

APIGEE X MIGRATION

FOR INNOVATIVE API MARKETPLACE

Following recent industry initiatives and the rise in digitization, Vodafone, a leading European and African telecoms company, identified an opportunity to engage the developer community and provide access to its API-based products and services. Through **Developer Marketplace**, Vodafone sought to deliver a catalogue of APIs to its customers and provide an enhanced developer experience through improved functionality and added features.

In launching Developer Marketplace, Vodafone established a consolidated digital platform that provides easy access for both **internal users** and the **developer community** across multiple company sectors. Vodafone selected **Google Cloud Apigee X** as its API management tool as part of its centralized platform strategy.

The development of the Developer Marketplace uncovered several challenging parameters:



Infrastructure complexity:

Vodafone's **distributed architecture** and **numerous operating markets** necessitated clear and concise cooperation and interaction.



Rapid rollout requirements:

An ambitious **three-month deadline** for delivery was complicated by a multi-team **dependency matrix** involving teams across architecture, technology, and product management.



Varied lifecycle management:

Vodafone's existing API development and handling practices required **consolidation and updating** prior to enabling eased access.



Retroactive compatibility:

Vodafone needed a platform that would integrate seamlessly with its existing ecosystem with **built-in flexibility** and **future adaptability**.

Vodafone partnered with SoftServe to support its implementation based on its **strong Apigee practice** and expertise in **dynamic and responsive environments**.



SoftServe helped us to develop the Developer Marketplace platform and deliver our APIs to market. SoftServe's team gave us the speed, reliability, and flexibility we seek from a partner. Not only did their team coordinate seamlessly with our teams; they coupled a proactive approach with rapid execution to propel our project forward for on-time and on-budget delivery.

With SoftServe's support, we were able to add the required capabilities to Developer Marketplace and meet challenging project timelines. The collaboration was successful and has proven to be a valuable partnership during the delivery of Developer Marketplace and Vodafone's external API strategy."

Simon Berridge-Burley, Global Product Owner

RAPID DEVELOPMENT OF APIGEE X-BASED VODAFONE DEVELOPER MARKETPLACE

To meet a tight deadline with multiple teams, SoftServe's engineers took the lead to ensure productive collaboration. Throughout the project, the team leveraged its expertise to deliver:



Comprehensive Apigee X configuration: Onsite learning and adoption of Apigee X enabled custom microservices configuration with precision.






Ongoing platform enhancement: Continuous support through proxies, shared flow, and configurational artifacts refined to API development, publishing, and monetization.



Seamless system integration: Simulations in the sandbox environment provide rapid back-end system integration to accelerate development while minimizing dependencies.

ENHANCED INNOVATION, DEVELOPER ENABLEMENT, AND HEIGHTENED MONETIZATION

With the initial delivery of Developer Marketplace, Vodafone is poised to **effectively** commercialize its API library through **rapid and secure access** provided to both internal and external developers. The increased innovative potential of its APIs further benefited from:

-  **Accelerated end-to-end user flow:** Intuitive self-service onboarding and registrations automatically give developers credentials, access to APIs, and the ability to test their applications.
-  **Full integration with existing systems:** The incorporation also supports tools for authentication, authorization, charging, monitoring, and logging.
-  **Robust publishing, analytics, and monitoring capabilities:** Vodafone's API owners can easily control how their APIs are being used.

SoftServe helps you to harness the full potential of your APIs to develop new revenue streams. If you are interested in further capitalization of your IP, let's talk.

ABOUT SOFTSERVE

SoftServe is an IT consulting company with U.S., Europe, and Latin America delivery centers. We transform and optimize how enterprises and software companies do business. More than 11,000 associates provide engineering talent, innovation, and cloud transformation. Our end-to-end approach assures modernization, quality, and speed across the banking, fintech, financial services, insurance, healthcare, retail, energy, and manufacturing verticals.



SoftServe is a **Premier Google Cloud Services Partner** with deep and recognized expertise in enabling clients to develop cloud-native applications through leveraging advanced technologies like artificial intelligence, machine learning, and data analytics. **We've successfully delivered hundreds of projects** for clients ranging from Fortune 100 enterprises to digital-native startups.

PROVEN GOOGLE CLOUD SPECIALISTS

110+

Google Cloud
Enabled Customers

700+

Google Cloud
Certified Resources

84

Net Promoter
Score



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