Creating connections that
transform the world.

5 Steps to the "Open" Journey

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5 Steps to the Open journey

1. Conceptually - Unlock the "backend"
2. Strategy & API Playbooks
3. Reform your architectural view
4. Platform Thinking
5. Serious API Care & Developer Experience

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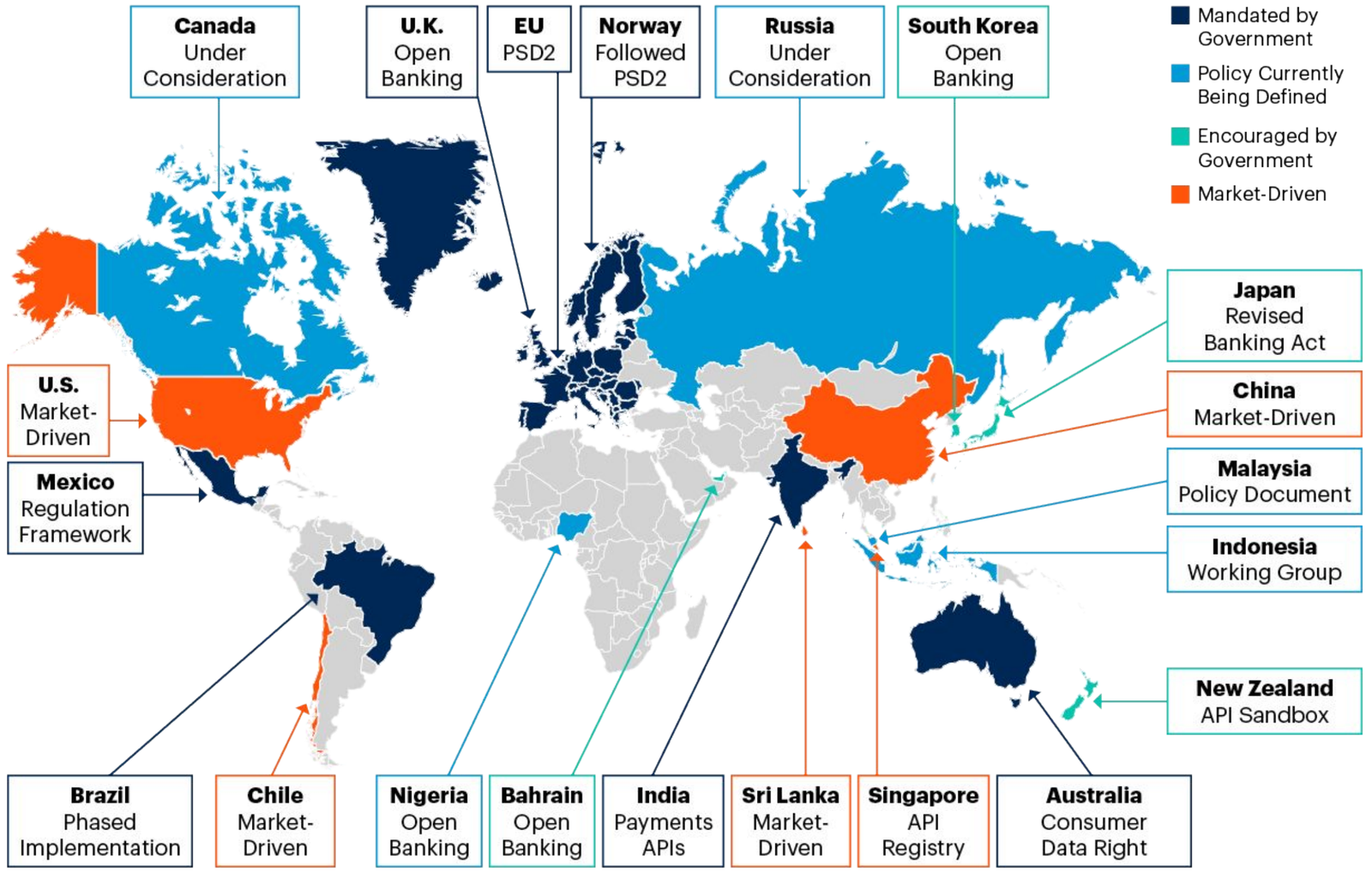
Open Banking

