

Organisations are missing out on the opportunities to monetise their digital assets and service



- Many modern organisations are not monetising their digital assets and services
- Organisations are lacking IT integration management platforms



- API management tool such as **Apigee Monetization** helps to monetise digital assets and services
- Create revenue models and payment plans for digital assets for third party use
- Generate usage report on the fly
- Easy tracking and billing system

Challenges

With advancement of digital economy, modern organisations want to capitalise more from their digital assets and services. Companies nowadays are mining all sorts of data in large volume that can be used by other companies and end users. Also, new online services are being offered every day can provide value to customers, partners and to the developer ecosystem. Digital services such as online maps, images can be valuable to many partner organisations and developers who are willing pay for these services. Other online services may include inventory management, payment gateways, voice commands etc. which may also be combined to build a new service such as a voice assisted coffee ordering.

Organisations can potentially charge for all these data or services as part of their business model, or they can share revenue with partner companies and developers. However, in many cases inadequate IT infrastructure and lack integration management platforms are limiting businesses to monetise their services. In absence of integration management tools some of these transactions are done through contracts and data sharing agreements or in some instances these assets are given away for free.

Solution

There are various ways organisations can tackle these problems however the most effective one would be to deploy APIs and API management tool to make enterprise data and services available to partner applications in an easy and scalable manner while tracking usage and billing in real time.

Apigee Monetization offers a mechanism for API providers to realise value from their APIs through creating revenue models and payment plans for

the use of APIs. API keys allow organisations to track who is making a call to their APIs or can measure API usage data through analytics and generate reports.

How Apigee Monetization can help

Monetization, a feature of Apigee Edge Developer Services, provides the following capabilities,

- **Rate plans:** Using monetization, organisations can create a variety of rate plans that charge developers (or pay them through revenue sharing) for the use of your APIs. Organisations can create pre-paid, post-paid, fixed-fee, variable rate, and “freemium” plans, as well as plans tailored to specific developers, plans covering groups of developers, and revenue sharing.
- **Reporting and billing:** API providers can get reports on traffic to the APIs for which developers purchased a rate plan. API providers can create billing documents (which include applicable taxes) for the use of their API packages and publish those documents to developers. Monetization also integrates with payment providers, such as WorldPay, allowing developers to pre-pay for their API use.
- **Setting limits:** An API provider can set limits to help control and monitor the performance of APIs and can set up automatic notifications for when limits are approached or reached.
- **Monetise-related content:** The Edge developer portal includes content that an API provider publishes or viewing by a developer, such as a catalogue of available API packages and rate plans for each package. API providers take advantage of the monetization features in the developer portal or integrate monetization features into their own developer portal.

Monetization Services: Create new revenue streams

Digital assets are the new way to grow your business. Enable flexible pricing, billing, and revenue models to suit your business



©2013 Apigee - All Rights Reserved.

