

APIs that Change Lifestyles



lean • enterprise • middleware

The background of the slide is a composite image. On the left, a portion of the Earth is visible, showing the blue curve of the planet against the blackness of space. Overlaid on the right side of the Earth is a complex, glowing network of lines and nodes, resembling a global communication or data network. The nodes are small, bright yellow-green points, and the lines connecting them are thin, glowing blue-green lines. The overall effect is a sense of global connectivity and digital infrastructure.

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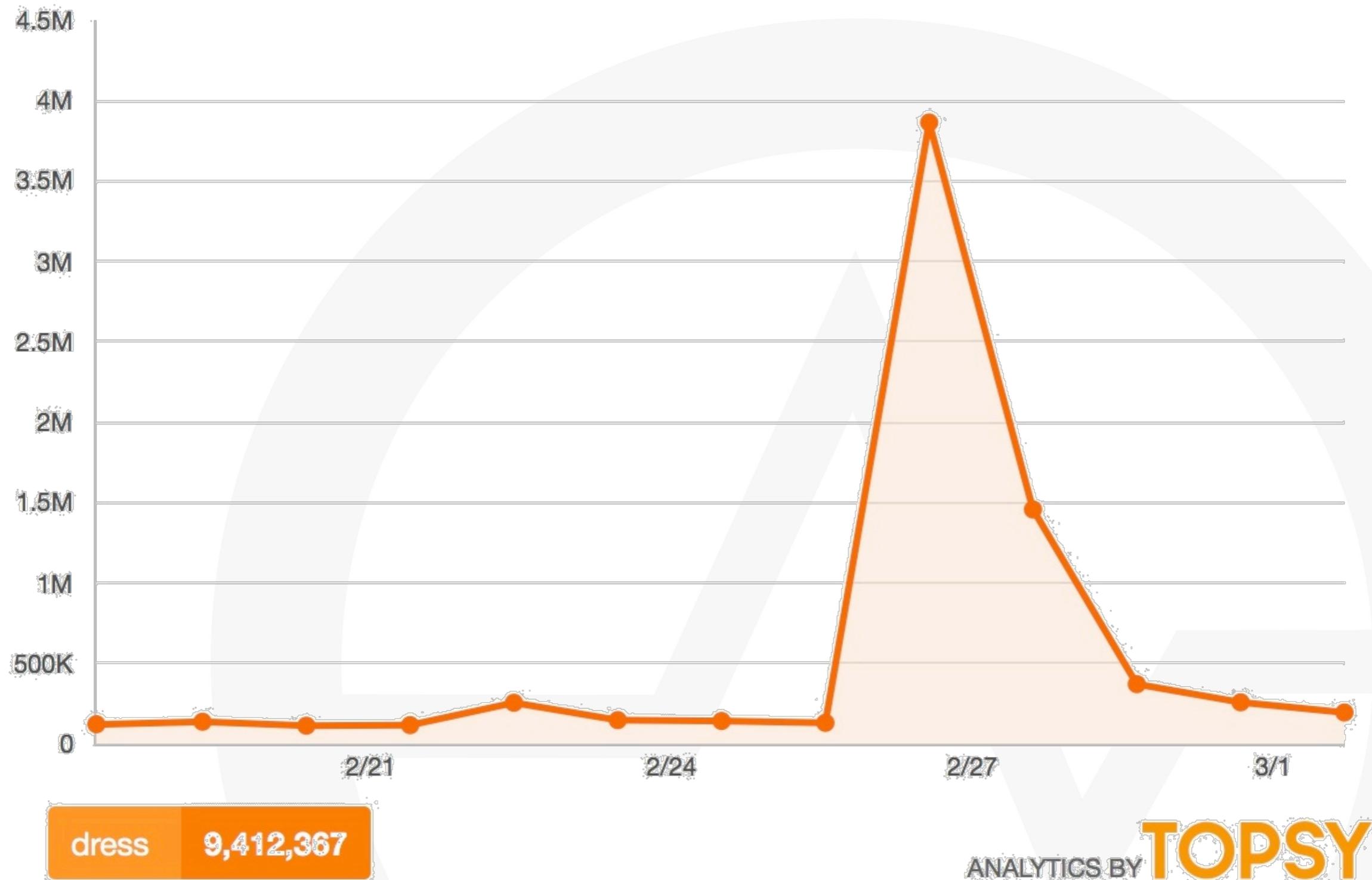
- Hint: Its either “Black and Blue” or “White and Gold”.

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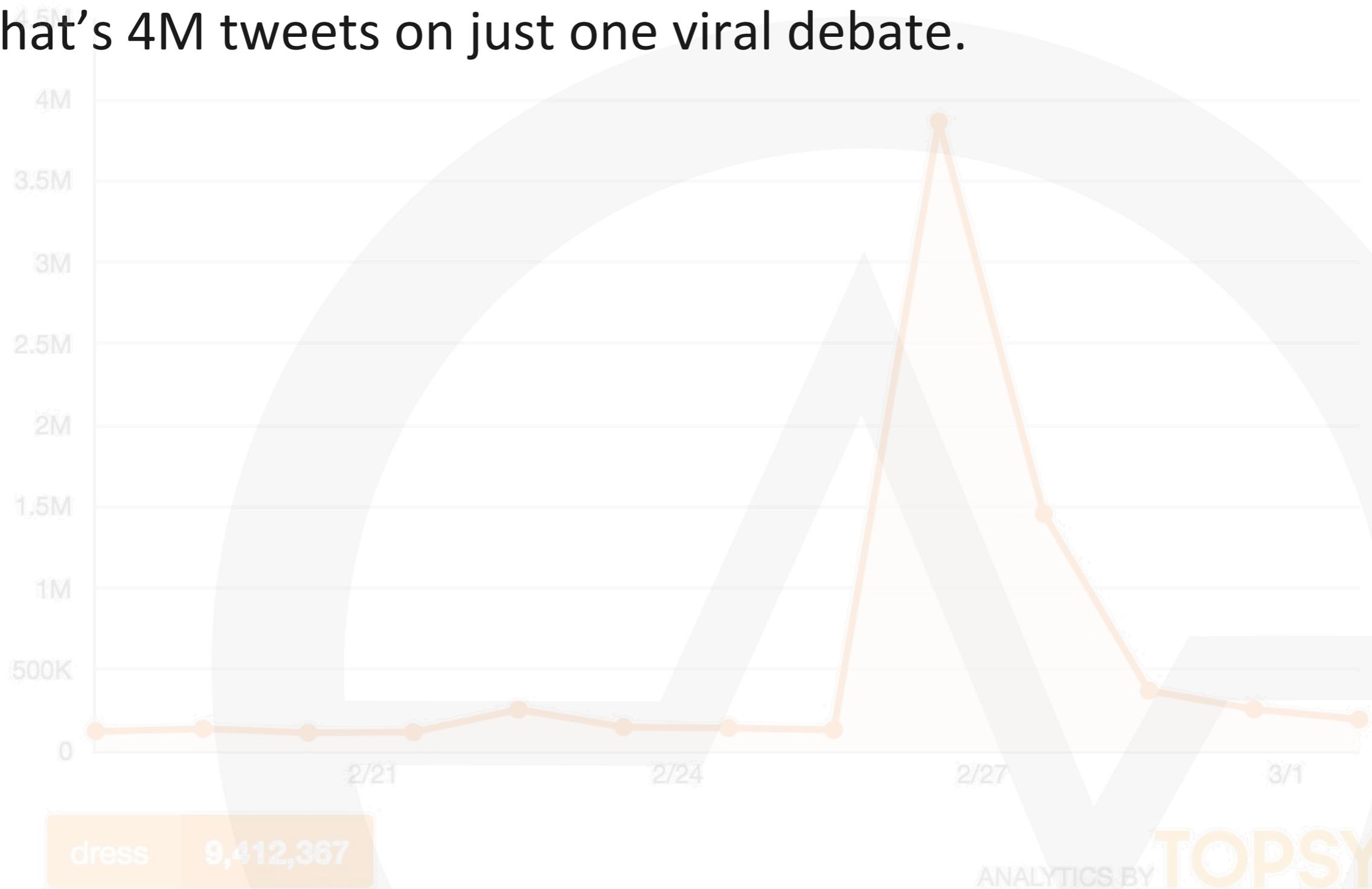


And what did he also mean?



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



ANALYTICS BY **TOPSY**

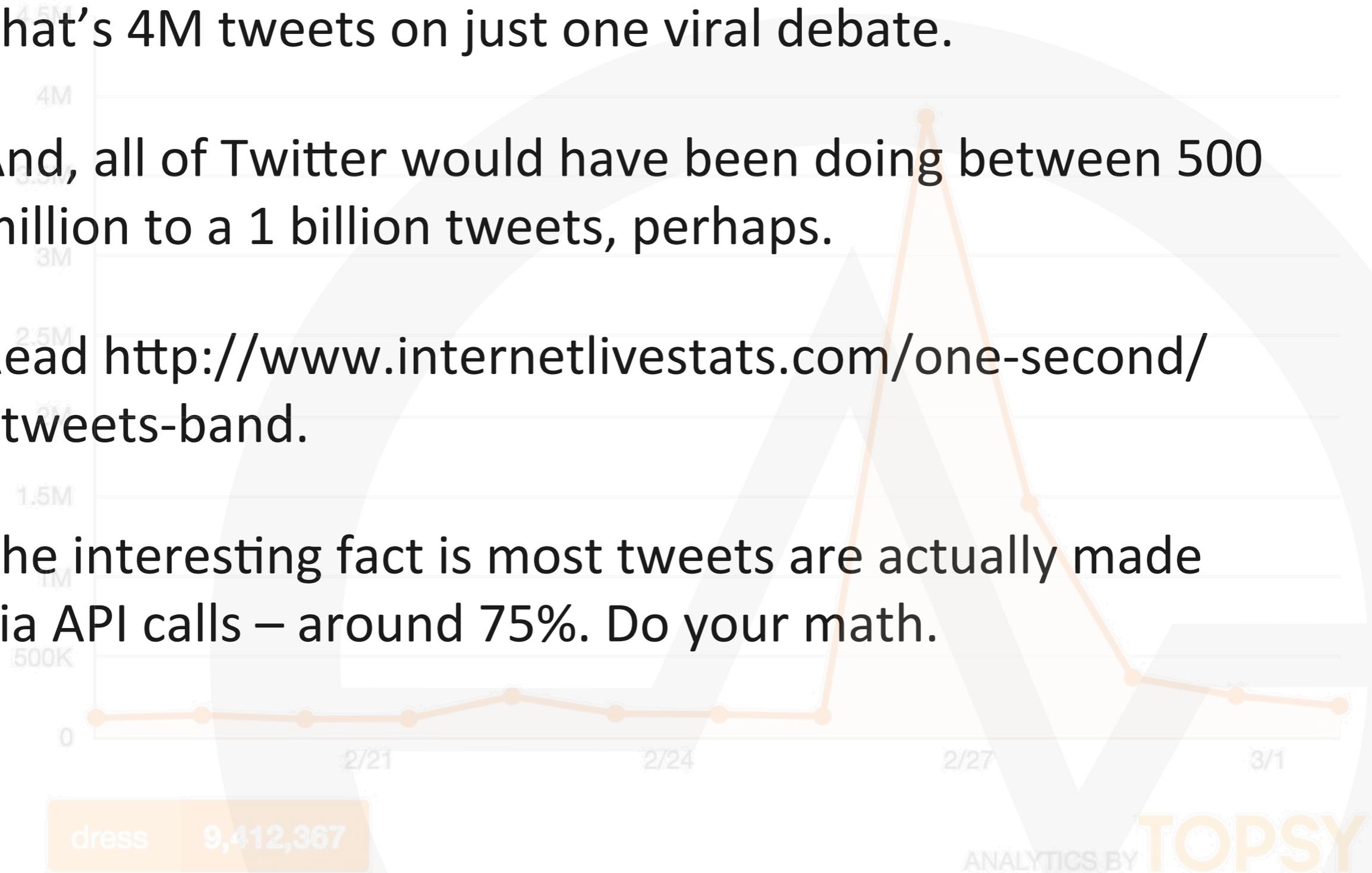
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- That's 4M tweets on just one viral debate.
- And, all of Twitter would have been doing between 500 million to a 1 billion tweets, perhaps.
- Read <http://www.internetlivestats.com/one-second/#tweets-band>.