Open initiatives around the world



- Mandated by Government
- Policy Currently being defined
- Encouraged by Government
- Market-Driven

Source: Gartner

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Open initiatives around the world

Open Finance

UK
Dec/2019 - Call for Input

Mar/2021 - Feedback

EU
Sep/ 2019 - Retail Payments Strategy for the EU

2024 - Open Finance Framework

Open Insurance

EU
2021 - Public Consultation

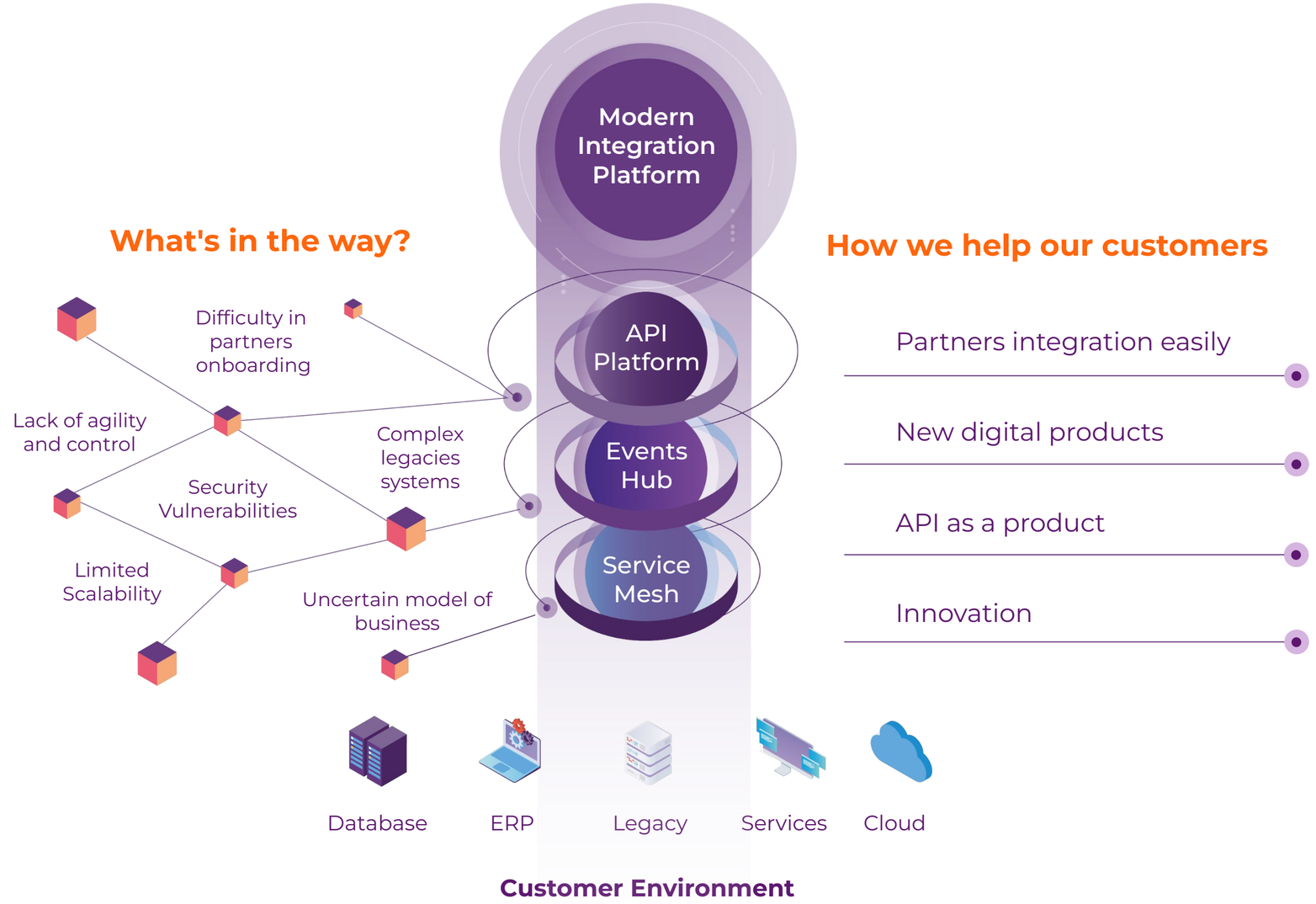
BR
Dec/2021 - Phase I available (Open Data)

