

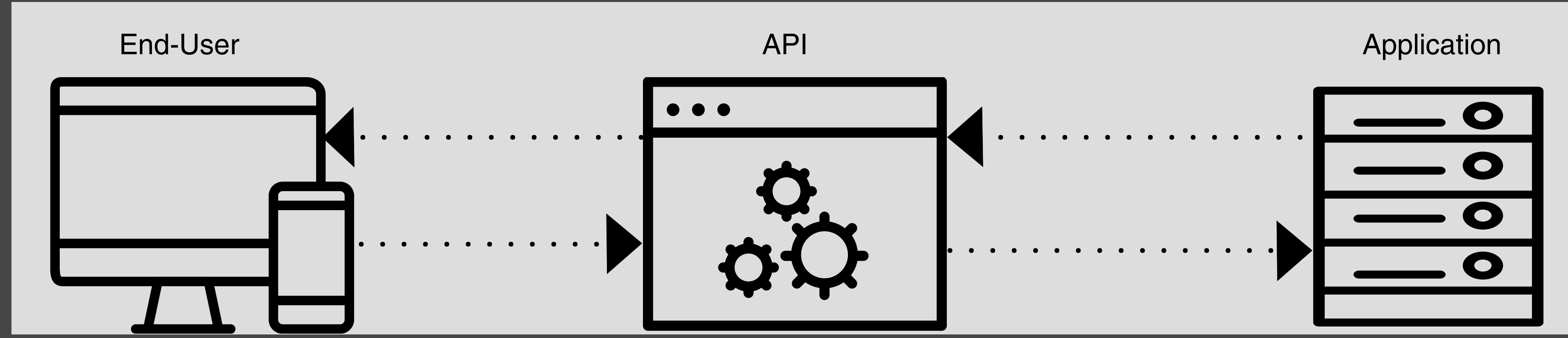


What is an API?

Application Programming Interface

An API is an independent code base used to facilitate the communication between a programmer or user and an application or service

To clear that up a little lets use a real-world example



End-User

This could be anyone from a professional developer building an application that incorporates Google Maps to a non-technical user accessing Facebook.

API

When you request an Uber or sign into Facebook you are using an API. Your username and password are sent to Facebook and, if approved, your page is returned to your browser or mobile device.

Application

When using Uber your location information is passed from your phone to find drivers near you, calculate the closest, and present it to you. If you accept, your location is passed to the driver.

What will be key drivers of future growth?

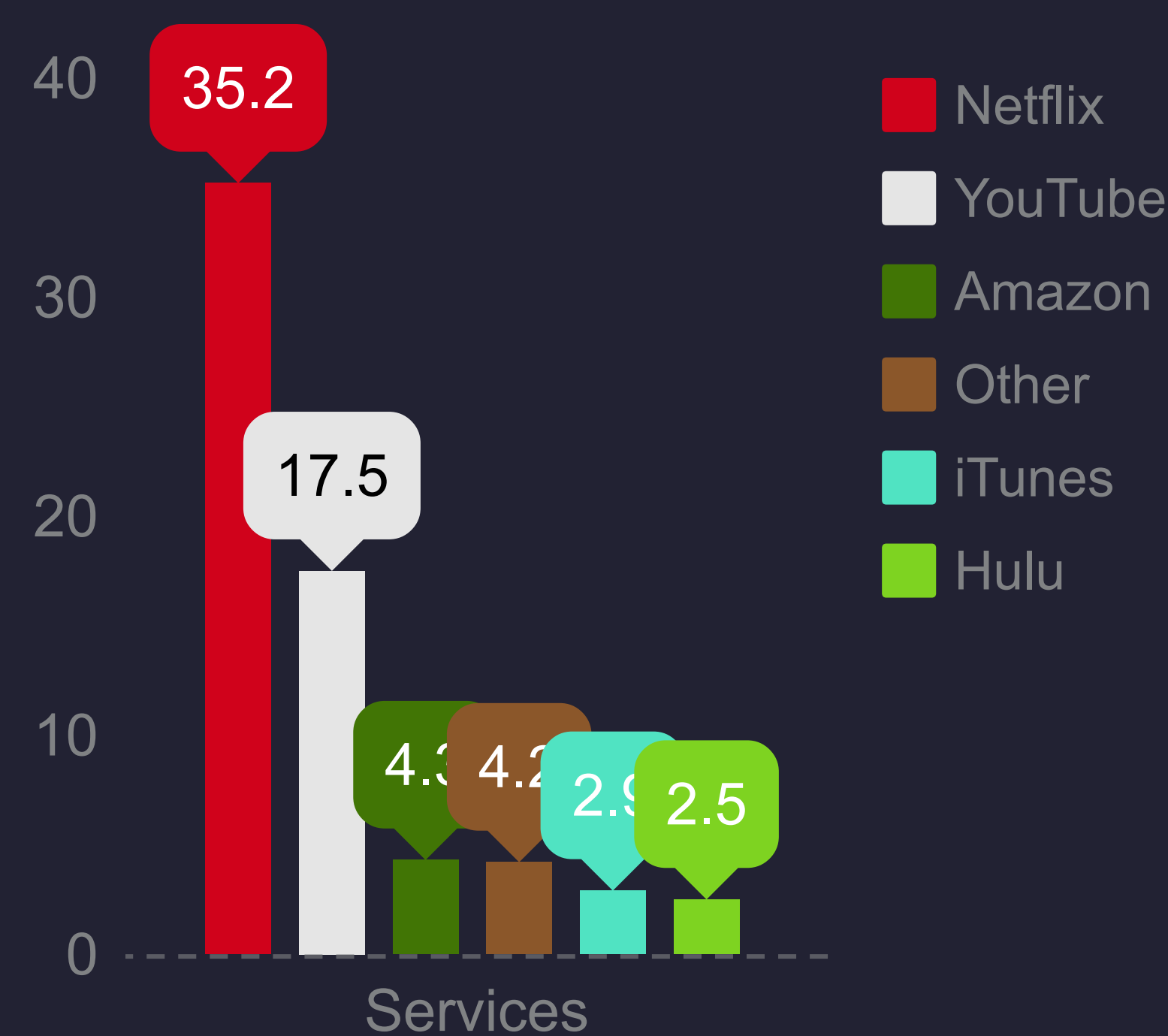


Mobile (36%) Internet of Things (29.33%)