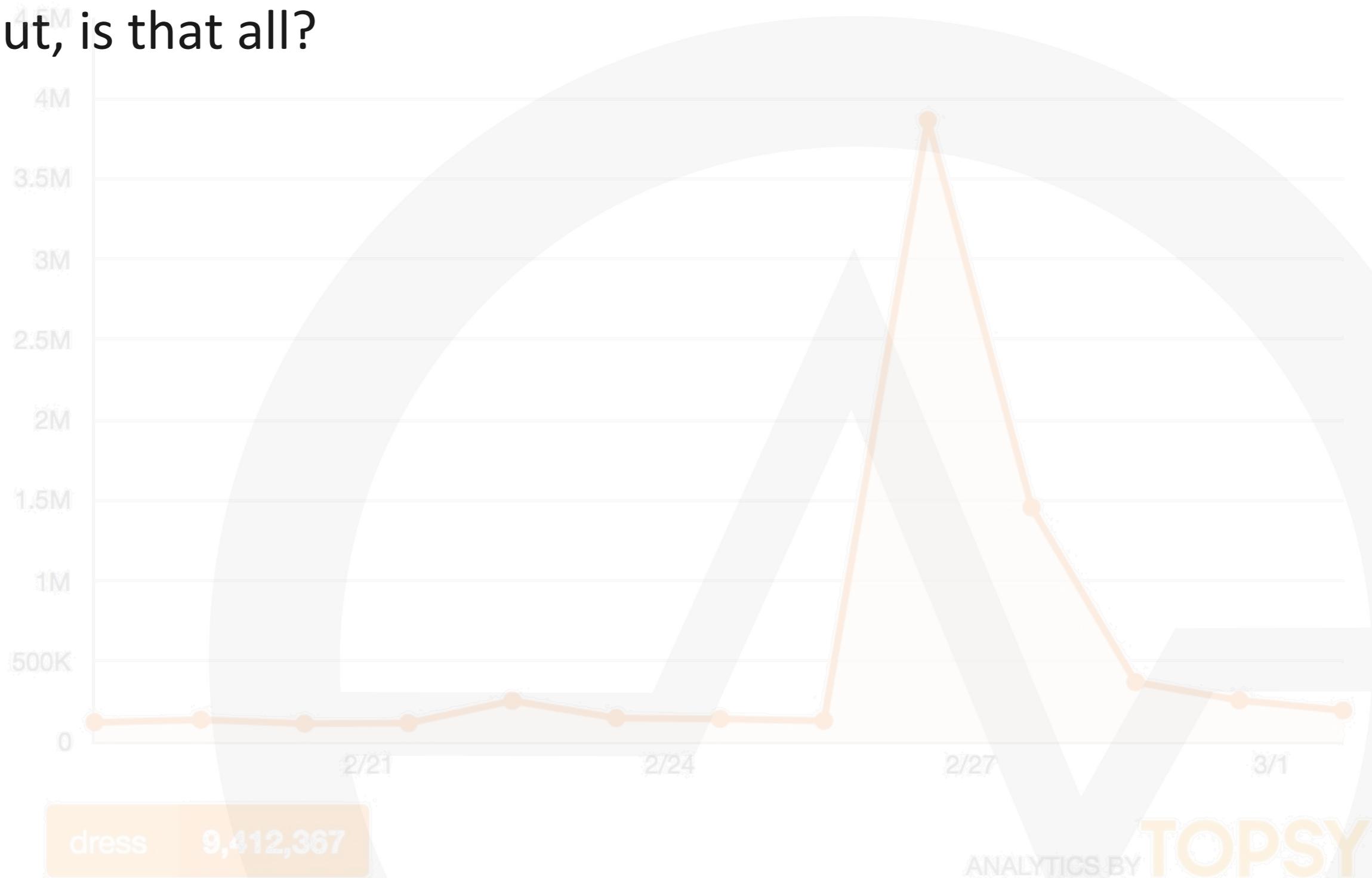
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- And, all of Twitter would have been doing between 500 million to a 1 billion tweets, perhaps.
- Read <http://www.internetlivestats.com/one-second/#tweets-band>.
- The interesting fact is most tweets are actually made via API calls – around 75%. Do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



And what did he also mean?

- But, is that all?



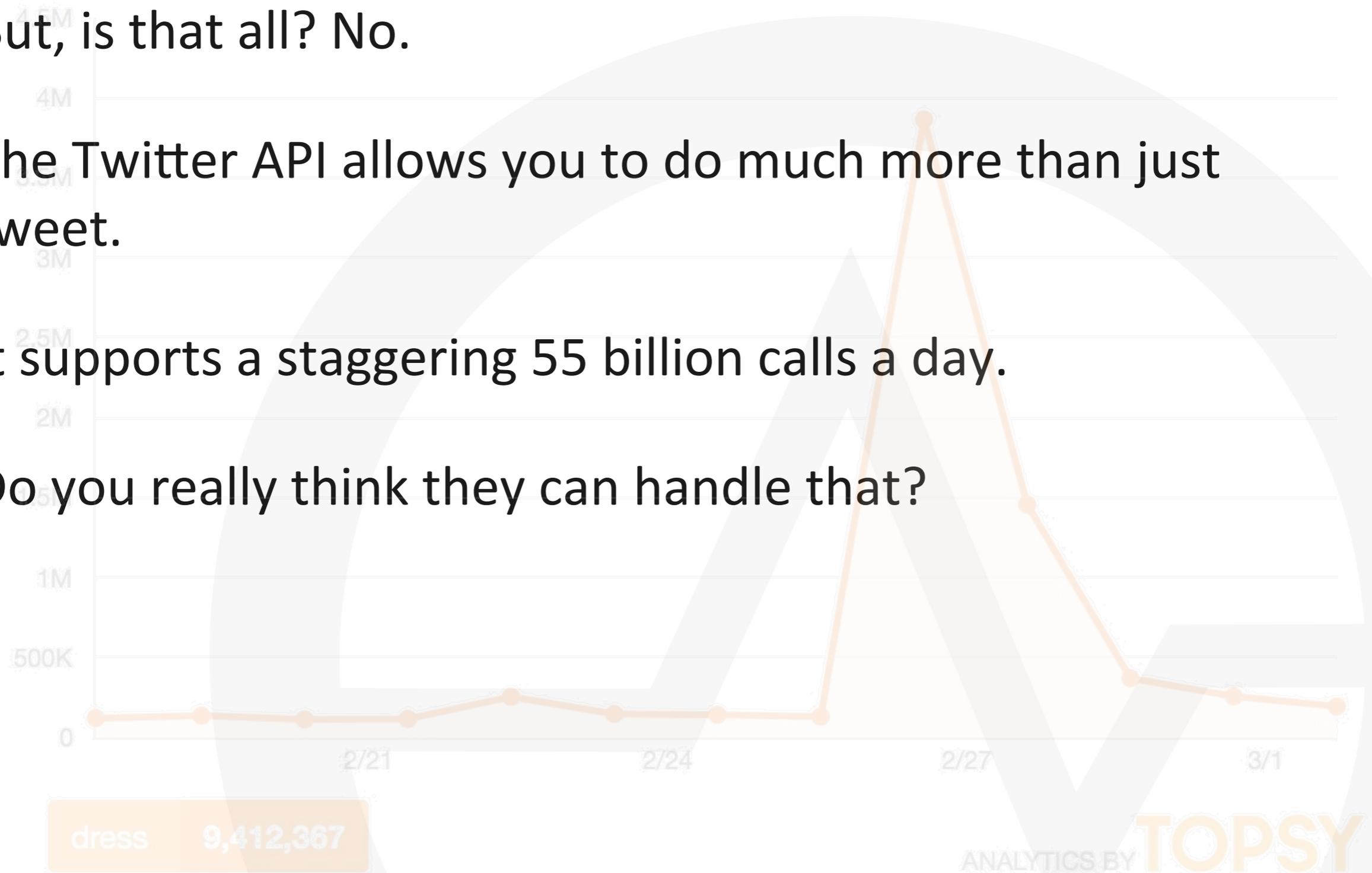
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- But, is that all? No.
- The Twitter API allows you to do much more than just tweet.



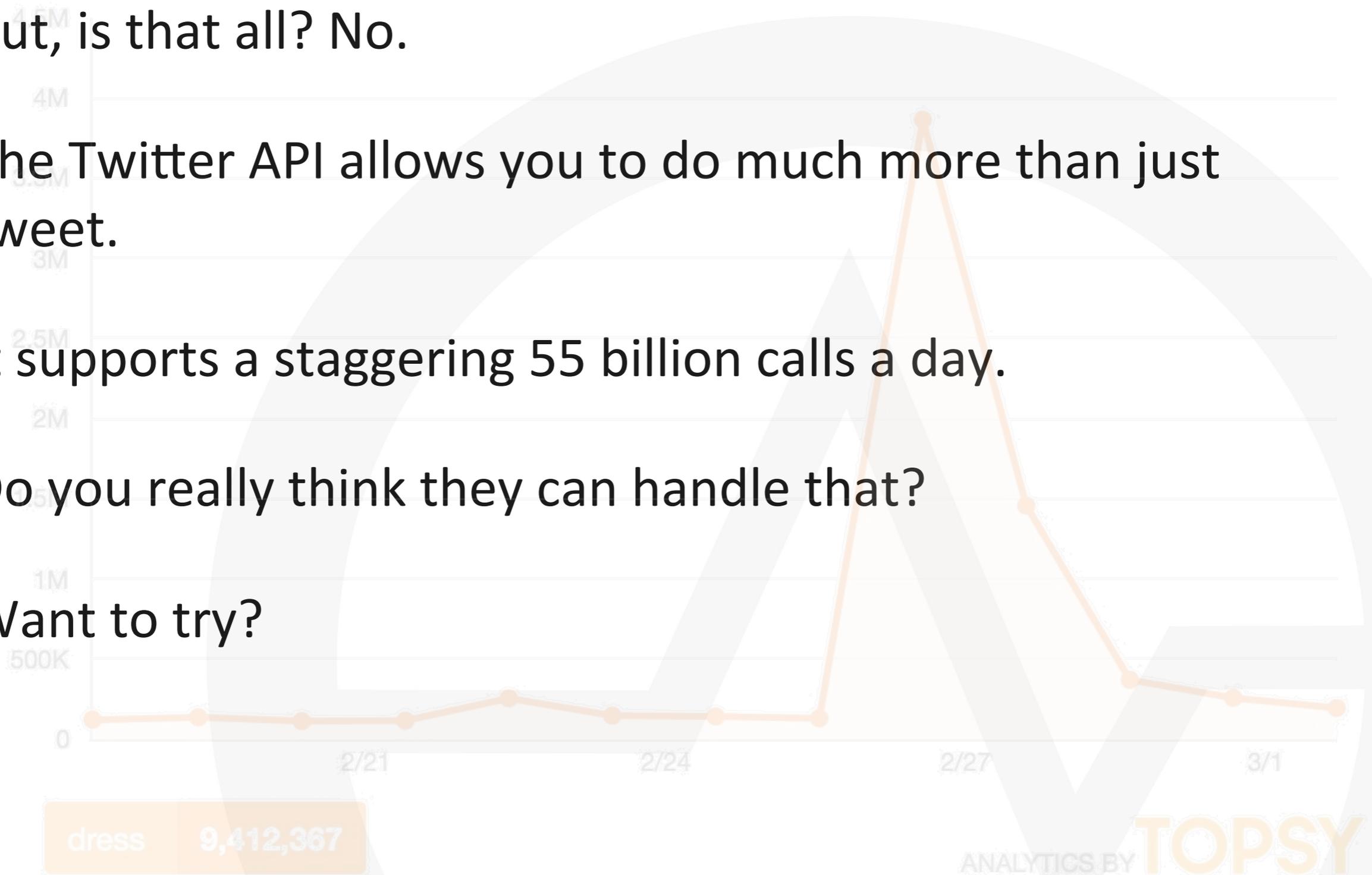
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- But, is that all? No.
- The Twitter API allows you to do much more than just tweet.
- It supports a staggering 55 billion calls a day.
- Do you really think they can handle that?



