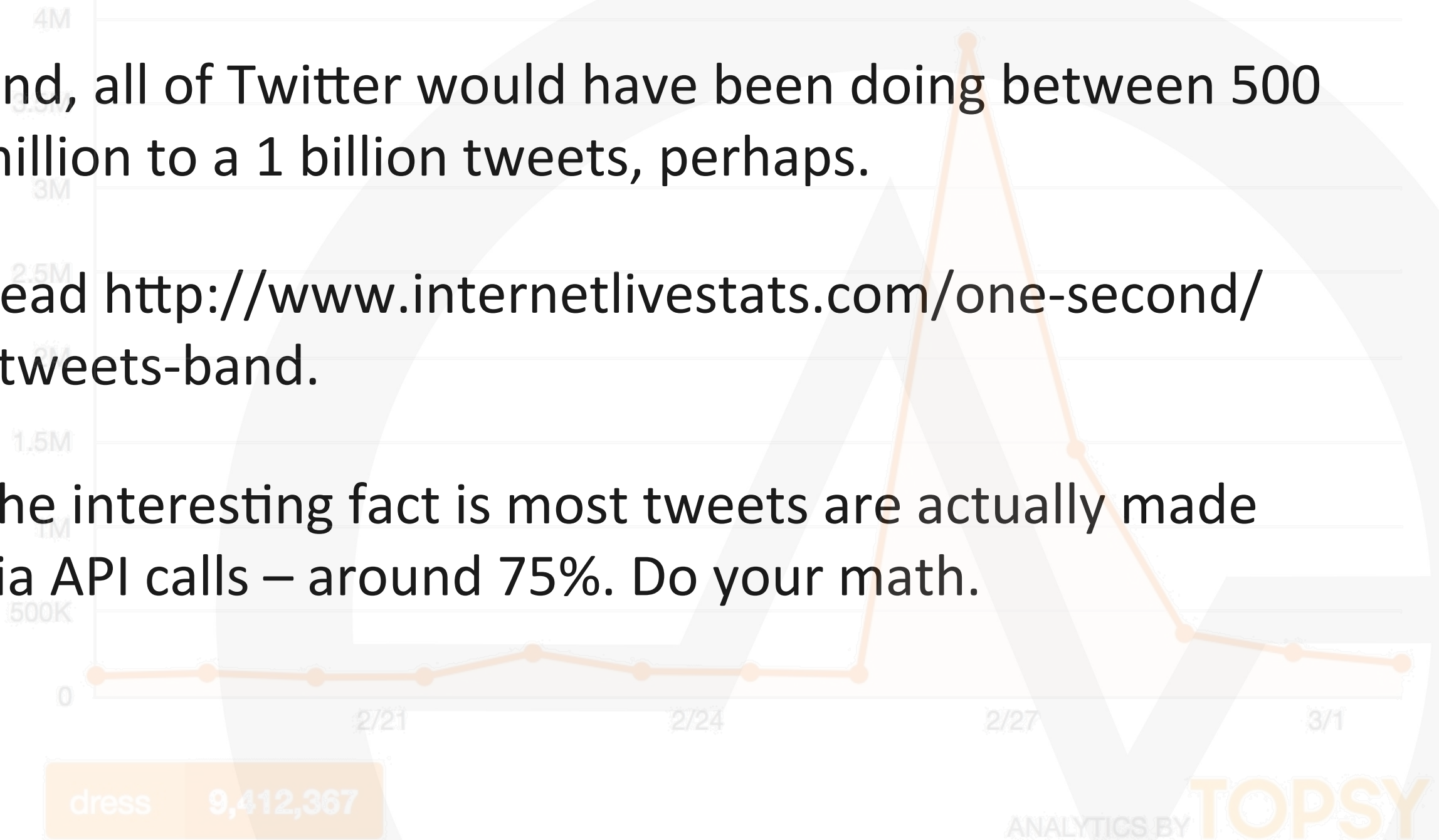
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- That's 4M tweets on just one viral debate.
- And, all of Twitter would have been doing between 500 million to a 1 billion tweets, perhaps.
- Read <http://www.internetlivestats.com/one-second/#tweets-band>.



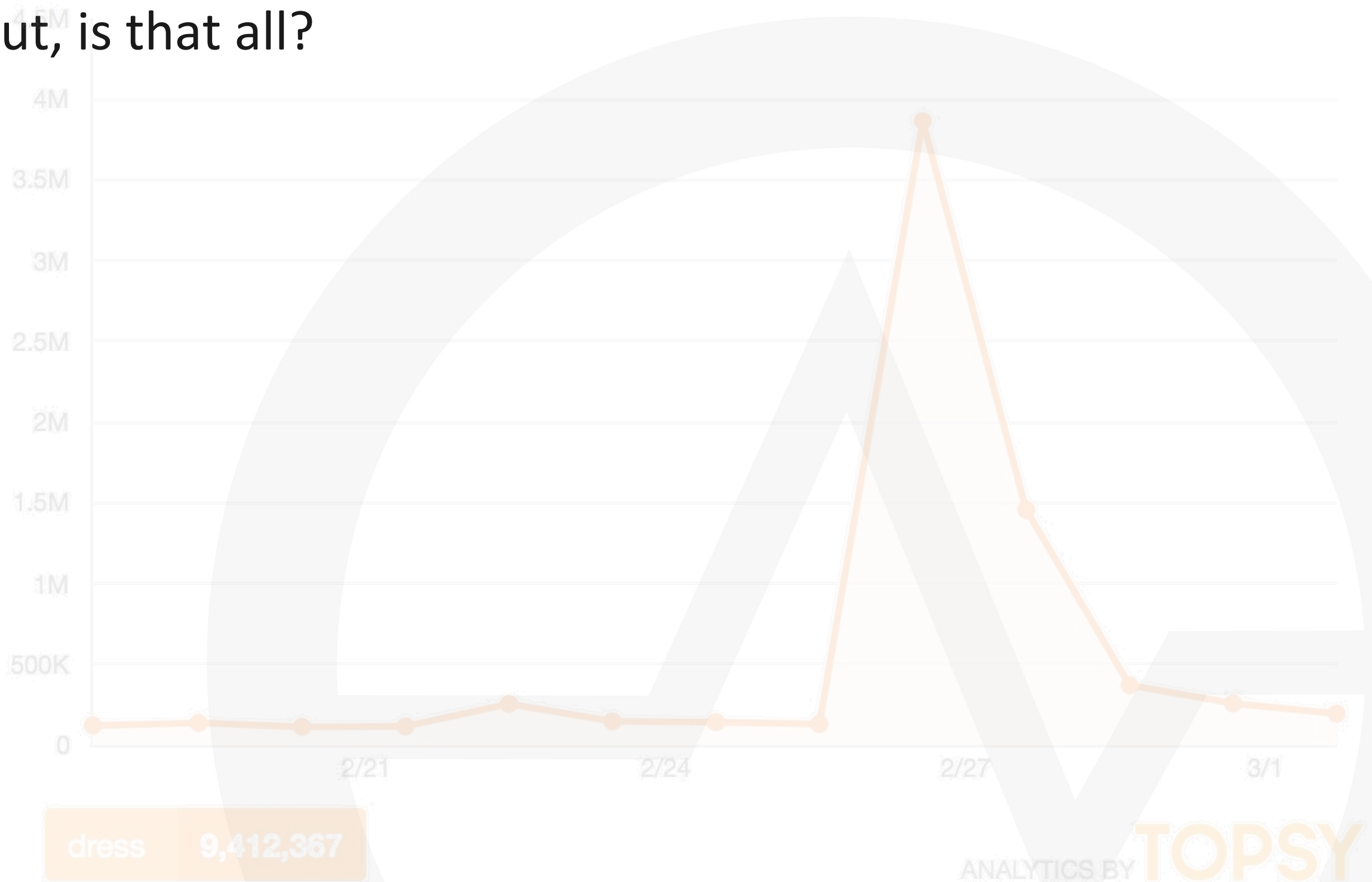
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- And, all of Twitter would have been doing between 500 million to a 1 billion tweets, perhaps.
- Read <http://www.internetlivestats.com/one-second/#tweets-band>.
- The interesting fact is most tweets are actually made via API calls – around 75%. Do your math.



And what did he also mean?

- But, is that all?



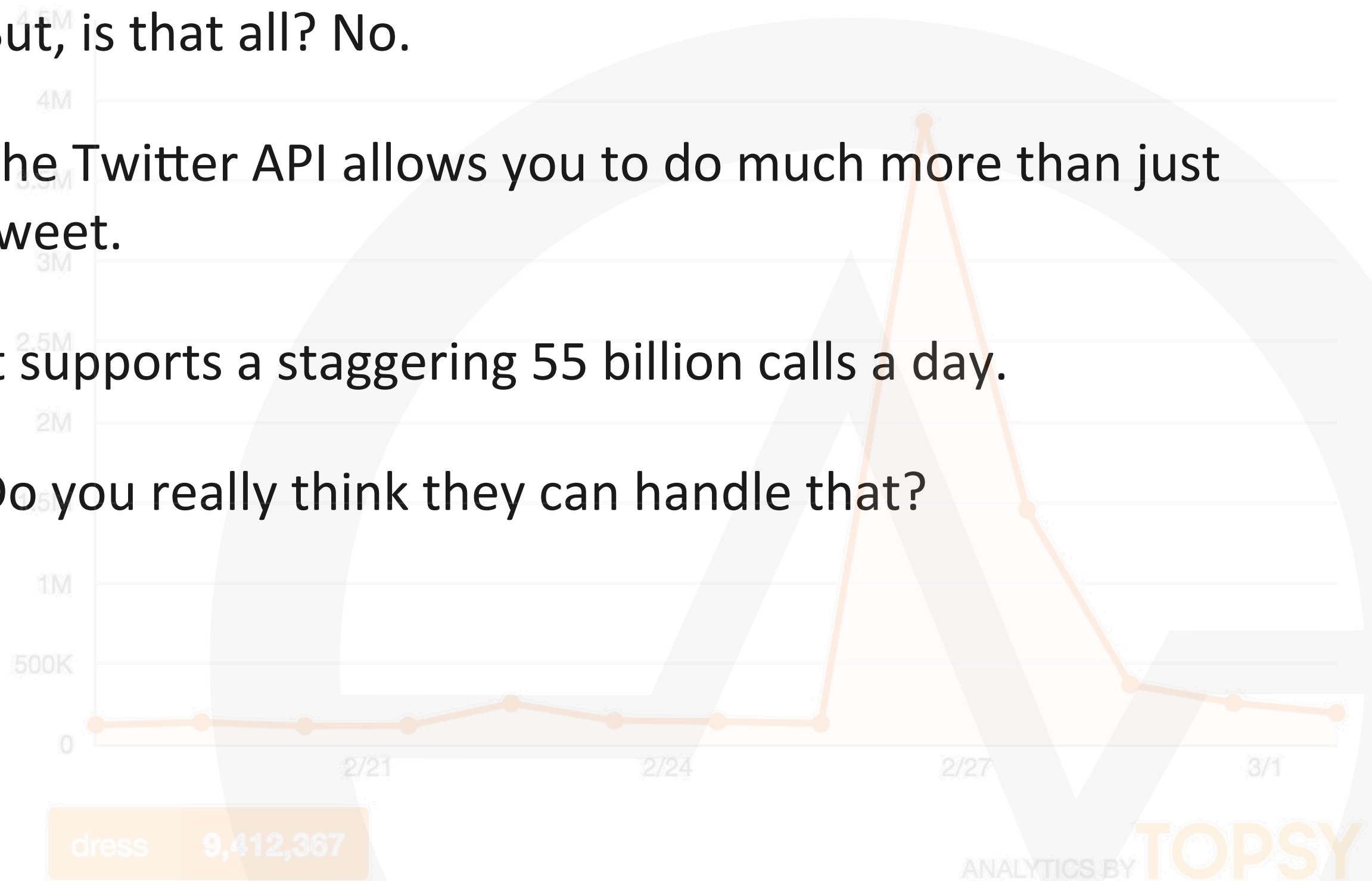
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- But, is that all? No.
- The Twitter API allows you to do much more than just tweet.



