Web API

What is it?

A web API (or API) is a software program that allows a computer to make its data available to other computers via the web. APIs allow businesses to make all kinds of data / information / services available to their customers.

Companies to assist you	Influencers to follow
	Mehdi Medjaoui, Aurélien Fache, Nicolas Grenié, Kin
	Lane.

3 companies using this technology

SalesForce - this software
for customer relationship
management has
developed APIs allowing
third-party applications to
be integrated with it. Thus,
SalesForce develops an
ecosystem of partners and
becomes a platform.

SNCF - its APIs provide "real time itineraries and timetables of SNCF trains to invent new mobility services"

Groupe PSA -On some Peugeot, Citroën and DS models, the on-board computer has APIs. These APIs provide 89 data points.

What business impact?

- Outsourcing: A company may have access to a wide variety of services provided as APIs by service providers, rather than developing these services themselves or being obliged to host them on premises.
- Growth: a company can offer a service via an API: new customers, new markets, new business models.

Resources needed

Organizational resources:
- IT service supporting a
culture of sharing data
- liaison with the legal team to
verify which data can be

Financial resources: - licences for software services - consulting fees for project development and maintenance

Do's and don'ts

Do:

- take excellent care of the documentation of the API

shared with third parties

- collect use cases: what do the users of your APIs do with it?

Don't:

- open your data without checking access or usage.
- conversely, restrict too much access to data for no objective reason.