

20TH ANNIVERSARY EDITION

WSO2CONASIA

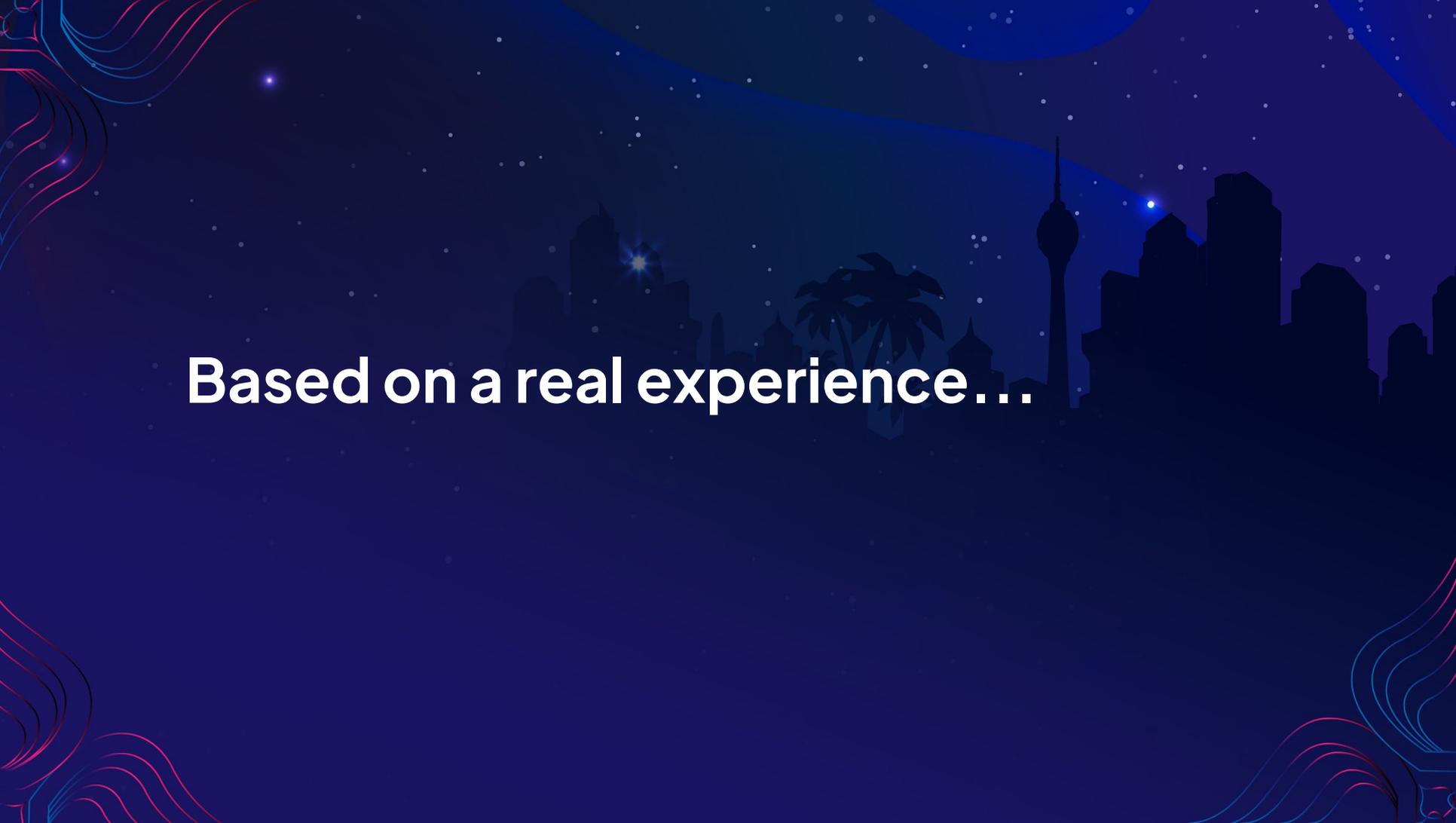
— PLATFORMLESS MODERNIZATION —

Running a Successful API Program



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WSO2



A dark blue background featuring a silhouette of a city skyline at night. The skyline includes various skyscrapers and a prominent tower with a spherical top. The sky is filled with small white stars and a few larger, brighter stars. In the corners, there are decorative, glowing wavy lines in shades of blue and pink.

Based on a real experience...