Open Health

UK
May/2014 - first released the Open API policy

Worldwide
Sep/2011 - first version of FHIR

1 Conceptually - Unlock the "backend"



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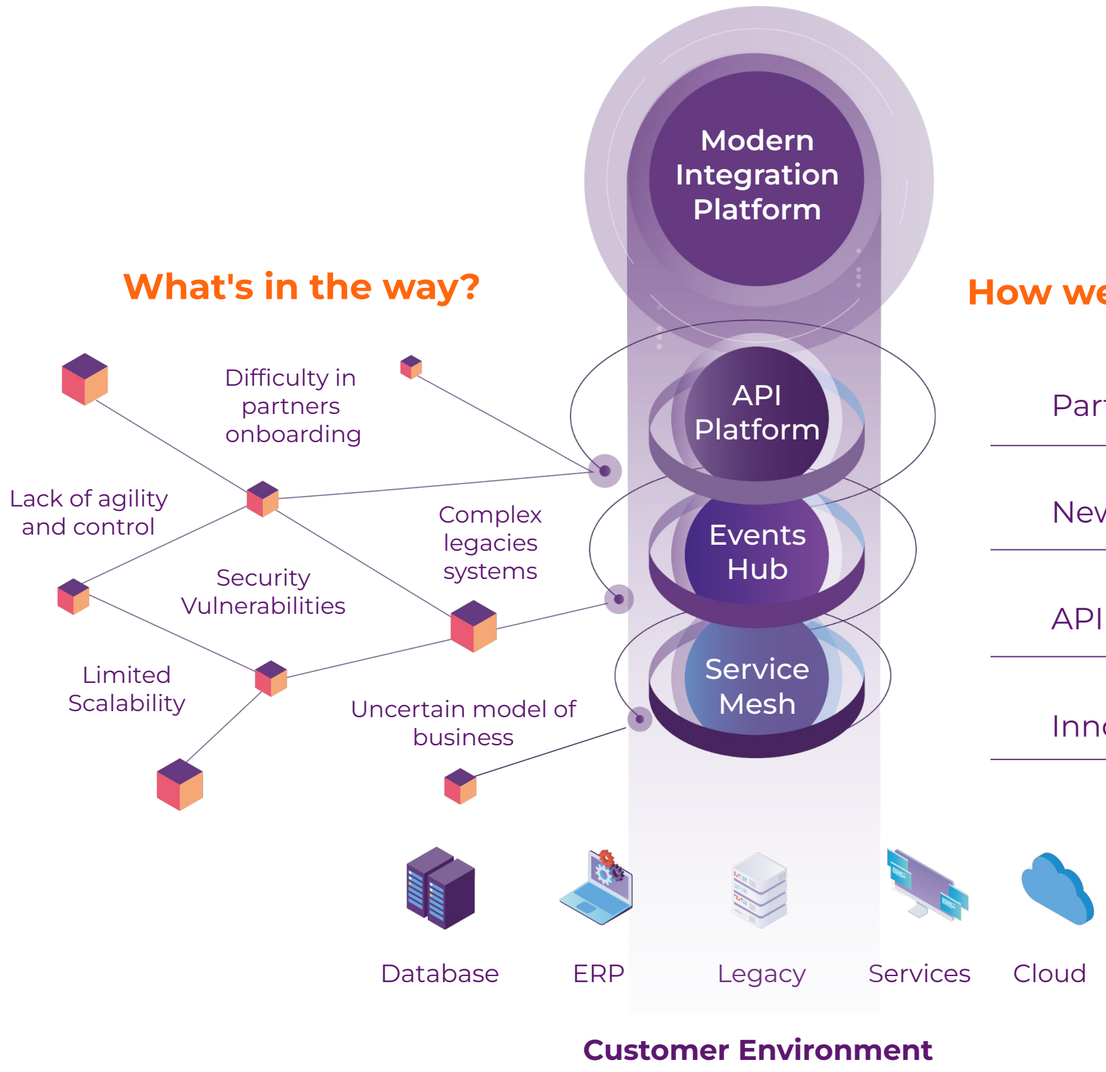

