

Sales Qualification Question Guide

QUALIFICATION GUIDE FOR AKAMAI AI AND API MANAGER

This guide suggests questions to ask your customers to quickly qualify opportunities. If you get an 'answer to get excited about' we should look to do a joint discovery call with Akamai AI and API Manager (AAM), Akamai and the customer to dive into the potential for us to help.

Who? — The best conversations are usually with the following roles:

- > VPs and Directors of Engineering
- > CTO and office of the CTO
- > Any API focused teams
- > Platform Engineering leaders
- > Senior ICs responsible for Architecture: Solutions Architect etc.

Question	Answer to get excited about	Notes
Do you currently use an API Management platform (e.g. Kong, Apigee, Mulesoft, Azure API Management, AWS API Gateway etc)?	Yes or no	If yes, we should discuss weaknesses from the relevant competitive sheet. Price is often a concern for many vendor choices. Deployment and federated access are other common weaknesses of rivals.
Are you multi-cloud? Did you recently acquire another company that uses a different cloud vendor?	Yes	AAM's distributed nature on Akamai makes it a great fit for a multi-cloud gateway. Move the gateway to the edge on Akamai where it belongs, next to your WAF, NONAME etc. Deploy to many locations with a single commit to git.
Are you serving APIs through Akamai's CDN today?	Yes	They obviously care about distribution and performance. This might be an 'in' for AAM as the only edge/distributed gateway.
Do you have externally facing APIs or are planning to ship any?	Yes	AAM really sings for external API programs, helping external developers onboard seamlessly, reducing support needs.
Do you plan to monetize your APIs?	Yes	AAM offers a highly configurable and turnkey monetization capability. We convert users better than the rest.
Is API Governance — ensuring required authentication, throttling, and security practices — a concern for you?	Yes	Deploying AAM as your API management layer can help you achieve API governance nirvana.
Are you facing any challenges with API performance, resilience, and/or scalability?	Yes	AAM's auto-scaling, worldwide distribution, dynamic caching and rate-limiting capability can help with the most demanding of workloads.
Is API Management misaligned with how you ship software? Deployment not via gitops, lack of extensibility?	Yes	AAM is a cloud SaaS solution, much easier to onboard than competitors like Kong, which requires significant resources and DevOps know-how to maintain.



AI and API Manager
Built into Akamai Connected Cloud

Edge-native

Multi-cloud

GitOps

Monetization