



Crossing the Divide

Moving from B2B into the World of API Management

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Cisco data in the cloud
Simple Secure Scalable

Cisco's Ecosystem: Business Process View

Order Acquisition And Management

Channel partners
(SP, Tier 1 and Dist)

Quoting,
Ordering,
Status, Invoices

- Over 1M transactions per quarter
- \$13B in FY10

Financial services
provider or bank

Credit Checks,
Payments

- 77,000 payments in Q3 FY10



Market to Oppty

Oppty
to
Book

Support
the Biz

Frcast
To
Delvry

Issue to Resolution

Order Fulfillment and Supply Chain Management

Forecasts,
Backlog, SC
Visibility, WO
Payments

- 1.6 Million WO's in FY10

Ship
Instructions,
Ship Status

- 2.6 Million Shipment Status in FY10

Manufacturing
partners
(EMS, ODM, OEM)

Logistics service
providers

Service Supply Chain

Post-sales Service
Management / RMA

FE Service
Request, FE
Status, TAC SR
Request

- 4.9 Mil transactions in FY10

Maintenance
service providers

What is an API?

*“An **Application Programming Interface (API)** is a specification intended to be used as an **interface** by **software components** to **communicate** with each other. An API may include specifications for routines, data structures, object classes, and variables. “*

Source: Wikipedia

Why APIs

APIs...*Hot or Not?*



HOT



NOT

Why APIs?

*“APIs allow companies to effectively pursue the classical suite of business goals....by giving access to **what they do best** and accessing **what others do best**”.*

“Thanks to APIs, companies can benefit from other companies’ core business to support their own business.”

Source: Dion Hinchcliffe, Open APIs Mature Into A Next- Generation Business Model

Why should Cisco have an API strategy?

