

# APIs: The key that unlocks modern IT and digital success

## API use is growing

APIs are becoming more and more critical to the success of any modern organization — the ability to provide API access to business partners and customers alike will continue to create new business models that drive significant and ongoing value.

**3X GROWTH IN 12 MONTHS**

A late 2017 McKinsey study estimates that the number of public APIs will triple over the next 12 months.<sup>1</sup>

**3.4 BILLION BY 2022**

Zion Market research estimates that the API management market size will grow to \$3.4 billion by 2022.<sup>2</sup>

## APIs are important

98% of respondents indicated that APIs are important to the success of their business. They are investing in APIs to help with the following:

- INCREASE** the speed of digital transformation
- DEVELOP** new products and services faster
- IMPROVE** operational efficiency
- CREATE** a better user & customer experience
- MAKE** better use of data

## APIs are challenging

97% of respondents indicated they face API related challenges including:

- SECURITY** issues
- MONITORING** performances
- DESIGNING** for ease of use

## APIs unlock true business value

- INNOVATION**  
92% of respondents indicate that APIs are critical to their ability to innovate.
- CUSTOMER EXPERIENCE**  
89% say their APIs help improve their overall customer experiences.
- COMPETITIVE ADVANTAGES**  
90% say APIs help them address competitive digital challenges.

## 3 practical tips for modernizing APIs:

- Plan for positive ROI**  
and focus on projects that create the biggest benefit in the least amount of time.
  - Make security a feature**  
not a barrier, managing security centrally and putting control of credentials in the hands of operations and security staff — not developers.
  - Keep policies separate from APIs**  
since policy enforcement will apply independently for each API depending on who's using it. This also keeps API development nimble and flexible.
- [Click here](#) for more tips on mastering the planning, protection, and performance of your APIs.

## API management for the modern enterprise

The Axway AMPLIFY™ platform helps organizations modernize API development and lifecycle management — speeding innovation and facilitating better engagement with an ecosystem of customers, partners, suppliers, and internal and external developer communities.

**WHITE PAPER**  
10 Ways to Modernize Your API Strategy  
[Learn more >](#)

**RESEARCH REPORT**  
What Are Senior Decision Makers Thinking About IT Modernization?  
[Learn more >](#)

1. <https://www.mckinsey.com/business-functions/digital-technology/our-insights/infrastructure-to-lead-to-really-keep-together-the-value-of-apis>  
2. <https://globalnewswire.com/news-release/2017/11/14/1483888/Axway-API-Management-Market-Size-W-Global-2016-164626.html>