

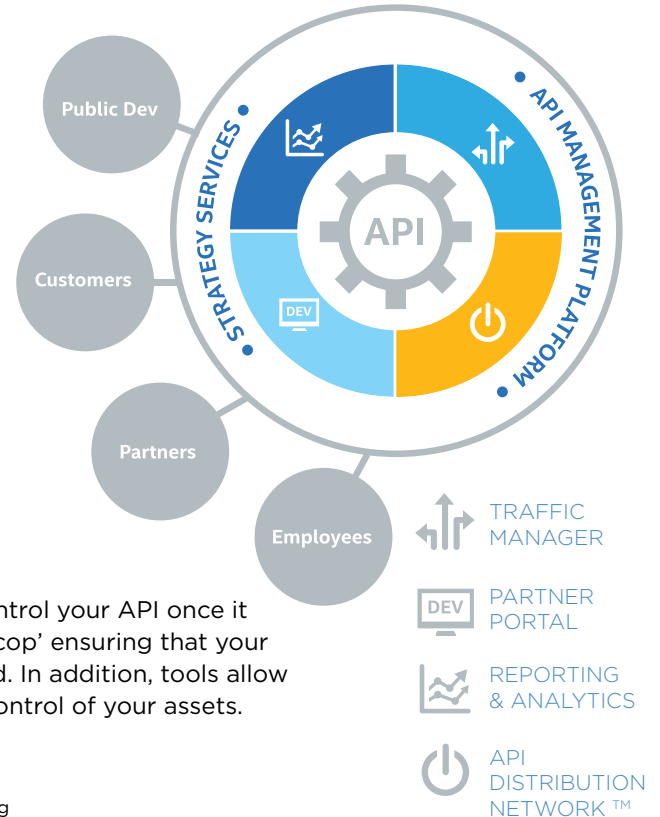
The Mashery Solution

Successful API programs don't just happen. You need the Mashery difference, an industry - leading platform strategy, developer community, cutting - edge products and operational expertise, to design, implement and manage your API program.

Developer Portal

Mashery's SaaS based API Management Platform provides all the technology required to execute your API program. Designed using best practices from over 150 leading APIs, the Mashery powered Developer Portal provides you with your own customized portal for attracting and supporting developers.

- Custom branded portal powered by Mashery
- Self-service developer registration, key sign up and account management
- API Access Tiers for different levels of service depending on developer class
- Interactive API documentation, from which developers can execute live API calls
- Community management tools - blog, App Gallery, sample code, and moderation tools
- Complete admin control for content, moderation, user management, and notifications
- Portal functionality also available as an API (of course!)



Control Center And Traffic Manager

The API Management Control Center give you the tools to fully control your API once it is live. The Traffic Manager acts as an information highway 'traffic cop' ensuring that your servers remain protected against unauthorized traffic and overload. In addition, tools allow for front end management of your API, keeping you in complete control of your assets.

- Security - identification, authentication, and access based on key
- Full OAuth support
- Traffic control - limits or blocks traffic based on key, geography, TOS, or timing
- Packager- easily create and manage custom content and data packages with point-and-click functionality
- Manage rate limits based on API, methods, Developer Class, or specific API Key
- Multiple protocol support (XML RPC, REST, SOAP, JSON RPC, and JSONP)
- API performance optimization - global caching with geo-routing
- Scalability - capacity automatically adjusts to rate of calls
- Content filtering
- Throttle limit notifications to developer and administrator

Reporting and Analytics

API Measurement and Reporting gives you the insight - at both a business and technical level - to know what's working, what's not and how your API program measures up against objectives. Reporting and analytics are easily accessible on your Mashery powered portal and via our robust set of reporting APIs.

- API uptime and performance
- Reports by method, service, developer, group etc.
- API Activity reports - volume, success rates etc.
- Operational reports - latency, performance, errors, time outs, security violations
- Trending
- Admin reports
- Developer reports - visibility for developer partners
- Near-time access or delivered via daily log
- Executive facing dashboard

“Never underestimate the connection that's required between business leadership, technology, and product folks.”

—Heidi Tucker
VP Business
Development,
Hoovers