

# The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019

The Nine Providers That Matter Most And How They Stack Up

by Randy Heffner

April 22, 2019

## Why Read This Report

In our 19-criterion evaluation of global API strategy and delivery service providers, we identified the nine most significant ones — Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, Tata Consultancy Services (TCS), Virtusa, and Wipro — and researched, analyzed, and scored them. This report shows how each provider measures up and helps application development and delivery (AD&D) professionals select the right one for their needs.

## Key Takeaways

### **Infosys, IBM, Accenture, And Capgemini Lead The Pack**

Forrester's research uncovered a market in which Infosys, IBM, Accenture, and Capgemini are Leaders; Wipro, Cognizant, and TCS are Strong Performers; and Virtusa and Deloitte are Contenders.

### **BT Vision, API Business Strategy, And API Program Setup Are Key Differentiators**

As APIs become increasingly important enablers of digital transformation and sustainable business agility, consultants and systems integrators must have a clear view into strategic API business value to lead the pack. Vendors that can deliver strong business technology vision, compelling API business strategies, and disciplined and mature API programs position themselves to successfully build a foundation for their clients to thrive in the unpredictable era of digital disruption.

# The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019

## The Nine Providers That Matter Most And How They Stack Up



by [Randy Heffner](#)

with [Christopher Mines](#), Sara Sjoblom, Allison Vizgaitis, and Kara Hartig

April 22, 2019

### Table Of Contents

- 2 The Best Services Vendors Craft APIs As Strategic Business Enablers
- 3 Evaluation Summary
- 6 Vendor Offerings
- 6 Vendor Profiles
  - Leaders
  - Strong Performers
  - Contenders
- 10 Evaluation Overview
  - Vendor Inclusion Criteria
- 12 Supplemental Material

### Related Research Documents

- [A Developer's Guide To Forrester's Strategies For API Success](#)
- [The Forrester Wave™: Specialist API Strategy And Delivery Service Providers, Q2 2019](#)
- [Now Tech: API Strategy And Delivery Service Providers, Q1 2018](#)



**Share reports with colleagues.**  
Enhance your membership with Research Share.

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

The Nine Providers That Matter Most And How They Stack Up

## The Best Services Vendors Craft APIs As Strategic Business Enablers

Ongoing digital disruption drives the need for continual digital transformation: When the future is unpredictable, the value of enterprises' multiyear strategic plans diminishes dramatically. When one combines this with the fact that software powers every business, APIs — that is, the right sorts of APIs and API business strategy — become central to an organization's ability to rapidly reconfigure business models, business processes, and customer experience in response to market disruptions and technology innovation.<sup>1</sup> Indeed, global developers at firms that use APIs externally are nearly three times as likely to report that their firms have revenue growth of 15% or more.<sup>2</sup> Consultants and systems integrators vary widely in their approach to APIs, but most importantly the level of strategic business impact they see for APIs drives the character and quality of their service offerings.

When choosing a global API strategy and delivery services provider (versus a vendor merely for API implementation), AD&D leaders should look for providers that:

Firms that use APIs externally are nearly three times as likely to have revenue growth of 15% or more.

- › **Craft compelling API business strategies and impart such vision to CxOs.** In the same way that cardiology is a specialty within the domain of medical doctors, API business strategy is a specialty within the domain of business strategy. It requires a rich understanding of how digital bonding within and between enterprises can do more than improve an existing business strategy; it can create new ones.<sup>3</sup> Whether it's platform business models, radically dynamic ecosystems, or whole new markets and categories of customers, CxOs often need help from an API strategy provider to see the possibilities.<sup>4</sup>
- › **Have deep experience customizing mature, disciplined, agile API programs.** Although a single API project can deliver value, true success with APIs is a portfolio-level phenomenon, with value accelerating over an ongoing stream of API-infused business change. The best service providers can tailor and implement an API program to each enterprise's specific context, carefully crafting a path to the organizational competence, culture, and discipline for cross-project, cross-line-of-business cooperation. These are the critical API success factors, along with the right team structures, role definitions, processes, and governance mechanisms to envision and incrementally build coherent business API portfolios.
- › **Intimately know best practices for API design, technologies, and platforms.** API design begins with a strong taxonomy that identifies several API categories and types — only when you know where you are in the taxonomy can you design the right API.<sup>5</sup> It also requires an API strategy with more than REST APIs: Digital bonding may use WebSockets, GraphQL, JavaScript, HTML components, and much more. Likewise, a robust API platform comprises much more than

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

The Nine Providers That Matter Most And How They Stack Up

an API management solution: It needs API design and documentation tools, runtime monitoring, automated testing, and myriad ways to create APIs. One's service provider must understand the full breadth of API design and platform needs.