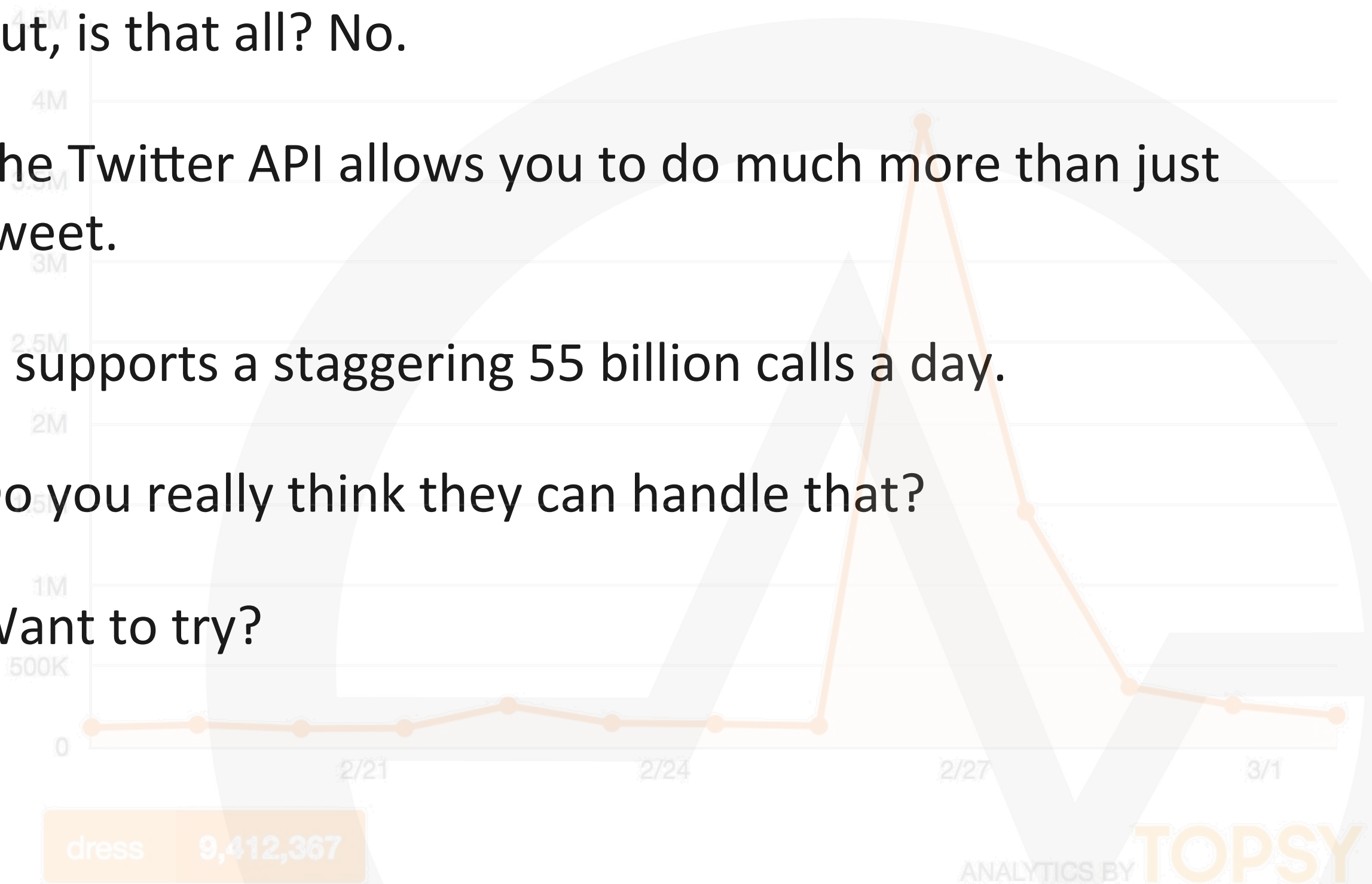
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- But, is that all? No.
- The Twitter API allows you to do much more than just tweet.
- It supports a staggering 55 billion calls a day.
- Do you really think they can handle that?



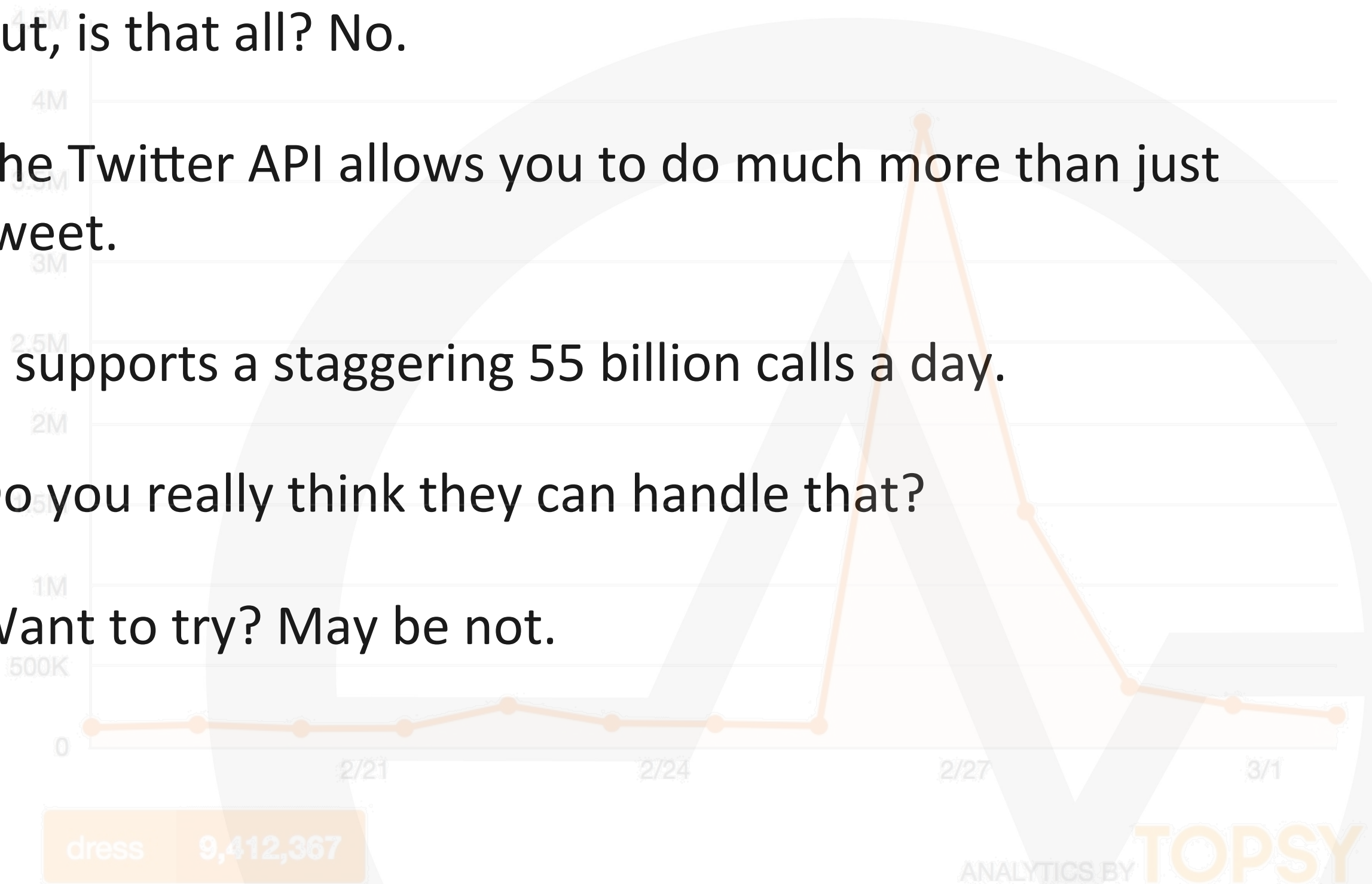
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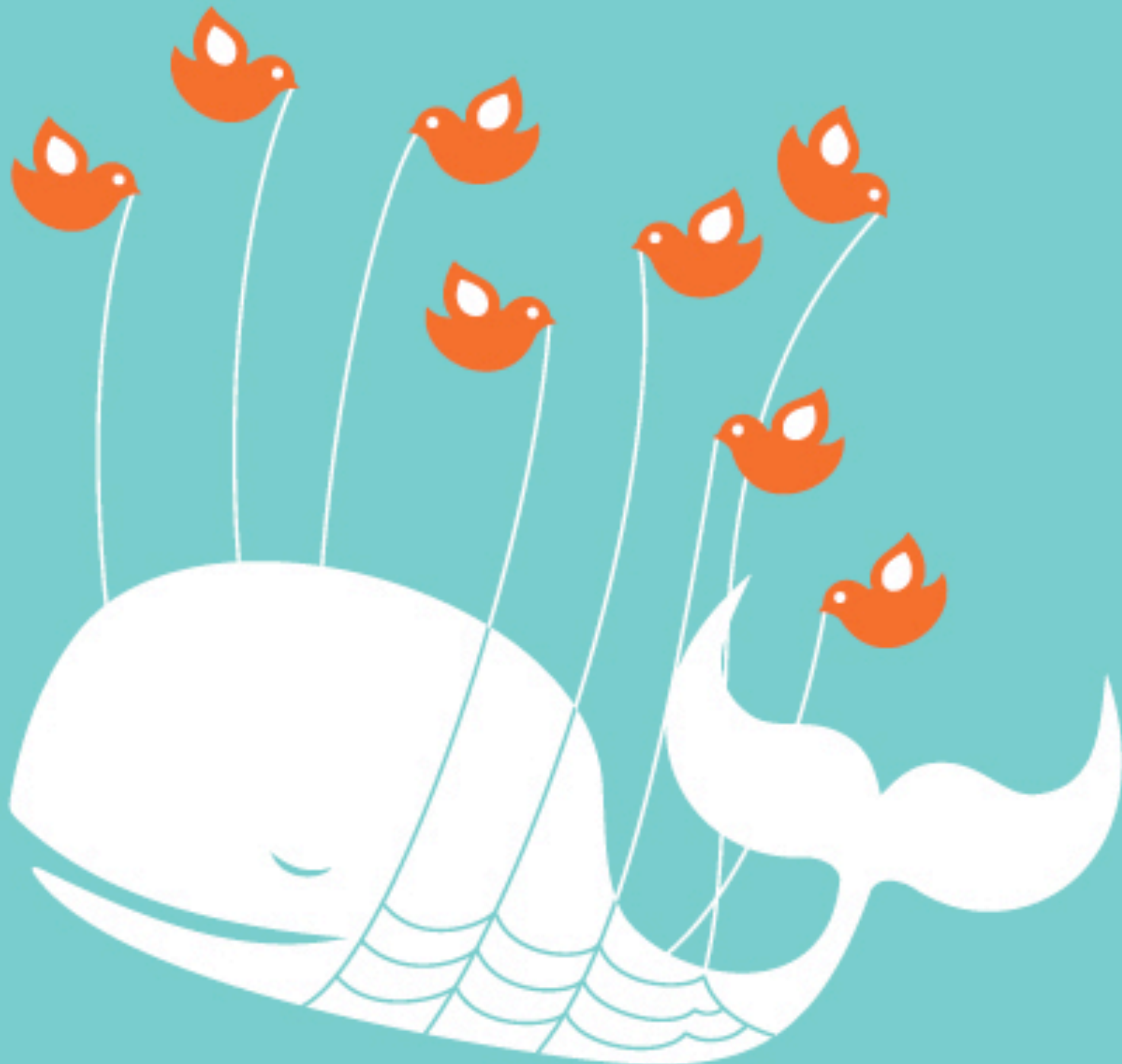
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- Want to try?



And what did he also mean?

- But, is that all? No.
- The Twitter API allows you to do much more than just tweet.
- It supports a staggering 55 billion calls a day.
- Do you really think they can handle that?
- Want to try? May be not.





Preventing Failure

- The Fail Whale no longer exists.
- Try, <https://twitter.com/errors/whale.png>, 😊.

Preventing Failure

- Yes, that whale's gone.



Preventing Failure

- Yes, that whale's gone.
- At least in Twitter.



source: Presentation by Brian Cook

Preventing Failure

- Yes, that whale's gone.
- At least in Twitter.
- So how did they fix that?



Throttling

Throttling the
bandwidth I see.



SK

by Stian Kruger ©

Throttling

Throttling the
bandwidth I see.

No, boss. That's
fair use of API.



SK

by Stian Kruger ©

Customer's Story?

Throttling the
bandwidth I see.

No, boss. That's
fair use of API.



SK

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Customer's Story?



Customer's Story?

Dude, I'm
dying.

FAILURE

image: <http://apprenticeinstitute.org/wp-content/uploads/2014/05/bigstock-Failure-stamp-48396098.jpg>

image: <http://allthingsd.com/files/2011/09/simpsons-throttle.png>



If done in the Right Way



images: <http://public.teamleader.be/wp-content/uploads/2014/09/api-icon.png>,
<http://lunarvapes.com/wp-content/uploads/2014/01/got-wings.jpg>

The Demand for a proper API



The Demand for your API?



What if?



What if?



source: keepcalm-o-matic.co.uk

Alright, how do I get there?



source: keepcalm-o-matic.co.uk

Alright, how do I get there?



Alright, how do I get there?



image: <http://blog.zadrocommunications.com.au/wp-content/uploads/2013/02/communications-tree.jpg>

Alright, how do I get there?

- The API Tree has many branches – pick the right one.
- Think End-to-End, not just provider/consumer.
- Make the right choices in API Management.
- Like in any business, customer is king.
- Never settle for less – think big.

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- Never settle for less – think big.
- Focus on a **Connected Story**.



Overnight Success?



