

Solution Brief

Digital Asset Monetization



Executive Qs

- ❖ Does your DevSecOps team have central access to global repository of Open, Private and Public APIs?
- ❖ Do they have tools and automation in place to benchmark and select optimal APIs based on various selection criteria?
- ❖ Are you aware of Terms of Services of APIs embedded in Open Source or public code libraries that you use, or you may acquire through M&A?
- ❖ Are you aware of potential business continuity fallout from unknown / unmanaged APIs incurring hidden costs leading to potential liabilities?
- ❖ Is your API exposing sensitive data? Are you compliant with regulations, such as HIPPA and GDPR?
- ❖ Do you know locations of servers that host your APIs (consumed and/or produced by you) leading to data sovereignty issues?
- ❖ Are your API servers affected by any publicly known vulnerabilities?

API Producer Manager

Product is designed to meet API discovery and innovation needs. Discover new and innovative APIs and benchmark APIs against various criteria to select suitable APIs that meet your compliance and security criteria.

Discovery of APIs is enabled via world's first comprehensive API KnowledgeBase™ - a curated repository of public and private APIs with an ability to search by need, vendor, sample responses, and explore and analyze associated API Terms of Services and other agreements, regulatory compliance etc. and make "one-click" live calls to test and compare responses. An ideal platform for benchmarking multiple APIs and picking an optimal one on price-value-risk equation. Expose API for business transactions in a systemic and controlled manner.

Business Opportunity

Digital Asset Monetization for organizations is not a buzz word anymore but a business imperative to stay competitive and find additional revenue channels. Nothing could have proven this more than the very unfortunate Covid-19 Pandemic situation. Traditional business models have been tested to the core and new revenue channels are opening up or being devised for businesses to stay afloat and relevant. One such channel at the forefront is monetization of digital assets, whether it is Universities who are trying to attract students and impart education globally or Banking and Finance industry innovating and providing various non-traditional products by exposing digital assets, securely.

APIs is keystone to enabling monetization of Digital Assets – API Economy. Without APIs traditional business models do not scale in the Internet age. This innovation also comes with significant challenges, in terms of security, reliability, quality, performance, cost and liabilities. Also, traditional Digital Assets in the form of *mainframe* and legacy apps that were fairly secure are now exposed if outside integration via APIs are not managed and monitored in real-time.

All of this is enabled by APIs, which also exposes new attack surfaces. APIs have become an integral part of modern software applications, especially in the Cloud. As APIs and their usage grow exponentially due to rapid trends toward monetization of digital assets, IoT and AI/ML driven systems, and Low-Code enablement, hidden exposure to APIs also grows exponentially. It is imperative for organization to protect its crown jewels of digital assets by ensuring APIs are governed and their full lifecycle managed proactively.

Solution

Enterprises that are desirous of benefitting from Digital Asset Monetization or have already embarked upon this journey must have solutions in place to actively manage their API driven assets. Piecemeal tools and technologies may help but to truly benefit and optimize execution requires *API Lifecycle Management* solutions that not only allows end-to-end lifecycle management but also helps drive speed of innovation by providing tools that can help discover APIs in the Open Source or Public marketplaces, while ensuring it meets an organization's quality standards, regulatory and policy requirements. A tool that allows discovery of relevant APIs and subsequently benchmark and assess is key to rapid development & delivery of innovations. *API Producer Manager* allows organizations to innovate and securely manage access and usage via APIs. For detailed info refer to *API Producer Manager* data sheet.

TeejLab's **API Discovery and Lifecycle Management** platform is the first comprehensive industry solution designed for Discovery, Security and Governance as foundations for API Management needed by organizations.