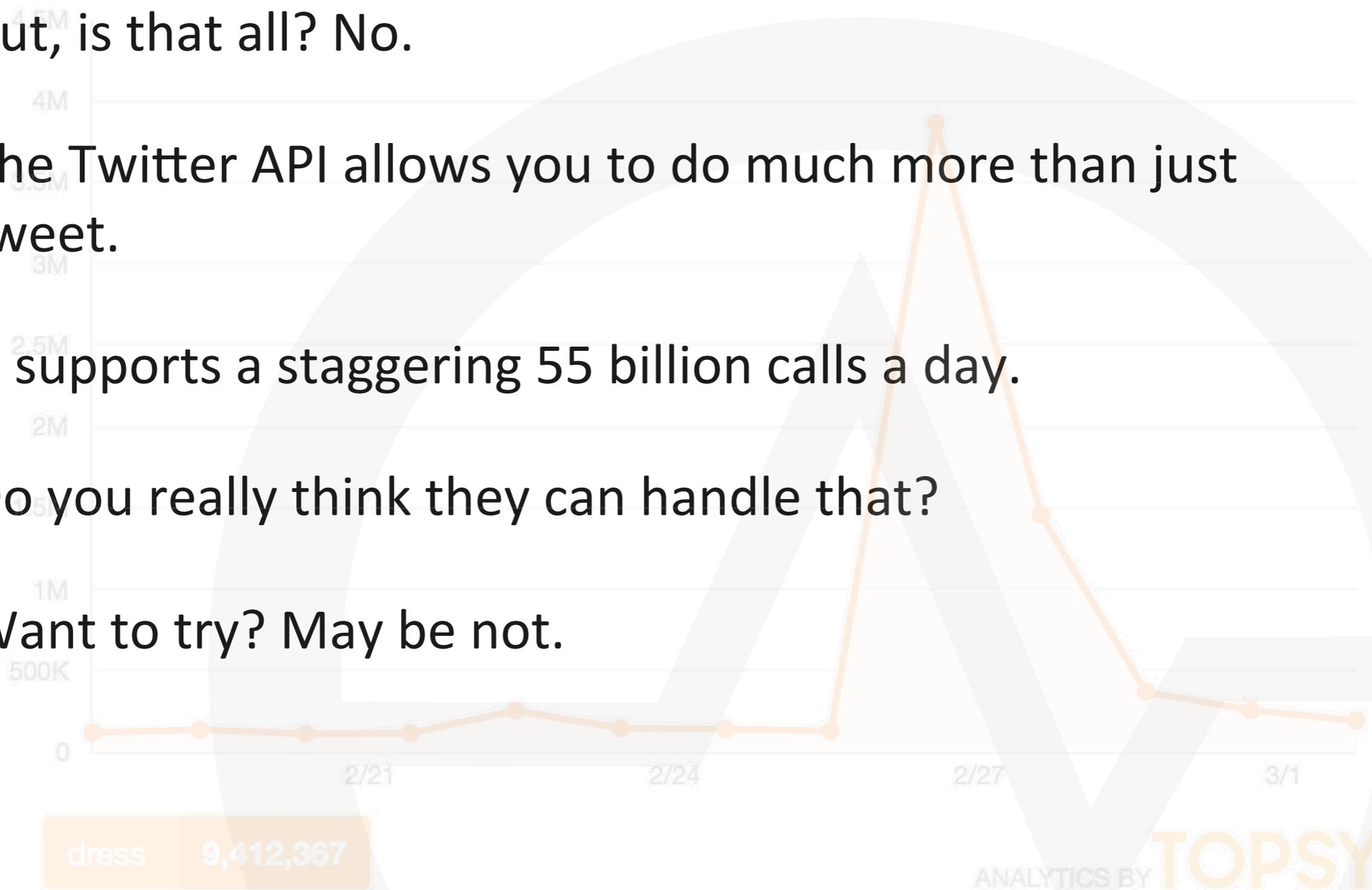
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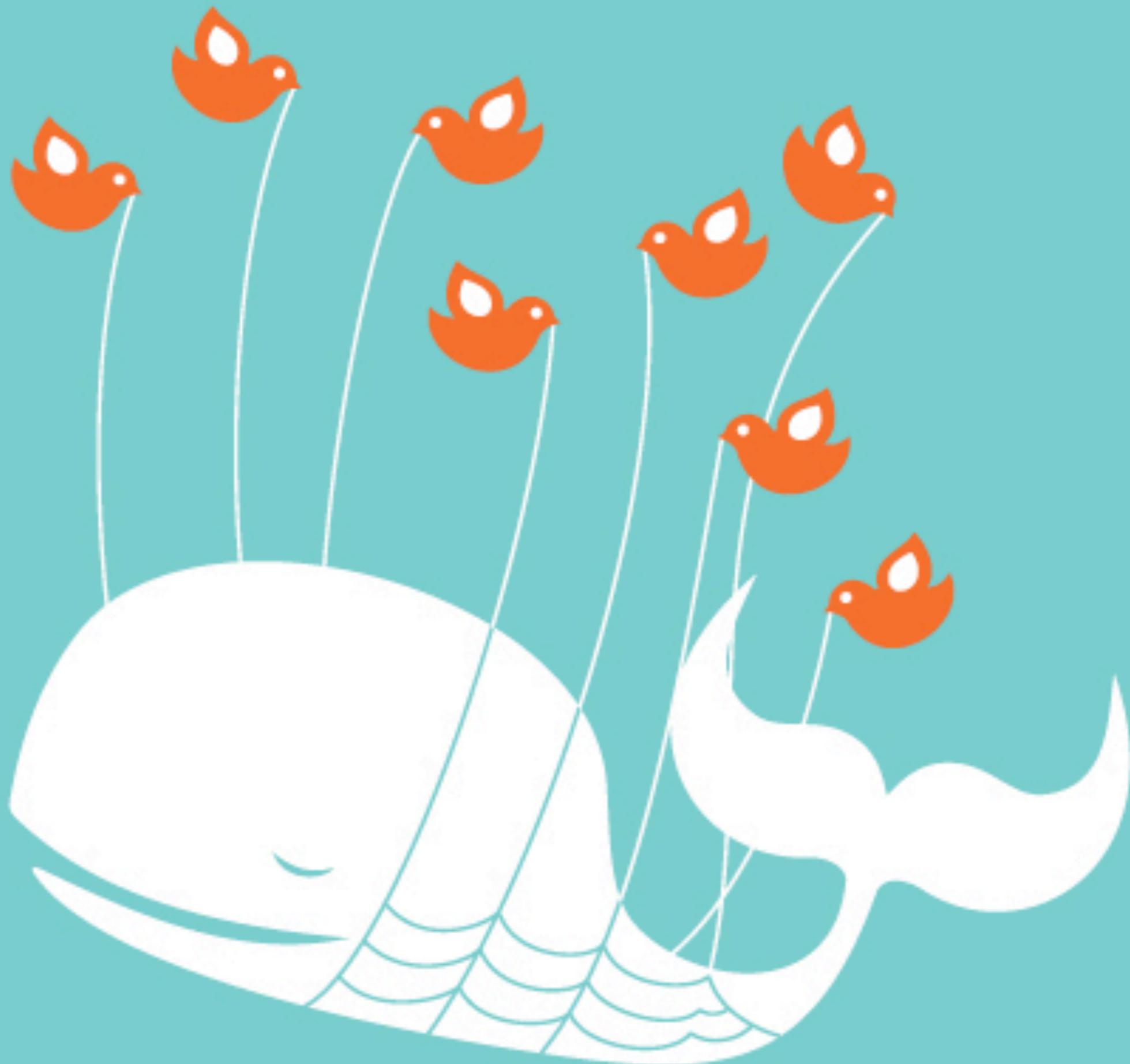
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- Want to try?



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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?
- 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.



Throttling

Throttling the bandwidth I see.

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



SK

Customer's Story?

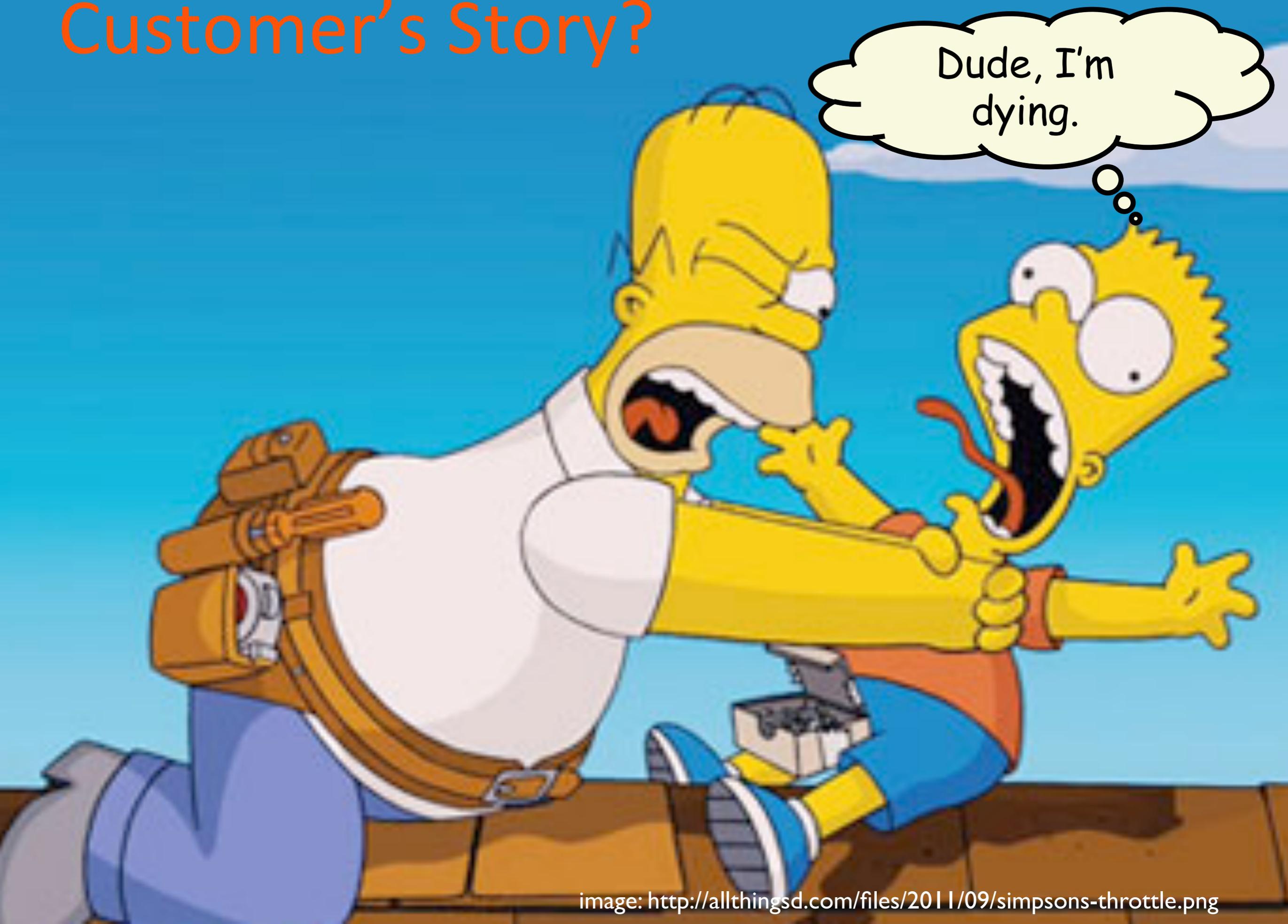
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PS

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?

- 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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- Make the right choices in API Management.
- Like in any business, customer is king.
- 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>

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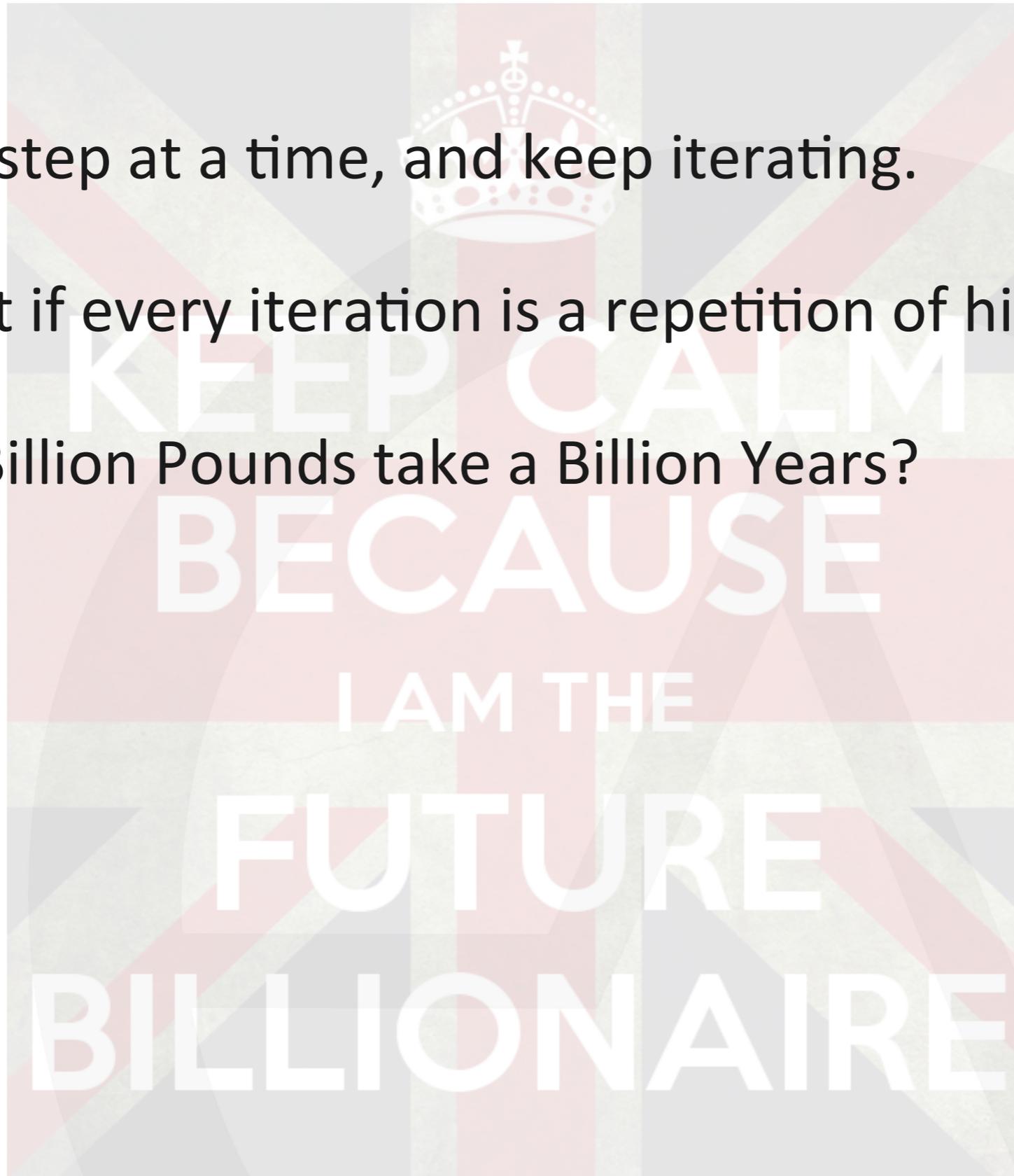
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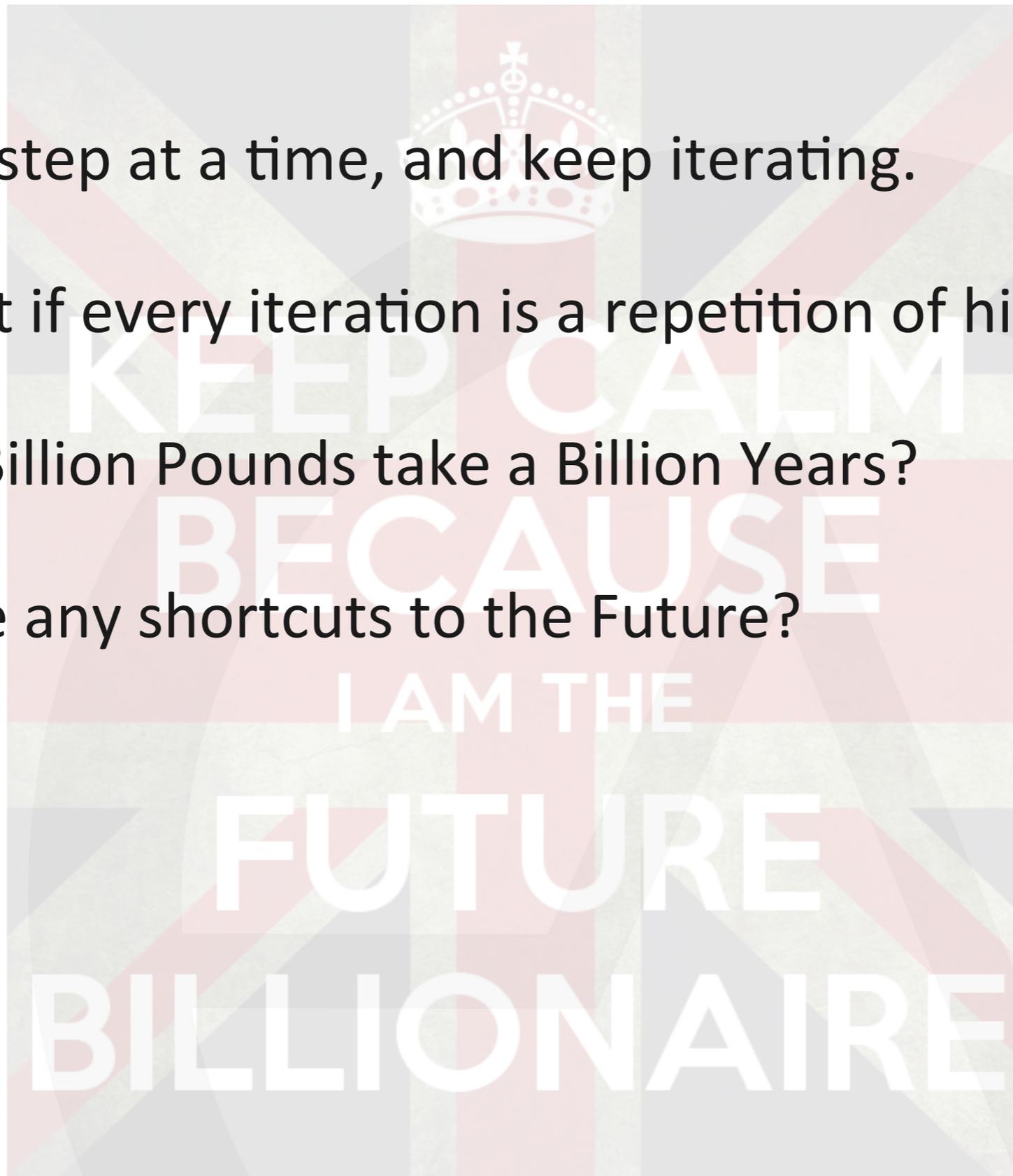
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- Could a Billion Pounds take a Billion Years?



