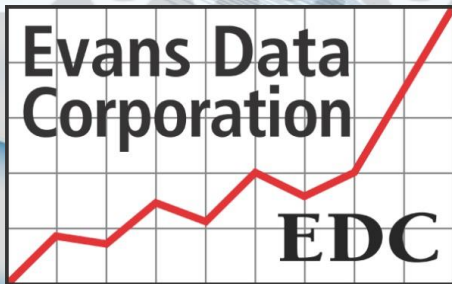


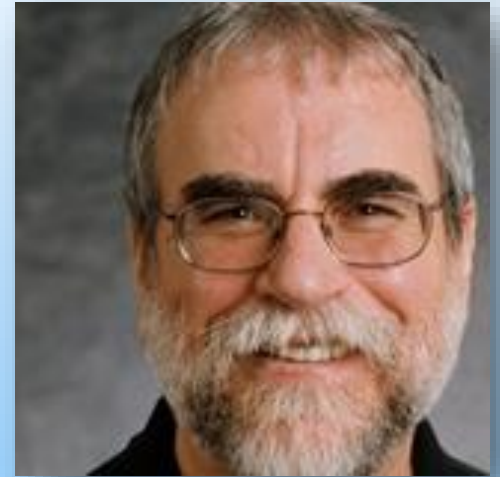
# Developer Relations and your Company's APIs



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## Presenter

- David Intersimone “David I”
  - Vice President of Developer Communities
  - Evans Data Corporation



## Agenda

- Developer Relations and APIs
- Digital Assets required to support an API
- API release/update planning
- Dealing with API deprecation and shutdown
- Q&A

<https://www.devrelate.com/devrel-api-webinar-infolinks/>



# The Software API Economy

“Today companies need to be interconnected and to take advantage of new innovations. This often means they need to publish APIs and once you publish an API you have a platform. Once you have a platform you need developers, and that means you need a program to support them”, said Janel Garvin, CEO of Evans Data. “We see the proliferation of developer programs throughout all places and industries.”

Source: Developers Demand Programs to Support APIs  
Evans Data Press Release May 3, 2017



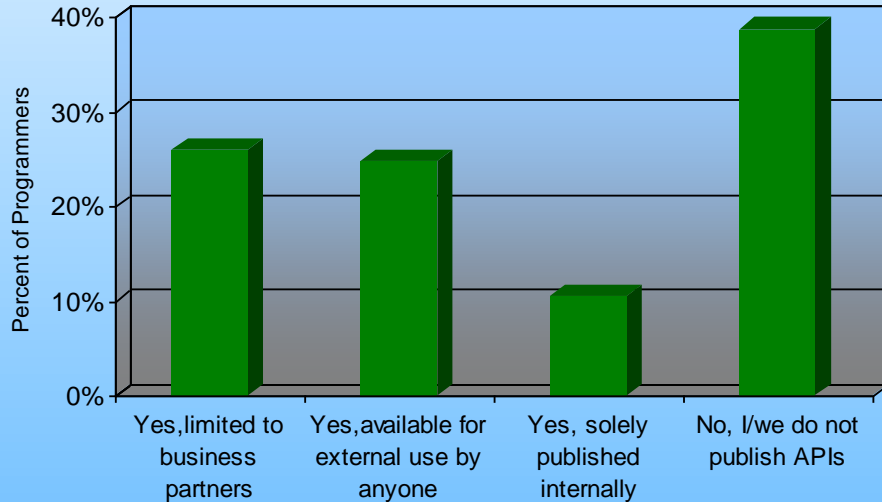
# The Impact of APIs on Company Performance

- Firms adopting APIs see increases in Sales, Net income, Market capitalization and Intangible assets
- API use also predicts decreases in operating costs
- API adoption leads to a 12.7 percent increase in market capitalization.
- An open developer portal seems to increase the returns to having an API, as does having APIs with several different orientations (e.g. B2B, internal, B2C).

Source: Boston University Questrom School of Business  
Research Paper No. 2843326, last updated May 23, 2017

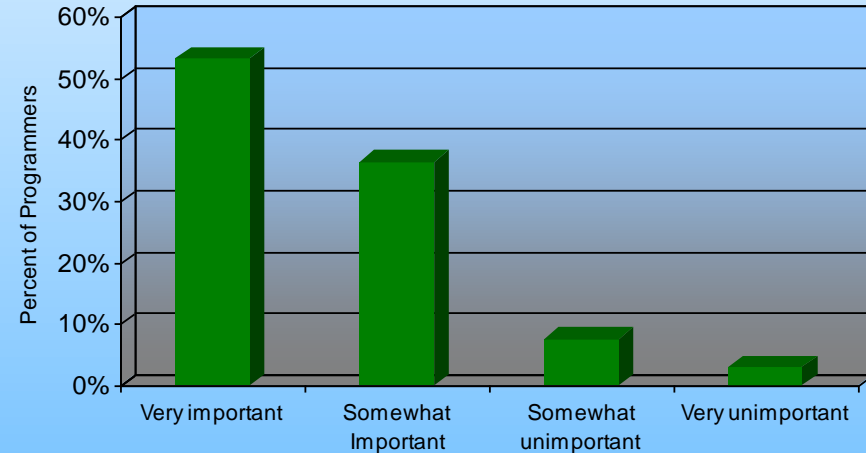
# Importance of APIs to Your Company's Strategy

Do you publish APIs for your own apps for use by others?