## Evaluation Summary

The Forrester Wave evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market, while the associated Now Tech report provides a broader view of the vendor landscape.<sup>6</sup> You can find more information about this market in our reports on API strategy and delivery trends and best practices.<sup>7</sup>

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

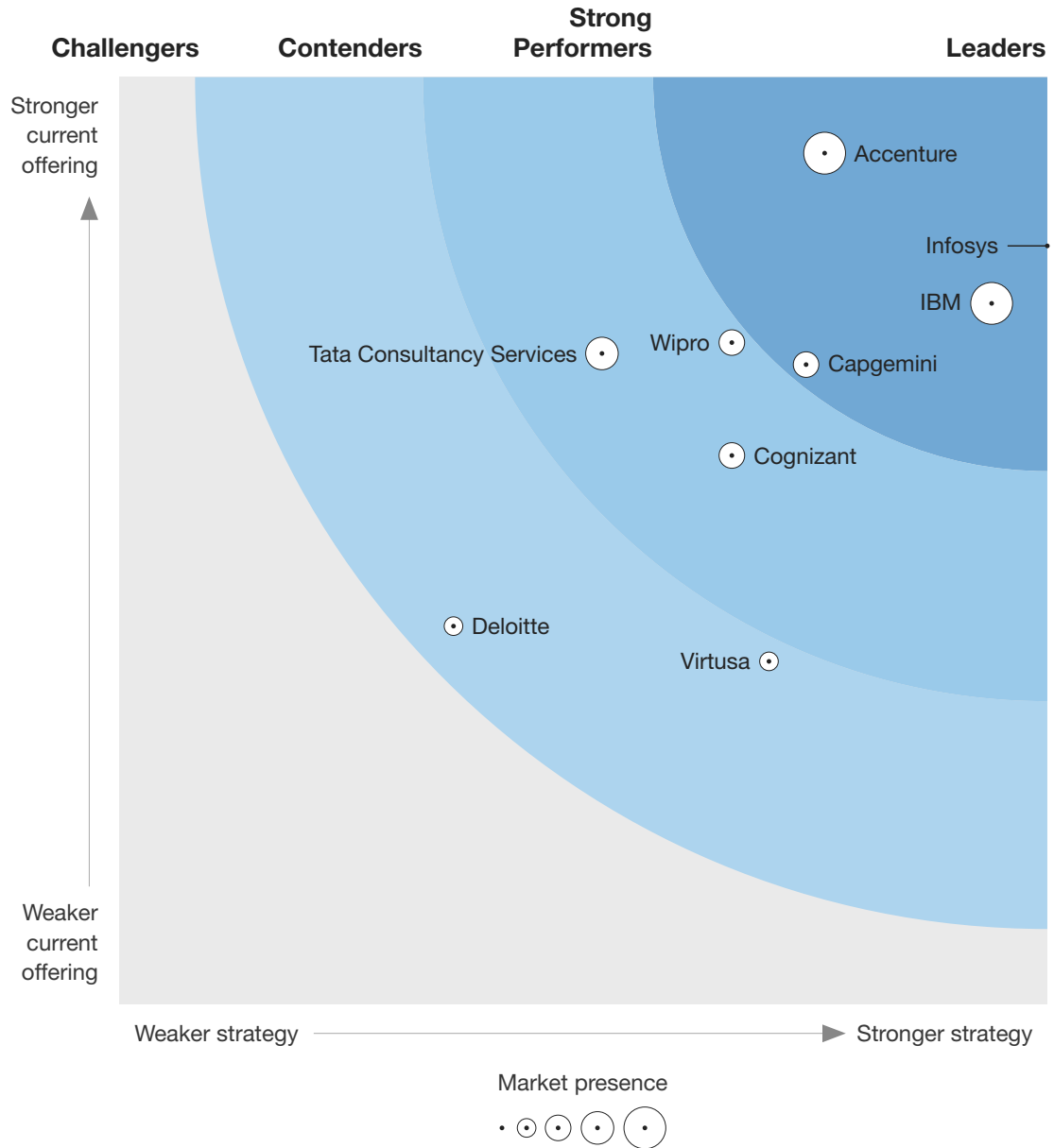
The Nine Providers That Matter Most And How They Stack Up