1. New Business Models and New Revenue Streams



2. New Distribution Channels and Extending Cisco's Reach



3. Externalized R&D by Fostering Partner Innovation



4. Partner Development with Deeper Relationships



5. Rationalization and Control over Who Accesses Cisco Data



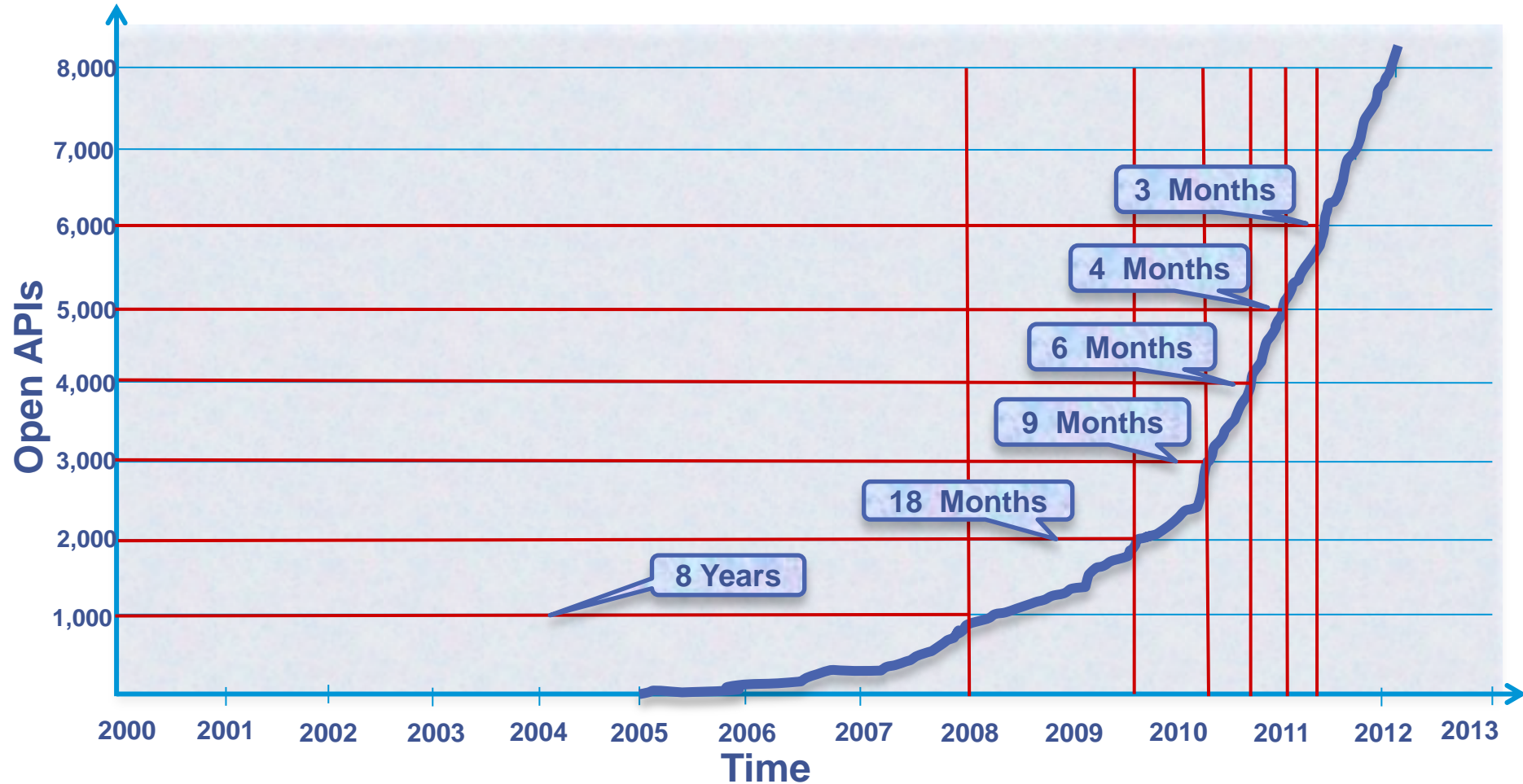
6. Organizational Flexibility Through Internal APIs



APIx

APIs...the next generation B2B

Open API Growth Rate



Based on directory of 8,394 Open APIs listed on Programmable Web January 15, 2013

Its Really About Data

Enabling our Partners Systems and Applications

Anytime

Anywhere


Boost Partner
Productivity

New Sales
Opportunities

Reinforce
Partnerships

Why Cisco APIs

Voice of the Partner: Who Provide 80% of Sales Revenue



*"Your web is great – but
I don't have time to
search it over and over
for data"*

*"If you really want
to help my
business, let us
bring your data
into our tools"*