How we help our customers

- Partners integration easily
- New digital products
- API as a product
- Innovation

Customers stories

- *eCommerce Marketplace*
- SulAmérica — *API First approach*
- Banco Topázio — *Loan product for fintechs*
- PanVel Farmácias — *Oomnichannel experience powered by APIs*

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2 Strategy & API Playbooks

Open X* Strategy

- Pains and Journeys
- Business Case
- API Value Identification
- API Selection and Categorizing
- API to Use Cases Mapping
- Tech / Digital ecosystem list

Standards

- Service Mesh and Microservice
- Security and Consent
- Standardisation of APIs and Data
- Guiding principles for API design

API Platform & Add-ons

- API Management Platform
- Adaptive Governance
- Events Hub
- Sensedia Mesh

API Design & Build

- Prioritized APIs Design
- Technical Documentation (Swagger and GraphQL)
- API Analytics Dashboards Configuration
- Publishing APIs to Developer Portal

API Governance

- Governance Models
- Continuous API Governance Improvement
- Governance and API Lifecycle
- Security Program & Policies

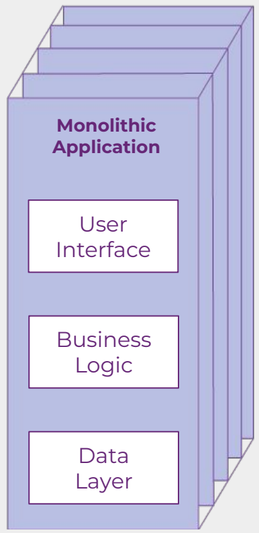
DX

- Developer Engagement
- Partner Management
- API Care and Operation
- Reports
- Business inputs and dashboards

*Open Finance, Open Insurance, etc

3

Reform your architectural view

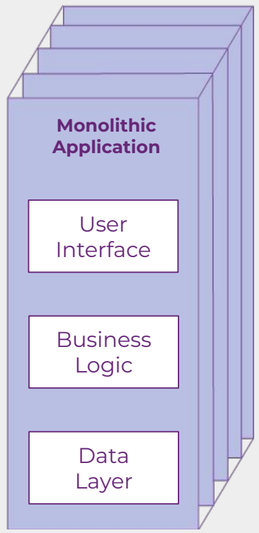


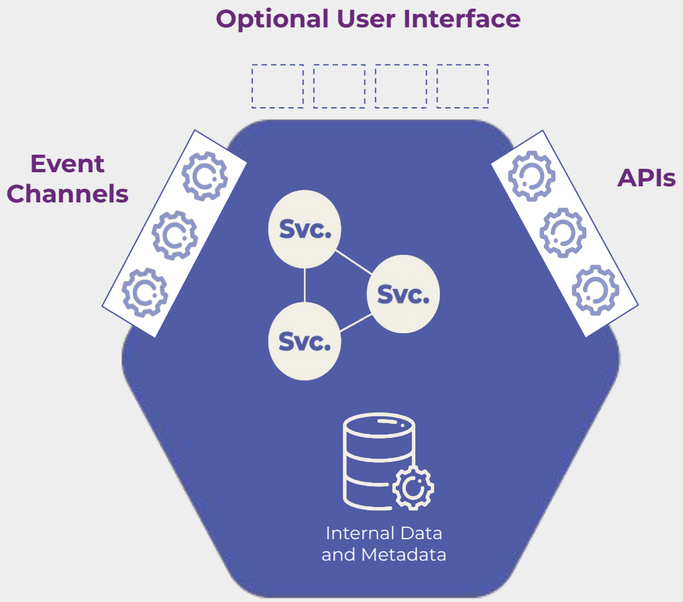
The challenge:
Delivery of Products & Services