Overnight Success? Not Really

- Take it a step at a time, and keep iterating.
- 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



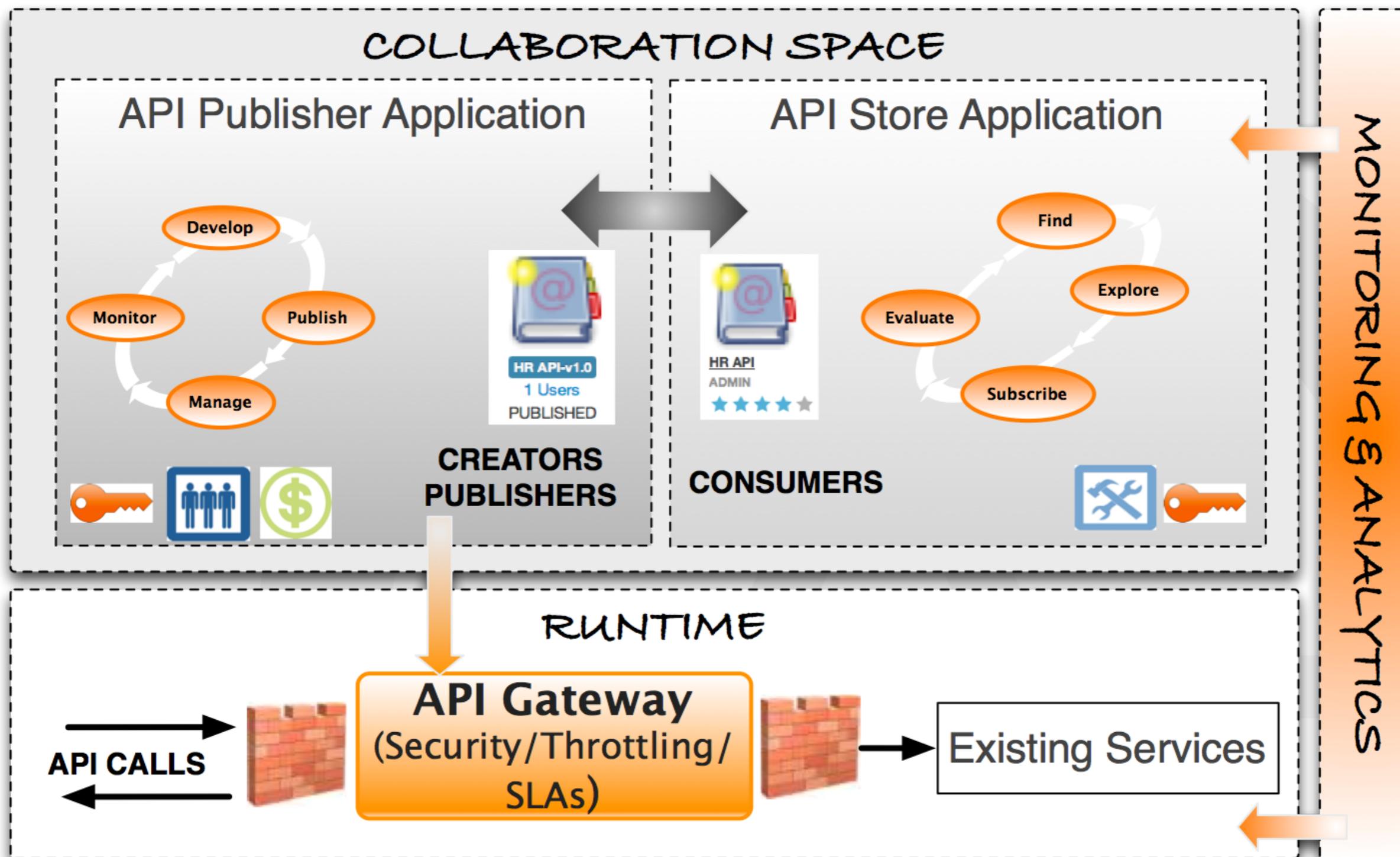
image: <https://prjeffwilson.files.wordpress.com/2013/05/the-future-next-right.jpg>