**FIGURE 1** Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019

# THE FORRESTER WAVE™

## Global API Strategy And Delivery Service Providers

Q2 2019



**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

The Nine Providers That Matter Most And How They Stack Up

**FIGURE 2** Forrester Wave™: Global API Strategy And Delivery Service Providers Scorecard, Q2 2019

	Forrester's weighting	Accenture	Capgemini	Cognizant	Deloitte	IBM	Infosys	Tata Consultancy Services	Virtusa	Wipro
<b>Current offering</b>	50%	4.59	3.45	2.96	2.04	3.78	4.09	3.51	1.85	3.57
API business strategy	25%	5.00	3.00	1.00	3.00	5.00	3.00	3.00	1.00	3.00
API program setup	15%	4.40	3.00	3.00	3.00	3.40	4.10	3.90	1.00	3.60
API platform setup	10%	3.00	3.00	5.00	1.00	3.00	5.00	5.00	1.00	3.00
API build and implementation	7%	3.30	4.40	4.70	2.40	3.00	4.10	3.50	2.80	2.70
API-managed operations	7%	5.00	5.00	3.00	3.00	1.00	5.00	3.00	1.00	5.00
Quality and consistency practices	18%	5.00	3.00	3.00	1.00	3.00	5.00	3.80	1.80	3.00
Related offerings	18%	5.00	4.20	3.80	1.00	5.00	3.80	3.00	4.20	5.00
<b>Strategy</b>	50%	3.80	3.70	3.30	1.80	4.70	5.00	2.60	3.50	3.30
Business technology vision	60%	3.00	5.00	3.00	1.00	5.00	5.00	1.00	3.00	3.00
Innovation road map	25%	5.00	1.00	3.00	3.00	5.00	5.00	5.00	5.00	3.00
Commercial models	15%	5.00	3.00	5.00	3.00	3.00	5.00	5.00	3.00	5.00
<b>Market presence</b>	0%	5.00	2.80	3.00	1.80	4.20	1.00	3.20	1.80	2.40
Number of clients	60%	5.00	4.00	3.00	1.00	5.00	1.00	2.00	1.00	2.00
Mindshare	40%	5.00	1.00	3.00	3.00	3.00	1.00	5.00	3.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

The Nine Providers That Matter Most And How They Stack Up

## Vendor Offerings

Forrester included nine vendors in this assessment: Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, Virtusa, and Wipro.<sup>8</sup>

## Vendor Profiles

Our analysis uncovered the following relative strengths and weaknesses of individual vendors.

### Leaders

- › **Infosys' forward-thinking strategy complements strong technical competency.** Situated within the firm's Enterprise Application Integration and Services group, Infosys' API practice takes a transformative view of the possibilities that APIs provide for products, business models, customer experience, and effective business execution. The firm aims for innovation in applying APIs to digital initiatives and vertical sectors, building API ecosystems, and minimizing barriers to microservices adoption. Its API management solution partnerships include Axway, Broadcom (née CA Technologies), Google (Apigee), IBM, Microsoft, MuleSoft, Red Hat, Software AG, and TIBCO Software.

Infosys' top strengths in our evaluation included API program strategy, governance setup, platform setup, design and build services, managed operations, quality practices, business technology vision, its innovation road map, and its range of commercial models. Its API business strategy services and API design guidance were average, and its vision for APIs has yet to broaden beyond REST APIs. In the related area of integration strategy and delivery, Infosys incorporates a wide range of technologies and best practices; its microservices practice is slightly narrower. Relative to other vendors in our evaluation, reference customers provided by Infosys expressed very high overall satisfaction, although their use of its API-related services involved API build and implementation services more than other areas. Infosys is a good shortlist vendor for buyers that want strong API platform and governance focus and support for strategic thinking about the business possibilities of APIs.