3

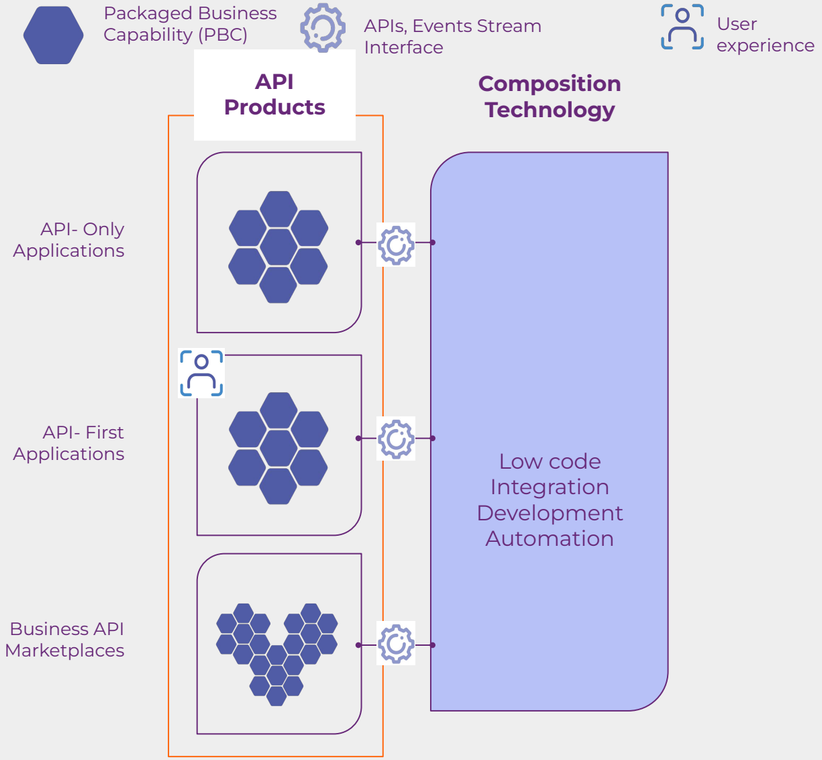
Reform your architectural view

The Composable Business Architecture





PBC (Packaged Business Capability)
Microservices approach
Independently deployed

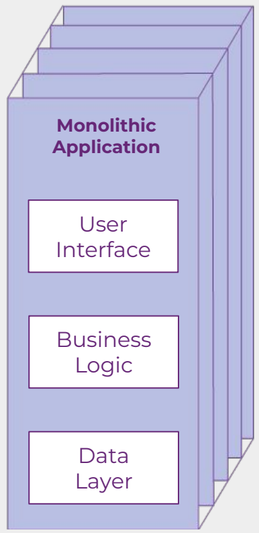


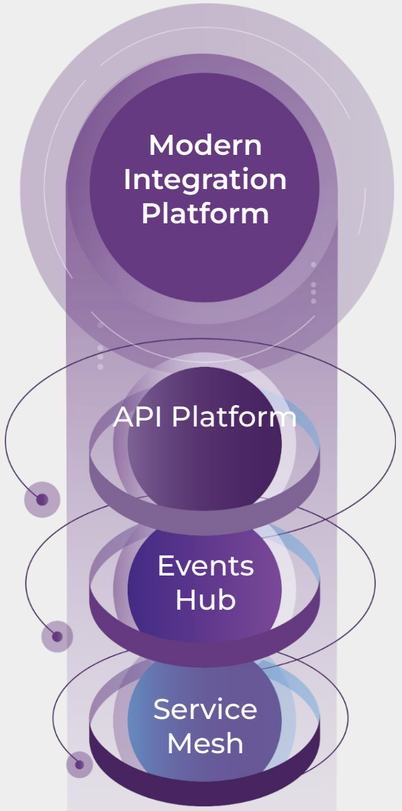
3

Reform your architectural view

Relevant additional skills

- Product mindset for Services & APIs
- Adaptive Governance
- Mesh architecture for microservices
- Open x Restricted APIs