The Platform for The Future

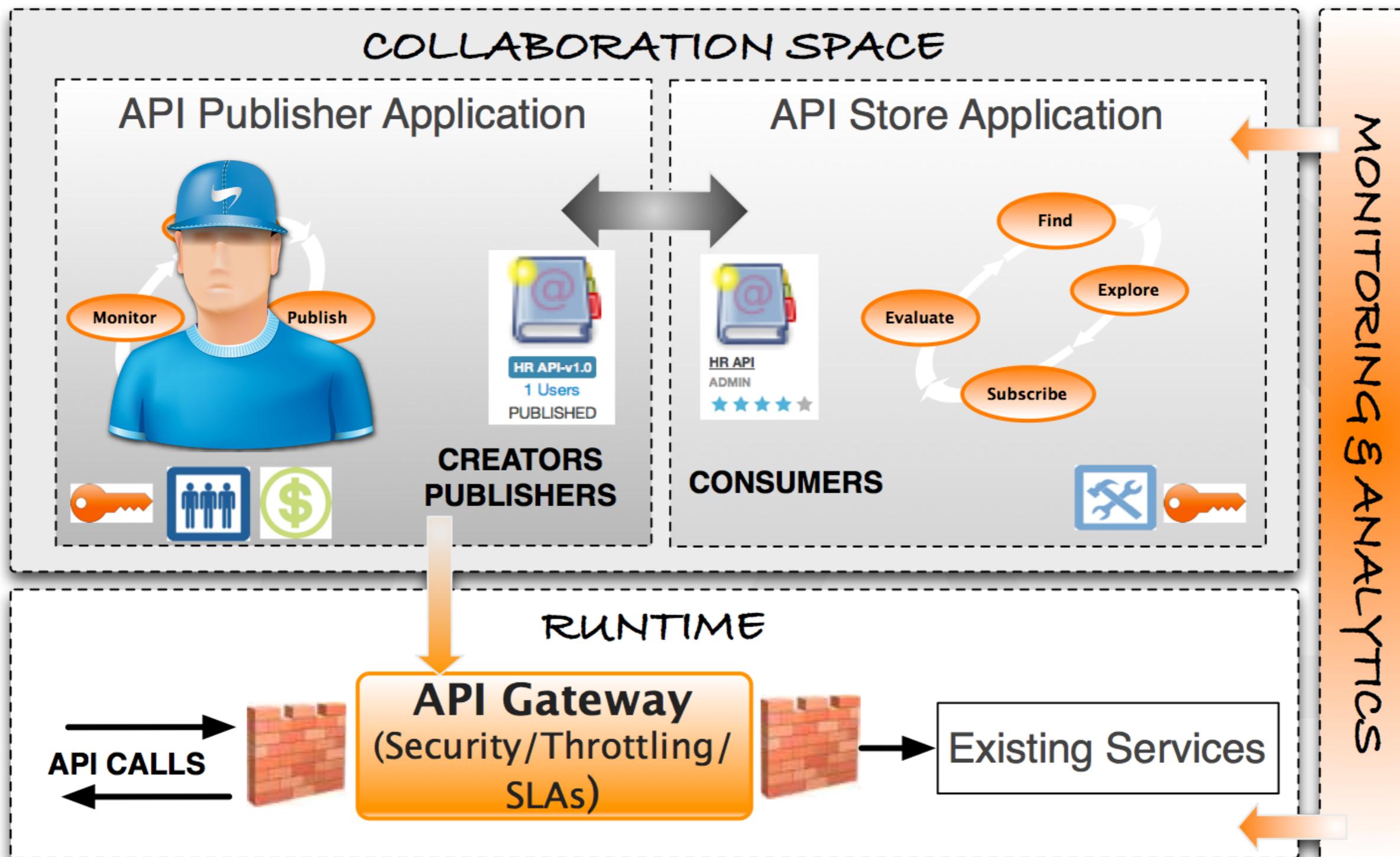


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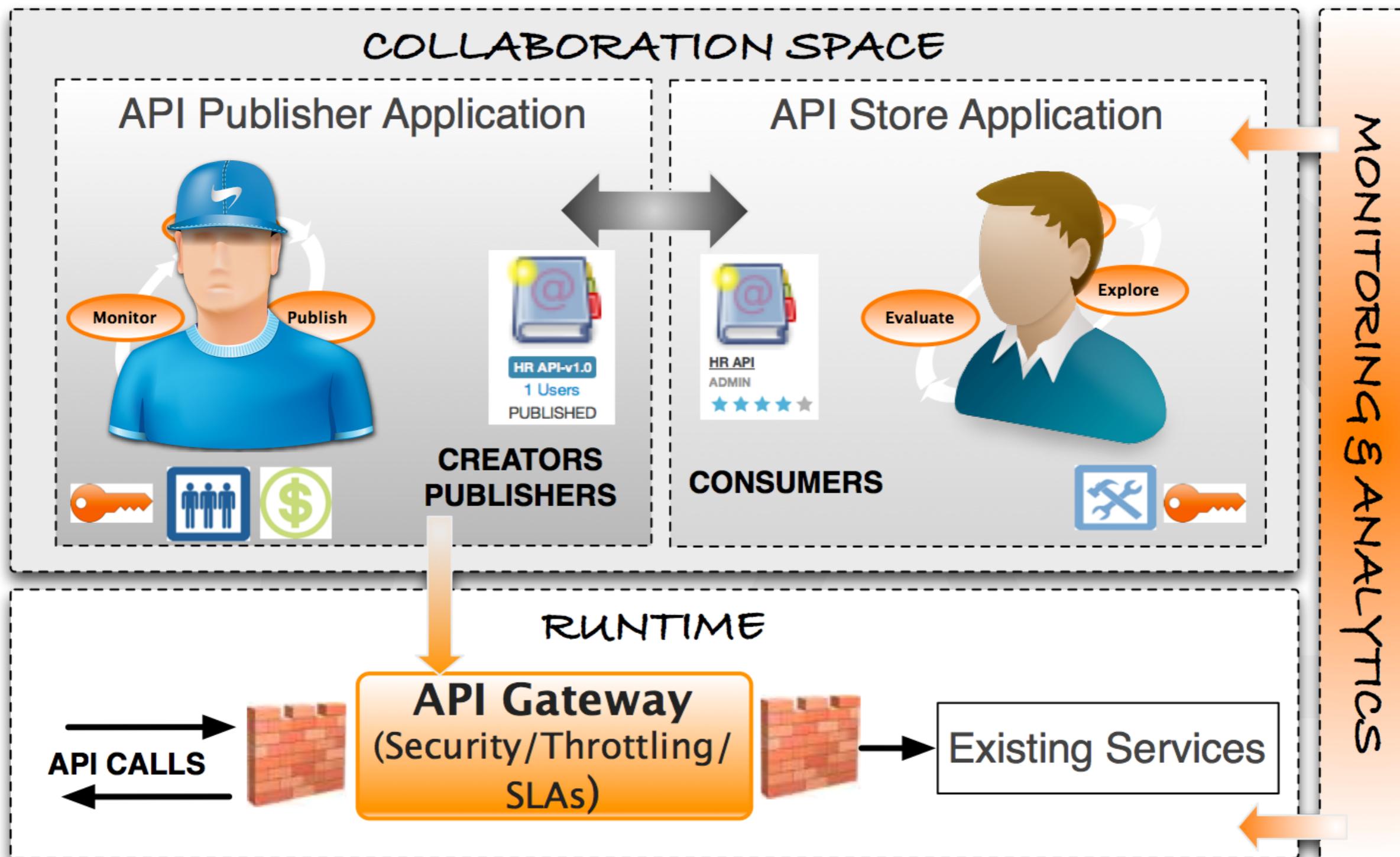
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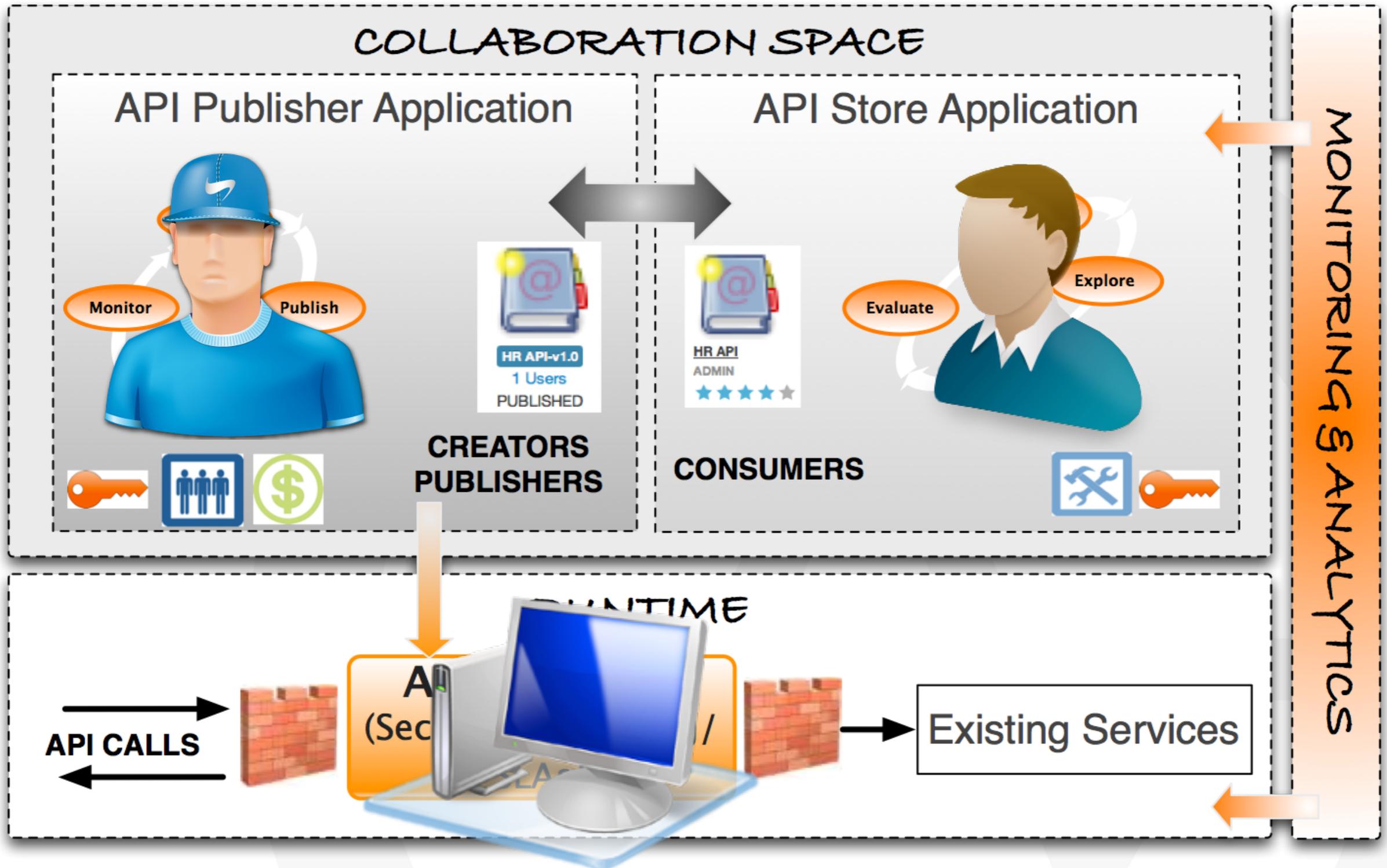
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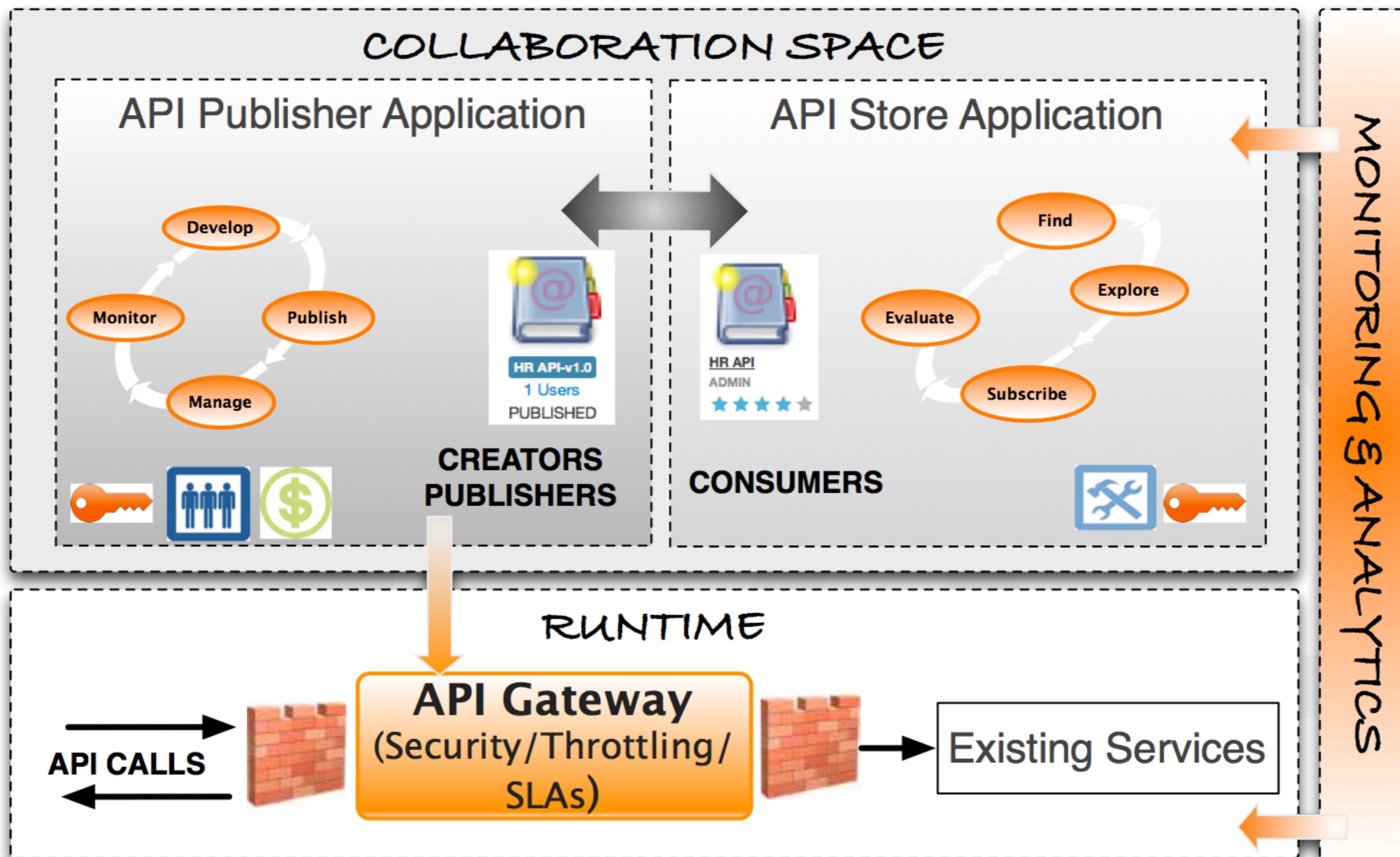
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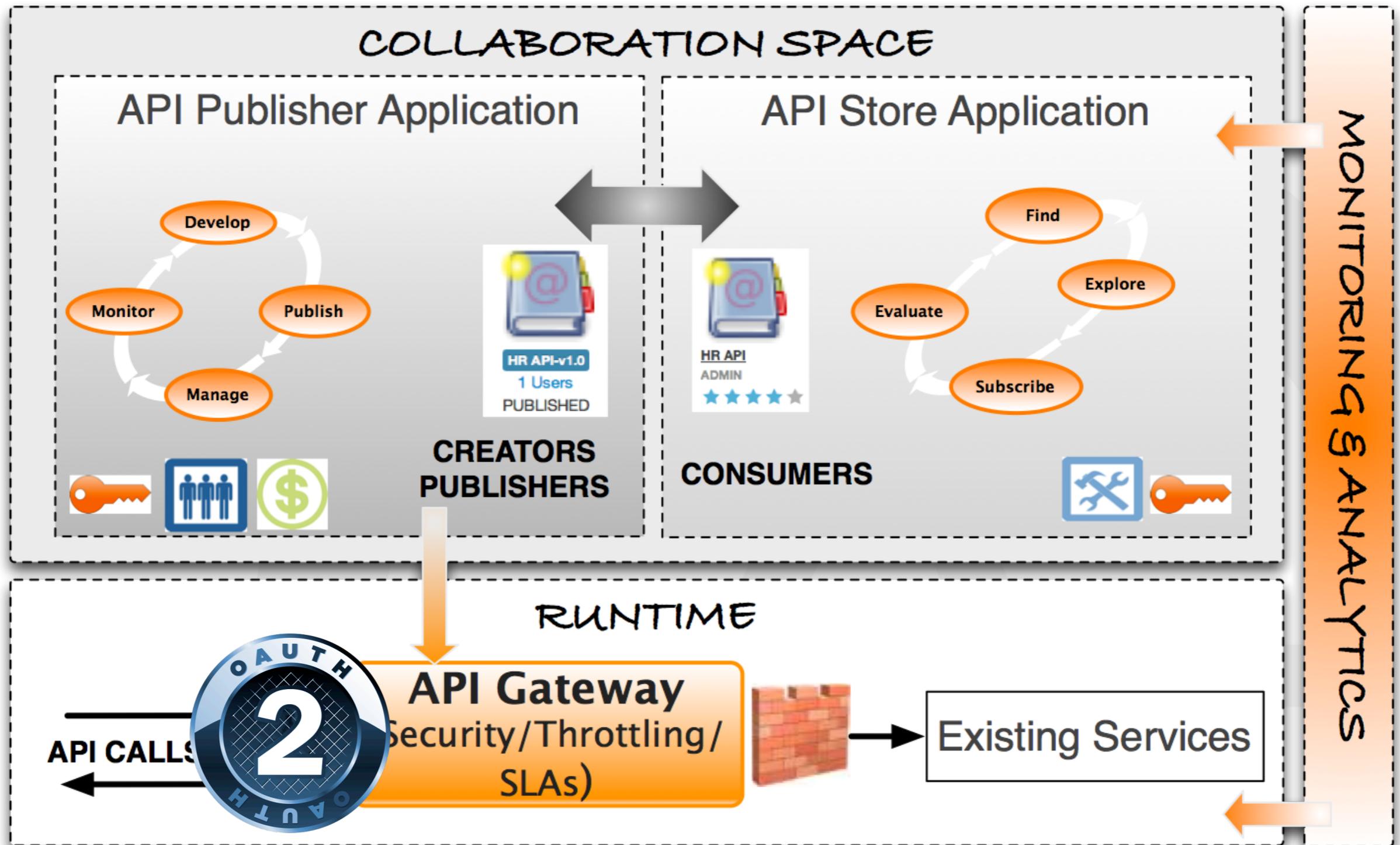
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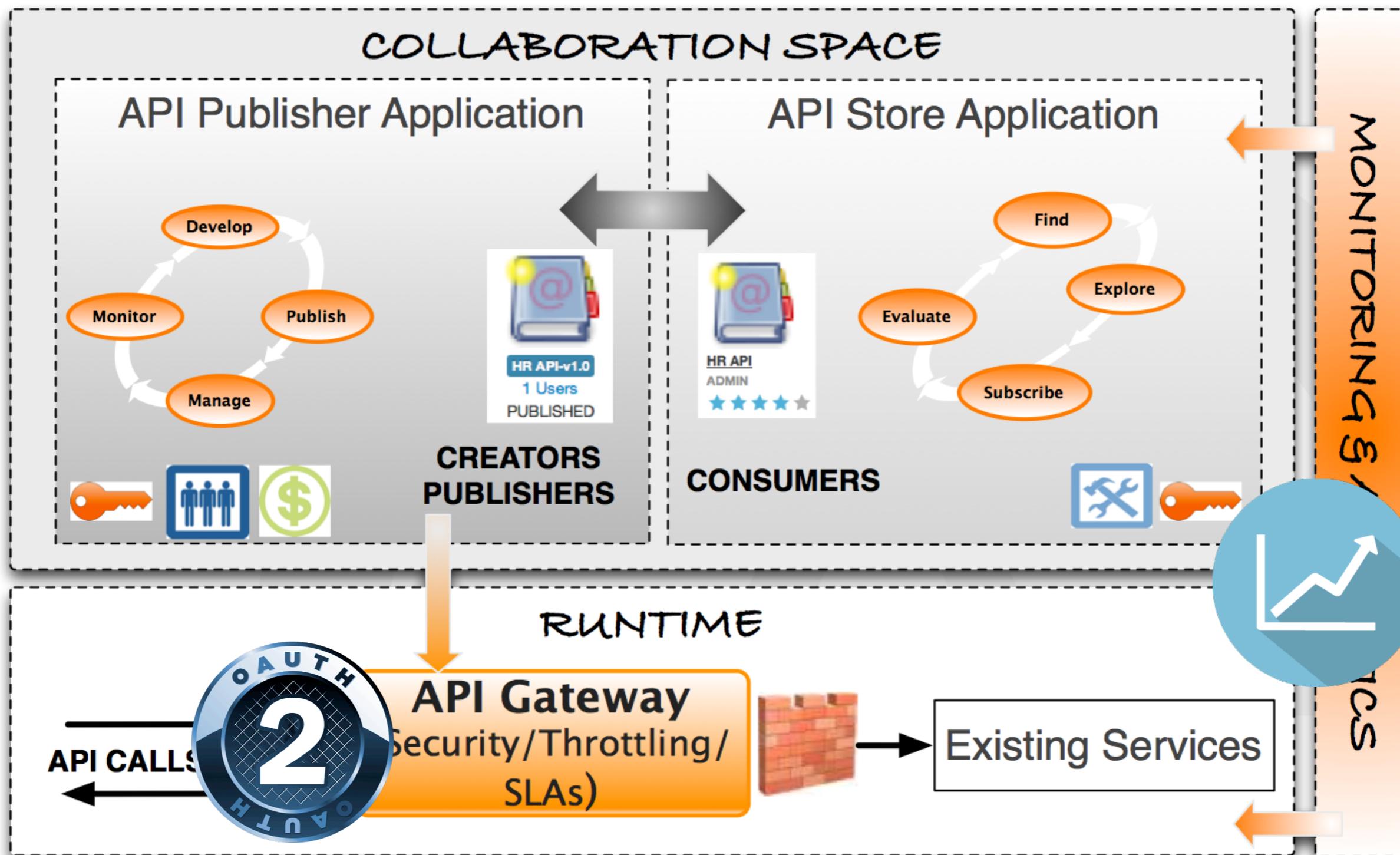
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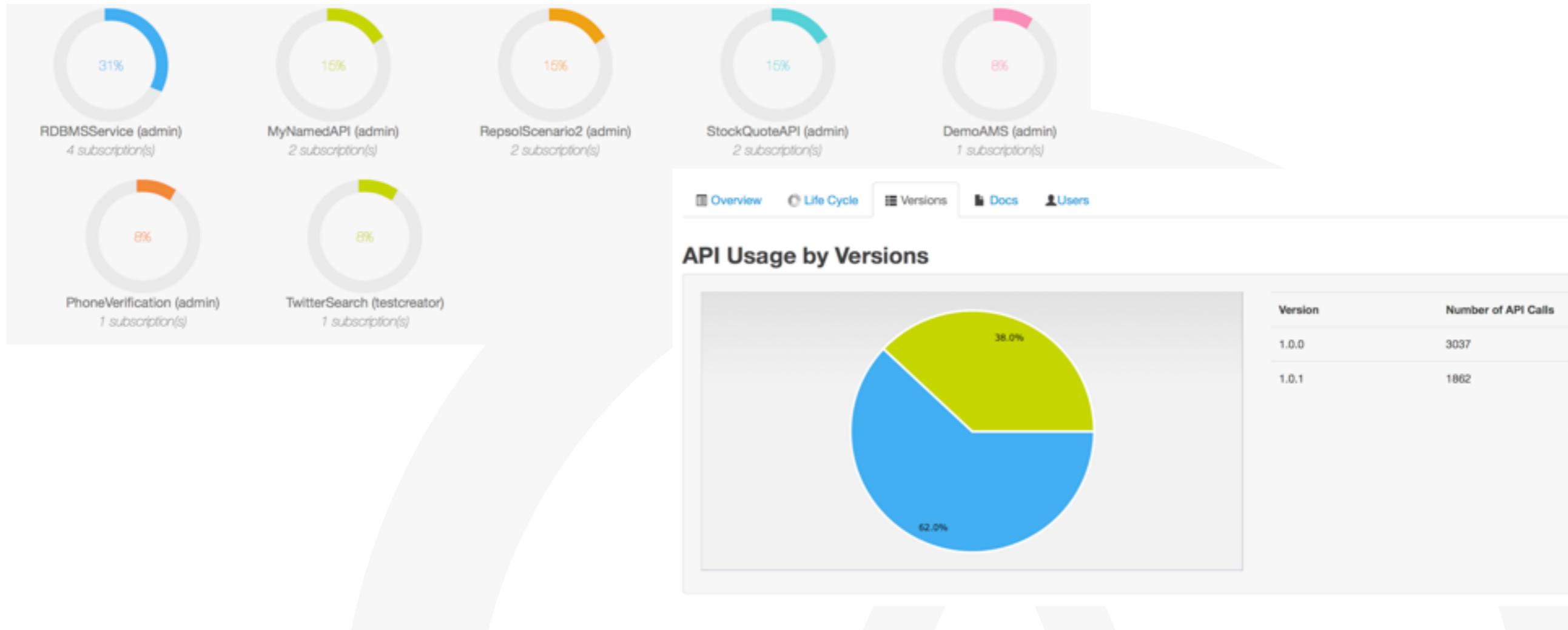
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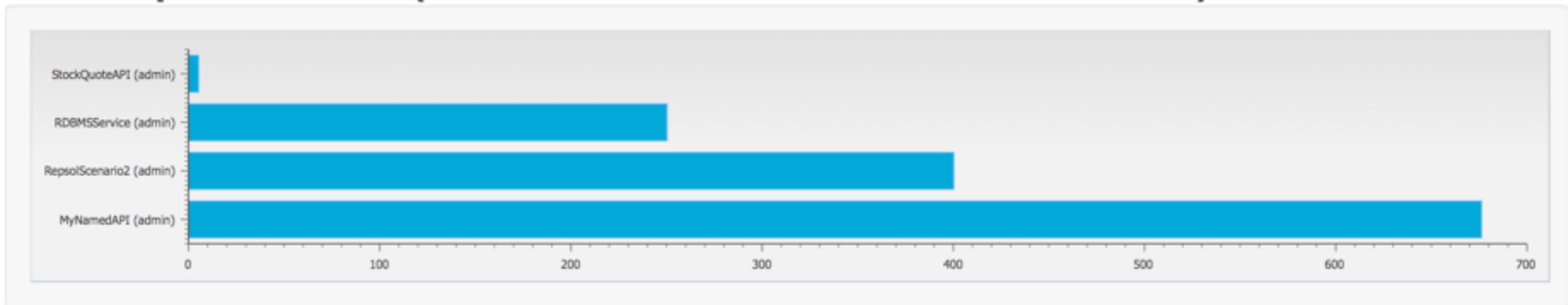
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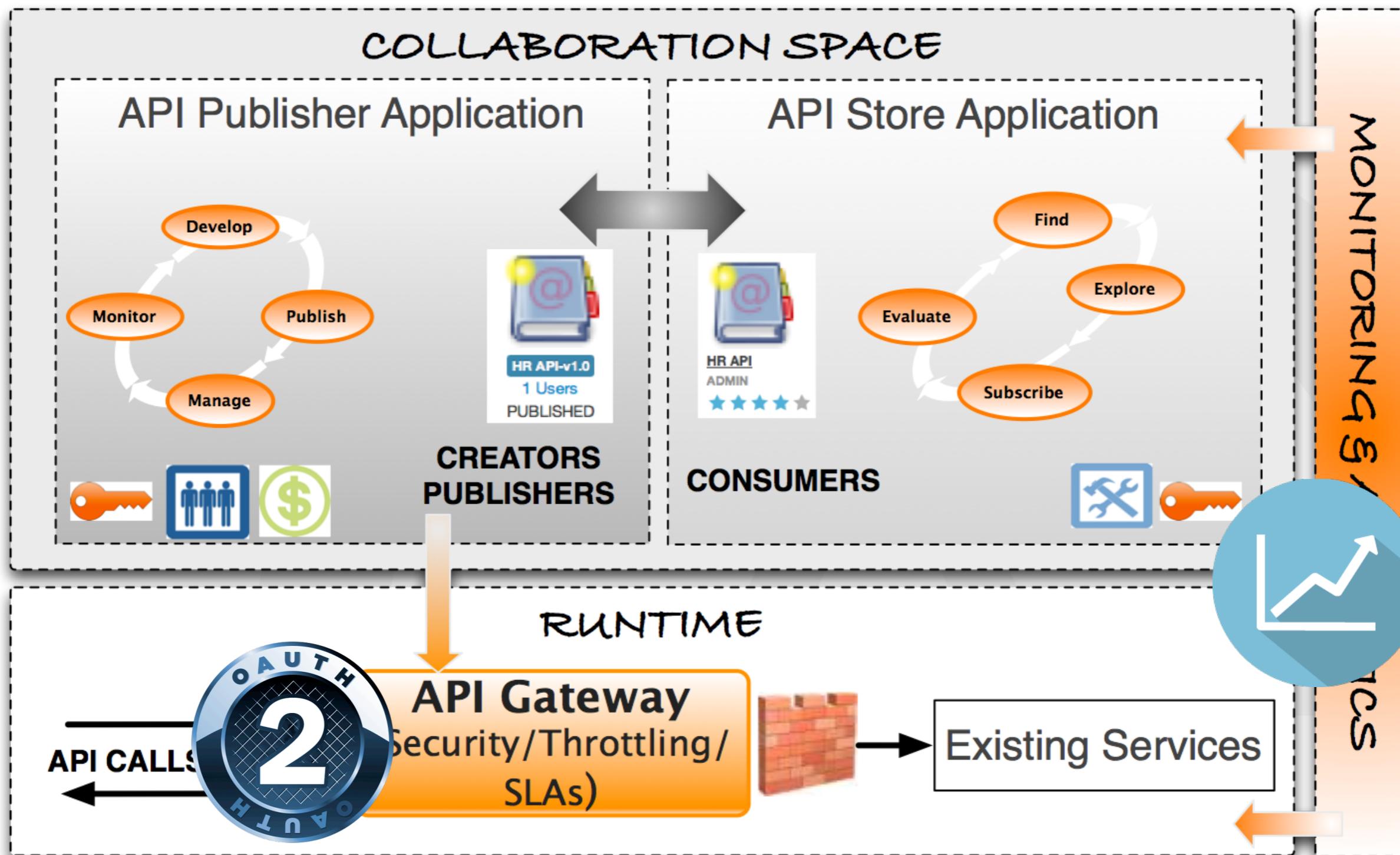
Deeper Visibility



