

HPE API Management

Partner Relationship Management

Insights

- Increase your revenues by leveraging your APIs.
- Build a developer community to bring new innovative services to market faster—the potential is huge.
- Work with HPE; we can help you make it happen.

HPE PRM components deliver a successful developer ecosystem

- Developer portal for internal and external developers and partners
- Easy onboarding of developers
- Wholesale enabler marketplace for monetizing APIs
- Application management
- Quick test of APIs
- API documentation
- Analytics reporting

Capture new revenue with developer partners

Communications service providers (CSPs) and businesses leverage application programming interfaces (APIs) to increase revenues, reduce operational and development costs, and enhance subscriber satisfaction. The revenue potential is huge, as APIs are the cornerstone for new business models enablement in multiple domains including digital content, unified communications, cloud, Big Data, machine-to-machine (M2M), the Internet of Things (IoT), and Network Functions Virtualization (NFV), just to name a few.

Hewlett Packard Enterprise (HPE) can help you build a community of internal developers and trusted external partners, enabling you to bring new, innovative services to market faster and monetize company assets. HPE offers the API management solution you need to properly and efficiently control, secure, monetize, and evolve APIs. It includes a developer portal component providing access and tools for a successful developer/partner ecosystem—enabling a bigger play in the digital life economy.

Ignite your API economy

Build a developer community and monetize APIs

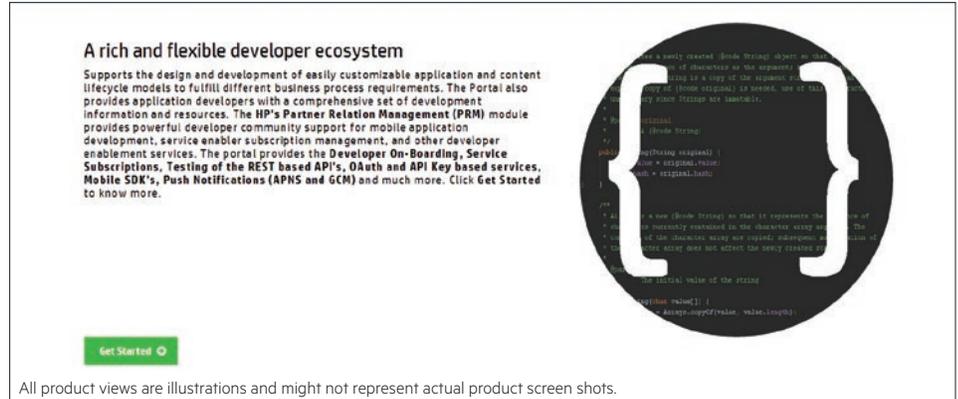
HPE API Management Partner Relationship Management (HPE PRM) is an option of the HPE Service Governance Framework (HPE SGF), enabling you to manage relationships with partners—developers, content providers, and enterprises—and provide a marketplace for partners to discover and subscribe to APIs.

The **Developer Portal**—the front-end portal—enables effective onboarding, API consumption, application lifecycle, and partner relationship management between the developer and CSPs. With personalized access, developers or partners can register, easily browse for APIs, discover information, and subscribe based on policies and appropriate business models. Developers can include small and medium business (SMB) developers, trusted partners, individual developers, and internal personnel.

You can offer different contextual API packages based on the developer profile and assigned role. This makes it possible to have multiple API stores mapping to specific business types, segments, or strategic approaches. Developers and partners can be tied to one or several domains or stores with a specific set of APIs to be discovered, subscribed to, and used. This multi-tenancy aspect makes it possible to use environments dedicated to specific verticals, internal development, or premium partners only, for instance. There are integrated tools for developer collaboration, where they can streamline application development, testing, and submitting applications for different device types and models.

You can use PRM to create a **wholesale enabler marketplace** for monetizing APIs. This is where you can expose your network or IT APIs, such as use behavior, location, presence, subscriber profile data, charging, messaging, and so on. You can also expose third-party APIs to your developer ecosystems and create flexible business models, such as freemium, pay-per-enabler download, pay-by-enabler transaction, or apps revenue sharing.

The PRM portal brings multi-level customization capabilities. Key services can be embedded within an existing customer portal. It's also possible to change language in one click, and personalize available functions per role and environment.



