

# Oracle Buys Apiary

**Creates the Most Comprehensive API Integration Cloud by Adding the Leading API Design and Governance Solution**

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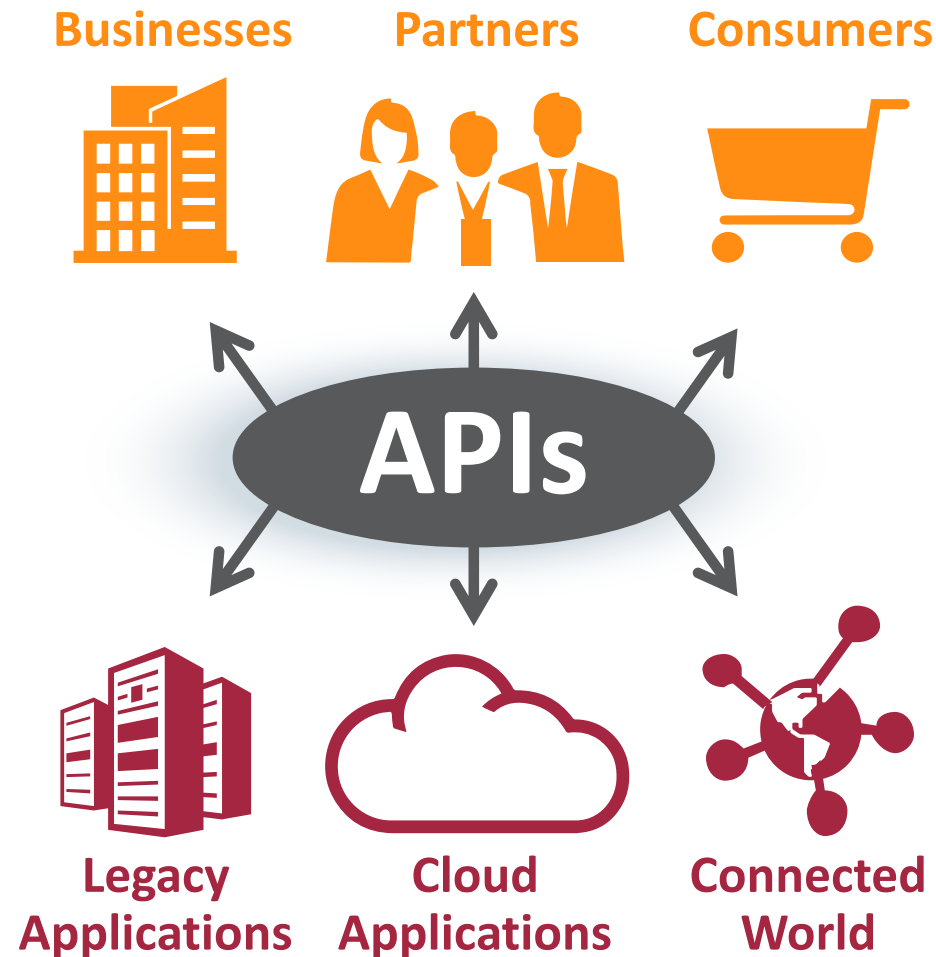
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# The Announcement

- **Oracle buys Apiary**
  - Creates the most comprehensive API Integration Cloud by adding the leading API design and governance solution
- **About Apiary**
  - Apiary's pioneering APIFlow solution provides the framework and tools for developing application programming interfaces (APIs) that share enterprise services and data and help create modern, cloud-based applications and experiences
  - APIFlow spans the API creation lifecycle, including design, governance, testing, and documentation, while supporting API Blueprint and OpenAPI industry standards
  - Apiary has helped companies such as Bloomberg, BlueCross BlueShield, GoPro and NBC Universal create hundreds of thousands of APIs and products that their customers and partners love to use
- **Together, Oracle and Apiary will help companies thrive in the digital economy by comprehensively managing connectivity complexity and API proliferation**
  - Oracle's existing API Integration Cloud already enables companies to secure, consume, monetize, and analyze APIs
  - Apiary provides the front-end solution for designing, creating, and governing APIs
  - The combination will deliver the most complete API creation and management platform in the cloud

