Accelerating Innovation through Modular Design (API)

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Abstract. Open Innovation can be sustainably supported by modular components named APIs. With the cooperation assets it brings, APIs not only accelerate innovation endeavor, they generate new revenue streams, strengthen marketing campaigns, and extend your reach.

API scope is not limited to external exposure: by building organizational flexibility, it impacts collaborative work and innovation speed. Reuse capability is the killer app of API, as demonstrated in Orange and Société Générale use cases.

A successful API design is the one which helps others to take over, opening a space for creativity. Slick design is a major issue: excellence in code writing must be complemented by strategic innovation skills, and proceed on the route of 'design thinking'. Designing an API as a truly accomplished innovation component is a cultural achievement.

To conclude, let's look up for the best team organization to design sharp APIs. It's a combination of autonomy of the innovation team, and shrewd management of components portfolio, supported by an innovation framework. Amazon has plowed the land ahead: lets' get moving!

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