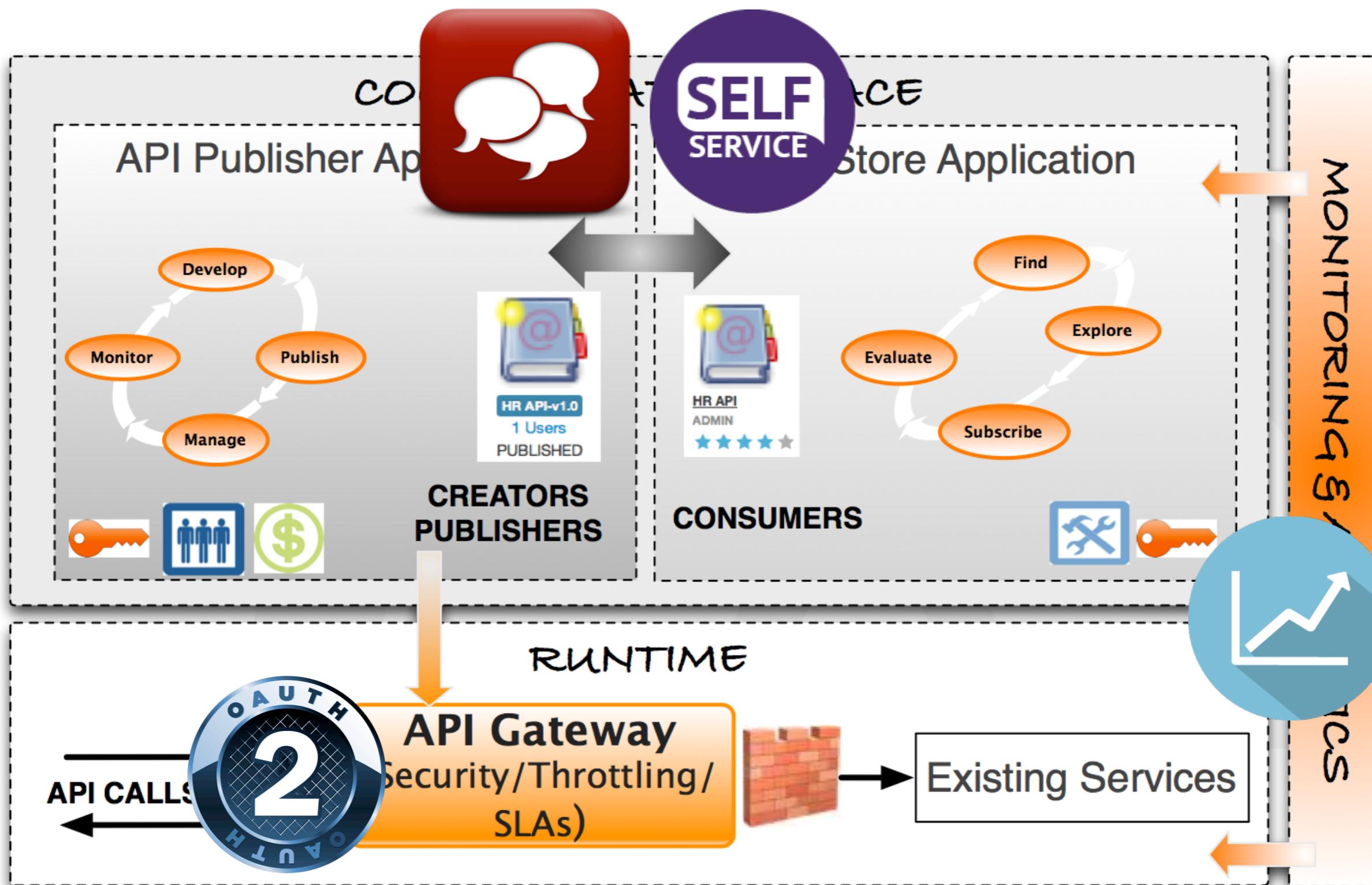
API Response Times (Across All Versions / Last 10 invocations)



