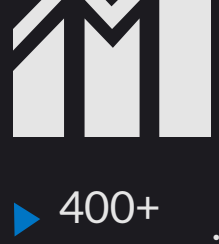


STATE OF API INTEGRATION

2018 REPORT

This report addresses the continued growth in API adoption, where the market is headed, and new trends in the coming year.



THE DATA:

- 400+ companies with revenues ranging from \$100K to \$25 billion
- 27 distinct industries

200,000+ days were spent developing and building over 4500 integrations in 2017



Integrating the World of APIs
The analysis in the 2018 State of API Integration report represents data collected from companies across 44 countries and 6 continents

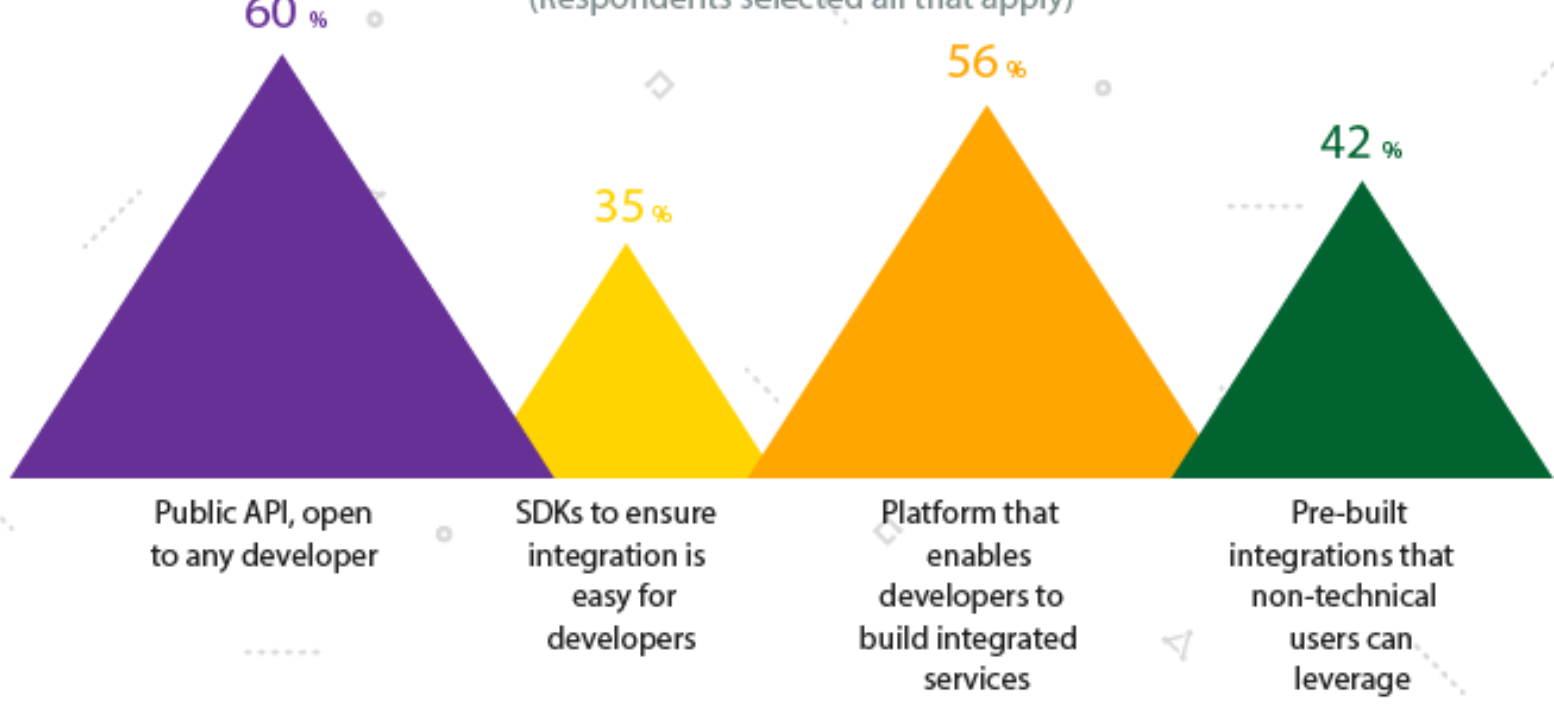


APIs ARE AN INTEGRAL PART OF PRODUCT DEVELOPMENT, BUSINESS STRATEGY, AND SCALABILITY.

