

Apigee API Monetization

Maximize the business value of your digital assets

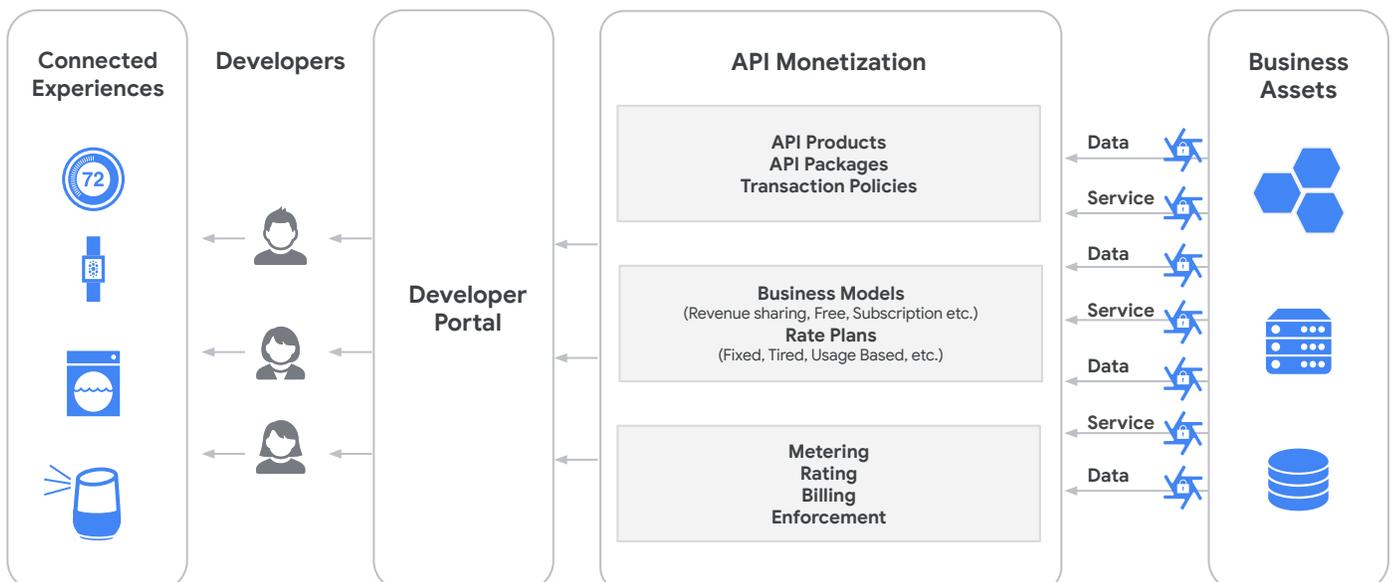
APIs and Digital Economies

Many businesses have digital assets. APIs are the interface that enable developers to leverage those digital assets. Such APIs can be considered products, with developers as the customers. There are many ways businesses can derive value from APIs. Exposing APIs can result in co-innovation with developers and opens up the potential to grow new ecosystems around your digital assets and services. In some cases, your API products present the opportunity to create whole new direct revenue models.

API monetization is a key way to unlock value from your digital assets and even increase API adoption by building custom packages, tailored to developer needs. It enables API providers to reach beyond current business models, and open new opportunities with customers, developers, and partners.

Apigee API Monetization is a powerful, comprehensive and flexible solution that helps enterprises leverage their digital assets into new revenue streams and business models.

More than 60 enterprises across multiple industries leverage Apigee's API Monetization capabilities to capture additional value in the digital value chain. API Monetization can also help companies manage records for chargebacks within internal corporate units.



Apigee API Monetization

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Powerful, comprehensive and highly flexible

Apigee API Monetization provides comprehensive capabilities that support the creation and configuration of a broad range of API packages, revenue models, reports, payments, and developer portal integrations.

Fees

- API provider charges fee
- Prepaid/postpaid billing
- Create fees only plan or add fee to a plan

Rate Card

- API provider charges for usage
- Highly customizable
- Can be combined with revenue sharing

Revenue Sharing

- API provider pays developer
- Fixed and variable percentage
- Can be combined with rate card

Adjustable Notification

Event triggered based on target number of transactions

Freemium

Developer uses APIs for free and pays after fixed period of time or usage volume

Rich, out-of-the-box reporting

Apigee also provides detailed monetization specific reports out-of-the-box for business users, manager and developers to enable an insight-driven API program.

- **Billing** - analyze developer usage patterns by billing cycles
- **Prepaid Balance** - view user balance refills and reconcile with payment processor.
- **Revenue** - analyze revenue generation patterns by various developers
- **Variance** - analyze trends in the performance of API packages and products across developers (and their applications)

Getting Started

Apigee API Monetization is available to Apigee Edge enterprise customers only. For more information [contact sales](#).