*"I have to cut and
paste into my
internal systems...
this is a waste of
time!"*

While Open APIs have Grown Exponentially

Private APIs will be far greater in number...
and their growth is still ahead



..... 8394 Open APIs

Open APIs listed on Programmable Web – Jan 2013

Open APIs

Private APIs

All of Cisco's APIs are
Private / Enterprise APIs

Not all of Cisco's Private
APIs will be available to
Partners

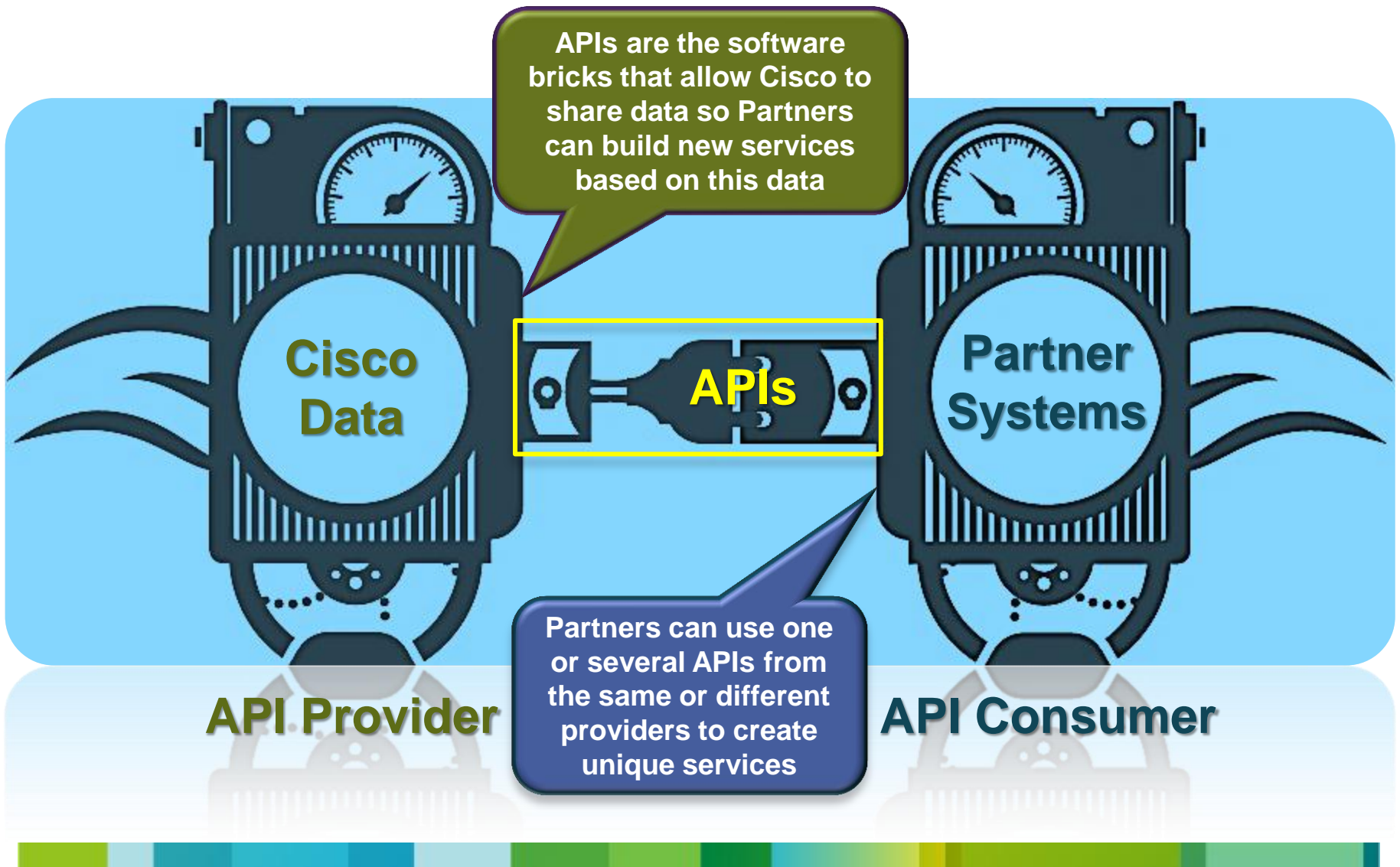
Within Cisco's Private APIs are;
Open, Private and Semi-Private

Open APIs are open to any
Partner with a valid Cisco ID

Private APIs are only
available to entitled parties

Semi-Private APIs can be seen
by all valid partners, who can
request access

Not all Partners Want to Interact via Portals or Traditional B2B



Delivering on the Opportunity Across Cisco

Cisco Drivers

Services

Sales

Mobile Apps

Cloud
Services

Business Intent

Partner access to Technical Services data to enable differentiation and *new revenue streams*

Enable partners to *buy & sell* within their internal systems with quote and configuration APIs

Secure access to Cisco *data for mobile apps* for internal and external users

Provisioning and billing APIs for integration with third-party providers

We will make amazing things happen for our customers and partners when we connect the previously unconnected.”

John Chambers 12/10/2012



Thank you.

