



Layer 7 API Portal

Rapidly On-board & Foster Developer Communities for your Web, Mobile & Cloud APIs

The Layer 7 API Portal offers:

Developer Management

Centralize notifications to all API owners, developers and other stakeholders by offering a single point of communication when it comes to: API versioning; new features/functionality; maintenance windows etc.

API Management

Eliminate the need to separately manage usernames and passwords for each API, while providing the ability to centrally throttle and shape access to APIs from different partner/developer applications.

Reporting & Analytics

Track and understand which APIs are getting the most use, so you can better understand which ones to invest in. Understand who is using which internally-facing APIs and how they are using them (i.e. what apps are being built against which APIs).

To learn more about Layer 7 and how it can address your organization's needs, call 1.800.681.9377 (toll free within North America) or +1.604.681.9377. You can also: email us at info@layer7.com; friend us at facebook.com/layer7; visit us at layer7.com; follow-us on twitter @layer7.

Self-service portal simplifies the management of partners, developers and the applications they build against your APIs

Get Developers to Market Sooner

Exposing enterprise APIs to partners and third-party developers requires enterprise-strength tools that can help you manage and grow your user base while managing and promoting your APIs. The Layer 7 API Portal, built on a proprietary CMS, helps enterprises empower third-party developers to build mobile, Web and other applications in order to extend market reach and grow revenues.

As a white-label, Web-based portal, the Layer 7 API Portal lets enterprises: define the look and feel of their portals; determine which features are self-service and which are managed; provide developers with the tools they need in order to discover APIs. Business managers can: promote the on-boarding of developers; segment and manage developer accounts; enroll account managers to help scale the business. API owners can: put in place the business rules that define who can use which APIs in what ways; define whether APIs are public or private; measure API usage and performance.

The API Portal also empowers developers to quickly get started creating applications against APIs, with key, out-of-the-box functionality including self-registration capabilities, developer forums, automated API key/shared secret generation and multiple API discovery channels. So, no matter how developers prefer to work (reading technical documentation, scanning request/response pairs or just playing directly with the API), they can get started right away.

And because the Layer 7 API Portal can be deployed 100% on premise, enterprises can use it to manage their internal developers, APIs and users. Traditionally, the developer-facing, design-time aspects of APIs centered on large, unwieldy and difficult-to-implement UDDI registries. The API Portal allows organizations to not only centrally expose developer-facing, design-time artifacts (such as WSDLs/WADLs, schemas, metadata and business rules) but also implement a single location from which to manage all their internal developers.

Publish APIs Quicker

The API Portal is designed to integrate seamlessly with Layer 7's family of API proxies, including the Layer 7 API Proxy for RESTful services, SOA Gateway for SOAP services and CloudControl for Cloud services. As enterprise-grade policy enforcement points, these Layer 7 Gateways provide a wide variety of policy-based identity, security, metering and quality of service controls out of the box and can scale to 25 billion transactions per month on a single device. Business rules created on the API Portal, to help you manage and monetize your APIs, will be automatically enforced by the Layer 7 proxy, ensuring APIs remain available, protected from threats and secured against unauthorized access.

The integration between the API Portal and Layer 7's Gateways can be replicated with an enterprise's existing API or developer portal, using Layer 7's management API. In this way, an enterprise can leverage its existing investment to quickly create an enterprise-grade API management solution.

Key Features	
Developer Community	
Developer Registration	<ul style="list-style-type: none"> • Provide self-service or gated registration with the flip of a configuration setting • Allow registered developers to enroll colleagues under their organization on the API Portal
Developer Support	<ul style="list-style-type: none"> • Create discussion forums, integrated messaging, FAQs etc. • Publish API documentation, sample code/applications etc.
Reporting	<ul style="list-style-type: none"> • Measure API usage to track and meter API hits • Measure application usage to answer: "Which of my applications is most popular?" • Measure latency to answer: "What is my customer's experience like?"
Forums	<ul style="list-style-type: none"> • Provide announcements, developer support, FAQs and discussion boards to foster community among developers
Documentation & Resources	<ul style="list-style-type: none"> • Provide developers with versioned documentation to help them quickly understand how to use APIs • Provide resources such as sample applications, code widgets/examples etc. • Allow developers to submit queries and see API responses interactively
Account Management	<ul style="list-style-type: none"> • Stratify developers into tiers • Assign account managers to help manage specific, high-value partners
API Key Management	<ul style="list-style-type: none"> • Automatically generate API keys for each developer application • Create, suspend and revoke API keys
Content Management System	
Style Sheets	<ul style="list-style-type: none"> • Leverage out-of-the-box templates for API documents, landing pages, homepages etc. • Insert custom code on every page (for the purposes of Google Trackers etc.)
Content Management	<ul style="list-style-type: none"> • Roll content back to previous versions, if necessary • Edit content in an embedded rich text editor, paste from MS Word (preserving formatting) or work with the underlying HTML code
Workflow	<ul style="list-style-type: none"> • Enforce workflow for content creation, editing, reviewing and publishing • Edit content on the production site in staging mode and then push it live when approved for publication
Dashboarding	<ul style="list-style-type: none"> • Define a personalized default dashboard for all users
Branding	<ul style="list-style-type: none"> • Change all logos, fonts, colors and graphical elements • Access CSS files for control over headers, footers, page bodies, tables etc.
Private Data	<ul style="list-style-type: none"> • Associate API docs, forums and API explorer entries with a private API in order to hide information from developers who have not been granted access
Business Management	
Account Plans	<ul style="list-style-type: none"> • Define tiers by assigning features (e.g. support plans, cost per month) • Filter API Portal users by account plan to quickly suspend or un-suspend accounts
API Plans	<ul style="list-style-type: none"> • Define unique and/or standard plans for each API • Define quotas, rate limits and other features for each API plan • Track applications as they move from development to test to production
API Analytics	<ul style="list-style-type: none"> • Measure API usage to understand which ones to invest in • Measure application usage to understand which developers are valuable • Measure latency to track SLA adherence

The API Portal provides out-of-the-box support for Layer 7's CloudControl, API Proxy and SOA Gateways but can also be integrated with an organization's existing Web or enterprise portal.

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