Enterprise (18.67%) Digital Security (16%)

If you don't currently use an API or provide one as part of your services, it may be time.

Fun Fact: Netflix streaming accounts for roughly 35% of all web traffic.



And this traffic uses APIs to communicate and pass data back and forth so you can keep binge watching House of Cards.

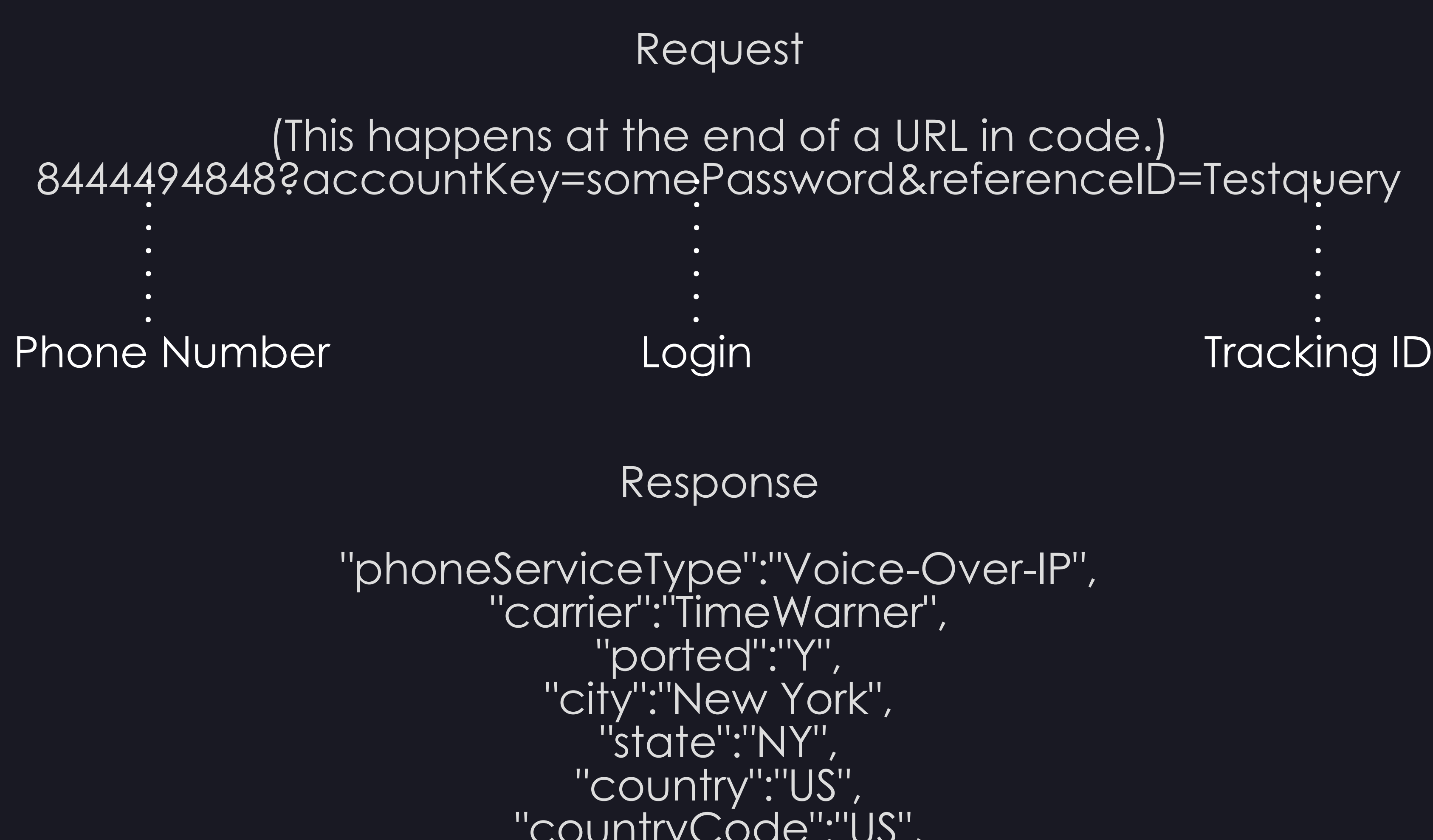
You probably use APIs more than you know:



While these may not be represented as code to the end-user, they still communicate via an API in the background. The key to this is ease of use. At IDICIA it is our goal to provide an easy-to-use service that you almost don't know is there. As you can see, APIs are here to stay as they power most of the internet and mobile computing and the Internet of Things.

Example API call Line Identification

To get slightly technical here is a slimmed down example of our Line Identification API that takes in a phone number and returns what type of phone it is, who the carrier is, where it is located, and if it has been ported between carriers or not.



Thank you for reading!

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