

# SmarterX increased time to market and developer engagement

APIGEE → AKAMAI AI AND API MANAGER • DISCOVERY TO PRODUCTION IN 30 DAYS

The transition from Apigee to Akamai AI and API Manager (AAM) brought about transformative results for SmarterX. They achieved rapid deployment, moving from discovery to production-ready status in just one month, including API monetization and a developer portal.

## Challenges

- **Complex usability**  
Engineers struggled to utilize Apigee's features effectively.
- **Restrictive functionality**  
Limited control over the request pipeline and connectivity.
- **Slow development**  
Complex interface and inflexibility delayed time to market.
- **High costs**  
Apigee costs increased significantly as scaling demands grew.

## The AAM solution

- **Intuitive interface**  
AAM's intuitive interface simplified development for engineers.
- **Pipeline control**  
Control over request pipeline and connectivity, enabling faster integrations.
- **Streamlined operations**  
Migration to AAM streamlined operations and reduced complexity.
- **Significant savings**  
AAM delivered significant savings compared to Apigee.

## Key results

**30 Days**

to production readiness

**75%**

reduction in API gateway costs

**3x**

developer engagement compared to working with Apigee

**Enhanced**

performance with improved latency and reliability

## About SmarterX

SmarterX helps brands and retailers make precise decisions about regulated consumer products. Their platform, which is built on eight years of retail and CPG data, simplifies navigation of regulations related to waste, storage, and transportation, while automating supply chain decisions.

**10x**

speed of product handling

**57%**

reduction in disposal costs

**1,700+**

customers

## The journey to AAM

After exploring various alternatives, SmarterX selected AAM for its superior developer experience and cost efficiency. AAM provided an intuitive and developer-friendly environment, seamlessly integrating with existing workflows, which streamlined code development and testing.

The platform also offered a highly cost-effective solution, significantly cutting SmarterX's API management expenses. Furthermore, AAM's advanced capabilities delivered greater control over the request pipeline and connectivity, facilitating faster and more flexible integrations.



The natural programmable nature of AAM makes it easy to integrate into any dev team and partner with developers to own it rather than have operations people do it.

**Kevin Kuhl**, Director of DevOps, SmarterX



**AI and API Manager**

Built into Akamai Connected Cloud

Customer Case Study