

CLOUD EXPO

elasticpath™

Business APIs in the Cloud

Presenter: Elastic Path CTO Sal Visca

Introducing Elastic Path Software

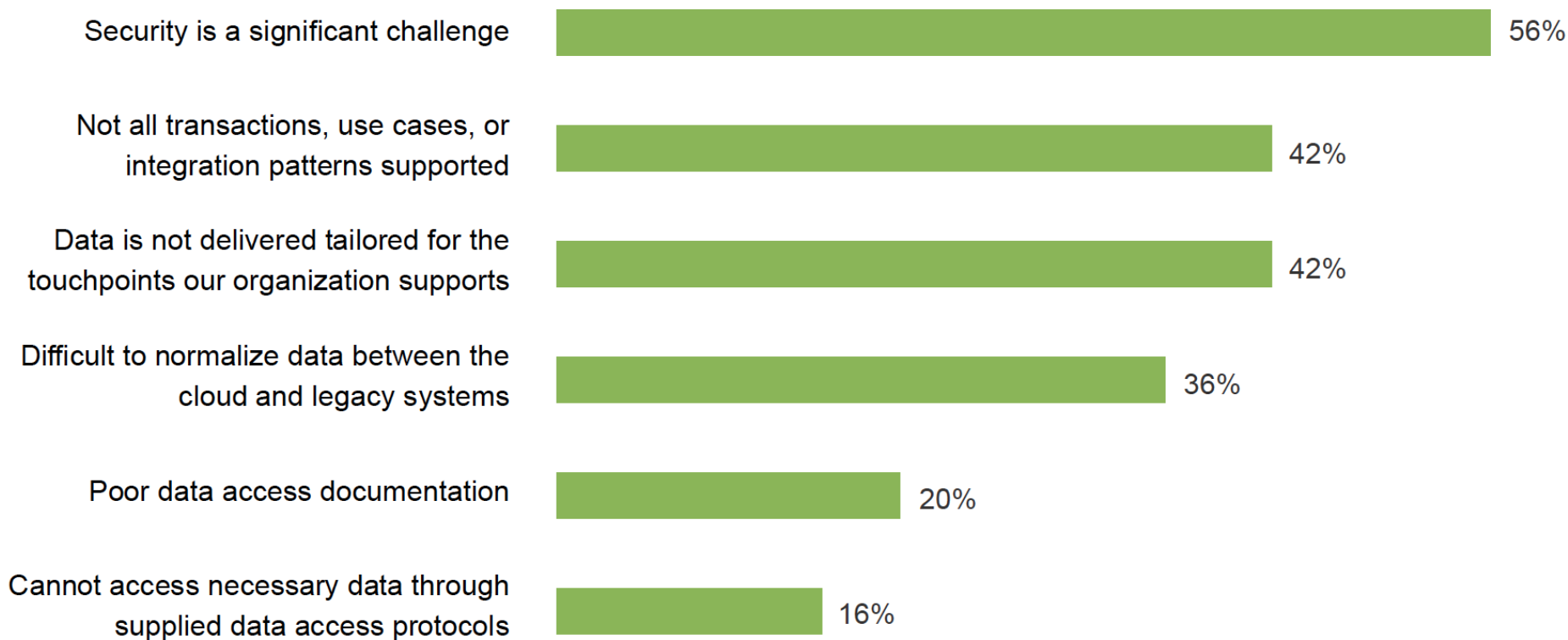
Commerce Everywhere

- We provide ecommerce software that powers the next generation of digital experience and allows you to bring the combined power of all of your technology to websites, apps, and other touchpoints for the ultimate customer buying experience.
- #1 ecommerce blog www.getelastic.com
- Market leaders depend on Elastic Path to drive billions of dollars in digital commerce annually:



