WHAT IS IT?

An API, or Application Programming Interface, is a particular set of rules (code) and specifications that software programs can follow to communicate with each other. An API serves as an interface between different software programs to facilitate their interaction, similar to the way the user interface facilitates interaction between humans and computers.

APIs make functions of an application available outside of that application. These software interfaces enable different systems and applications to “talk” or share data — boosting efficiency by transforming workflows.

APIs provide the bridges that make it possible for any digital experience to connect to products and services — creating a custom user experience.

HOW DO THEY WORK?

SIMILAR TO A WAITER IN A RESTAURANT, THE API FACILITATES COMMUNICATION BETWEEN TWO SYSTEMS.

WHAT’S AN EVERYDAY EXAMPLE?

CUSTOM EXPERIENCE

Seamlessly integrates data into packaged systems or proprietary systems and processes

EASE OF ADOPTION

Virtually eliminate the traditional learning curve and time spent mastering a new application by incorporating critical functions into existing applications

INTEGRATION

STREAMLINED INTERNAL WORKFLOWS

ENHANCED ANALYSIS AND DECISION MAKING

CUSTOMER WAITER

CHECK THE MENU AND MAKE THE ORDER

TAKE THE ORDER TO THE KITCHEN

TAKE REQUEST TO THE SERVICE

BRING RESPONSE FROM THE SERVICE

BRING THE ORDER FROM THE KITCHEN

DELIVER THE ORDER TO THE TABLE

REQUEST

RESPONSE

BACK-END SYSTEM

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