# Application Modernization, Digital Transformation and Increased Connectivity Demands are Driving API Proliferation



Disparate Approaches Produce  
**Unwieldy API Portfolios**

Resulting in  
**Inefficient and High-Risk**  
Business Environments

- Security Exposures
- Technical Debt
- Lack of Scale
- Inability to Tackle Complex Integrations

# API Management Provides a Common API Layer

Enables Companies to Focus on Innovation by Imparting Control and Increased Agility

## API Management Platform

### Design

Leverage industry standards to accelerate API design and creation while collaborating with key stakeholders on API specifications

### Govern

Establish consistency and compliance with company-wide standards

### Secure

Ensure security for digital assets with API-specific policies and granular provisioning

### Consume

Orchestrate API discovery and consumption through developer portal

### Monetize

Improve agility to meet customer demand and rapidly monetize API portfolio via payment provider integrations

### Analyze

Gain clarity through embedded analytics and dashboards to better leverage existing APIs to meet business goals

## API-First Strategy

- Accelerates digital transformation
- Delivers rich and targeted experiences
- Provides greater consistency
- Encourages collaboration
- Lowers development cost

# Apiary Provides Best-in-Class API Development in the Cloud



## Design

- De-risk costly API projects with rapid prototyping through continuous integration and mock testing
- Leverage industry standards like API Blueprint and OpenAPI for collaborative design



## Govern

- Establish consistency and compliance through API controls, promoting reuse and eliminating costly errors
- Avoid duplication and maintain single source of truth through industry-leading change management tools

# Innovative Enterprises Leverage Apiary to Develop APIs and Create Modern Applications and Experiences



\* Customer information and logos provided by Apiary



# Case Study: BlueCross BlueShield of North Carolina

## Innovative Approach Drove Increased Productivity and Speed to Market



### COMPANY OVERVIEW:

- Since 1933, Blue Cross Blue Shield of North Carolina (BCBSNC) has offered their customers high quality health insurance at a competitive price
- Serves more than 3.9 million customers

### CHALLENGES:

- Ambitious goals to develop a plethora of new APIs to support a digital transformation for enhanced customer experience
- Required information sharing across teams and the ability to govern the API lifecycle centrally with company-wide policies based on API standards

### SOLUTION:

- Selected Apiary's APIFlow to provide a collaborative and transparent development environment

### BENEFITS:

- Increased developer productivity and speed to market

\* Customer information and logos provided by Apiary



# Case Study: GoPro

## Increased Collaboration Across Time Zones and Consistency of APIs



### COMPANY OVERVIEW:

- GoPro makes the world's most versatile cameras that help people capture and share their lives' most meaningful experiences with others

### CHALLENGES:

- Geographically dispersed development teams caused development inefficiencies and project delays
- Required a collaborative approach to API design

### SOLUTION:

- GoPro deployed Apiary's APIFlow to achieve greater collaboration and complete projects on time

### BENEFITS:

- Dramatically improved collaboration across time zones and increased consistency, improving application delivery timelines

\* Customer information and logos provided by Apiary

# Case Study: Ticketfly

## Accelerated Corporate Integration and Standardized Information Flow Across Teams



### COMPANY OVERVIEW:

- Ticketfly, a subsidiary of Pandora, is the technology company delivering the world's most powerful platform for connecting fans with live events

### CHALLENGES:

- Acquired by Pandora, Ticketfly required system integration across companies and distributed development teams