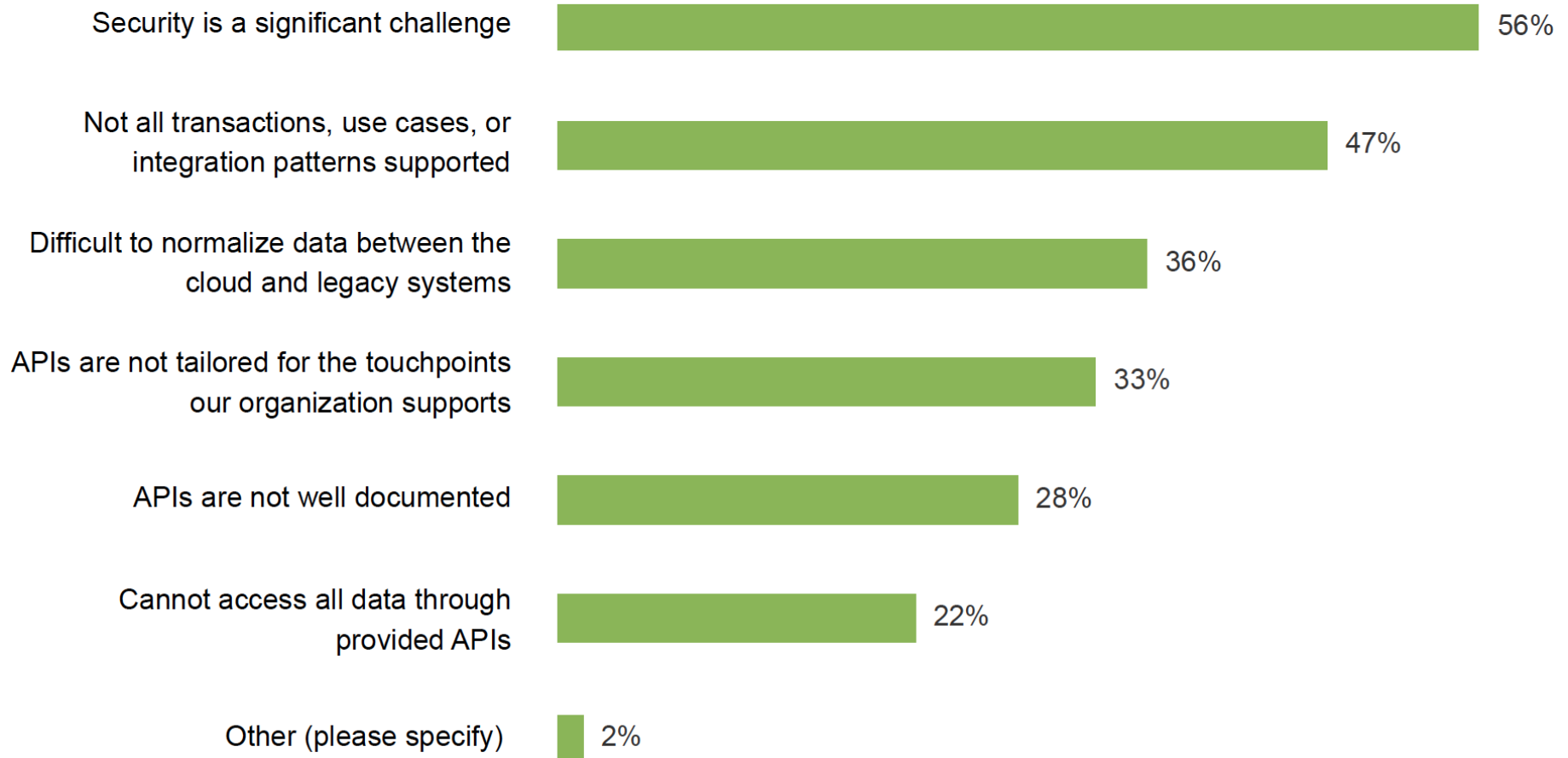
The Challenges With On-Premise Applications

“What challenges did you face when integrating with on-premise solutions?” (Select all that apply)



The Challenges With Cloud Applications

“What challenges do you still face when integrating with cloud-based solutions?” (Select all that apply)



Cloud Doesn't Solve The Problems, But Why Not?



If Cloud Doesn't Solve These Problems, What Does?