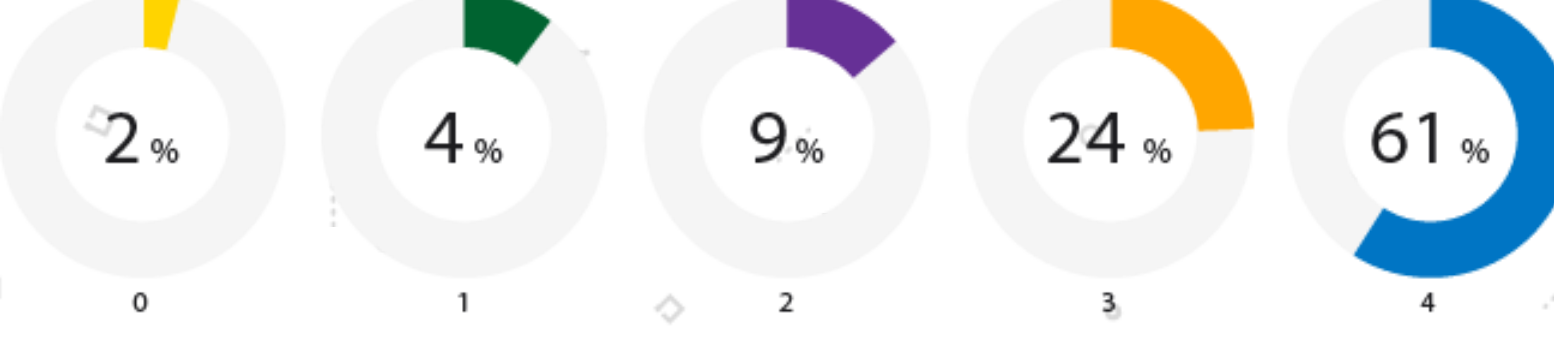
WHAT IS DRIVING API ADOPTION?

How Organizations are Driving API Adoption Today

(Respondents selected all that apply)



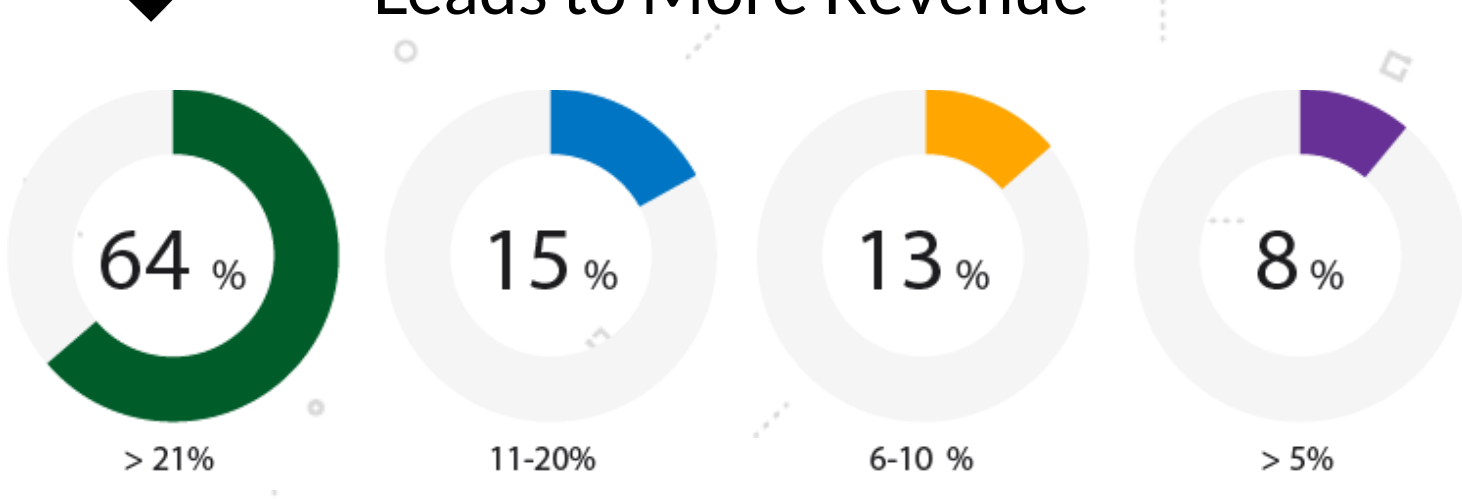
Over 60% agree, API integration is critical to their business strategy.



Businesses need APIs that are built to have flexibility and longevity to create a customer-centric platform.

During 2018, more than **50%** OF ALL B2B COLLABORATION will take place via API integration.