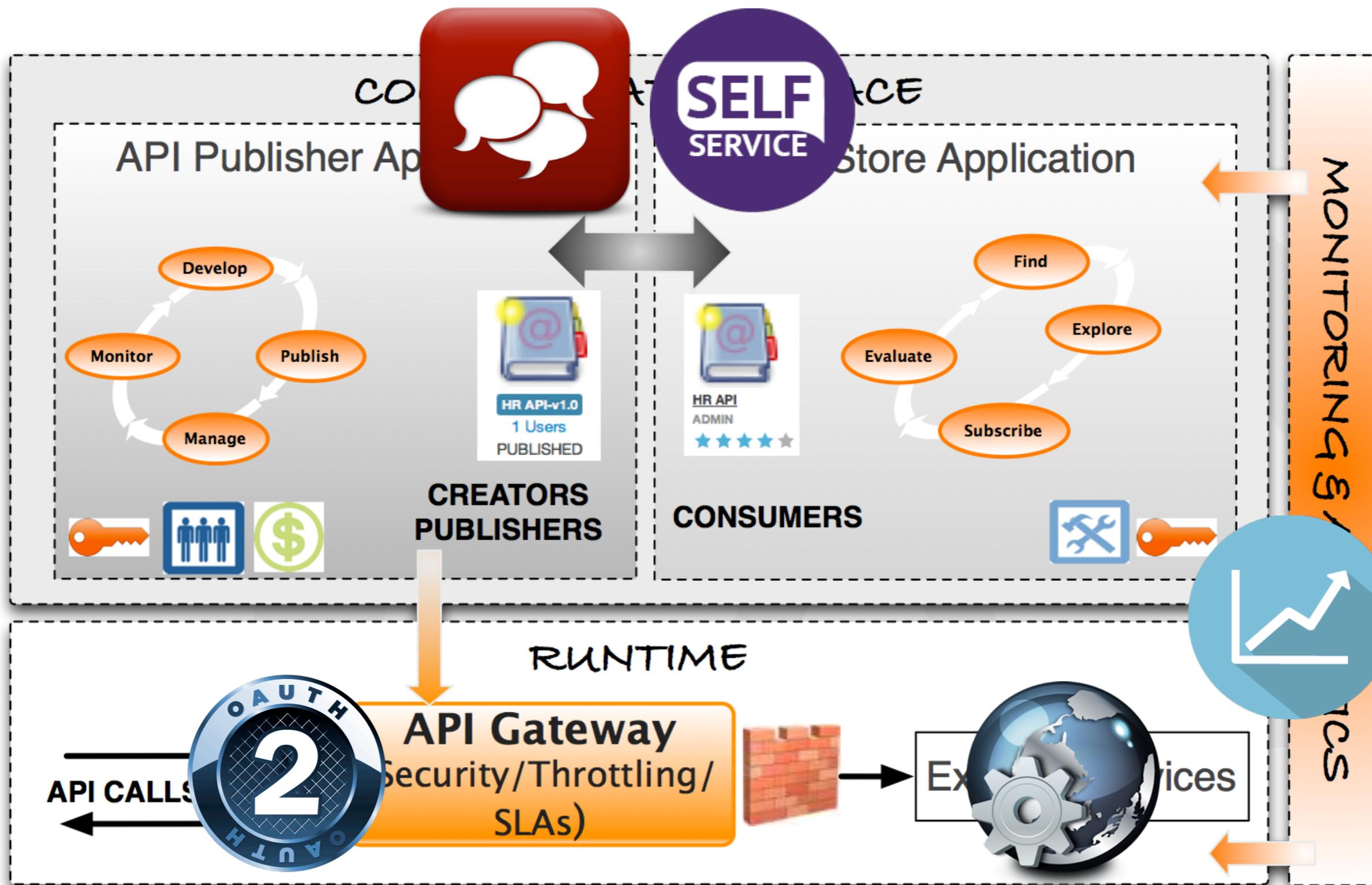
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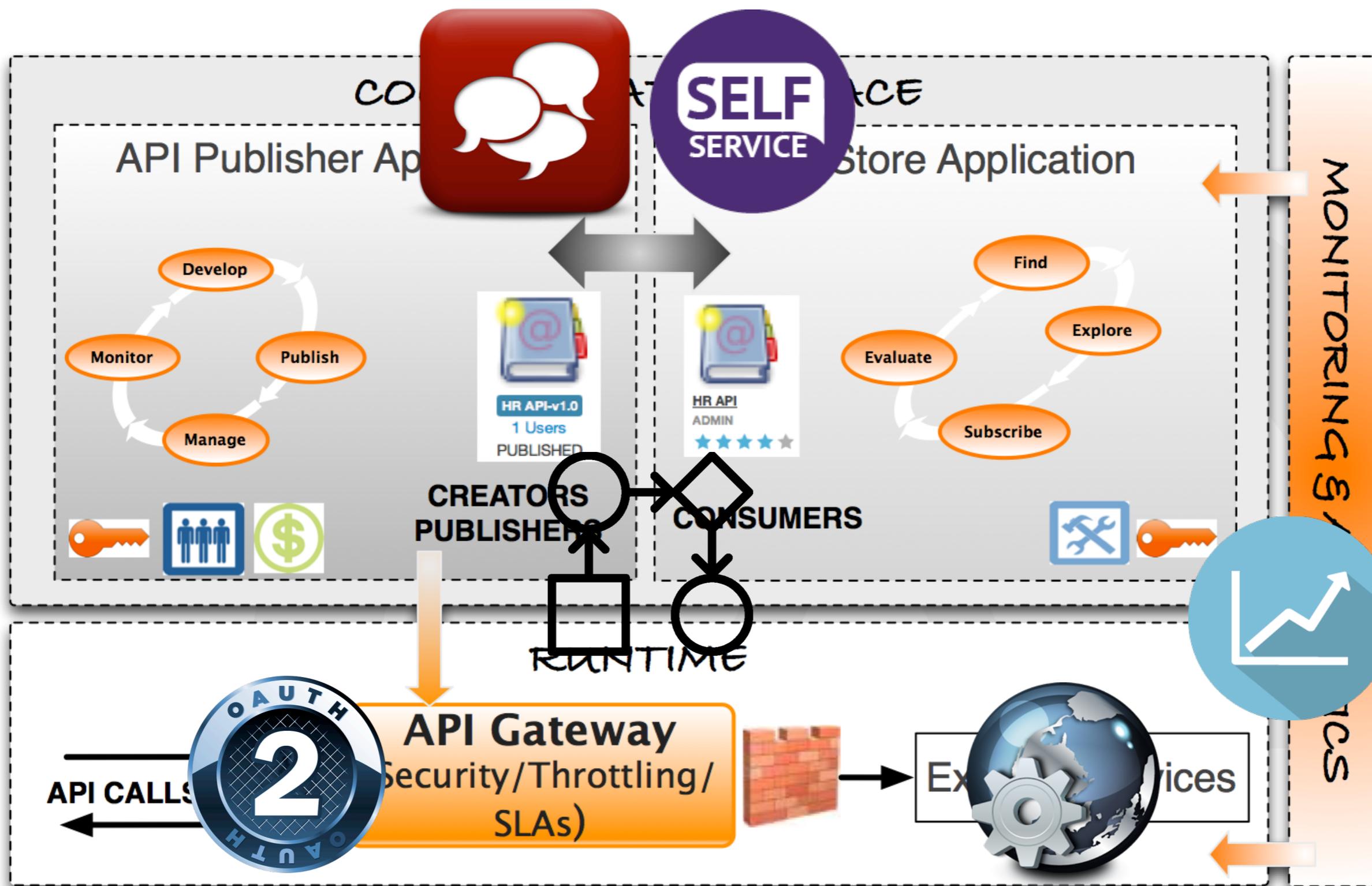
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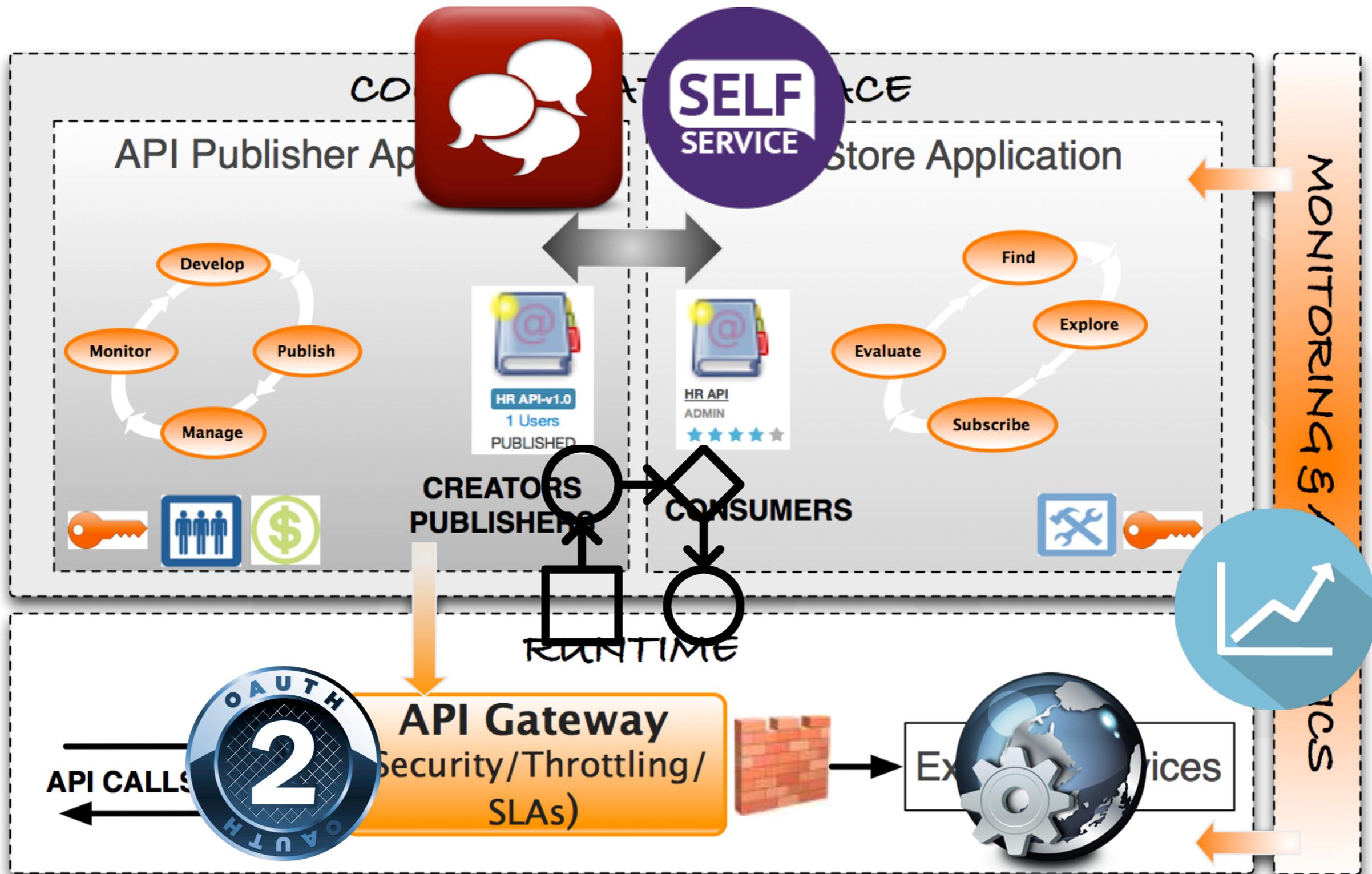
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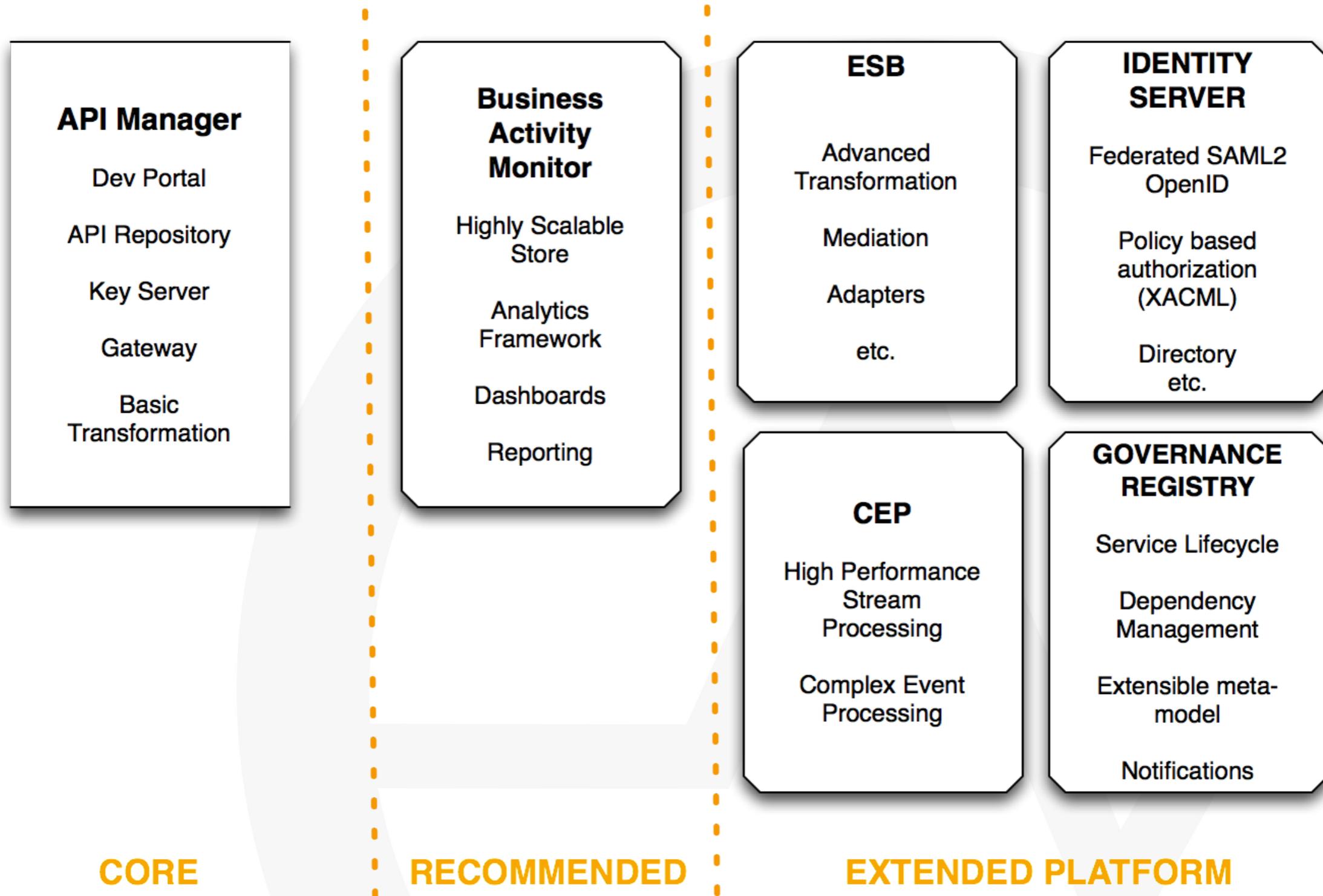
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Beyond just API Management