- › **IBM combines breadth of API services strength with its breadth of product offerings.** With customer-collaborative strategies like its Garage, Cloud Innovate, and Mosaic methods, IBM invests heavily in entry points to accelerate clients' moves into and beyond APIs. This includes focus on vertical industries like banking, telecom, healthcare, distribution, and public services as well as thought leadership like an annual report on the state of the API economy. Although IBM will implement other vendors' API management solutions, it does not have formal partnerships with competitors of its own API management solution.

In our evaluation, IBM's top strengths were API business strategy, governance setup, business technology vision, and its innovation road map. Its API design guidance was average, and its vision

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

## The Nine Providers That Matter Most And How They Stack Up

for APIs has yet to broaden beyond REST APIs. In support of APIs, IBM incorporates a broad range of technologies and best practices for integration and microservices strategy and platforms. This provides buyers with a strong set of entry points and services for API strategy and delivery along with the underpinnings behind APIs. Relative to other vendors in our evaluation, reference customers provided by IBM expressed somewhat low overall satisfaction with its services, but their feedback was relatively high for API design guidance and average for managed operations, program setup, and governance setup. IBM is a good shortlist vendor for buyers that want a range of workshop-oriented entry points; need a combination of skills for APIs, integration, and microservices; or view IBM as a strategic partner for technology products.

- › **Accenture provides a robust and well-rounded set of API-related services.** Accenture fields a large contingent of 20,000 API-skilled practitioners, of which it claims 3,000 are API business strategy consultants. Major investments in the future of its services include vertical industry API catalogs (e.g., banking, insurance, healthcare, and telecom) and important thinking on how the right solution architectures and API designs facilitate business agility. Its API management solution partnerships include Axway, Broadcom, Google, IBM, Microsoft, MuleSoft, Oracle, Software AG, and TIBCO.

In our evaluation, Accenture's top strengths were API business strategy, program setup, managed operations, quality practices, its innovation road map, and its range of commercial models. Its API design guidance was average, and its vision for APIs has yet to broaden beyond REST APIs. In support of APIs, Accenture incorporates a wide range of technologies and best practices in its definitions of integration and microservices strategy and platforms. All in all, this adds up to a robust set of services for API strategy and delivery. Relative to other vendors in our evaluation, reference customers provided by the firm expressed moderate overall satisfaction with its services, but their feedback was less complimentary for API program setup services, governance, and design guidance. Accenture is a good shortlist vendor for buyers that require a wide range of API services and especially want strong API business strategy guidance, global scale, and flexible choice of onsite and offshore resources.

- › **Capgemini has strong vision for API possibilities, with good services to back it up.** With nearly 18,000 API practitioners globally, Capgemini highlights its models and methods for innovation and six major angles for API value. The firm focuses on verticals like banking, insurance, energy, and telecom. Its API management solution partnerships include Broadcom, Microsoft, MuleSoft, Oracle, Red Hat, Software AG, and TIBCO. It also offers its own cloud platform with API management, integration, microservices, and associated capabilities like identity, operations, and DevOps.

In our evaluation, Capgemini's top strengths were API design and build services, its focus on API skills transfer, managed operations, and its business technology vision. Its articulation of API business strategy services and API design guidance were average, and its vision for APIs has yet to broaden beyond REST APIs. In support of APIs, Capgemini incorporates a broad set of technologies and best practices in microservices strategy and platforms; its integration strategy



**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

## The Nine Providers That Matter Most And How They Stack Up

and practices are slightly narrower. Altogether Capgemini offers a robust set of services for API strategy and delivery. Relative to other vendors in our evaluation, reference customers provided by Capgemini make broad use of its full range of API services, expressing moderate overall satisfaction and relatively high satisfaction with its API business strategy services. Capgemini is a good shortlist vendor for buyers that desire a strategic partner that combines API services with managed cloud delivery for APIs, integration, and microservices.

**Strong Performers****› Wipro combines consistently good services offerings with innovative delivery models.**

Whether it's open banking, telco APIs, connected cars, airports, supply chains, or other scenarios, heavy investment in platform solutions, startup ventures, and vertical sector solutions characterize Wipro's broad approach to APIs and digital enablement. Its technical platforms support integration, digital modernization, DevOps, AI, and API creation. API management solution partnerships include Axway, IBM, Microsoft, MuleSoft, Oracle, Red Hat, SAP, Software AG, and TIBCO.

