

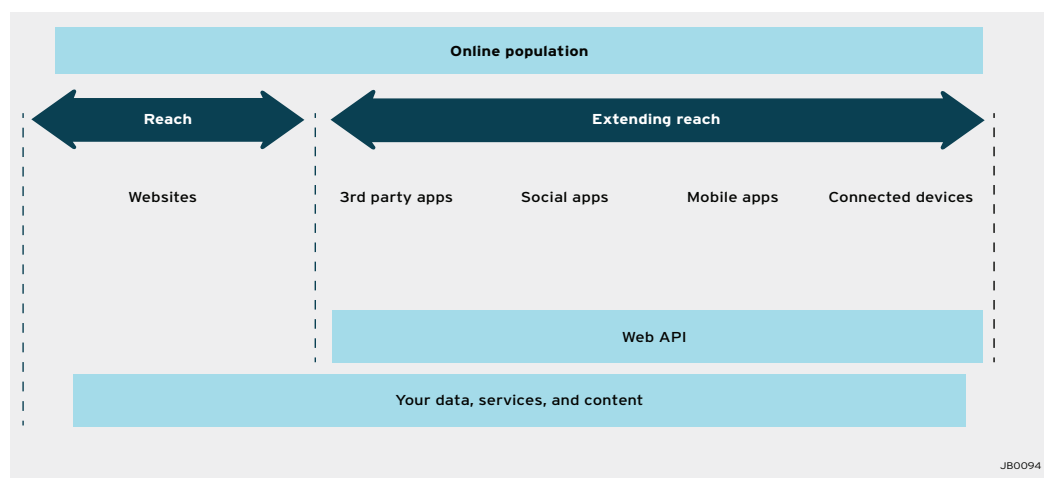
# RED HAT AND 3SCALE: ENABLING SUCCESS IN THE API ECONOMY

TECHNOLOGY BRIEF

## THE API ECONOMY

In today's competitive environment, investing in business technologies is central to a company's ability to win, serve, and retain customers. An application programming interface (API) is the cornerstone of what is widely seen as the next iteration of business development.

Having a well-developed API is poised to be the way that business relationships are established and maintained in an online, 24/7 digital world. A decade ago, businesses were still trying to understand the importance of having a website for doing business. Today, they're beginning to understand a similar importance in having an API to take advantage of mobile, cloud, and social technologies to make it easier for others to conduct business with their business, expand brand presence, increase revenue, and reduce costs.



## APPLICATION PROGRAMMING INTERFACE

At its most basic level, an API allows your product or service to talk to other products or services using standards-based technologies. As software becomes ubiquitous in today's business processes, the ways organizations, partners, and customers interface with this software are becoming a critical differentiator in the market place. The APIs that form these interfaces fuel internal innovation, reach new customers, extend products, and create vibrant partner ecosystems.

The resulting shift in the way business works is creating huge new opportunities for both individual organizations and global commerce as a whole—this has been dubbed the “API Economy.” APIs can have a transformative impact on many businesses and their use is becoming central to corporate strategy.

Typical business benefits include:

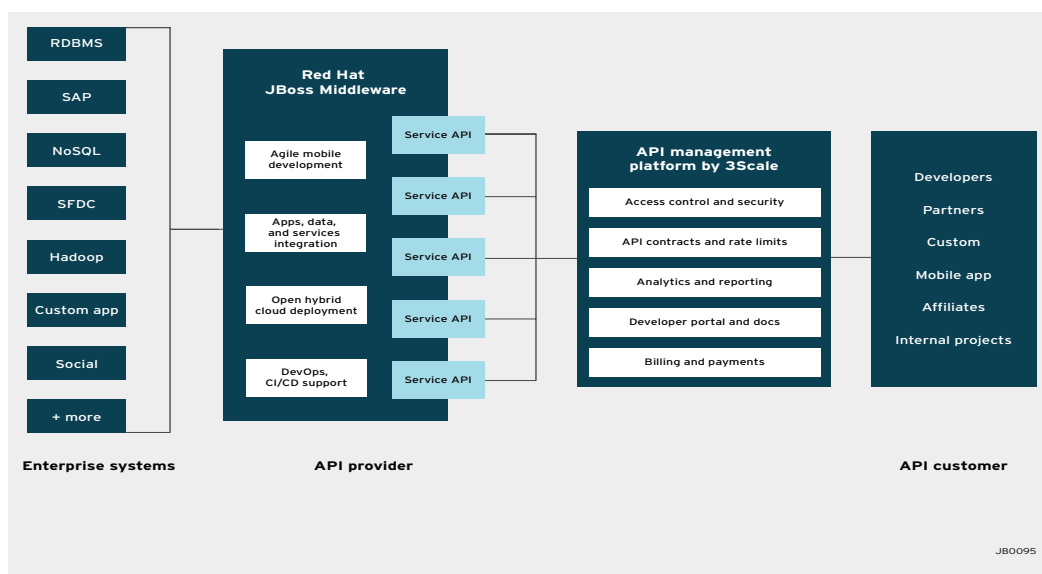
- Mobile enablement through delivering data, services, and content to millions of devices.
- Customer and partner ecosystems growth, turning your business into a platform.
- Multiplying reach by accelerating the distribution of content and driving transactions.
- New business models through creating entirely new types and channels for revenue sources.
- Internal innovation driven by increasing flexibility and agility.

