

# Externalize an API

AAM PROVIDES EVERYTHING YOU NEED TO DELIVER A WORLD-CLASS API DEVELOPER EXPERIENCE OUT OF THE BOX

## Accelerate API Adoption with a Stripe-like developer experience

51% of developers abandon APIs due to poor documentation and difficult onboarding experiences, while 40% report authentication difficulties as major barriers to adoption<sup>1</sup>. These challenges directly impact revenue potential as APIs become essential business drivers. Akamai AI and API Manager (AAM) helps companies boost API adoption and accelerate time-to-revenue by delivering intuitive, self-service API experiences that turn developers into paying customers.

### AAM is a Perfect 10 for Developer Experience

- **Beautiful, functional API documentation**  
Clear documentation reduces support inquiries and accelerates developer onboarding, turning evaluators into active users faster.
- **Interactive test console**  
Reduces integration time by eliminating code errors and allowing developers to validate implementation immediately.
- **Self-service API keys**  
Eliminates security-related support tickets by empowering developers to manage their own authentication without waiting for assistance.
- **OpenAPI for life**  
Prevents costly integration breakages by ensuring documentation and implementation are always synchronized, building developer trust.
- **Observable analytics**  
Enables data-driven API improvements by revealing usage patterns, identifying bottlenecks, and highlighting opportunities for enhancement.
- **Authentication guide**  
Overcomes a major developer adoption barrier by simplifying the most complex aspect of API integration through guided implementation.
- **Stellar performance**  
Increases developer satisfaction and retention by delivering consistent, reliable experiences that build confidence in your API as a critical dependency.
- **Transparent usage**  
Eliminates surprise bills and builds trust with developers by providing clear visibility into consumption patterns and associated costs.
- **Clear error messages**  
Reduces troubleshooting time by providing specific, actionable guidance when something goes wrong instead of generic failure codes.
- **Predictable behaviors**  
Builds developer loyalty by creating intuitive, consistent interactions that align with modern API best practices and developer expectations.

<sup>1</sup> <https://www.postman.com/state-of-api/2022/api-global-growth>

“ AAM has really delivered. With the whole experience of an API-based product, it’s absolutely vital that our customers understand how our product works. We have great performance. We have great observability.

**James World**, System Architect, Duck Creek Technologies