In our evaluation, Wipro's top strengths were API design guidance (with consideration of more than REST APIs), managed operations, and its range of commercial models. API business strategy services were average. In support of APIs, Wipro incorporates a wide range of technologies and best practices in its definition of integration and microservices strategy and delivery, and these are built into the Wipro OpenApp Accelerator Platform. Across other API-related service areas, the firm provides a consistently good set of capabilities. Relative to other vendors in our evaluation, reference customers provided by the firm expressed a lower level of overall satisfaction. Wipro is a good shortlist vendor for buyers looking for an innovative firm with strong technical resources, adaptability to creative ways of partnering, and a broad range of good API-related services.

**› Cognizant is strong in API delivery and integration but lags in API business strategy.**

Cognizant has three major divisions: Digital Business, Digital Systems and Technology, and Digital Operations. Its API practice is part of the second of these; internal partnering delivers the other two for deeper work on business models and process operations. With investments in regional development centers, the firm aims to have closer, more agile collaboration with clients. Its API management solution partnerships include Axway, Google, IBM, Microsoft, MuleSoft, and TIBCO.

In our evaluation, Cognizant's top strengths were API platform setup, design and build services, skills transfer, and its range of commercial models. Its API design guidance was average and has yet to broaden to include more than REST APIs. Its API business strategy services showed good awareness of opportunities but lagged the competition in showing deep CxO engagement (other than CIOs). In support of APIs, Cognizant incorporates a wide range of technologies and best practices in its definition of integration strategy and delivery; its definition of microservices platforms and practices was average. Relative to other vendors in our evaluation, reference customers provided by the firm expressed moderate overall satisfaction, but their feedback was less enthusiastic for service areas like API program setup, design guidance, and platform setup

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

## The Nine Providers That Matter Most And How They Stack Up

(despite the firm's strong articulation of API platforms). Cognizant is a good shortlist vendor for buyers that need strong API delivery from a partner with creative delivery models and services for managed business processes.

- › **TCS has strong API program setup and delivery but lags in API business vision.** TCS's API services fall within its Business Ecosystem Integration Services offering, which aims to craft new business models, smart operations, and great experiences through a multifaceted digital integration platform. Vertical sector focus includes banking, insurance, retail, travel, healthcare, life sciences, telecom, and media. Its API management solution partnerships include Broadcom, Google, IBM, Microsoft, Red Hat, Software AG, and TIBCO.

In our evaluation, TCS's top strengths were API maturity assessment, design guidance (including more than REST APIs), platform setup, design and build services, its innovation road map, and its wide range of delivery models. Its API business strategy services were average; its business technology vision lagged in articulating API business strategy possibilities. In support of APIs, the firm's guidance was average for technologies and best practices for integration strategy and microservices. TCS packages and brands a number of delivery accelerators, but not all are available for clients to freely use after project completion. Relative to other vendors in our evaluation, reference customers provided by the firm expressed somewhat low overall satisfaction, but their feedback was relatively high for API program setup and platform setup and moderate for maturity assessment and governance setup. TCS is a good shortlist vendor for buyers that need help in crafting a strong API program and strong delivery services.

## Contenders

- › **Virtusa has strong engineering heritage but lags in API strategy and setup.** With roots in product engineering services, Virtusa has broadened and deepened its services offerings with several acquisitions over the past few years, most notably almost doubling its size when it bought Polaris. Among its marquee API-related projects, Virtusa collaborated with Banking Industry Architecture Network (BIAN) to provide BIAN's API Exchange as an accelerator for adoption of BIAN's standard definitions of banking APIs. Virtusa leverages IBM as an API management solution partner.

In our evaluation, Virtusa's top strengths were its focus on API skills transfer and its innovation road map, which included investments in vertical and technical accelerators and interesting new services that leverage machine learning and AI. Its articulation of API business strategy value was good, but its demonstration of CxO partnering (other than CIOs) lagged. The firm's API design guidance also lagged (although its vision for APIs extends beyond REST APIs), as did its various API program setup services. In support of APIs, Virtusa is strong in its definition of microservices strategy and platforms and average in integration strategy and delivery. Relative to other vendors in our evaluation, reference customers provided by the firm expressed a low level of overall

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

## The Nine Providers That Matter Most And How They Stack Up

satisfaction and their feedback was less complimentary for API design guidance and managed operations. With its microservices strength as testament to its engineering heritage, Virtusa is a good shortlist vendor for buyers that are pursuing a combined strategy for APIs and microservices.