The Extended Platform

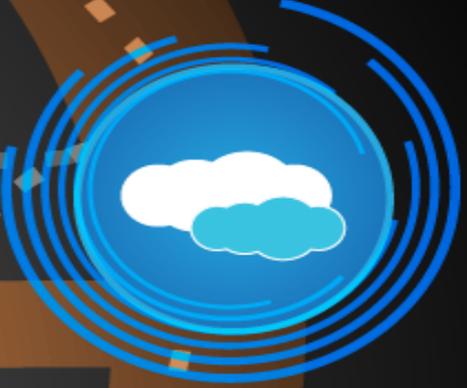




API



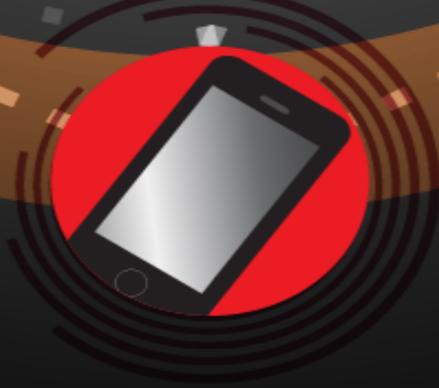
SOCIAL



CLOUD



INTEGRATION



MOBILE



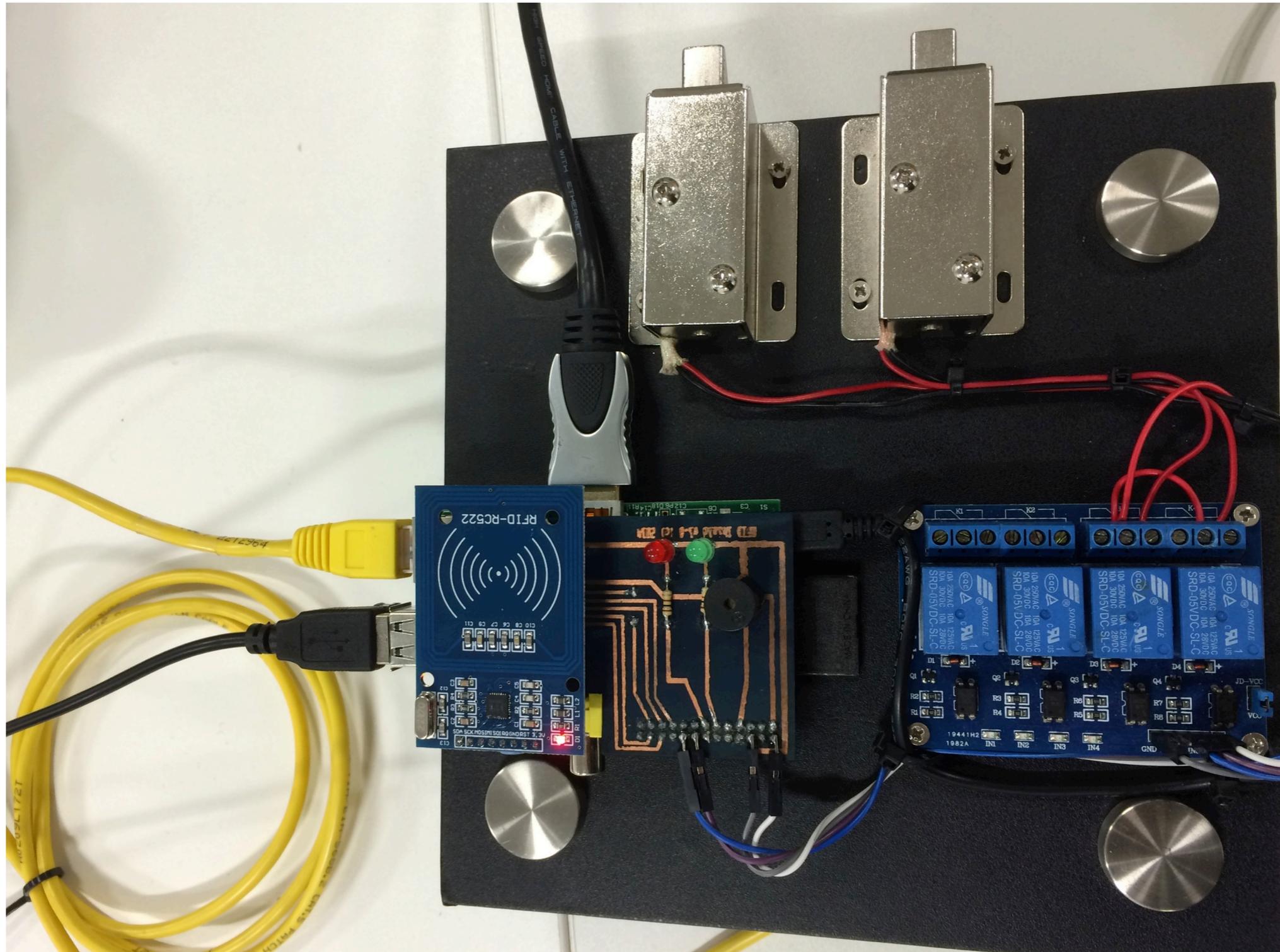
BIG DATA



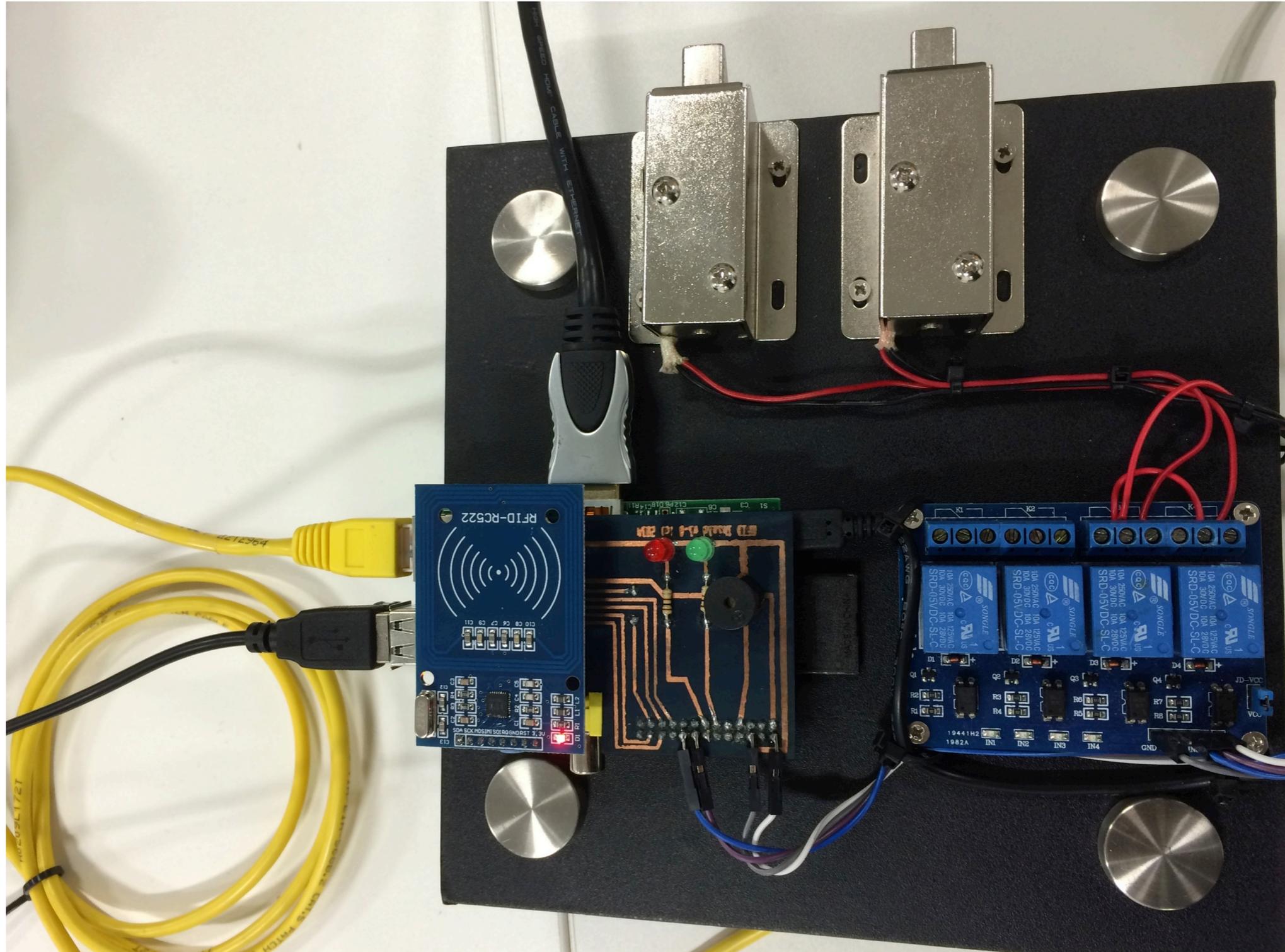
SECURITY

OPEN PLATFORM FOR YOUR CONNECTED BUSINESS

Beyond Just APIs – IoT



Visit us @ our Booth



A word cloud featuring the phrase "Thank You" in multiple languages. The words are arranged in a roughly circular shape, with the largest words being "GRACIAS", "THANK", "YOU", and "MERCI". Other visible words include "ARIGATO", "SHUKURIA", "TASHAKKUR ATU", "SUKSAMA", "EKGHMET", "GRAZIE", "MEHRBANI", "PALDIES", "BOLZİN", "MERCİ", "DANKS", "USPAXAR", "GOZAIMASHITA", "EFCHARISTO", "KOMAPSUNIDA", "E MAAKE", "YAQHANYELAY", "TINGKI", "BİST", "TASHAKKUR ATU", "SUKSAMA", "EKGHMET", "GRAZIE", "MEHRBANI", "PALDIES", "BOLZİN", "MERCİ", "DANKS", "USPAXAR", "GOZAIMASHITA", "EFCHARISTO", "KOMAPSUNIDA", "E MAAKE", "YAQHANYELAY", "TINGKI", "BİST".