Analysts agree that a great API is the silver bullet

“ Robust programming, data-access, and interface possibilities now available could make every digital interaction an opportunity to deliver something exceptional. ”

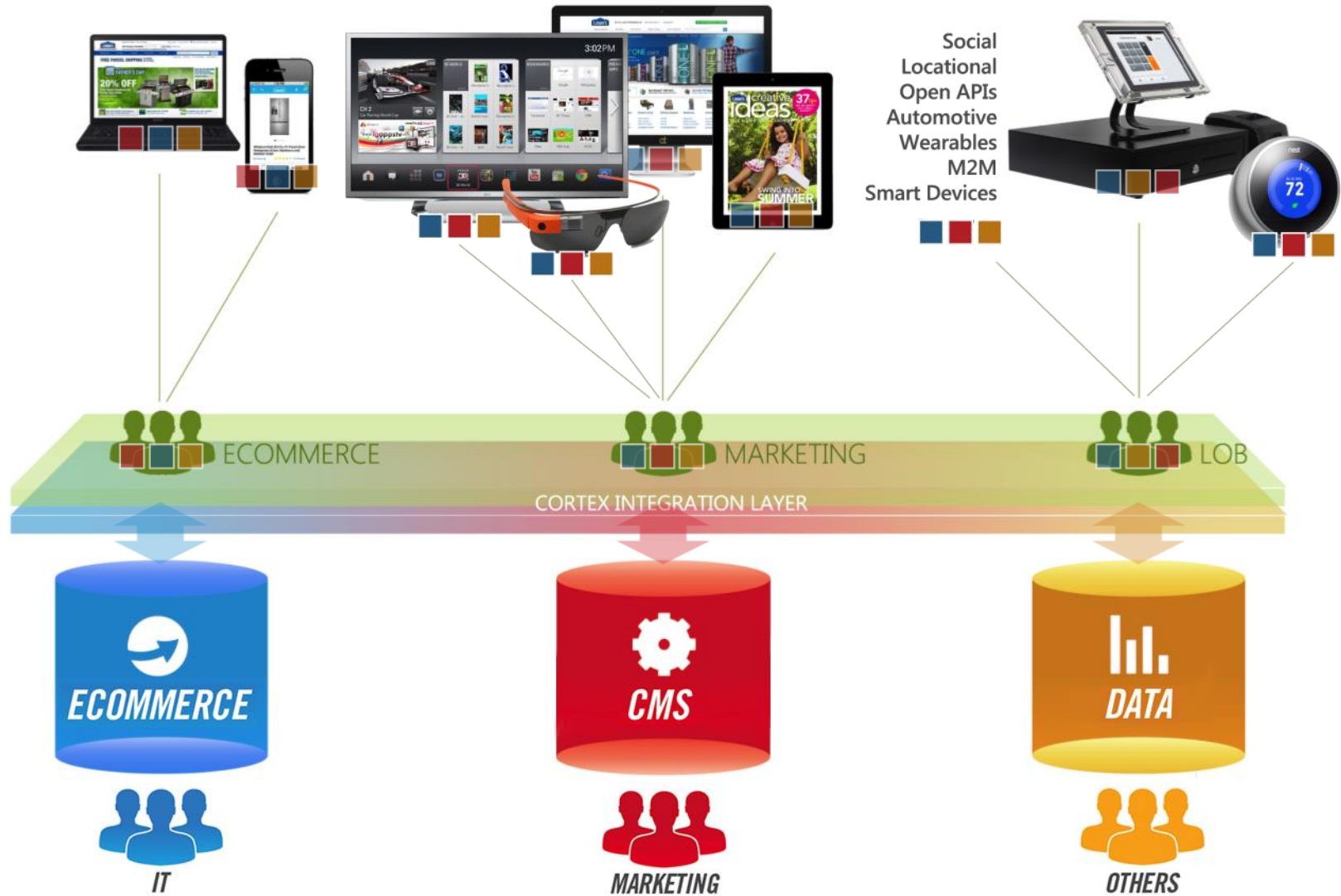
McKinsey & Company

“ APIs will be the key to unleashing business growth. ”