- › **Deloitte's articulation of its capabilities lags, although its reference clients are happy.** Along with its API-related services, Deloitte can deliver other capabilities including tax, M&A (which may help in evaluating API business opportunities), cybersecurity, cloud, and enterprise resource planning integration. Its API management solution partnerships include Axway, Broadcom, IBM, MuleSoft, and Red Hat.

Deloitte's capabilities were average across most criteria in our evaluation, with its library of accelerators being its top strength. In particular for API business strategy, the firm articulated relatively fewer angles for API business value, and its API design guidance missed a few key leading aspects (e.g., it has yet to broaden beyond REST APIs). In addition, its practices to ensure quality and consistency fell short of the competition. In support of APIs, Deloitte included relatively fewer technologies and best practices in its definitions of integration and microservices strategy and delivery. That said, relative to other vendors in our evaluation, reference customers provided by the firm expressed very high overall satisfaction, including above-average satisfaction with API program and governance setup, design guidance, and platform setup. All told, Deloitte is a good shortlist vendor for buyers that have a good handle on the major parameters of their API approach but want a partner with multifaceted business skills.

## Evaluation Overview

We evaluated vendors against 19 criteria, which we grouped into three high-level categories:

- › **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these service providers include their service offerings for API business strategy, API program setup (e.g., maturity assessment, program strategy, governance setup, and API design), API platform setup, API build and implementation services, and API managed operations. We also examined each vendor's practices to ensure quality and consistency as well as related services for integration and microservices strategy and delivery.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated each vendor's business technology vision for APIs, road map for innovation in API-related services, and variety of commercial models for service engagements.
- › **Market presence.** The size of the markers on the graphic represent our market presence scores, which reflect each vendor's number of recent API clients and relative mindshare among the evaluated vendors.

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

The Nine Providers That Matter Most And How They Stack Up

**Vendor Inclusion Criteria**

Forrester included nine vendors in this assessment: Accenture, Capgemini, Cognizant, Deloitte, IBM, Infosys, TCS, Virtusa, and Wipro. Each of these vendors:

› **Helps clients develop their own competency**

**for APIs.** As important as APIs are today, any good technology services firm that delivers modern solutions has API delivery capabilities. Far fewer firms organize and invest in services and resources to help clients build their own API competency. These are the vendors we focus on in our global API strategy and delivery services provider analysis. Specifically, vendors must have demonstrated to Forrester that they provide at least two of these three major service areas: API business strategy, API program strategy (e.g., API maturity assessment, API governance, and API design guidance), and API platform setup.

Relatively few firms organize and invest in services and resources to help clients build their own API competency. These are the vendors we focus on.

› **Serves clients in four major global regions.** Each vendor consistently derives at least 1% of its API-related revenue from each of four global regions: Europe, the Middle East, and Africa; North America; Latin America; and Asia Pacific (according to the buying client's region, not where the work is done).

› **Optionally provides related services for APIs.** While our inclusion criteria do not require vendors to provide API build and implementation services, all do. Our evaluation also examines but does not require services for managed operation of a client's API center of excellence (or community of practice) and production API support as well as services for integration and microservices strategy and delivery (as a common means of implementing APIs).

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

The Nine Providers That Matter Most And How They Stack Up

## Engage With An Analyst

Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

### Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

[Learn more.](#)

### Analyst Advisory

Translate research into action by working with an analyst on a specific engagement in the form of custom strategy sessions, workshops, or speeches.

[Learn more.](#)

### Webinar

Join our online sessions on the latest research affecting your business. Each call includes analyst Q&A and slides and is available on-demand.

[Learn more.](#)



**Forrester's research apps for iOS and Android.**

Stay ahead of your competition no matter where you are.