## RED HAT AND 3SCALE DELIVER BEST OF BREED, INTEGRATED API PLATFORM

Red Hat JBoss Middleware and 3scale provide a comprehensive API development, deployment, integration, and management solution that accelerates time to market for your API initiatives and enables enterprises to innovate faster, in a smarter way.

Unlike other platforms, our best of breed, integrated solution is:

- Lightweight, resulting in more productive development and management.
- Flexible, providing flexible and customizable open hybrid cloud deployments.
- Based on open standards, resulting in lower cost and no lock-in.

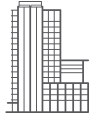


## FEATURES AND CAPABILITIES

Red Hat JBoss Middleware offers a robust API-provider platform to help you integrate your existing enterprise systems and expose them as useful services and APIs.

Key capabilities include:

- **Mobile Enablement.** Mobile enablement is one of key drivers of API adoption. FeedHenry by Red Hat is a cloud-based mobile application platform to produce RESTful APIs. This provides mobile Backend-as-a-Service (MBaaS) along with development, deployment, and management of mobile applications.



## ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services.

Red Hat is an S&P company with more than 80 offices spanning the globe, empowering its customers' businesses.

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- Integrating everything, everywhere. Businesses need to respond quickly to market demands and opportunities with little impact to their existing systems. JBoss Fuse enables rapid integration, quick prototyping and, rapid creation of integration services and APIs with support for continuous integration (CI) and DevOps practices.

- Open hybrid cloud deployments. As more and more businesses are moving to the cloud, it is important to find a runtime that allows you to deploy applications both in the cloud as well as on-premise without having to modify anything. The ability to develop applications once and deploy them in the cloud or on-premise provides a host of possibilities without complexity. JBoss xPaaS services for OpenShift provides the powerful capabilities of JBoss Middleware as cloud-based services. Developers can build RESTful services and APIs and then deploy across hybrid environments.

3scale API Management complements JBoss Middleware through establishing a trusted relationship between the API provider and API consumers.

The 3scale API Management capabilities include:

- Access control and rate limits to restrict the usage of APIs to trusted parties only and enforcing usage quotas.
- Analytics and a tracking API for a complete picture of activity across all exposed APIs.
- A developer and partner portal, providing sophisticated on-boarding systems for developers, partners, and customers. This interacts with the API with custom workflows, documentation, forums, and other support to ensure API adoption and user success.
- Billing and payment, offering built-in utility-style billing systems and card-payment systems to enable monetization for API usage.
- Comprehensive APIs for all functionality that provides API access for all of 3scale's own services and flexibility for integrating them with existing processes.

With the progression towards a more connected and API-driven world, selecting the right API platform is just as crucial as having the right API strategy to support business innovation and growth. The joint solution from Red Hat and 3scale enables organizations to create interfaces to their internal systems, enabling them to thrive in the networked, integrated economy.

Download Red Hat JBoss Middleware products. Install, run demos, and develop proof-of-concept projects: [access.redhat.com/downloads](https://access.redhat.com/downloads)

Learn more about 3scale's solutions: [3scale.net/api-management](https://3scale.net/api-management)

Join the conversation on Twitter: @JBossDeveloper and @3scale

## ABOUT 3SCALE

3scale provides a comprehensive API management platform that lets API providers easily package, distribute, manage, and monetize APIs through a SaaS API infrastructure that is flexible, secure and Web scalable. The platform enables the distribution of a company's data, content or services to multiple devices or mobile/Web applications, as well as the ability to easily productize APIs. Since 2009 more than 500 APIs have been powered by 3scale. Customers span the Fortune 500, government, academia, and startups and include Coldwell Banker, Johnson Controls, SITA, Transport For London (TFL), UC Berkeley, Wine.com among others.