

What is the API economy?

The API economy is your opportunity to disrupt business as usual—the chance to rethink business models and reach new audiences. It's the new way to deliver digital services to employees, partners and consumers, so you can:

Unlock efficiencies.



1.6M applications are now in the Google Play Store.*

Rise above the crowd. Create smart applications that connect with back-end data for new value.

Drive innovation.



70% of US organizations are actively using APIs, according to IDC.†

Make an impression. Build stronger customer relationships based on rich user experiences.

Reveal new market opportunities.



1.8x is how much more likely Generation D (data rich, analytics driven) enterprises are to use API-based services.‡

Satisfy real needs. Innovate at the speed of thought, connecting with partners around the world.



Let's start disrupting together.