Overnight Success? Not Really



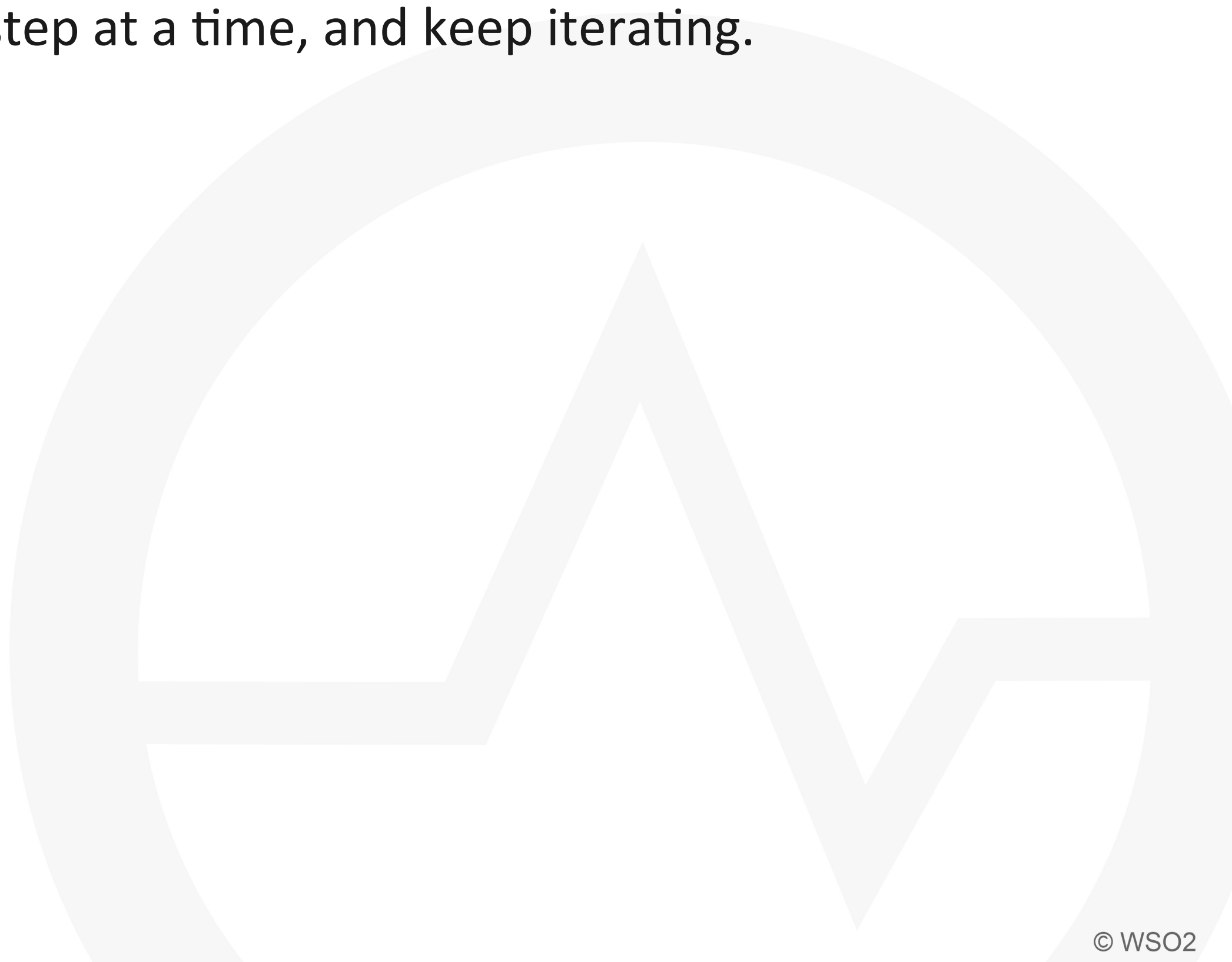
Overnight Success? Not Really



image: <http://www.edtechmagazine.com/higher/article/2013/05/phased-approach-network-upgrades-saved-tri-c-time-and-money>

Overnight Success? Not Really

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Overnight Success? Not Really

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- But, what if every iteration is a repetition of history?

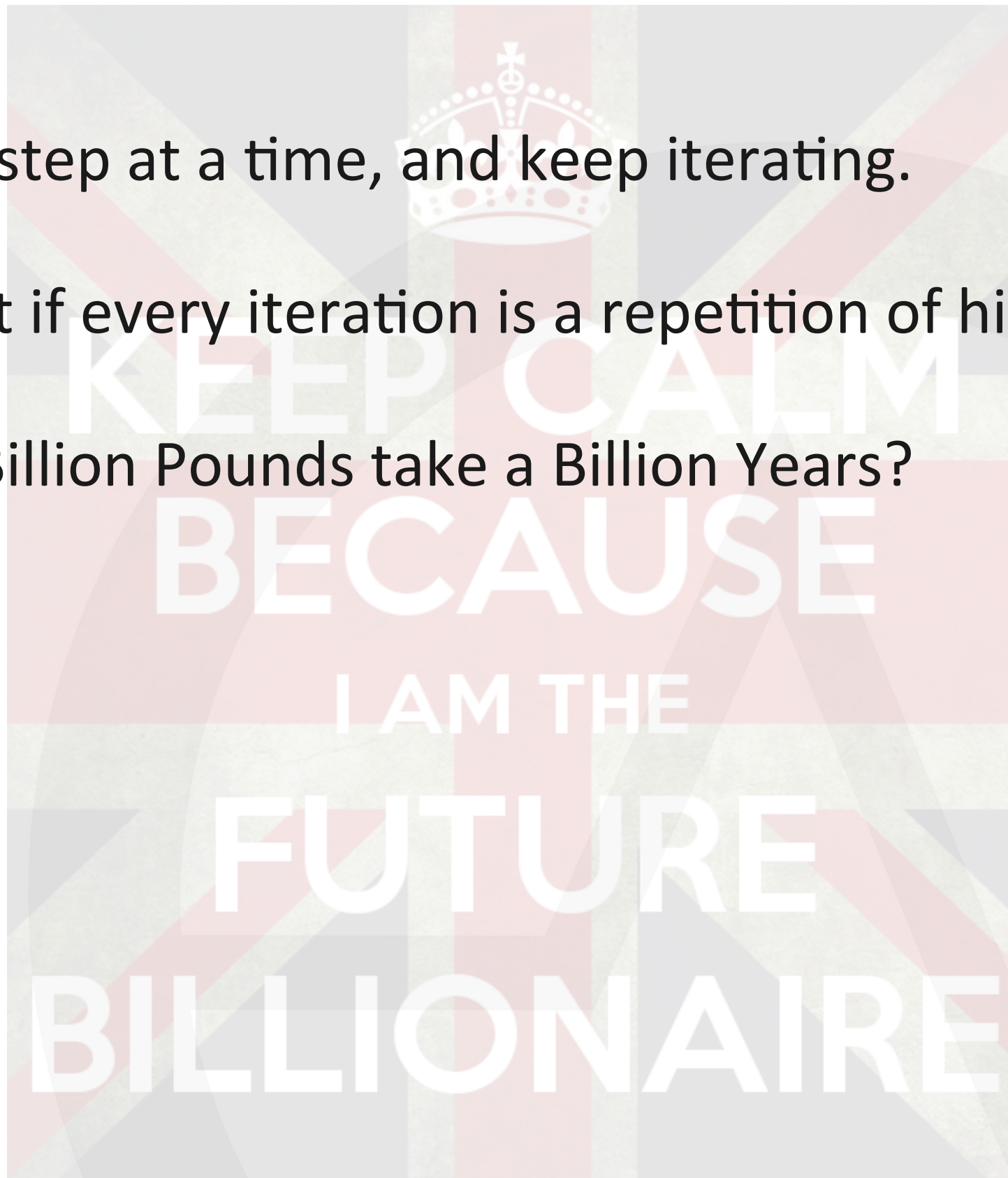
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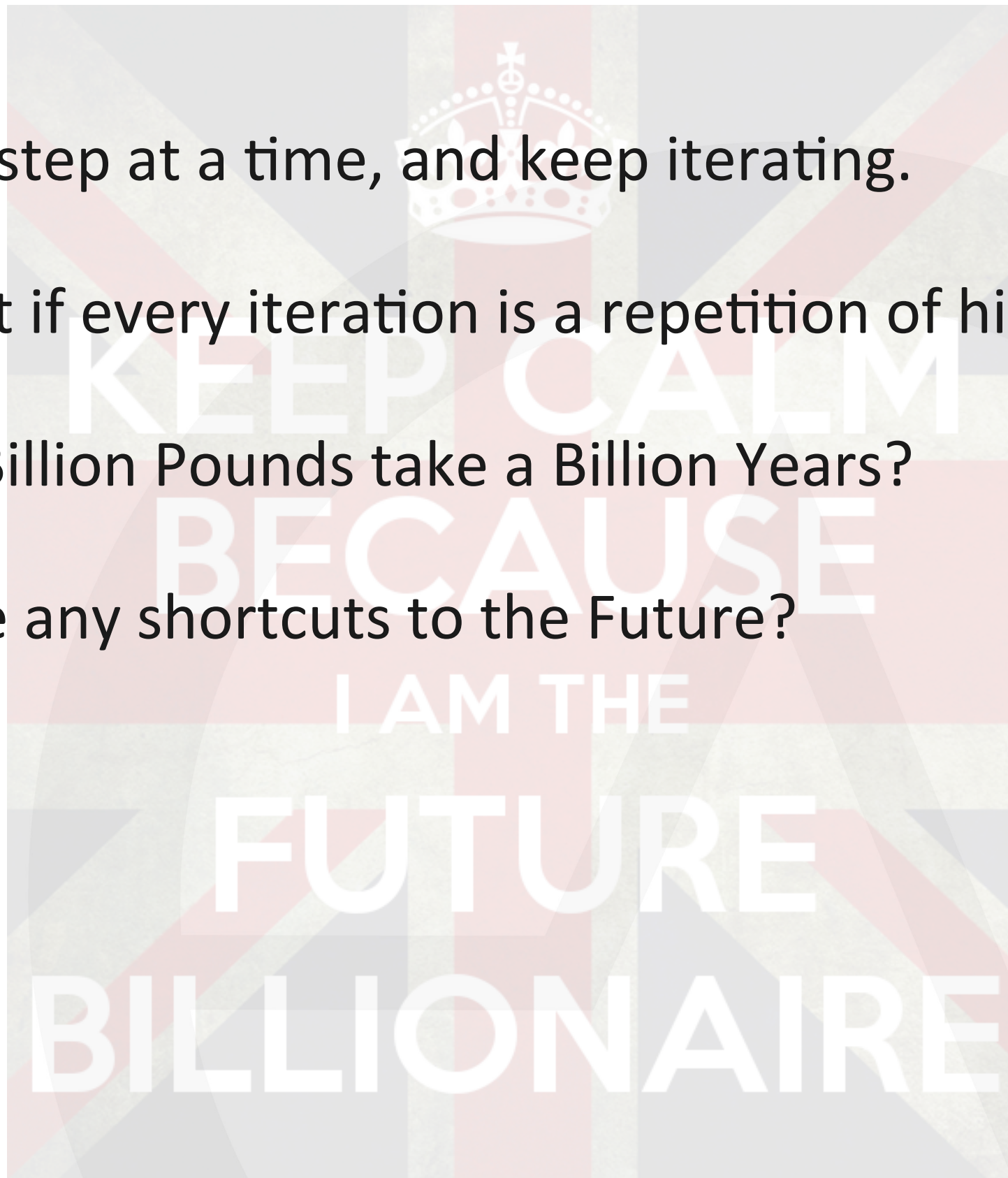
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- But, what if every iteration is a repetition of history?
- Could a Billion Pounds take a Billion Years?



Overnight Success? Not Really

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- But, what if every iteration is a repetition of history?
- Could a Billion Pounds take a Billion Years?
- Are there any shortcuts to the Future?