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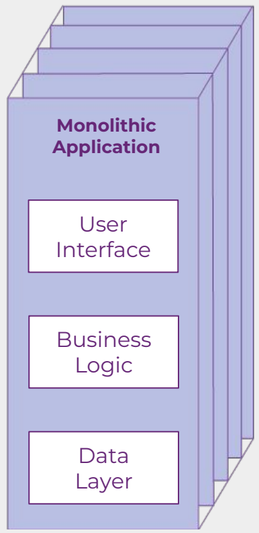

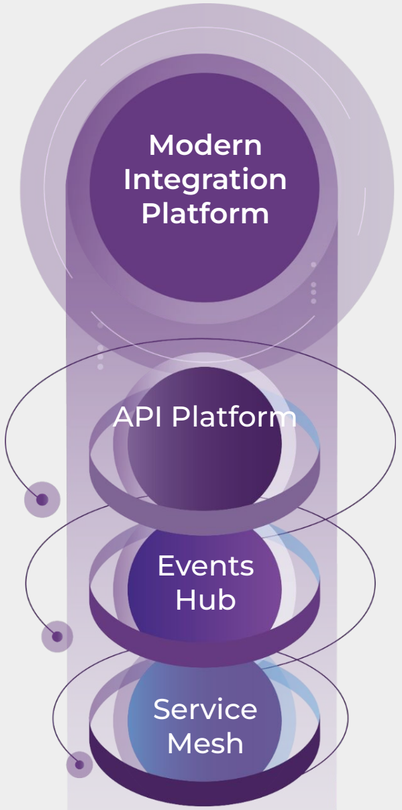

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- More than 140 million cards issued.
- Developers Portal to create solutions using APIs.

Anti fraud Monolithic System → Microservices → Anti fraud Solution delivered as APIs → 15 x increase in processing performance

Enable multiple integrated partners

Platform is a business based on enabling **value-creating interactions between producers and consumers.** It provides an **open** and **participative** infrastructure **setting governance** standards for its participants