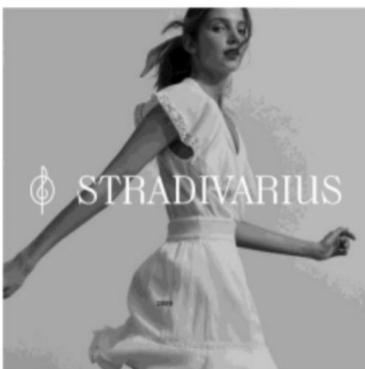
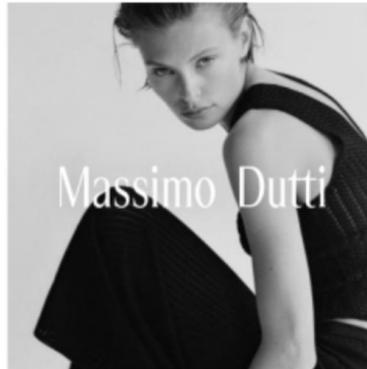
INDITEX

BRANDS 8

200+ MARKETS

5,000+ STORES

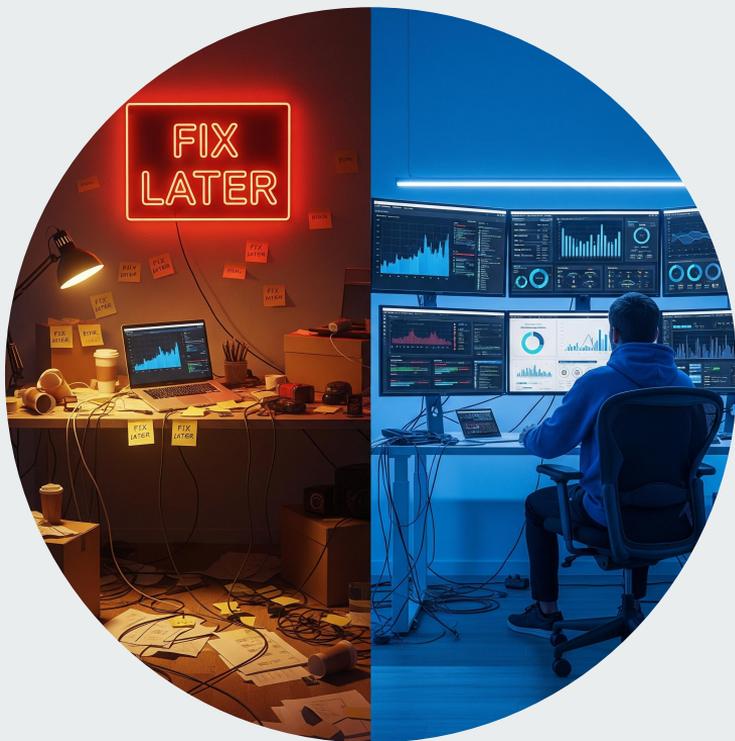
INDITEX



FOSDEM 2025







Decoding the value API Program

Transform API disorder into organized systems that deliver measurable value

HUMAN TOWER

The Ancient Art of Modern System Design





Human Towers

Why human towers?

It represents the **API BACKBONE** of an organization and teach us something interesting about complex systems:

- 1 You can't skip levels - each floor must be solid before the next
- 2 Success depends on perfect coordination, not individual heroism
- 3 The base determines how high you can go
- 4 Each floor is a level of organisational maturity in APIs

The goal is not to make the highest tower, but the most reliable and repeatable



Building from the Base

The Human Engine of Transformation

The powerful base of the tower represents the critical mass of people who are passionate about the API-first strategy and drive it enthusiastically from all levels of the organisation. We need them to get success

Meet the Champions within your base

- </> Developers who see APIs as exciting products, not just technical tasks
- 🏗️ Architects who evangelise standards out of conviction, not obligation
- 📦 Product managers who understand the transformative value of reuse
- 📄 Enthusiastic internal early adopters who push for better APIs
- 🤝 Internal sponsorship (CIO, CEO ..) who drive the strategy from top



Level 2 – Unlock the power of API’s

Building a Strong Foundation for Success

On the second floor we establish the fundamental capabilities to run a successful API program in the company



Dedicated Protected Time

Ensure that teams have allocated and protected time to execute the API program tasks



Discovery

Regularly engage teams to identify their needs and challenges.



API Inventory

Create API inventory documenting purpose and usage.



Build a Dedicated API Squad

Establish dedicated API squad to manage and evangelize strategy.