FORRESTER

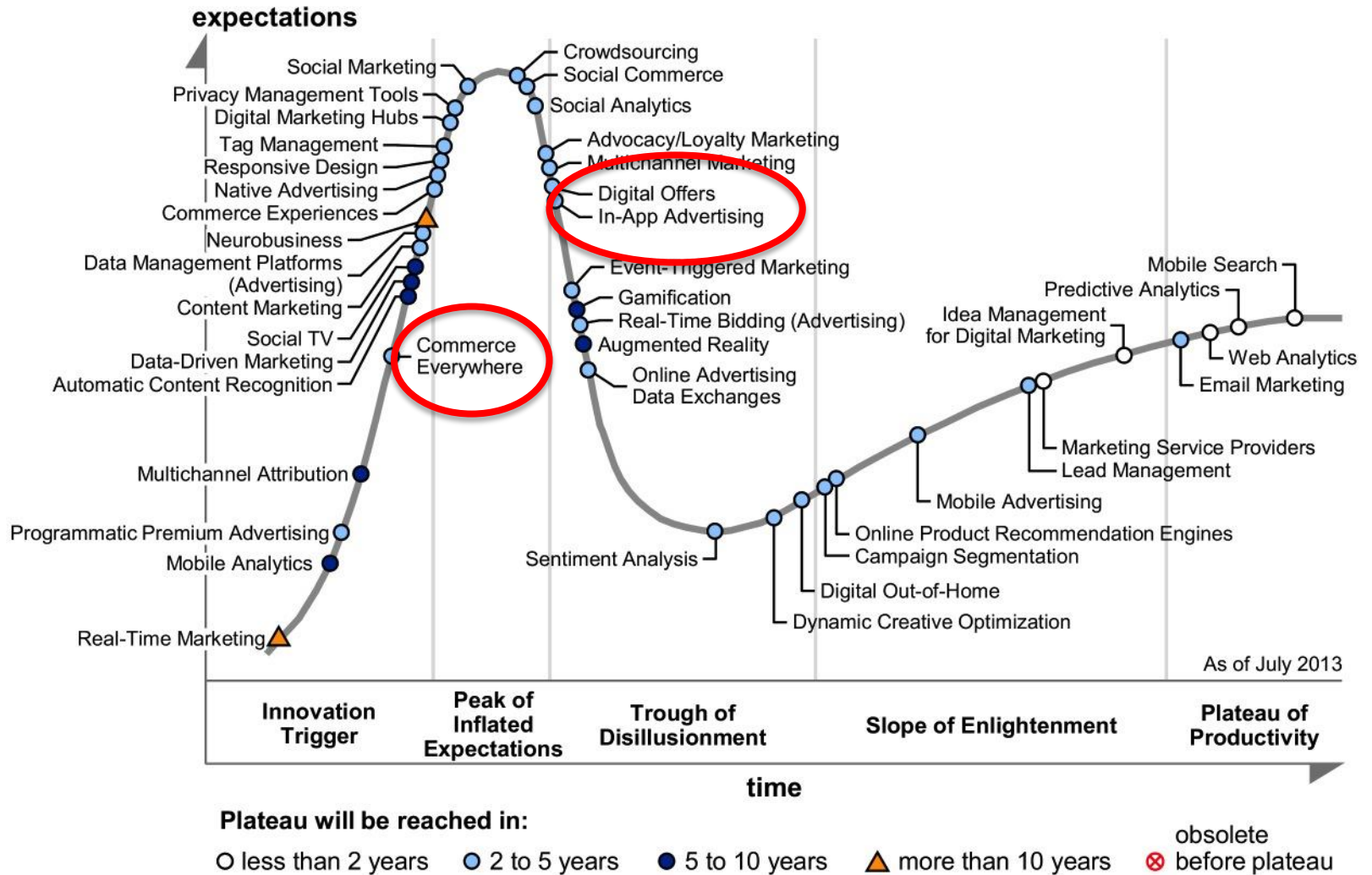


The Role Of APIs



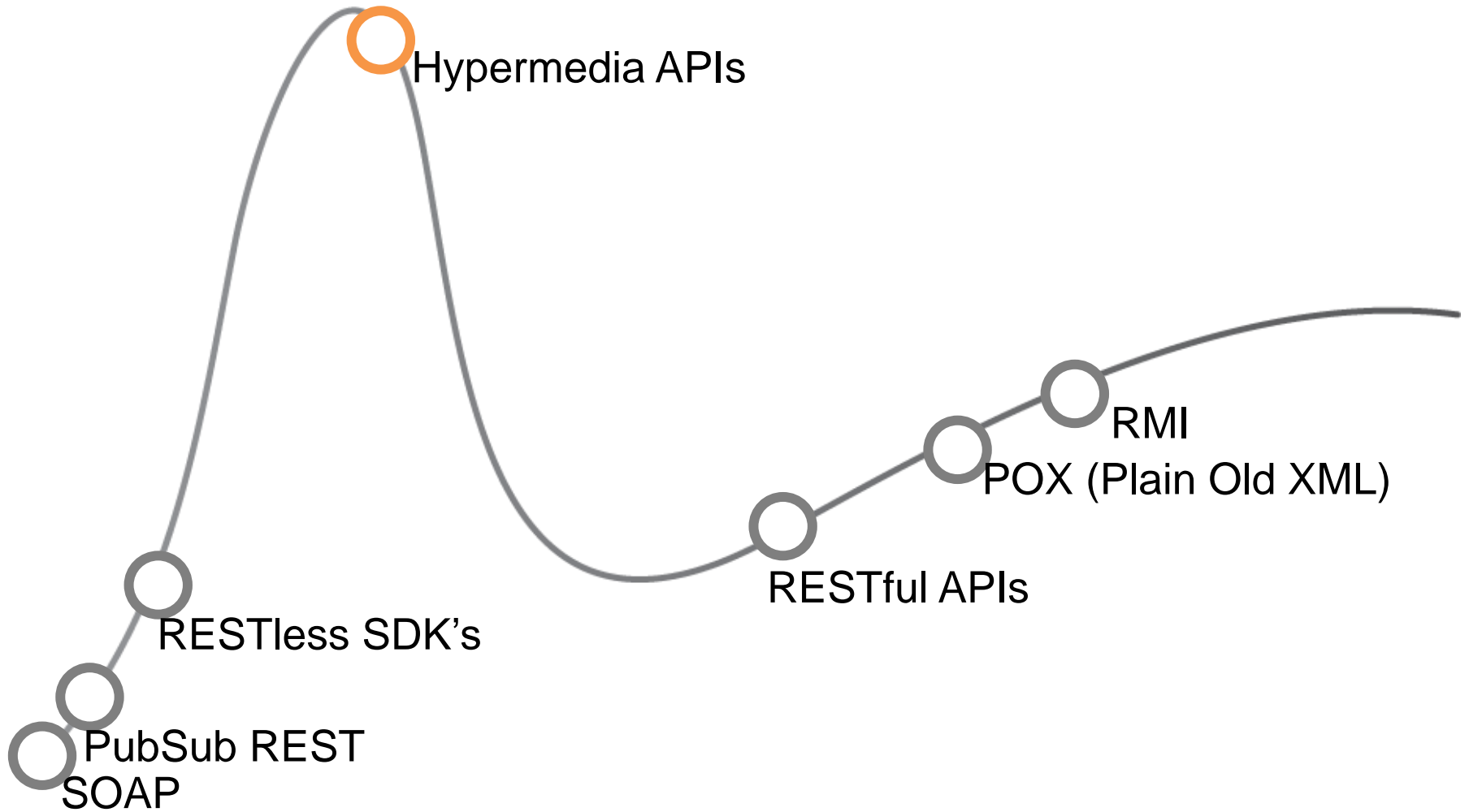
Hype Cycles

Figure 1. Hype Cycle for Digital Marketing, 2013



Source: Gartner (July 2013)