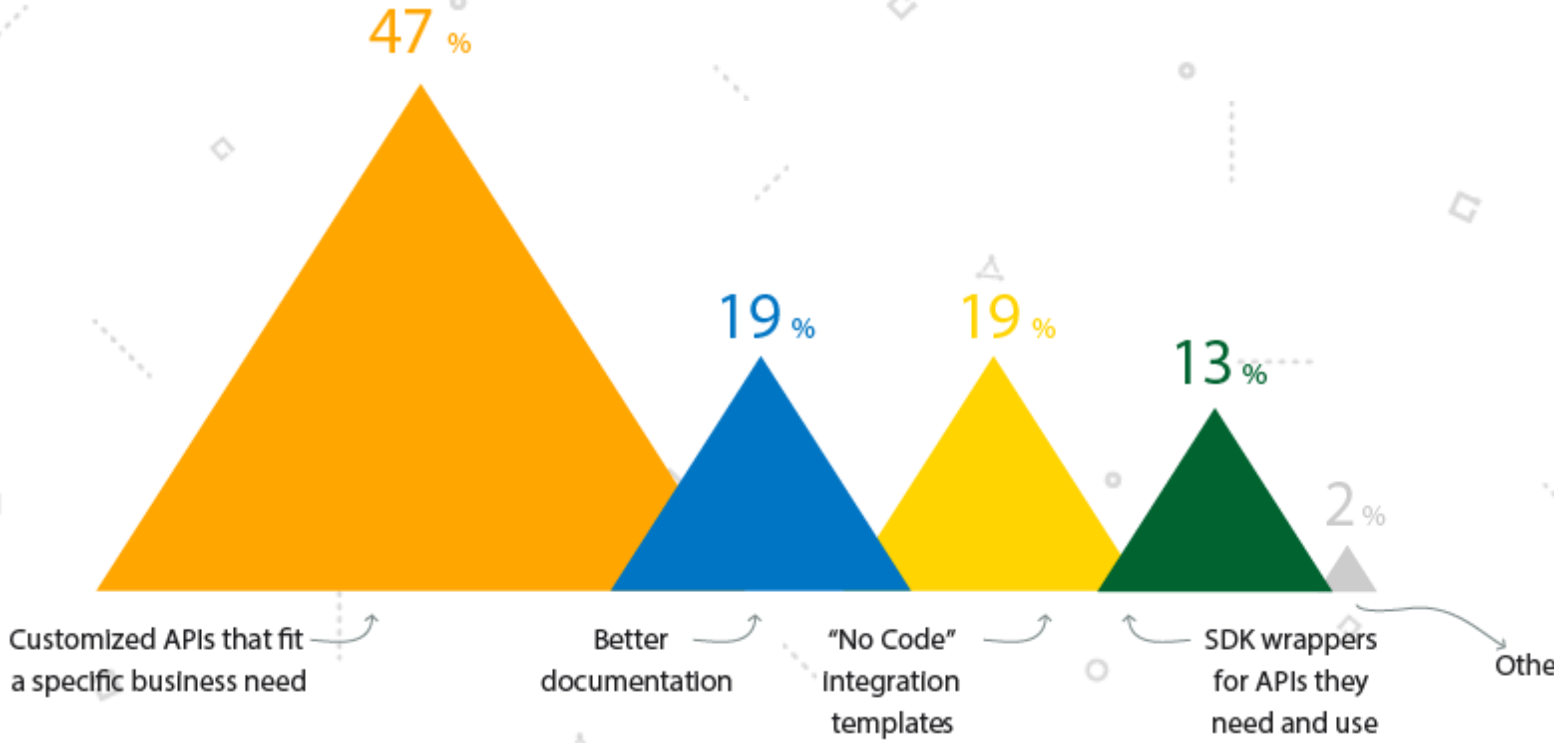
Offering Integrations Leads to More Revenue



Majority agree that at least a quarter of their user base will upgrade or renew, if they offer integrations.

TRENDS IN THE API INDUSTRY

What is the highest demand from your customers and partners for API integration?



1 CUSTOMIZED APIs

Customers are looking for a customer-centric platform to fit a specific business need.

2 EVENT DRIVEN INTEGRATIONS

Event-driven architecture is likely attached to the demand for real-time application integration, AKA web technologies that enable applications to react to relevant business events as they happen.

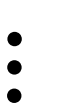


A popular way to achieve event driven integrations is through Webhooks.



3 USE OF WEBHOOKS

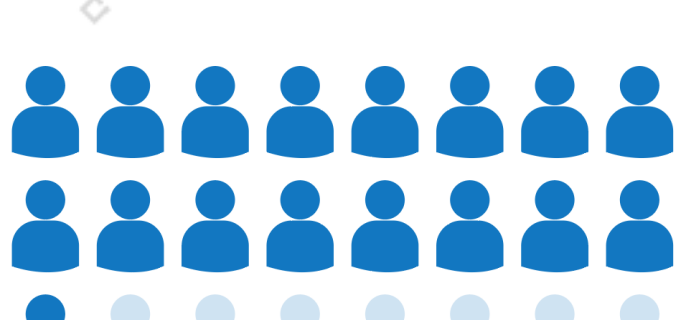
Webhooks work by automatically posting new event data to a user-defined URL. Each time a new event is posted to the URL, the linked applications update to include the new data.



Because of the increased efficiency

82% OF DEVELOPERS

indicated that they would rather receive new data via Webhooks than polling.



Despite this only 29% of APIs currently support Webhooks.

4 INCREASED SECURITY MEASURES

The multiplication of endpoints through an organization's use of APIs blurs their security perimeters. The development, security, and operations teams should work together and maximize security by putting it in the code.



DOWNLOAD THE REPORT!

The 2018 State of API Integrations Report was created by Cloud Elements and the OpenAPI Initiative.