Ignite Change

From here, execution begins and critical decisions are made

Level 3 – Ignite the change

Policies, Standards and Training



The organisational API "white paper" (but living, not static)



Active internal communities of practice



Internal certification processes that empower

BOARDING PASS

API Village

Train number: 10A

Route code: APT_DSG 01

Date: 02/11/2021 to 12/11/2021

Class : FIRST CLASS 



Continuous training and mentoring programmes



Two-way feedback channels for standards evolution

Level 4 – API Design and as API First

API Lifecycle Framework

- Definition of clear stages from design to retirement.
- Standards and guidelines for consistent API design.
- Tools for version management and deprecation.
- Engineering Team -API Team Collaboration

Easy Discovery

- Internal API PORTAL
- Becomes as the internal developer portal
- All Teams define and contribute

APIs that Accelerate Time-to-Market

- APIs designed for reuse.
- APIs are NOT BLOCKER's
- Development teams empowered to innovate quickly.

Role of the API Designer

- Embed API designers in Dev Teams
- From reactive to proactive design
- Find API Champions

85K
req/s

API PROGRAM PERFORMANCE IMPACT AND SYSTEM AFFECTATION DURING 2023 BLACK FRIDAY PEAK TRAFFIC

gRPG
350K
req/s

Kafka
365K
EPS

1.3M
QPS



Level 4 – Engineering developer platform

The image displays four screenshots of a developer platform interface:

- Top Left:** A welcome page for the "ARI Portal" featuring a 3D architectural rendering of a city and a navigation menu with items like "ZIVA", "RULABEAR", "BARCHA", "CENCHO", "UTERQUE", and "Jaffira".
- Top Right:** A dashboard with various metrics: "21.6k", "19.2%", "1,593", "471", "103", "282", "100%", "13%", and "241 MB". It includes a world map and several data charts.
- Bottom Left:** A "Domains" management page with icons for "DNS", "Purchase", "Product Area Catalog", and "Internationalization".
- Bottom Right:** A "devhub" application catalog with a search bar and a grid of application cards, including "bot-contenutAC", "AS Selección", "2S Reposición", "Acciones Sociales", "Horas", "OF - Store Tech Manager", "Access Manager", and "24 Candidatos".

Developer Control Plane

Exploring the tools that drive API adoption and quality

Home Explore

What are you looking for?

Select criteria

LOGÍSTICA X REST X SCORE MIN A+ X

<p>APPLICATION V1.1.6</p> <p>Transport Api Components</p> <p>TMS - Common Components</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	<p>APPLICATION V1.1.0</p> <p>TMS Monitoring Service</p> <p>TMS - Common Components</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	<p>APPLICATION V1.1.2</p> <p>Calendar</p> <p>TMS - Common Components</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	
<p>APPLICATION V1.1.0</p> <p>TMS Scanner</p> <p>TMS Scanner</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	<p>APPLICATION V1.0.1</p> <p>Planificador de Tiendas Aplanado</p> <p>Planificador de Tiendas</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	<p>APPLICATION V1.1.0</p> <p>SGE Declaracion Aduanal</p> <p>SGE - Validacion Existencias</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	
<p>APPLICATION V1.0.1</p> <p>Billing Conditions</p> <p>SGE - Condiciones Facturacion</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	<p>APPLICATION V2.0.19</p> <p>CoreUpdt API</p> <p>SGE - Core Movimientos</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	<p>APPLICATION V1.1.23</p> <p>CoreAdmi API</p> <p>SGE - Core Movimientos</p> <p>DOMAIN REST</p> <p>POSTMAN</p>	
<p>APPLICATION V1.1.0</p>	<p>APPLICATION V1.1.0</p>	<p>APPLICATION V2.0.0</p>	<p>APPLICATION V1.0.0</p>

APIScoring Certification X

PizzaShackAPI WSO2

API SCORING - FORKED 1.0.26

Analysis date: 31/07/2025, 12:00:16

Adequate

Documentación

Seguridad

Diseño

DESIGN: 84.29%

Good

- ▲ 415 is not a well-understood HTTP status code
- ▲ Missing the post-summary
- ▲ Missing the responses[401] http definition

SECURITY: 76.19%

Good

- ▲ Schema of type array must specify maxitems
- ▲ Response [200].content should contain a body
- ▲ "message.max.length" property must be truthy

