



# API CONSULTING & DELIVERY SERVICES FOR DIGITAL BUSINESS

<epam>

# NAVIGATING THE API ECONOMY

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**“WE LIVE IN AN API ECONOMY, A SET OF BUSINESS MODELS AND CHANNELS BASED ON SECURE ACCESS OF FUNCTIONALITY AND EXCHANGE OF DATA.”**

- Christy Pettey, Gartner, “Welcome to the API Economy”

As a well-known method for connecting an enterprise and the applications that use its online products and service offerings, application programming interfaces (APIs) are one of the pillars of digital business. In recent years, they have changed how people do business, opening the door for new opportunities and business models.



APIs enable connected businesses where automated ecosystems can turn a technology domain into a business concept, forging a new economy where an enterprise can monetize its assets as a platform for others. Today, enterprises treat APIs like any other digital disruptor: get with the program or risk everything.

# EPAM API CAPABILITY AT A GLANCE

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No matter your industry, APIs should be a viable part of your technology ecosystem and business model. EPAM, a leading global provider of product development and platform engineering services, can help by leveraging our broad experience in API consulting and delivery:

**150+**

APIs  
IMPLEMENTED  
& COUNTING

**30+**

CLIENTS

**7/10**

LEADING API TOOLS  
NAMED BY GARTNER

**100+**

PRACTICING  
CONSULTANTS



# HOW WE DEFINE YOUR API ROADMAP

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APIs aren't the newest or even most advanced type of integration method, but they are distinct in how they transcend the technology domain to become building blocks of commerce and revenue for leading players in the API economy. For example, simplifying your internal architecture APIs can provide a new way to reach customers, partners, and markets, while engaging third-party developer communities can help API providers foster innovation and reap the benefits of so-called "external R&D."

As some food for thought, here are just a few API use cases:

- Streamlining internal, client-, & partner-facing systems & applications
- Omnichannel distribution
- Social media integration
- IoT & Microservices
- Data integration

So, where do APIs fit into your enterprise architecture and its supported business assets and functions? EPAM's consultants and strategists can help you pinpoint and exploit new API-driven opportunities and find the right use cases for your business. We offer the following approach for clients who sign on for an API strategy engagement:

**1**

## IDENTIFY OPPORTUNITY

**2-4 WEEKS**

We collect business inputs and considerations related to your future API products, and offer the option to run a formal Discovery exercise.

**2**

## FORMULATE API VISION

**2-4 WEEKS**

We help you determine what needs to be built and prioritize production in a collaborative Workshop.

**3**

## CREATE ROADMAP

**2-4 WEEKS**

We collaborate to plan the transition across marketing, community, delivery, and management tracks, agreeing on important milestones along the way.

**4**

## DEFINE KPIs

**1-2 WEEKS**

We quantify expectations, determine the measurement approach, and define success criteria with key stakeholders.

# API SERVICE DESIGN & DELIVERY

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Since 1993, EPAM has partnered with some of the world's leading companies to design and deliver technology solutions that transform businesses. The mission of our work with APIs is no different, as we specialize in providing the following experience in API design and development:



## APIs

Public, Private, REST, SOAP, WebSockets, Web hooks



## API MANAGEMENT

Third-party products deployment, customization & operations, bespoke solutions



## SECTORS

Mobile, traditional enterprise, IoT, Cloud



## INDUSTRY STANDARDS

OData, FHIR, PSD2



## SECURITY & PRIVACY

OAuth, OIDC, SAML, TLS, HIPAA



## ANALYTICS

Built-in and external platforms, BI integration, big data



## AUTOMATION & QUALITY ASSURANCE

CI/CD, unit testing, test automation

EPAM isn't limited to its dedicated team of expert API architects and engineers – we also have a world-class Digital Engagement practice that specializes in experience design, digital marketing, eCommerce, and so much more. With our broad and diverse service mix, you can count on EPAM as your trusted technology partner to take any project from end to end.

# OUR END-TO-END FRAMEWORK FOR ACCELERATING API DELIVERY

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EPAM offers a host of services which, when combined, result in the rapid acceleration of API development for your enterprise. Here's what our end-to-end framework looks like:



## API STRATEGY

- Discovery
- Strategic Consulting & API Roadmap
- Architecture Consulting



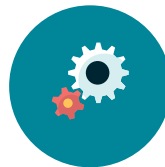
## API PROGRAM

- API as a Product
- API Management, Operations, & Analytics
- Governance & Standards



## API PLATFORM

- Microservices Platform Engineering
- API Management Tool Deployment & Ops
- DevOps, including CI/CD



## API PROJECT

- Service Implementation
- API Integration
- Testing & Documentation

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## REAL SOLUTIONS, REAL RESULTS

Clients who have used our API services framework have reported great results, and there's a good chance you have already used technology made possible by our solutions. Here are a few highlights from our API projects:



For a leading mass media company, we created an Apigee-based API Garden that leverages existing service interfaces (APIs) from each business unit to help break down siloes of content. It consists of an API Gateway, a Developer Portal, and an API Registry.



EPAM designed, developed, and launched a Developer API program for a trusted online resource for car buying that is based on a customized API platform product from Mashery.



Used in the animal healthcare sector, EPAM's developed Veterinary Practice API offers the ability for veterinary offices to exchange data directly with other practitioners in a non-impactful, performant, and secure manner.

# UNLOCK API-DRIVEN REVENUE STREAMS & EFFICIENCIES WITH EPAM

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No matter where you're at in terms of building APIs into your company's digital ecosystem, EPAM can help your enterprise turn this market disruption into competitive advantage. With all of our services and capabilities combined, we work to accelerate API implementation to drive new revenue streams, unlock operational efficiencies, and get more out of your existing digital assets. Our measured, pragmatic approach to API strategy, design, and delivery ensures that each solution aligns seamlessly with both your business and technology goals.



**ARE YOU READY TO SEE HOW  
EPAM'S STATE-OF-THE-ART  
API TECHNOLOGY SOLUTIONS  
COULD MAKE A REAL IMPACT  
ON YOUR BRAND?**

CONTACT US TODAY TO SCHEDULE  
A FREE CONSULTATION!

[SALES@EPAM.COM](mailto:SALES@EPAM.COM)

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 For more information,  
**PLEASE VISIT [EPAM.COM](https://www.epam.com)**

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