API Hype Cycle

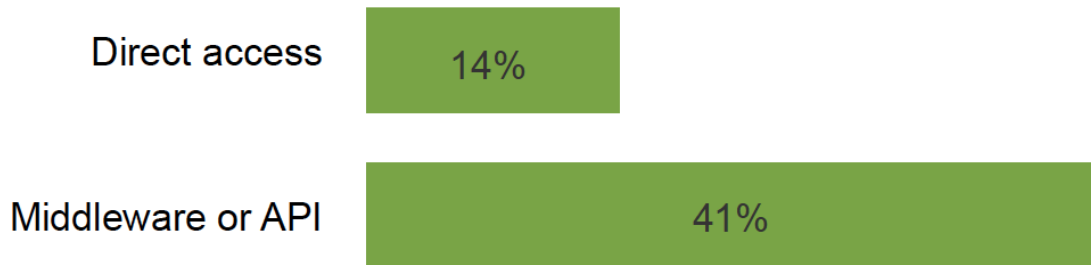


A Unified Service Layer = Success

How would you characterize your success rate with delivering the following services?

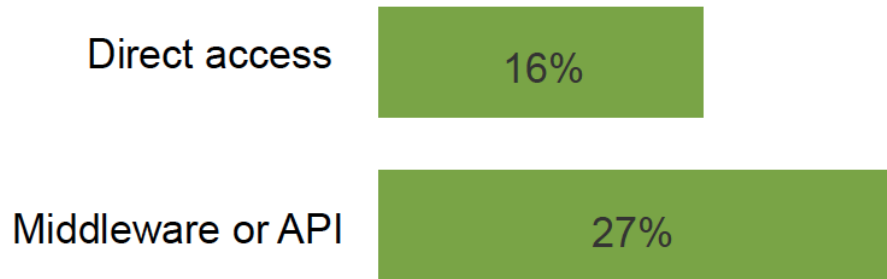
Mobile applications

■ Always Succeed

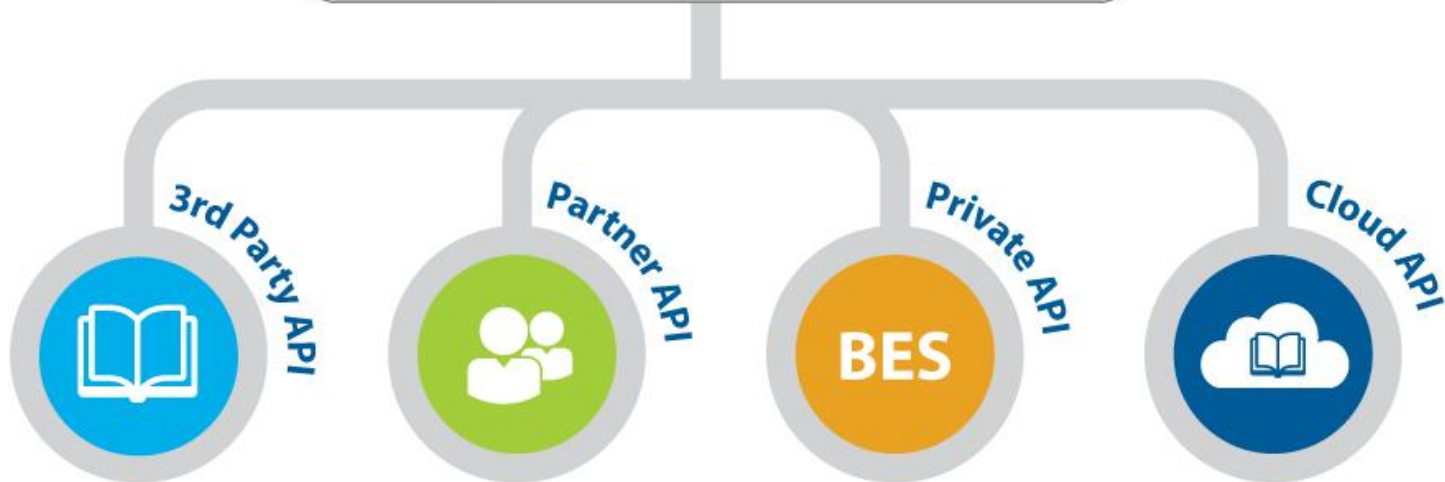


Unified user experiences across touchpoints

■ Always Succeed



Textbook Of The Future



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Thank You

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