DOCUMENTATION: 0.00%

Not Applicable (Testing)

```

apis > rest > ! petstore.yml > {} info
OpenAPI 3.0.X (v3.json) | Scan | Audit
1  openapi: 3.0.3
2  info:
3    title: Swagger Petstore - OpenAPI 3.0
4    description: |-
5      This is a sample Pet Store Server based on the OpenAPI 3.0 specification. You can find out more about
6      Swagger at [https://swagger.io](https://swagger.io). In the third iteration of the pet store, we've switched to the design first approach!
7      You can now help us improve the API whether it's by making changes to the definition itself or to the code.
8      That way, with time, we can improve the API in general, and expose some of the new features in OAS3.
9
10     _If you're looking for the Swagger 2.0/OAS 2.0 version of Petstore, then click [here](https://editor.swagger.io?url=https://petstore.swagger.io/v2/swagger.yaml). Alternatively, you can load via
11
12     Some useful links:
13     - [The Pet Store repository](https://github.com/swagger-api/swagger-petstore)
14     - [The source API definition for the Pet Store](https://github.com/swagger-api/swagger-petstore/blob/master/src/main/resources/openapi.yaml)
15  termsOfService: http://swagger.io/terms/
16  contact:
17    email: apiteam@swagger.io
18  license:
19    name: Apache 2.0
20    url: http://www.apache.org/licenses/LICENSE-2.0.html
21  version: 1.0.11
22  externalDocs:
23    description: Find out more about Swagger
24    url: http://swagger.io
25  servers:
26    - url: https://petstore3.swagger.io/api/v3
27  tags:
28    - name: pet
29      description: Everything about your Pets
30      externalDocs:
31        description: Find out more
32        url: http://swagger.io
33    - name: store
34      description: Access to Petstore orders
35      externalDocs:
36        description: Find out more about our store
37        url: http://swagger.io
38    - name: user
39      description: Operations about user
40  paths:
41    /pet:
42      put:
43        Scan | Try it | Audit
44        tags:
45          - pet
46        summary: Update an existing pet

```

Level 6 – APIs Marketplaces

Transforming internal assets into business opportunities

GET ACCESS TO OUR APIS

Enrich your applications with Indtix's infrastructure and deliver a unique, immersive experience to your users in just five steps.

GO TO GET STARTED



Internal Catalysts

API designers collaborate with business teams to identify value opportunities. They create internal marketplaces that drive reuse and accelerate innovation.

Partner Ecosystem

We co-create APIs with strategic partners to maximize mutual value and unlock new joint market opportunities in the B2B World

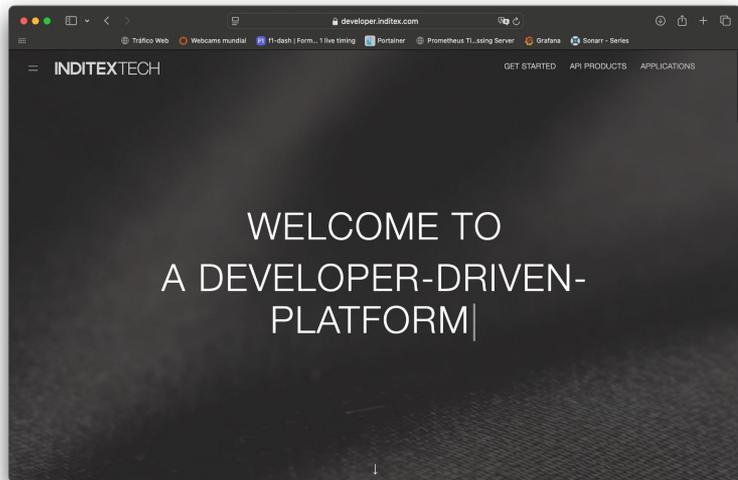


**All service interfaces, without exception,
must be designed from the ground up to be
externalizable... to developers in the
outside world.**

- Jeff Bezos, Amazon API Mandate (2002) -



Level 7 – External API Marketplace



SECURITY

Zero-tolerance each endpoint is rigorously tested.

Real-time monitoring

PERFORMANCE

Auto-scaling infrastructure without interruption.

Protected with 99.99% uptime guarantee.

REVENUE

Recruiting tool

Driving Traffic & Generating Value



Font: David Hernández (Castellers de Viladecans)

La imagen seleccionada se mostrará aquí

Seleccionar imagen y buscar

A dark blue background featuring a silhouette of a city skyline at night. The skyline includes various skyscrapers and a prominent tower with a spherical top. The sky is filled with small white stars and a few larger, brighter stars. In the top left and bottom right corners, there are decorative, wavy lines in shades of blue and pink. A thin orange horizontal line runs across the middle of the page, passing through a central orange circle with a white question mark.

Question Time!

?



Thank you!

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