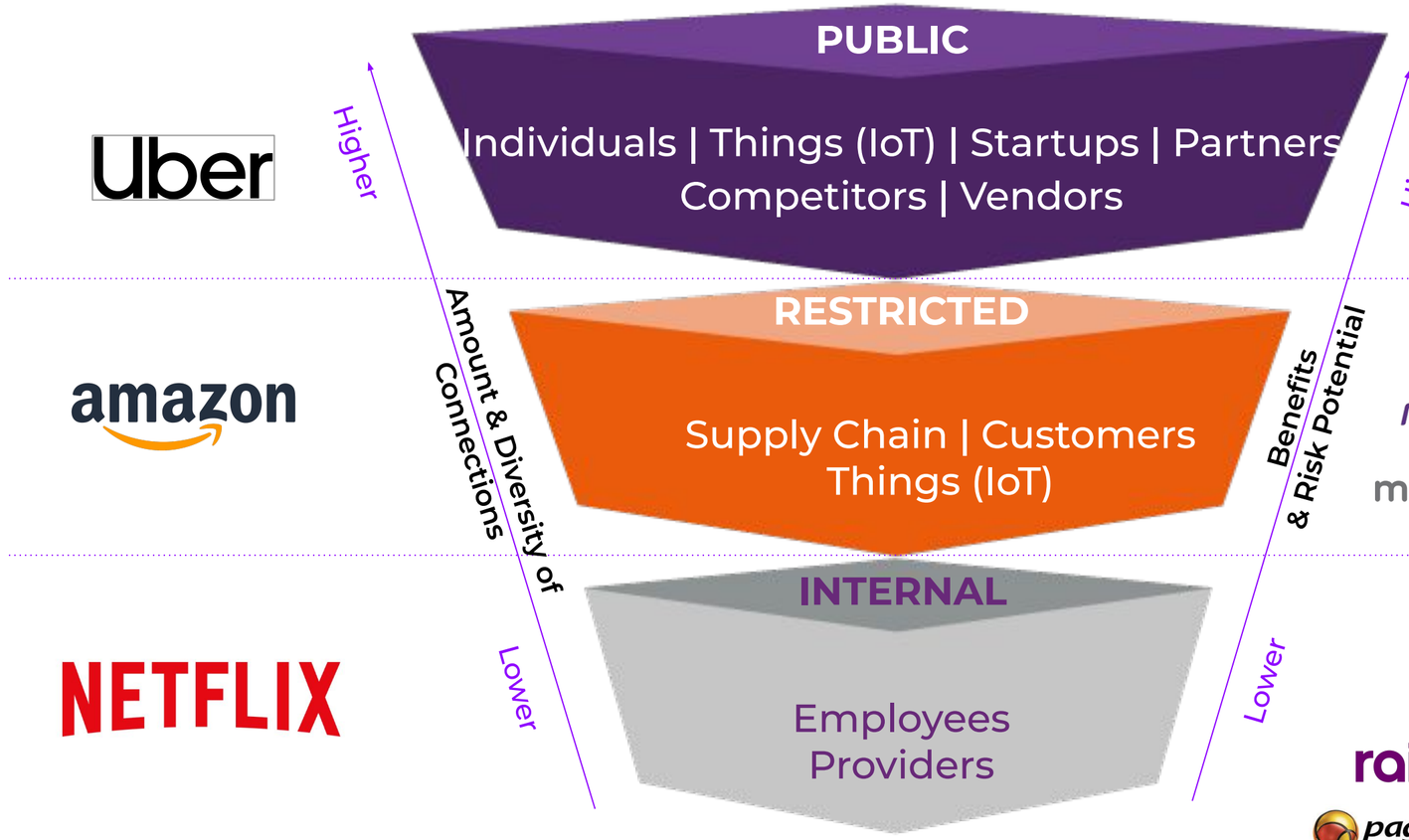
Source: Gartner 2019

Digital Companies

Uber

amazon

NETFLIX



Sensedia's Customers

elo · WOORI BANK · BANCO topazio · cielo

CINEMARK · É MAIS QUE CINEMA. É CINEMARK · viavarejo · Marketplace, Soluções & Serviços

NETSHOES · SulAmérica · multiplus · portocred financeira

natura bem estar bem · BAYER · raízen · pagseguro UOL · TRIBANCO · Edenred

“

The competition is not only between companies, it’s between business ecosystems.

Philip Kotler

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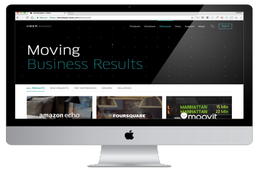
Serious API Care & Developer Experience

Developer Experience

- Self-service documentation
- Access control & onboarding
- Sandbox
- Code examples & SDK

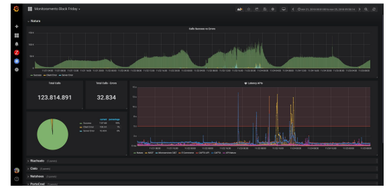


Ecosystem Management

Source: Digital Business Technology Platform (Gartner)

API Care

- **Service Level Agreement**
- **Scale & stability**
- **Policies & throttling**
  backend protection
- **Dashboards & alerts**
  full API operations
- **Adjust logs need**
  (Clearing the noise is hard)
- **Be pro-active**
  and get people informed



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- APIs
- Microservices
- Governance
- Event-driven architecture
- Service Mesh
- Connectors
- Flexible Actions

Modern Integration Platform

Consulting Services

- Open Banking
- Business Architecture
- Developer experience
- Microservices

Innovative and complete **SOLUTION** with API Modern Integration Platform and Specialized Services

