



# RAW (Rapid API Workshop)

Get your API strategy off and running with our half or full-day workshop of API and industry best practices

**A company without an API in 2009 is like a company without a website in 1997**

Soon, most of your company's internet traffic won't come from browsers. Instead, your customers may find you through mobile, social, and 'cloud applications' powered by APIs (application programming interfaces).

Innovative companies are transforming their business with APIs – a powerful weapon in this time of retooling and reinvestment. This business impact of this emerging "API Economy" will be massive – on the scale of the Ford factory line, the desktop PC, and the Web. New generations of services and interactions between consumers and business will emerge.

But the API economy can be challenging. It's open, exposed and feels out of your control. It requires the business and technology to work together more tightly than before. It brings new technical and operational complexities and requires you think different about go-to-market.

**Align. Accelerate. Deliver.**

Apigee RAW (Rapid API Workshop) is a half or full day workshop to align, accelerate, and deliver your API strategy across key business, technical, and operational stakeholders.

Discuss common patterns and best practices in successful API design and developer programs. Understand lessons learned and pitfalls to avoid in API design and implementation. Quantify the impact of your API strategy and identify and model out key metrics. Create an API adoption plan and identify resources needed to drive your developer community.

## Rapid API Workshop (RAW)

Rapid API Workshop enables your product, technical, business development and operations stakeholders a forum to discuss API design and program best practices, develop business and metrics, discuss technical and roadmap considerations, and build a developer adoption plan.

Workshops are customized for your industry and specific issues, and bring together critical stakeholders across product, technology, and operations teams. An Apigee technologist will kick off the workshop by starting with findings from a pre-workshop discovery effort, and moderate the workshop process with RAW frameworks and case studies from comparable industry leader case studies. A general agenda outline is:

RAW Session	Objective
Pre-workshop	<ul style="list-style-type: none"><li>• Pre-workshop discovery discussions with individuals</li></ul>
Opportunity and Best Practices	<ul style="list-style-type: none"><li>• API market trends and custom opportunity analysis</li><li>• Patterns and case studies in successful API programs</li><li>• Develop a common vision of the program</li></ul>
Model the Business	<ul style="list-style-type: none"><li>• Understand common API strategies and models</li><li>• Build business metrics and dashboard</li><li>• Create tangible targets vs. market, comparables</li><li>• Model expected impact and cost on the business</li><li>• Model developer and partner adoption goals</li></ul>
Technical Considerations	<ul style="list-style-type: none"><li>• Roadmap technology requirements</li><li>• Discuss high level resource and time frame requirements</li><li>• Understand likely SLA and capacity requirements</li></ul>
Adoption Plan	<ul style="list-style-type: none"><li>• Identify and size target developer communities vs. strategy</li><li>• Discuss motivations and adoption incentives by segment</li><li>• Create developer content and community plan</li></ul>
Executive Review	<ul style="list-style-type: none"><li>• Present high level vision, roadmap, plan, blockers to executive team</li></ul>

Typical RAW (Rapid API Workshop) agenda.

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Align strategy, vision, and goals among the executives, the business, technology and operations.

- Bring key stakeholders together – to clarify goals, expectations, objectives; compress time cycles usually required to socialize and agree on imperatives and strategy.
- Create common Vision – develop a clear, shared vision for your API strategy, product, and goals.
- Define and agree on success – develop a common set of business metrics and dashboards that ensure all parties are focused on the same priorities and goals.

Accelerate strategy, product, and technology to compress cycles, maximize customer success and ensure competitive differentiation.

- Develop product/market fit – with a customer and market focused product roadmap, positioning and differentiation framework.
- Go-to-market plan - build a specific set of strategies and tactics to bring your API to market through new and existing channels and partners.
- Developer community plan – develop a strategy, plan, and inventory tools and processes geared toward developer and partner adoption and feedback

Deliver an integrated, coherent strategy and product action plans. Create go-to-market across partners and developers.

- Product roadmap - crystallize long term customer requirements and how they change as your success scales.
- Technology requirements – ensure your technology team's success with an framework to flesh out technical requirements and complexities scalability, resource, and timeframe projections
- Operational plan – Build operational metrics, identify issues, ensure compliance and create a plan for customer SLA that becomes a competitive differentiator for APIs.

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**For more information or sales inquiries, contact [sales@apigee.com](mailto:sales@apigee.com).**

#### About Apigee

Apigee is the leading provider of API products and technology for developers, providers and enterprises. Over 100 enterprises have chosen Apigee Enterprise including Netflix, Sears, Blockbuster, and MTV Networks. Thousands of developers use Apigee's free tools to learn, test, and protect APIs. Apigee is privately held and backed by leading investors including Norwest Venture Partners, Bay Partners, Third Point Ventures, and SAP Ventures. Try Apigee for free or learn more at [www.apigee.com](http://www.apigee.com).

The Apigee logo consists of the word "apigee" in a lowercase, sans-serif font. The "a" is orange, and the remaining letters "pigee" are black.

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