

# Graylark scales AI innovation and streamlines API management with AAM

TYK & APIGEE → AKAMAI AI AND API MANAGER • SELF-SERVICE ONBOARDING

Graylark chose Akamai AI and API Manager (AAM) to tackle rapid growth and rising enterprise demand. With automated onboarding, global scalability, and simplified payment integrations, AAM streamlined API management and freed Graylark to focus on advancing their AI technology.

## Challenges

- **Scaling struggles**  
Rapid growth created operational challenges.
- **Onboarding issues**  
Manual API key processes were unsustainable.
- **Rising demand**  
Enterprise interest added pressure.
- **Complex setups**  
Gateways like Tyk and Apigee added complexity and strained resources.
- **Limited capacity**  
A small team struggled to scale.

## The AAM solution

- **Self-service onboarding**  
Automation enabled a self-service customer model for faster onboarding.
- **Edge deployment**  
Ensured reliable, region-agnostic traffic handling.
- **Payment integration**  
Supported enterprise contracts and subscription transitions.
- **Streamlined deployments**  
The platform streamlined API deployments and updates, improving efficiency.

## Key results

### Reduced

onboarding time, leading to increased conversions

### Improved

customer experience with enhanced APIs

### New

revenue streams unlocked using direct integration with Stripe

### Streamlined

API management that saved time and resources

## About Graylark

Graylark is an AI-driven platform specializing in advanced cyber intelligence and all-source intelligence gathering, analysis, and processing. It offers next-generation photo geolocation through its GeoSpy AI technology, which leverages pixel data to accurately infer geographical locations.

## The journey to AAM

Graylark's rapid growth and the viral success of their GeoSpy AI models created an urgent need for scalable API management. Their manual process for API key generation and onboarding was unsustainable, especially as enterprise interest grew. Gateways like Tyk and Apigee added complexity and strained Graylark's small team, hindering scalability.

AAM offered the ideal solution with an intuitive API management platform that reduced setup time from weeks to days. Its seamless integration with Stripe simplified payments, while pre-built policies for rate limiting and authentication streamlined management. By replacing Tyk and Apigee with AAM, Graylark scaled quickly and freed resources to focus on their core AI innovations.



We would not be able to do what we're trying to do without AAM... the amount of man hours it took to send people trials for our API was insane. Now, we just say, 'Here's our API, go check it out,' and we save countless hours.

**Daniel Heinen**, Co-Founder, Graylark



### AI and API Manager

Built into Akamai Connected Cloud

Customer Case Study