Overnight Success? Not Really



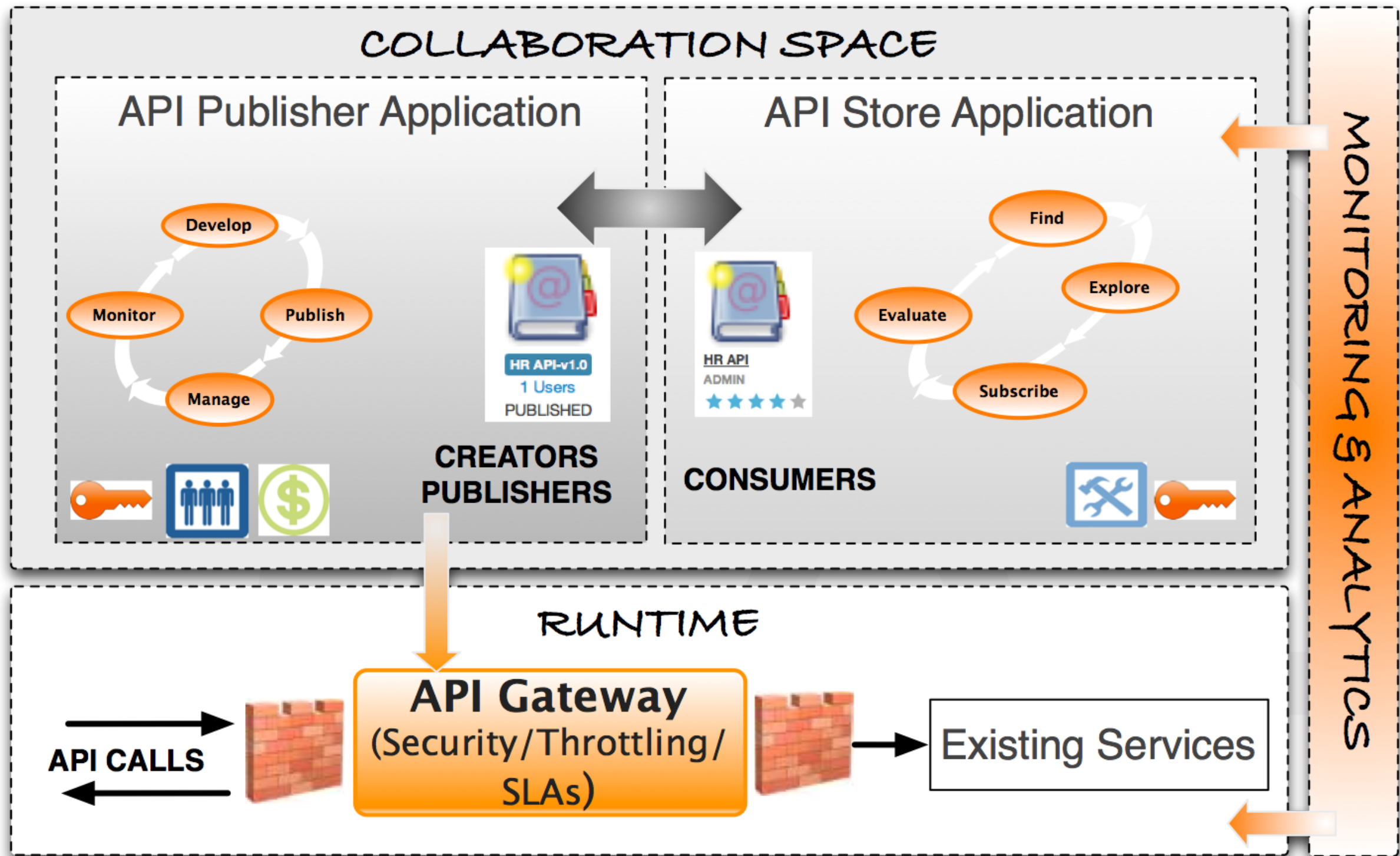
image: <https://prjeffwilson.files.wordpress.com/2013/05/the-future-next-right.jpg>