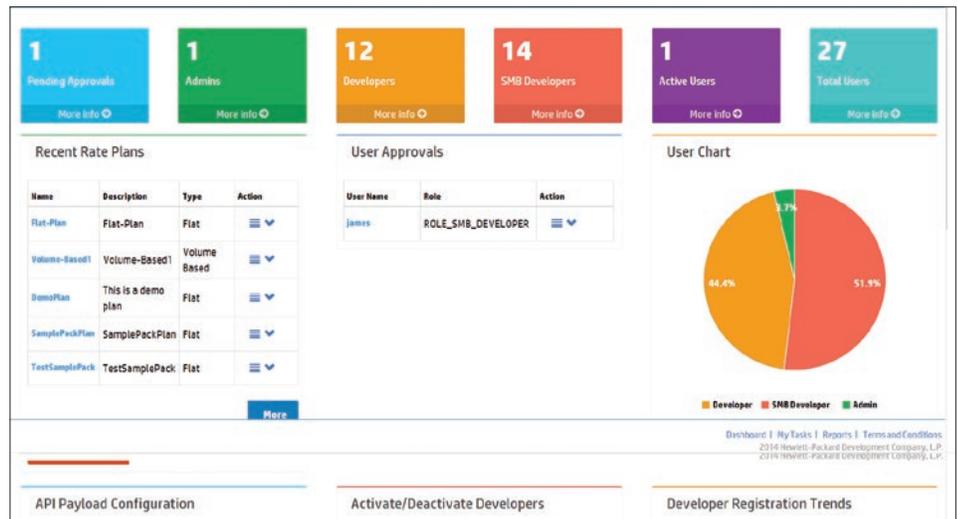
All product views are illustrations and might not represent actual product screen shots.

Figure 1: HPE PRM Landing Page example



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Figure 2: HPE PRM developer/partner dashboard with API marketplace



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Figure 3: HPE PRM administrator dashboard

Flexibly deploy HPE API Management components to provide customized solutions.

- **HPE SGF**—Securely expose, manage, and govern network and third-party resources access. With the optional HPE SGF Partner Relationship Management (HPE PRM), provide a partner and developer portal for easy and secured API leverage.
- **HPE SOM**—Orchestrate services with business rules, mash-ups creation, and a callable decision engine.
- **HPE Smart Interaction Server (HPE SIS)**—Enables mobile and web realtime, bidirectional, presence-based interactions for “everything.”

Review key benefits

Attract developers to your community platforms

HPE PRM helps automate partner and developer relationship management. With easy onboarding, quick access to APIs and documentation, and the ability to test APIs, developers can rapidly build quality applications. All types of developers—internal, independents, trusted third parties, SMB developers—will be attracted to this developer community and drive new business models.

Expose and sell network and IT capabilities to third parties

You have core differentiated capabilities and assets that can be leveraged to enable new business models. At the crux of these capabilities is a trusted relationship with the subscriber. Whether subscribers are postpaid or prepaid, you have access to their context. This provides a wealth of subscriber information that lets you (or third parties) provide a personalized experience. You can expose your assets as API packages that developers and partners select in the API marketplace—at appropriate tiers and rate plans.

Table 1: Review key HPE PRM features

DEVELOPER/PARTNER INTERFACE

Developer/partner onboarding	Developers and partners can self-register for the PRM portal to begin exploring basic capabilities. The PRM administrator (admin) can grant access to full capabilities.
Developer/partner portal	The developer is granted a personalized dashboard, with an easy-to-use interface and support for international languages.
Multi-role	The HPE PRM portal supports fully customizable developer roles, defined by the PRM admin. The administrator can specify system access privileges associated with different developer classes. For example, an entry-level developer can view only a subset of APIs compared to a premium developer.
API marketplace	The developer can discover and select APIs through the easy-to-navigate API marketplace.

API USE

API sandboxing/testing	A developer/partner has the ability to test API packages, speeding up the design process.
API/developer reports	PRM admin, partners, developers, and marketing groups have access to comprehensive analytics, enabling them to track and compare APIs or app use in multiple ways.
Application account	Developers and partners can manage their application accounts and associate API packages to these application accounts, creating an organized environment for the developer.
API documentation	Documentation can be attached to the API catalog information—leading to a faster learning curve and accelerating new applications development.
API versioning	PRM’s versioning mechanism enables APIs to be updated, while keeping compatibility and documentation.

API MONETIZATION

Post-paid	The developer is given a usage account, which maintains usage history of APIs for the developer. The developer can then be charged using a flat rate, volume tier rates, or even freemium plans.
Pre-paid	The developer can purchase tiers using a pre-paid model and can be charged for going over the selected tier.

Rely on HPE expertise

HPE PRM offers all the capabilities you need—ease of use, flexibility, and collaboration tools—to set up a developer/partner community to drive innovative services in the digital life economy. With several ways to discover and monetize APIs, you can achieve new revenues by leveraging company assets.

Hewlett Packard Enterprise has years of experience and success in the Service Delivery Platform (SDP) and API Management space, more than 15 major wins in API management, and represented Tier 1 operators in every geography. We offer an extensive set of use cases for API management, developed and delivered as a combination of product and solution offers through Big Data, network exposure, and mobile API management. With the combined value of HPE intellectual property and products, we can offer an end-to-end value proposition for any challenge your business faces. Through API management, we can help you realize new revenue streams, present an opportunity to establish your own over-the-top (OTT) offers or collaborate with OTT players, and provide tools needed to better understand your users for a vastly improved customer experience.

Simplify business with partners, build a developer community, satisfy your subscribers, and boost your revenues with APIs. All with HPE API Management Partner Relationship Management.

Learn more at
hp.com/go/APImanagement



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