### SOLUTION:

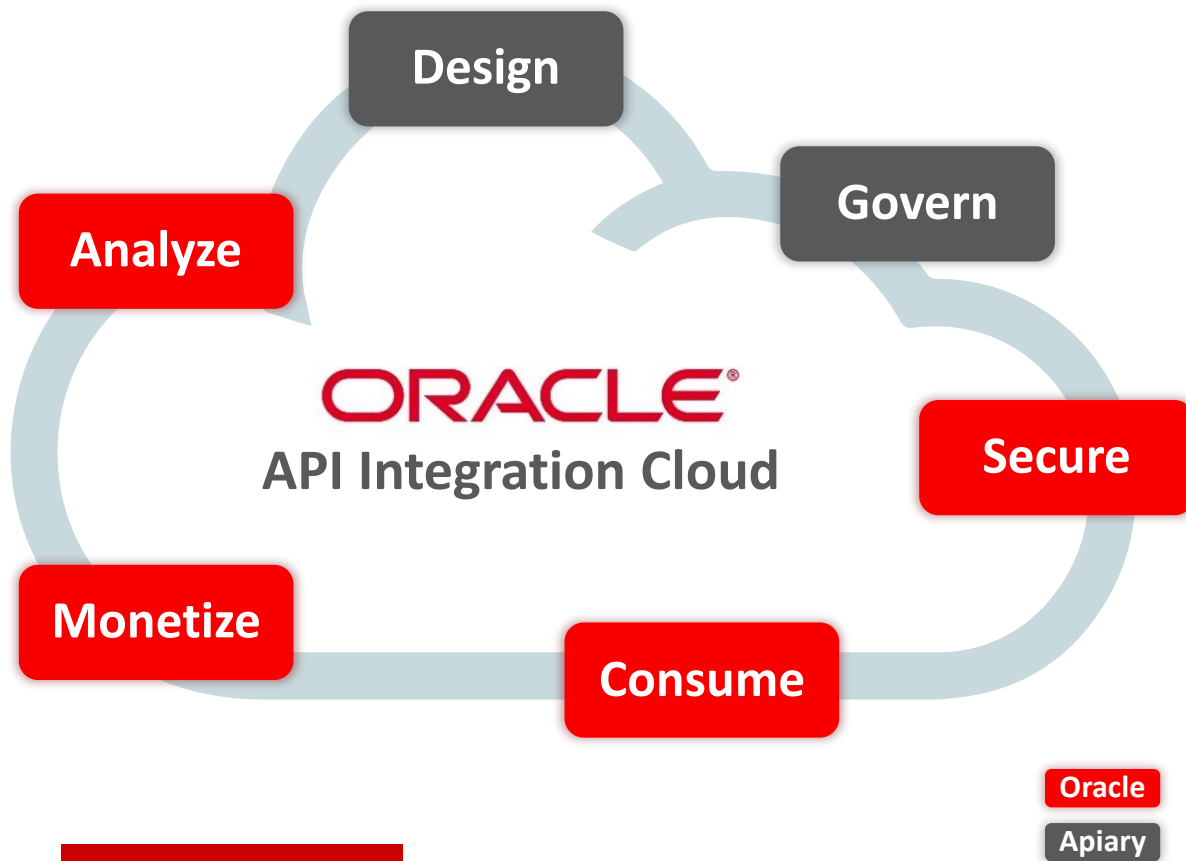
- Selected Apiary's APIFlow to govern API development and enhance collaboration

### BENEFITS:

- Accelerated integration of the acquired company across the enterprise
- Standardized information workflows across disparate teams, contributing to acquisition success

\* Customer information and logos provided by Apiary

# Oracle + Apiary will Help Companies Leverage APIs to Provide Innovative Services that Interconnect the Digital Economy



**Combination will deliver a comprehensive cloud platform to create and manage APIs**

- Design APIs for innovation and create new business outcomes
- Ensure security for digital assets with policy driven APIs
- Gain visibility and insight to understand how to use existing IP for business goals
- Improve agility to meet customer demand rapidly via new innovative services

\* Pending

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