The Platform for The Future

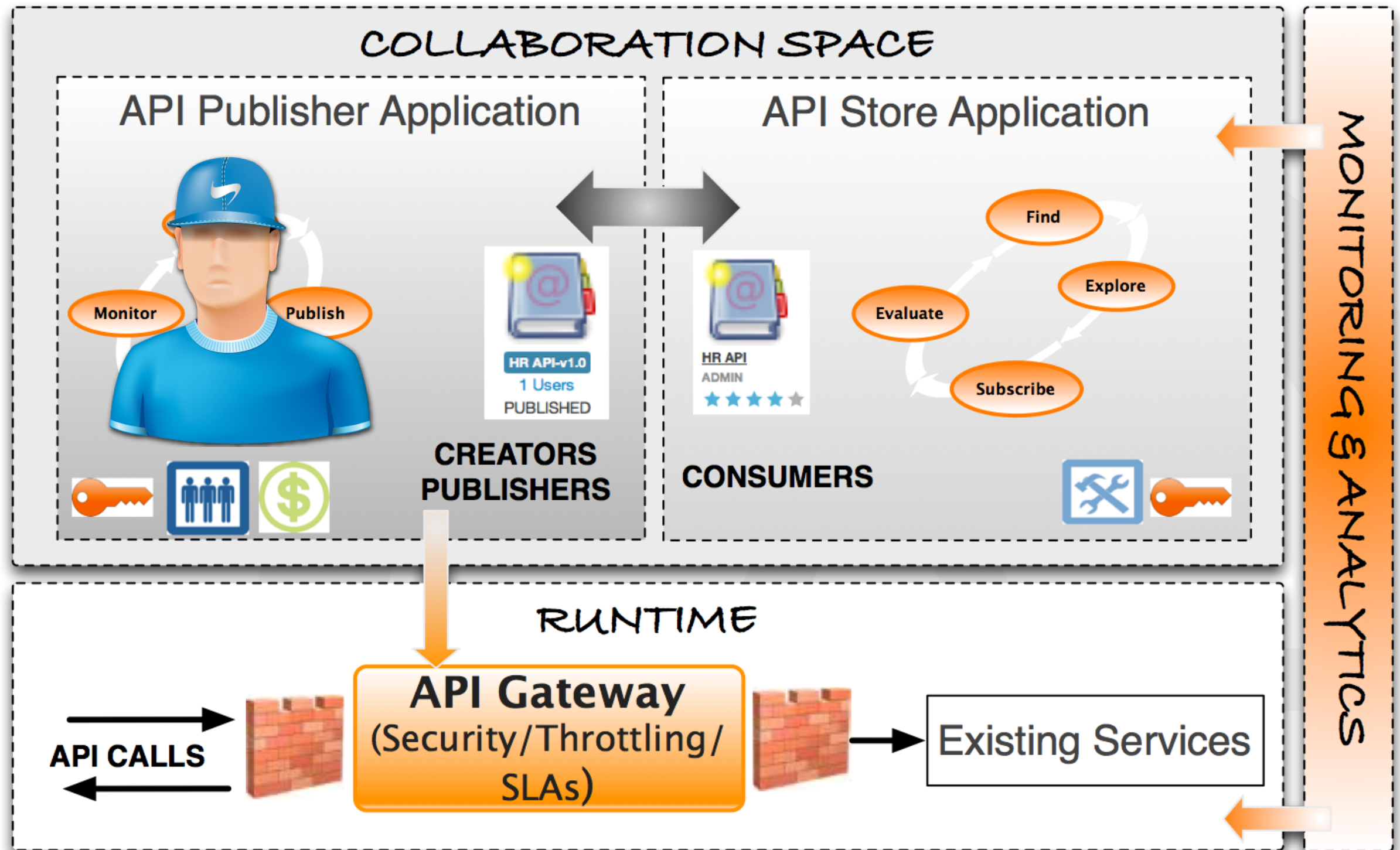


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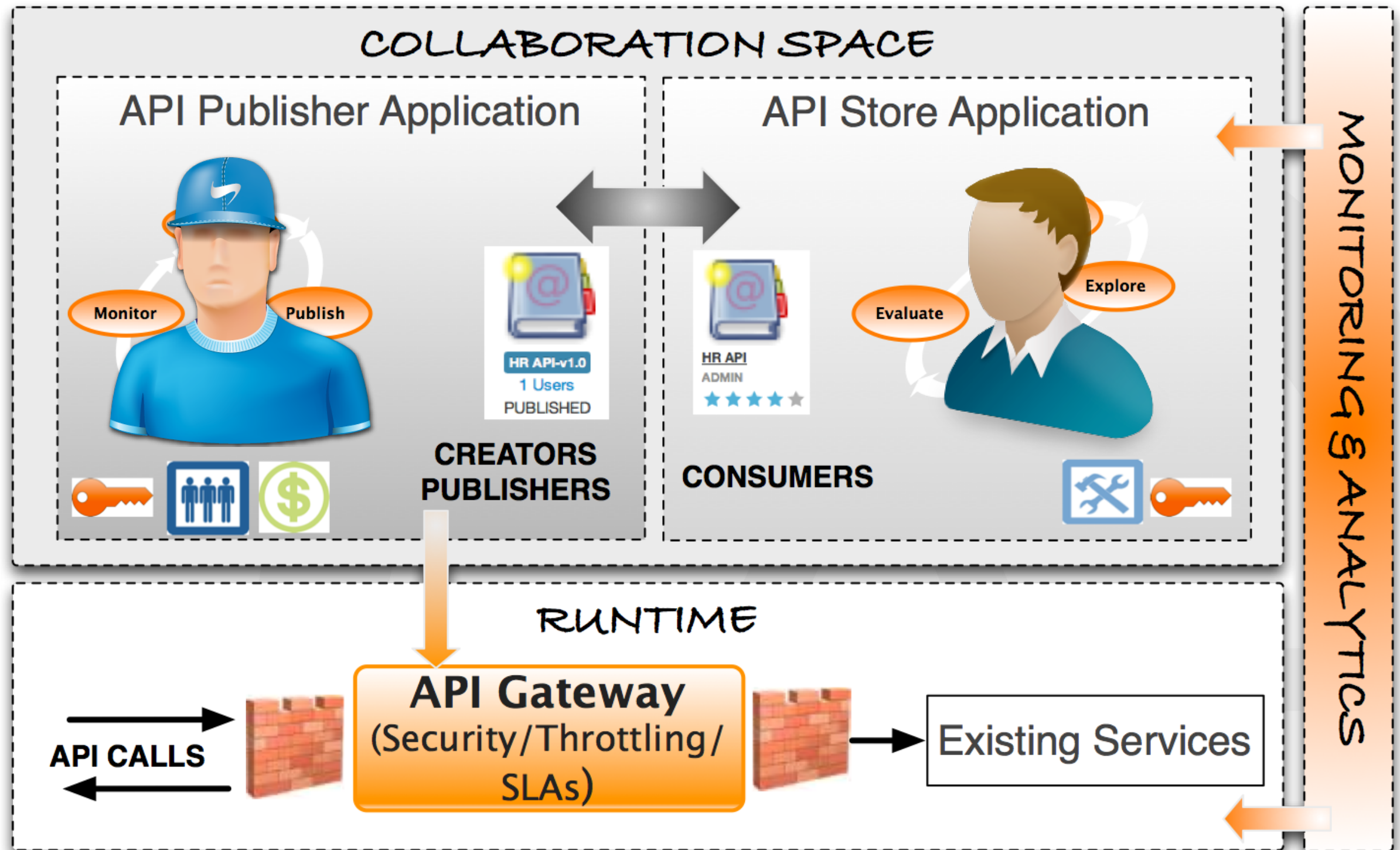
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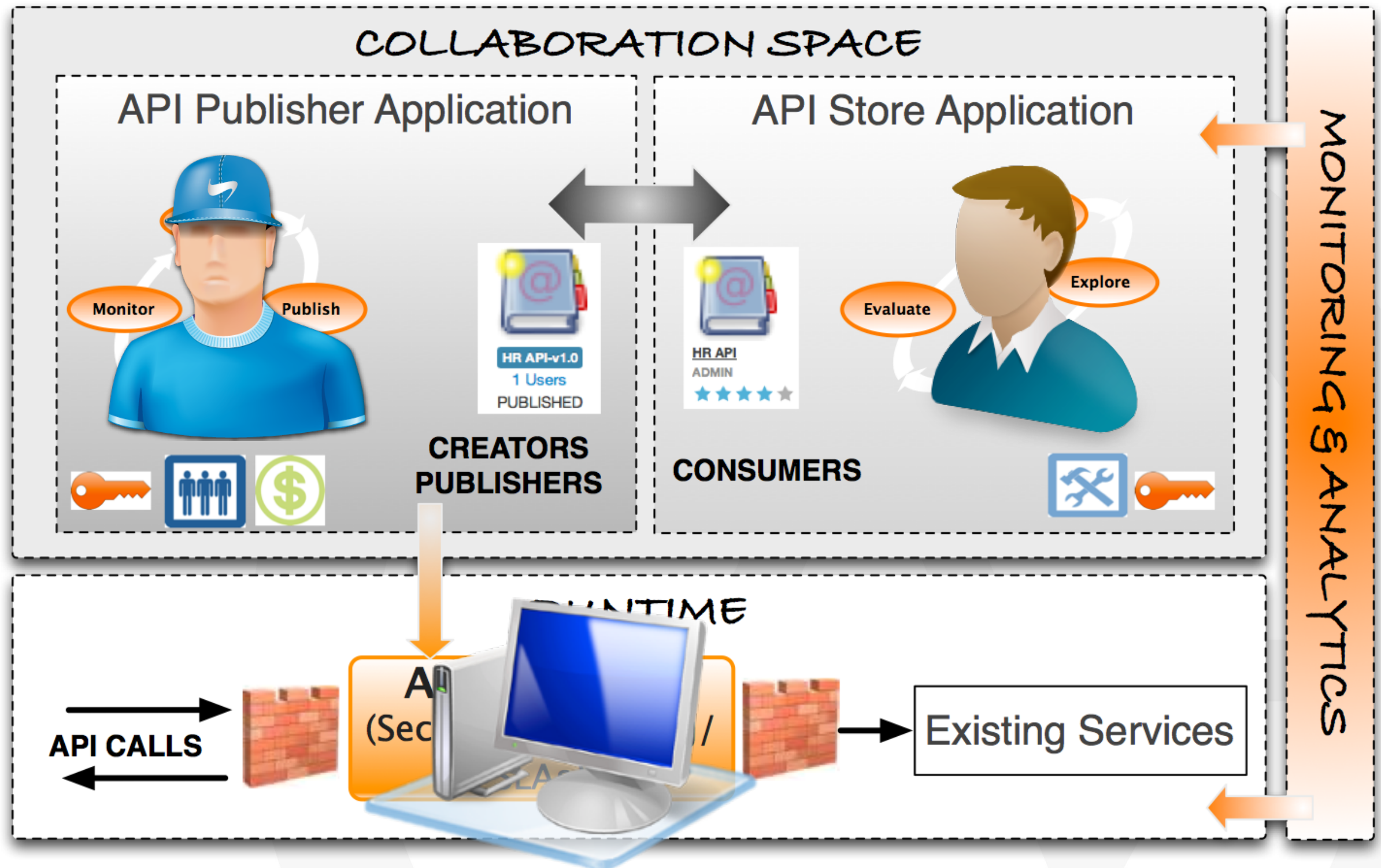
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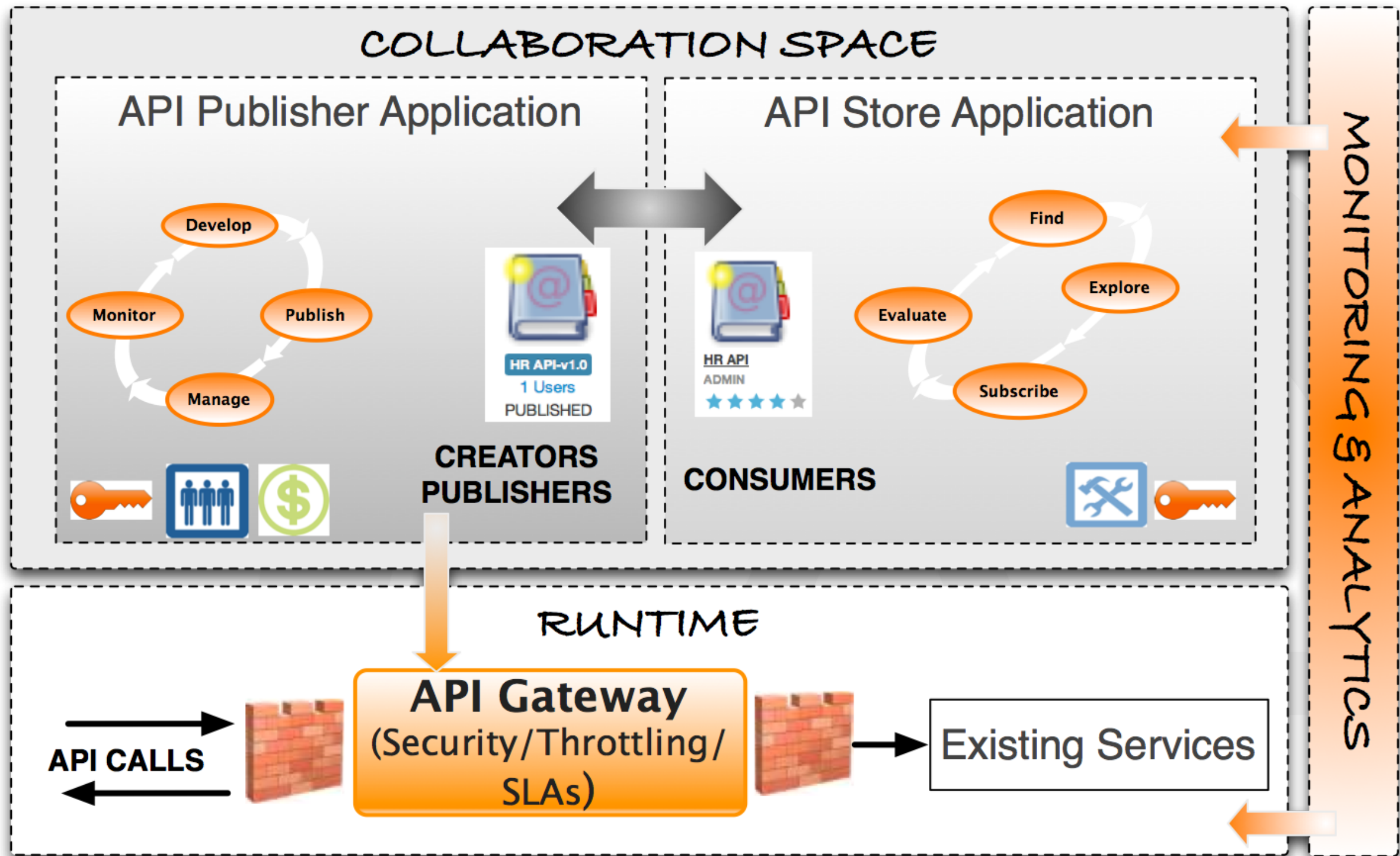
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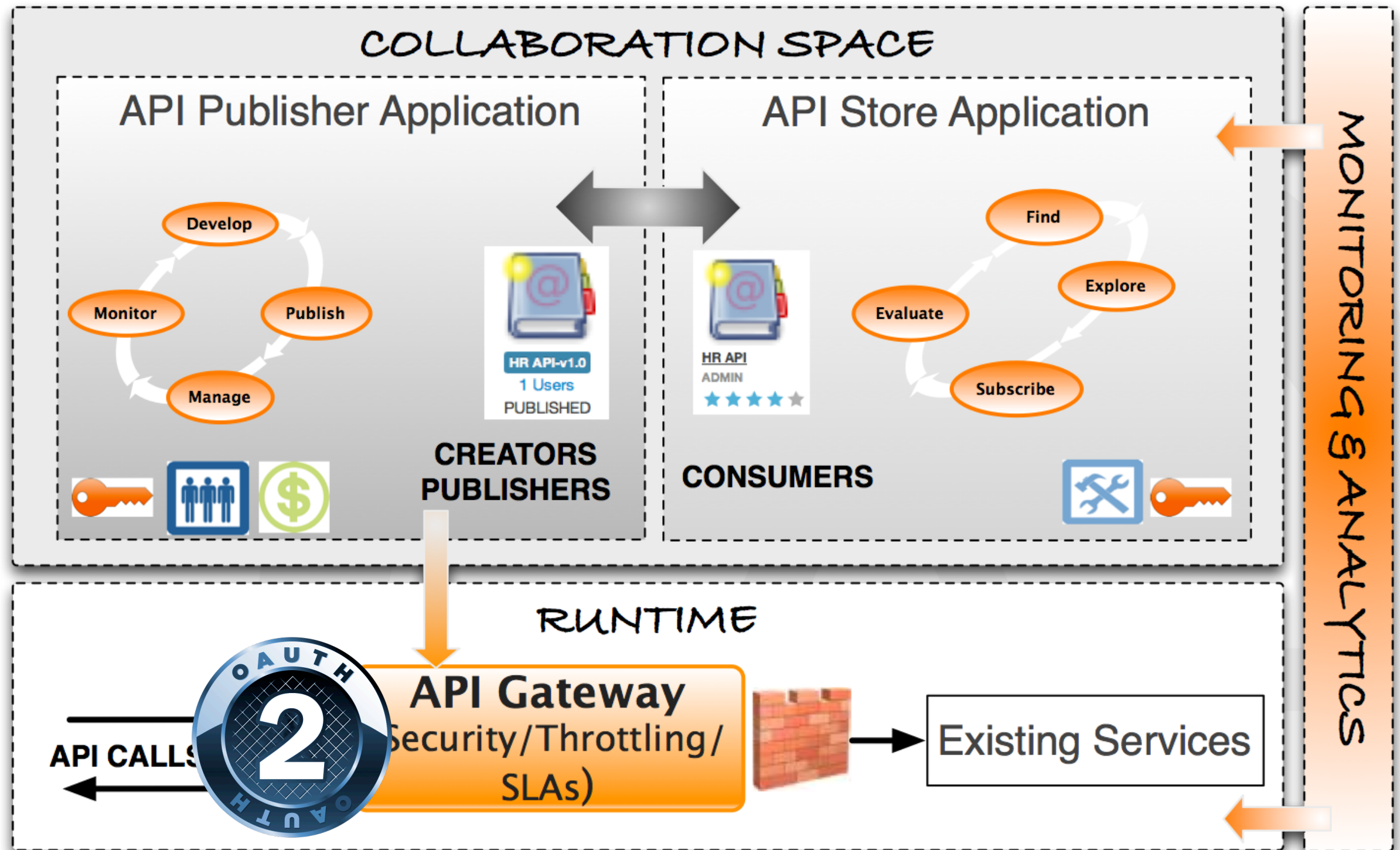
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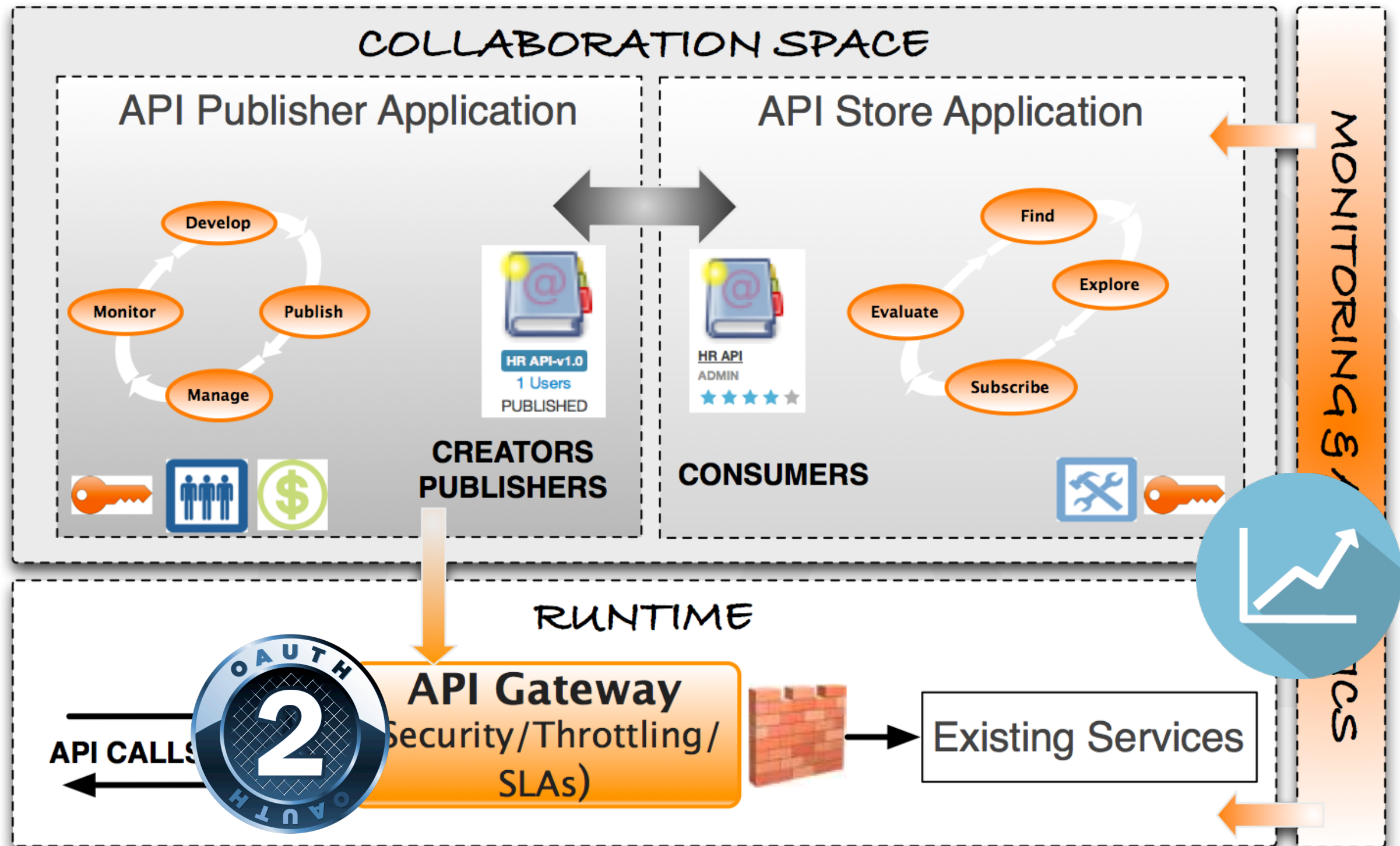
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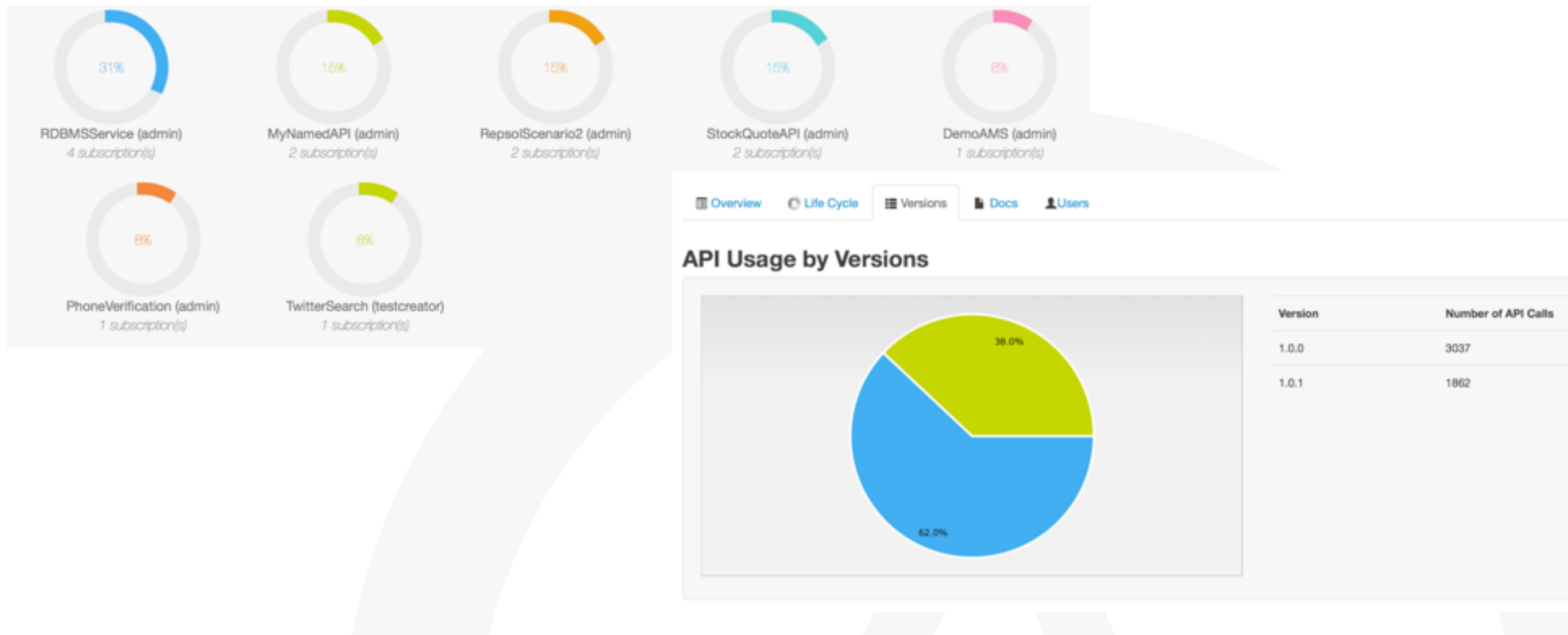
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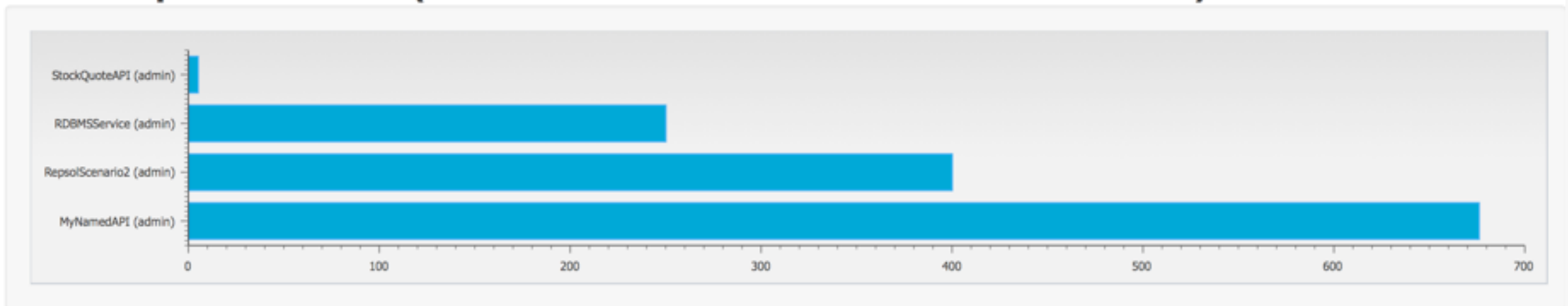
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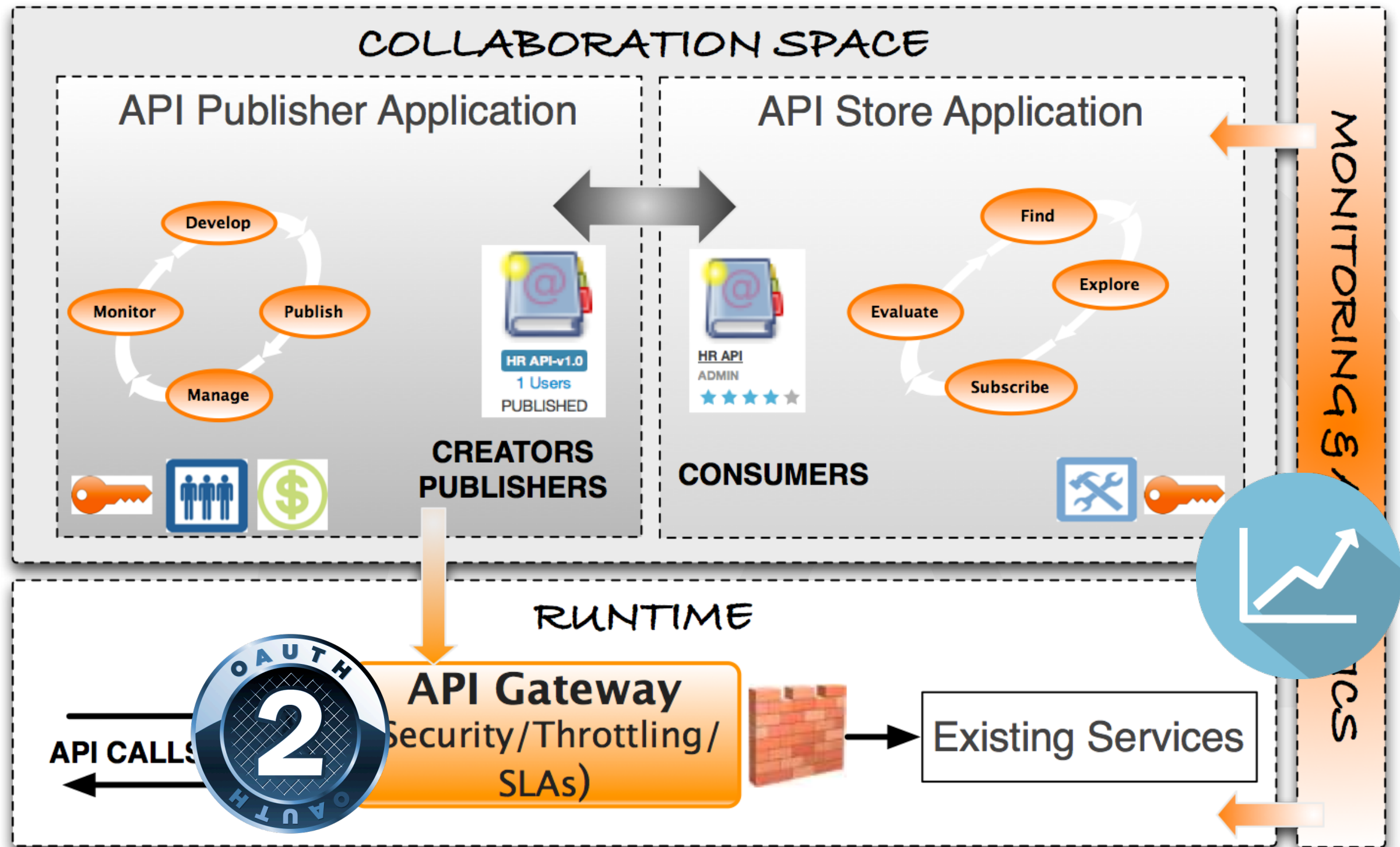
Deeper Visibility



