

# API-as-a-Product: The Key to a Successful API Program

## 1. Introduction: Why APIs Matter






APIs (Application Programming Interfaces) are the backbone of digital transformation. They enable systems to interact, allow developers to build on top of platforms, and are essential for creating new digital experiences. However, simply having APIs is not enough—how they are managed and delivered determines their success.

Too often, APIs are built as technical deliverables, without product thinking. This leads to underutilization, poor developer experience, and limited business value. Adopting an API-as-a-Product (AaaP) mindset is key to changing this.



## Workflow history

This view shows the 5 most recent entries. The complete workflow log is available from the 'Document Activity' menu item.

Mar 26, 2026	Actor	Type	Activity	Version
Done	 PASQUALI, Laurent	State	changed state to Done at 2:27 pm	v3
In Progress	 PASQUALI, Laurent	State	gave Review approval at 2:27 pm	
Jun 19, 2025				
	 PASQUALI, Laurent	Edit	updated the page at 9:36 am	
Mar 22, 2025				
	 PASQUALI, Laurent	State	changed state to In Progress at 1:39 pm	v1
Mar 07, 2025				
	 PASQUALI, Laurent	Edit	created the page at 9:52 am	