Global Development Survey: Vol. 1, © 2017 Evans Data Corp.

How important are APIs to your overall digital strategy?



Global Development Survey: Vol. 1, © 2017 Evans Data Corp.

# Developer Relations and APIs

- 62% of developers say they don't use APIs that aren't supported by a Developer Relations program.
- Formalized programs have become a necessity for companies wishing to have their APIs adopted.



More than 80% of devs belong to a developer program



62% of devs don't use APIs that aren't supported by a program

Source: Evans Data's Developer Relations Program Survey 2017

# Digital Assets required to support an API

- Quick Start Guides
- How-to Videos
- Documentation
- Tutorials
- Sample Code
- Developer Use Cases
- White Papers
- Developer Success Stories
- FAQs



# API Release Planning

- DevRel API advocacy goes hand in hand with engineering and documentation development
- Prepare training and advocacy assets as development continues
- Close partners can use/test the assets as soon as API beta tests start
- Release DevRel assets to field advocates and MVPs

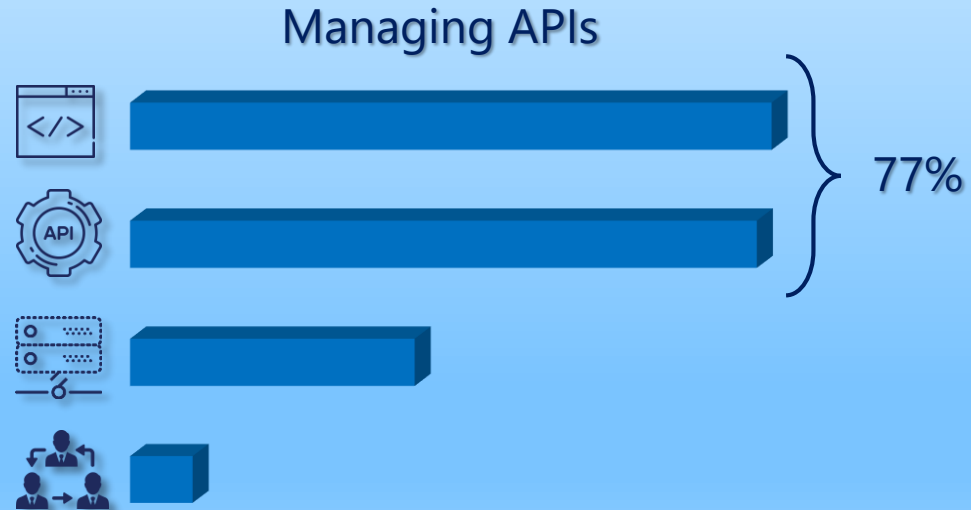


# API Documentation Examples

- Twilio - <https://www.twilio.com/docs/>
- Stripe - <https://stripe.com/docs>
- Slack - <https://slack.com/developers>
- Visa API Explorer: <https://developer.visa.com/apiexplorer>
- Vantiv triPOS: uses [Swagger documentation](#)

# API Management

- Custom coding API layer
- Open Source and Commercial API management tools
- SOA services / versioning
- Business Developer Program



# API Versioning

## REST

- URI
- Request parameter
- Media type (aka content negotiation & accept header)
- Date
- Custom request header
- Domain name

## SOAP

- XML namespaces and XML comments
- UDDI version aware service registry

## Shared code files (.DLL, .JAR, .SO, etc.)

- Filename
- Version resource



# API Versioning Examples

- AWS SimpleDB – [dated version parameter](#)
- Microsoft Azure Storage Services – [custom header](#)
- Stripe – [dated version parameter](#)
- Twilio – [date in URI](#)
- GitHub – [media type versioning](#)
- Facebook – [URI versioning and migrations](#)

# Dealing with API deprecation and shutdown

- Make an early announcement about an API's future
- Mark API interfaces as "deprecated"
- Announce any shutdown dates
- If a replacement API is available, provide information and a migration tool
- Consider open sourcing the API – let the community maintain and extend it

# Facebook / Parse (BaaS) Shutdown

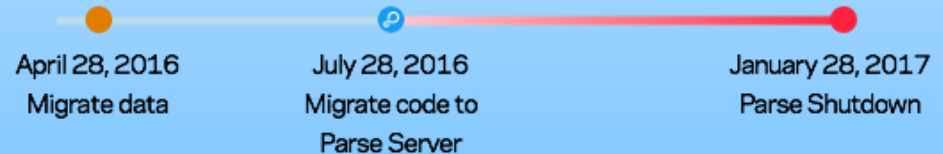
A difficult announcement to make

January 28, 2016 - Parse will be fully retired after a year-long period ending on January 28, 2017

Transition Plan:

- Migration Guide
- Database Migration Tool
- Open Sourced the Parse Server
- Parse Server documentation

## Parse Migration Timeline



# Developer Program Workshops and Assessments

## Program Workshops

- 2-4 day Developer Strategy Workshops – for DevRel program directors & stakeholders
- 1 day Tactical Developer Workshops – for DevRel program managers
- Customized for various roles within your organization

## Program Assessments

- External Assessment
- In-depth Assessment

## Not sure where to start?

- Contact us today for a free consultation.

<https://evansdata.com/services/workshops-assessments.php>

# Q&A

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