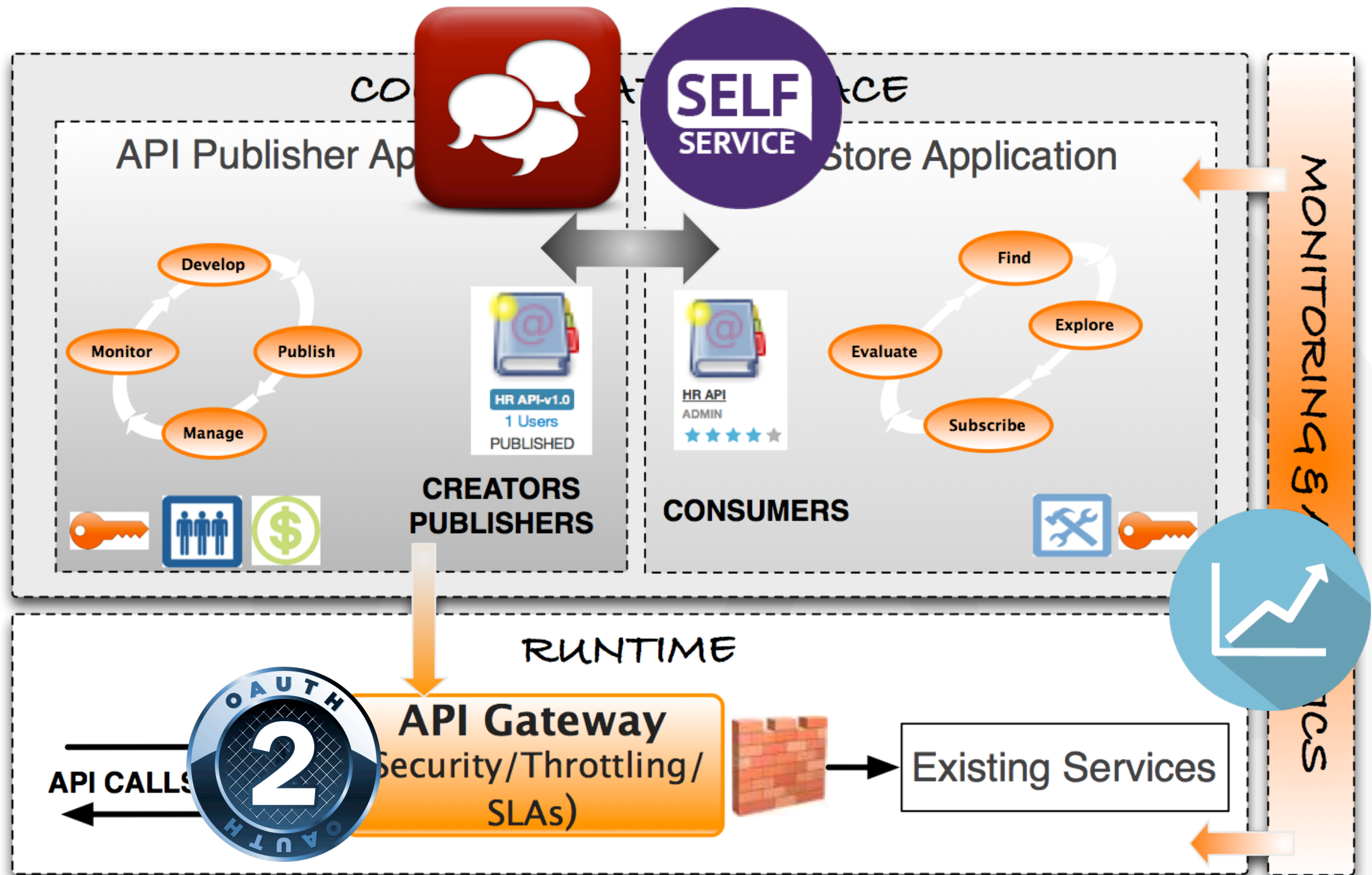
API Response Times (Across All Versions / Last 10 invocations)