Sensedia & The Open journey

Sensedia offerings include Products and Services that enable Open Strategies

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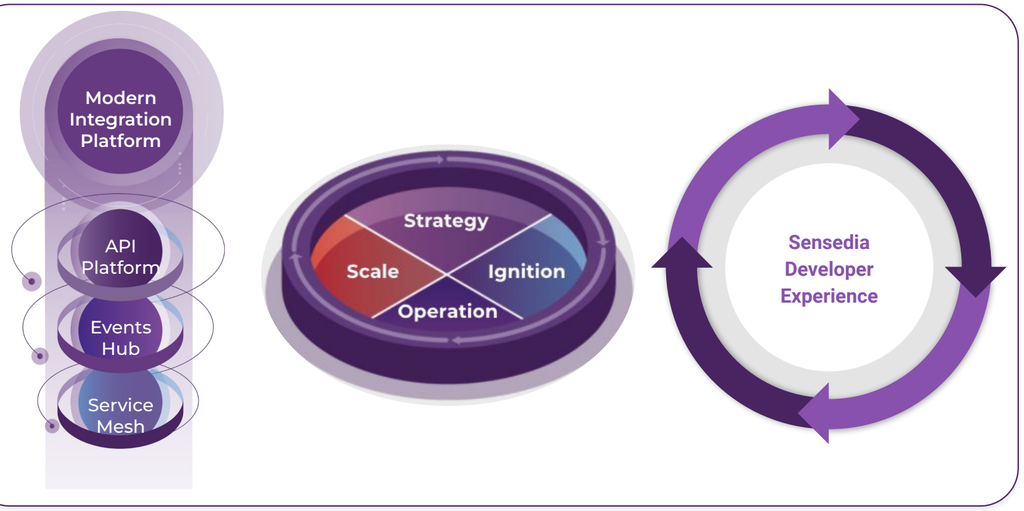

Products

Sensedia API Management Platform, Sensedia Events Hub and Sensedia Service Mesh

Enable digital strategies and Open innovation

Services

Strategic Consulting Services, Developer Experience and API Care

End-to-end API Strategy: from architectural design/review to Operations

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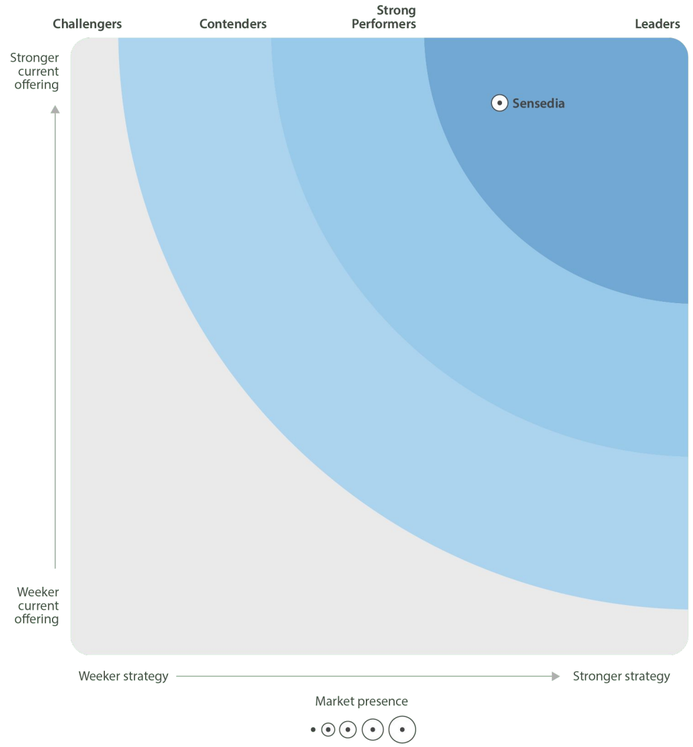
Visionary

"Sensedia recently added support for GraphQL and a new microgateway. This shows market responsiveness and innovation."

***Gartner Magic Quadrant** 2020*

Leader

Forrester wave specialist API strategy and delivery service providers



Innovative and complete **SOLUTION** with API Modern Integration Platform and Specialized Services

Gartner Voice of Customer: Full Life Cycle API Management

Sensedia is the only API Platform vendor rated with:

★★★★★

4.8 out of 5

Last 12 months

"Powerfull And Easy To Use, Leveraging Quick And Robust Results."

CIO from Retail Industry

★ 100% Willingness to Recommend

★ Highest rating for **Integration and Deployment** and **Service & Support** From all vendors

Gartner peerinsights™

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References

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HL7

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Welcome to the

API Strategic Marathon!

Are you serious about API Economy?

Are You Serious about Open Finance?

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Creating connections that
transform the world.

Thank you for your time

sensedia

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Head of Solutions - EMEA

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