## Supplemental Material

### Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

### The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

The Nine Providers That Matter Most And How They Stack Up

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by March 14, 2019, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

### Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

### Endnotes

- <sup>1</sup> Software is to business what plastic was to manufacturing: an infinitely malleable component that can suit many purposes. In the old development model, infrequent releases and varying quality limited the role of software. But modern software practices — continuous delivery, loosely-coupled architectures, and Agile organizational models — drive rapid innovation and have created a new kind of enterprise: the software-powered business. See the Forrester report "[The Software-Powered Business](#)."
- <sup>2</sup> The correlation data is as follows: 43% of global developers say their firms currently use external APIs, while 31% say their firms have no plans for external APIs. Of those that currently use external APIs, 29% report that their firms have revenue growth of 15% or more; among those with no such plans, only 11% report revenue growth of 15% or more. Source: Forrester Analytics Global Business Technographics® Developer Survey, 2018. See the Forrester report "[Forrester Infographic: Drive Digital Business Success By Applying Agile-Plus-Architecture](#)."
- <sup>3</sup> Mobile apps and customer engagement are major drivers for APIs, but a more strategic and pervasive reality should infuse an organization's API strategy and thinking: Done right, APIs can create new angles for business strategy. APIs allow an enterprise to go beyond its traditional offerings to pursue new markets and customers by creating new products and services from its assets, data, or processes. APIs can also create new go-to-market strategies and new value for existing offerings, such as targeting customers through influencers rather than targeting customers directly. See the Forrester report "[How APIs Reframe Business Strategy](#)."
- <sup>4</sup> Platform businesses reshape industries by dramatically improving the economics of integration and service delivery. You can participate in a platform economy by exposing capabilities via APIs and adopting partners' platforms. But to

**The Forrester Wave™: Global API Strategy And Delivery Service Providers, Q2 2019**

## The Nine Providers That Matter Most And How They Stack Up

lead, digital business professionals must build services that customers and suppliers embed into their operations. See the Forrester report “[Earn Your Place In The Platform Economy](#)” and see the Forrester report “[Four Steps For Building A Platform Business](#).”

- <sup>5</sup> As AD&D pros create APIs, they must: 1) organize and classify them and 2) ensure good design of different types of APIs. An API taxonomy addresses these concerns and more as part of one’s API governance and management disciplines. See the Forrester report “[Keep API Strategy On Track With An API Taxonomy](#).”
- <sup>6</sup> Software leaders often look to API strategy and delivery services to accelerate API business strategy, multiply returns from API investments, and establish agility for fluid, unpredictable business change. But to access these benefits, they first have to select from a diverse set of vendors — vendors that vary by size, functionality, geography, and vertical market focus. AD&D professionals should use Forrester’s Now Tech report to understand the value they can expect from an API strategy and delivery services provider and select vendors based on their API service needs and strategic fit with the provider. See the Forrester report “[Now Tech: API Strategy And Delivery Service Providers, Q1 2018](#).”
- <sup>7</sup> APIs are critical for digital transformation. Beyond their architectural role in app integration, APIs enable new business strategies, rapid business change, broad ecosystem connectivity, and world-class customer engagement. To help clients establish and evolve a well-grounded API strategy, this report ties together Forrester’s body of research on APIs, making a cohesive whole out of 75 reports. See the Forrester report “[A Developer’s Guide To Forrester’s Strategies For API Success](#).”
- <sup>8</sup> PwC, Tech Mahindra, and ThoughtWorks also qualified to participate in our analysis, but all three declined to do so.

We work with business and technology leaders to develop customer-obsessed strategies that drive growth.

#### PRODUCTS AND SERVICES

- › Core research and tools
- › Data and analytics
- › Peer collaboration
- › Analyst engagement
- › Consulting
- › Events

---

Forrester's research and insights are tailored to your role and critical business initiatives.

#### ROLES WE SERVE

##### **Marketing & Strategy Professionals**

CMO  
B2B Marketing  
B2C Marketing  
Customer Experience  
Customer Insights  
eBusiness & Channel Strategy

##### **Technology Management Professionals**

CIO  
› **Application Development & Delivery**  
Enterprise Architecture  
Infrastructure & Operations  
Security & Risk  
Sourcing & Vendor Management

##### **Technology Industry Professionals**

Analyst Relations

---

#### CLIENT SUPPORT

For information on hard-copy or electronic reprints, please contact Client Support at +1 866-367-7378, +1 617-613-5730, or [clientsupport@forrester.com](mailto:clientsupport@forrester.com). We offer quantity discounts and special pricing for academic and nonprofit institutions.