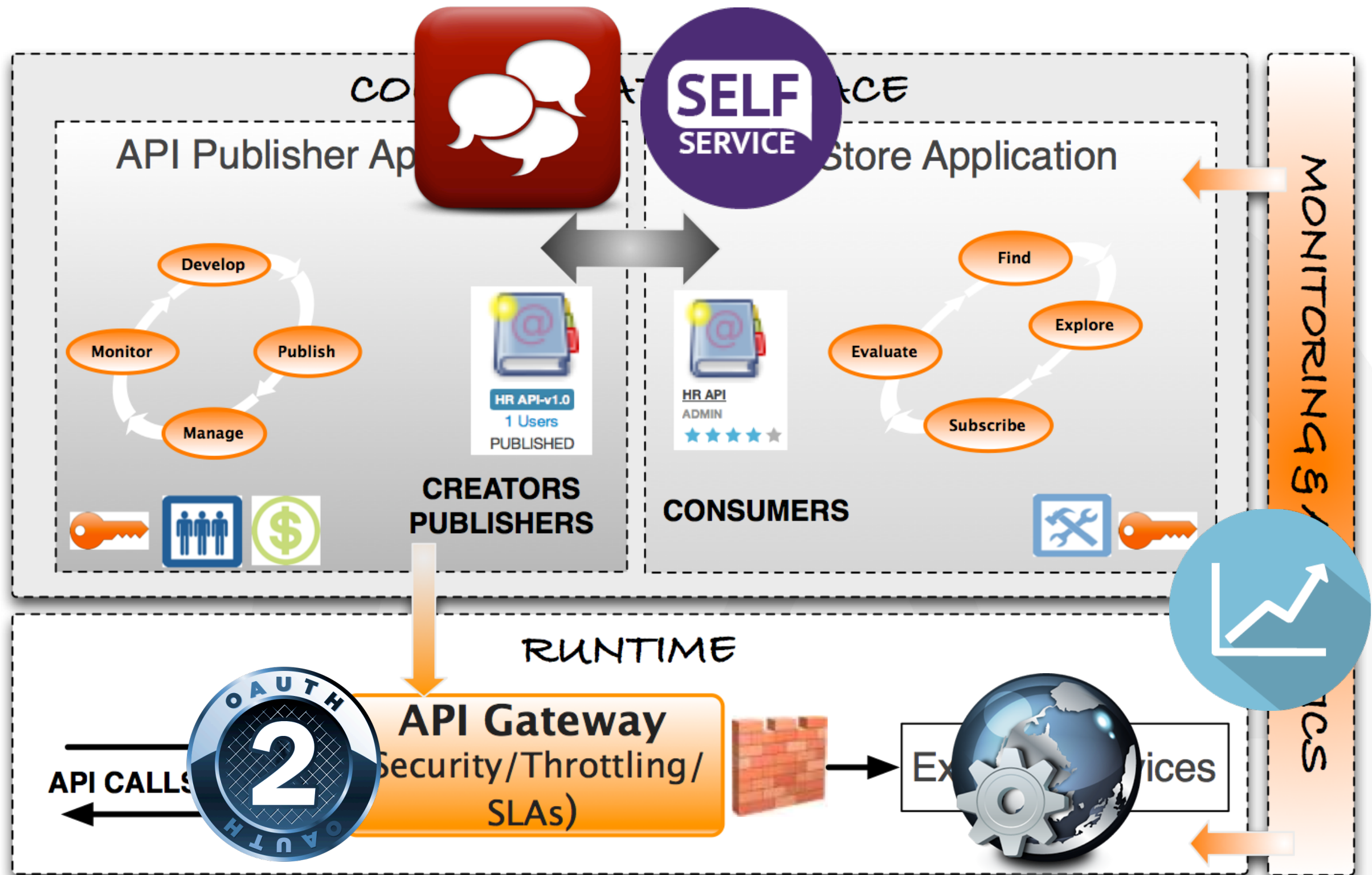
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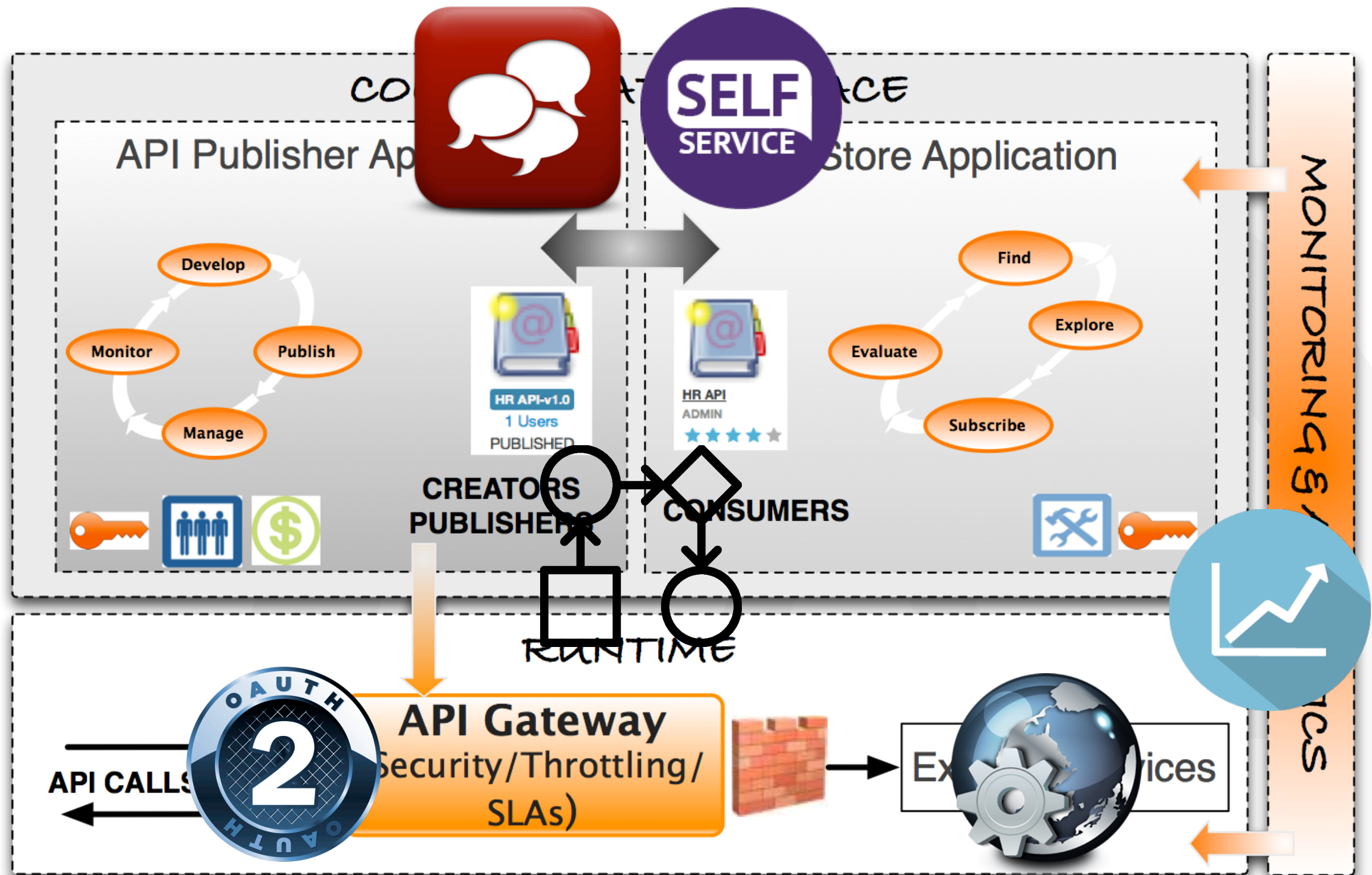
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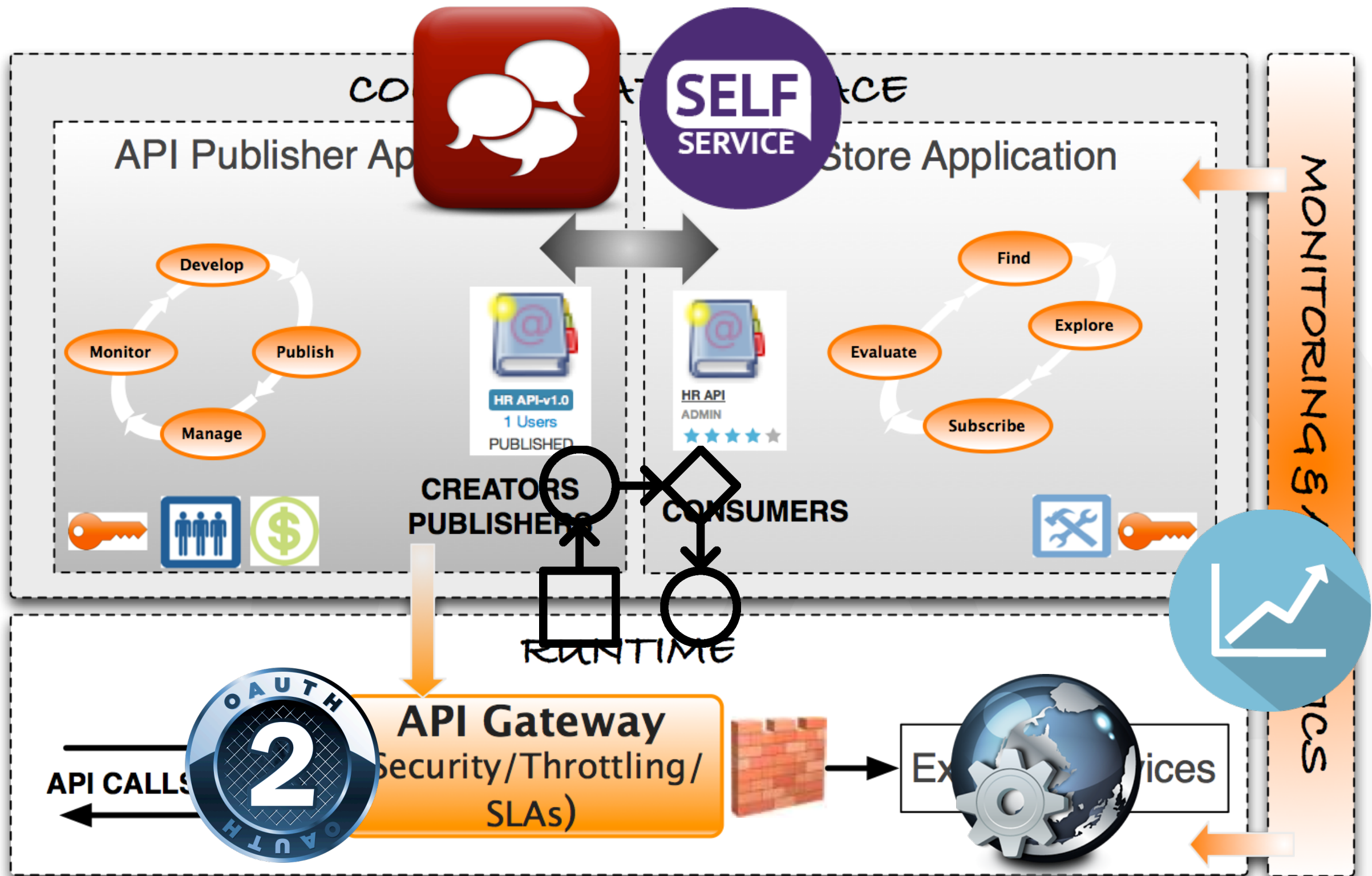
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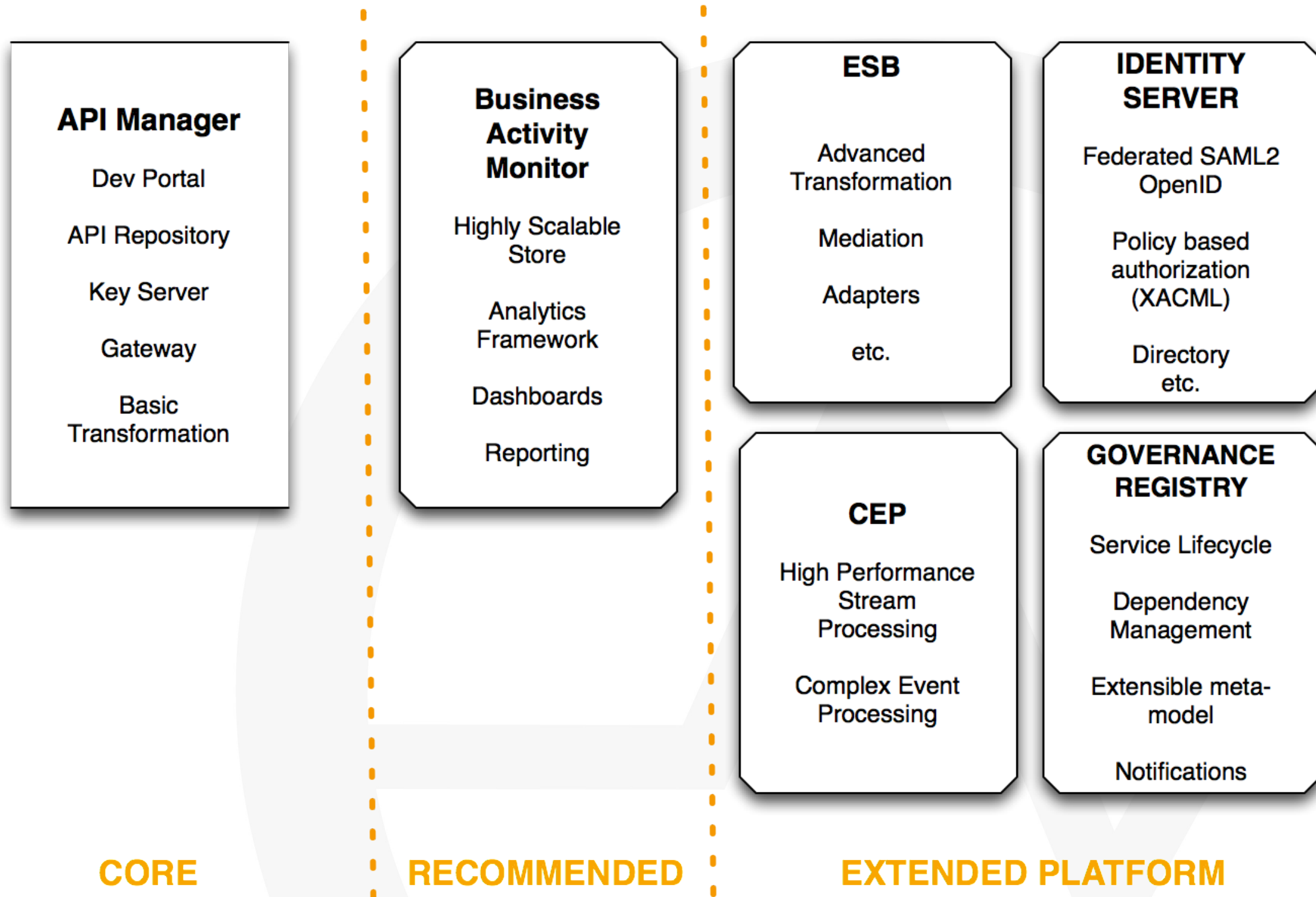
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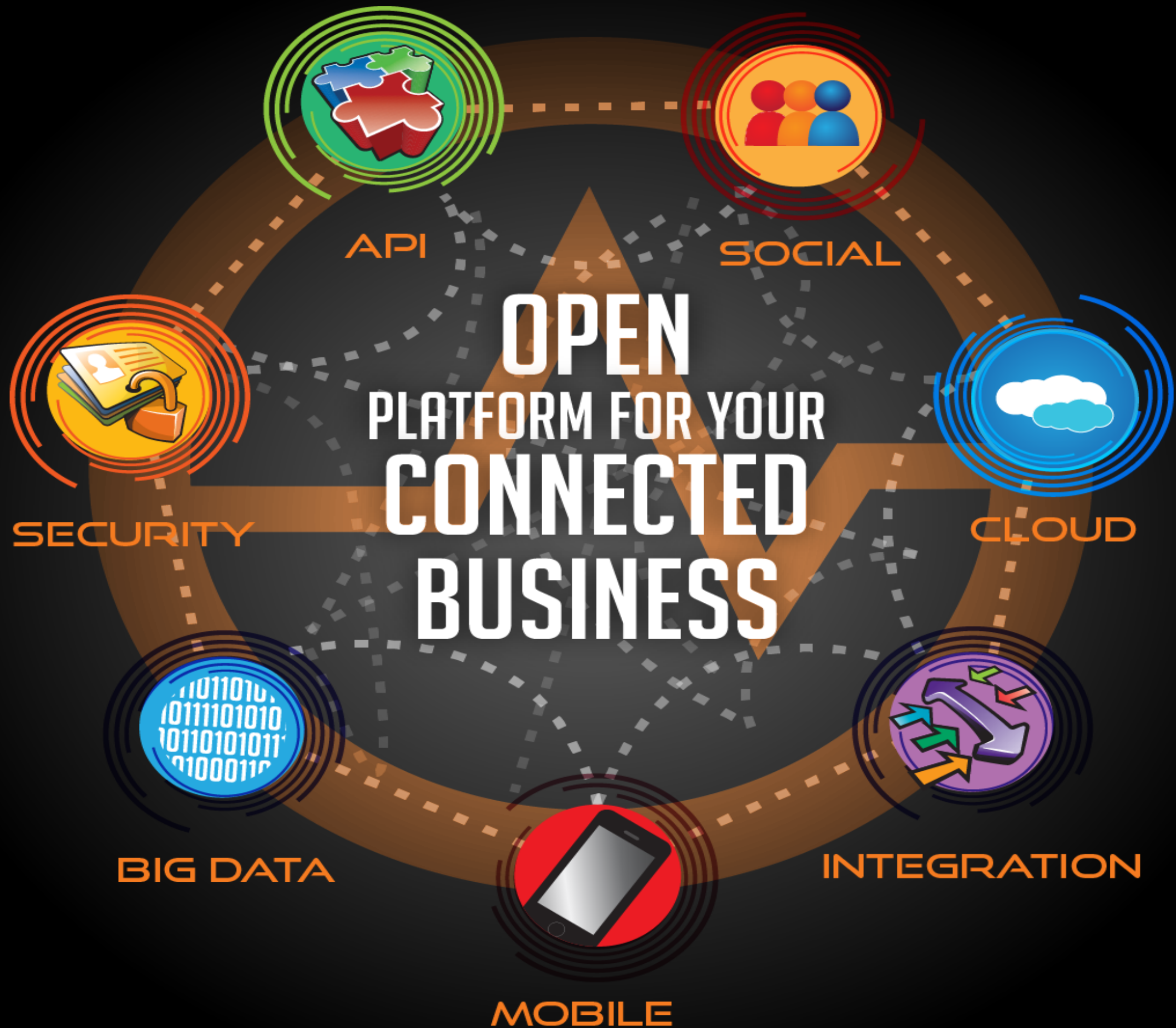


Beyond just API Management

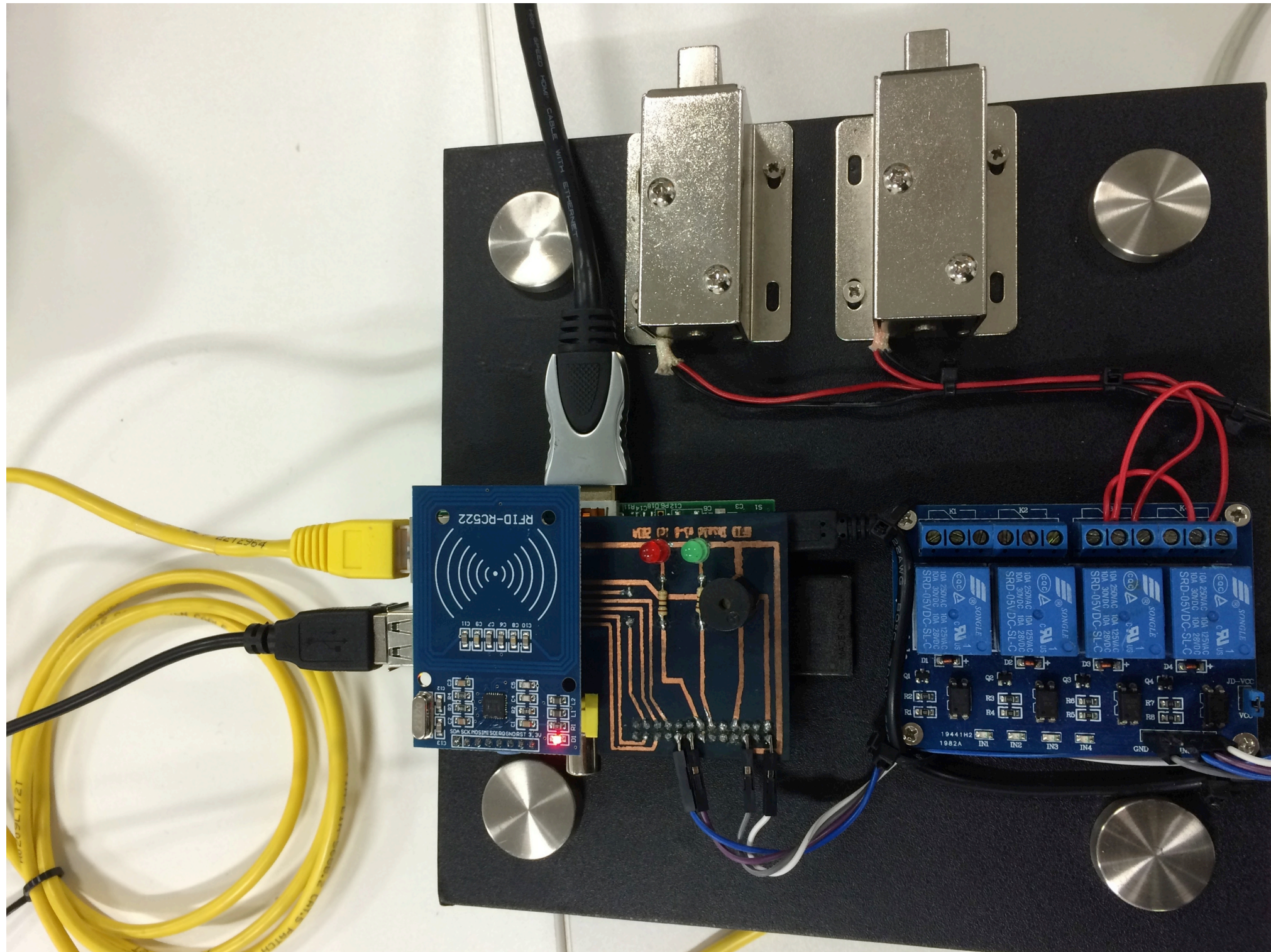


The Extended Platform

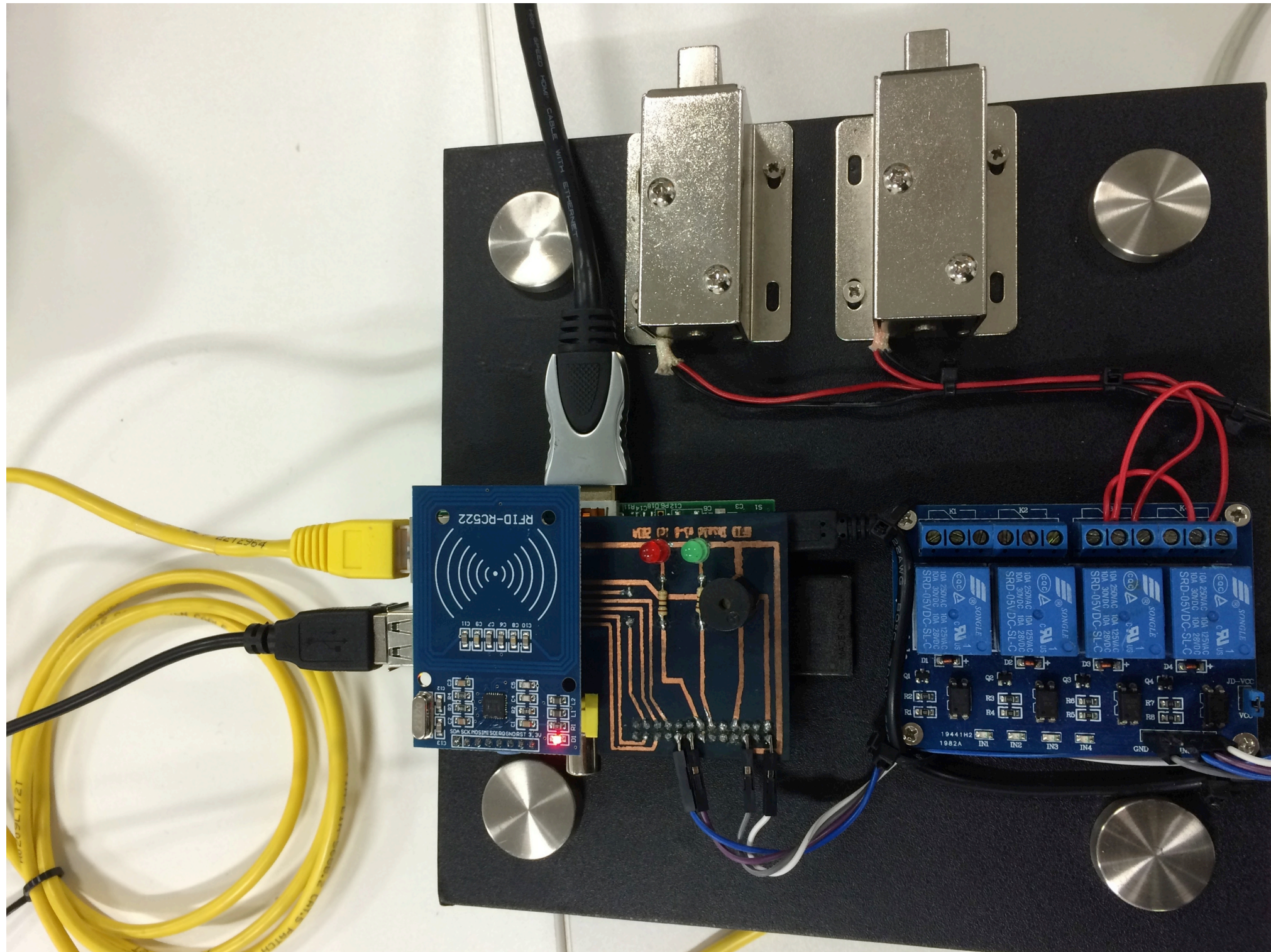




Beyond Just APIs – IoT



Visit us @ our Booth



THANK YOU

GRACIAS
ARIGATO
SHUKURIA
USPAXAR
DANKS
TASHAKKUR ATU
SUKSAMA
EKHMET
YAQHANYELAY
TINGKI
Bst
GRAZIE
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