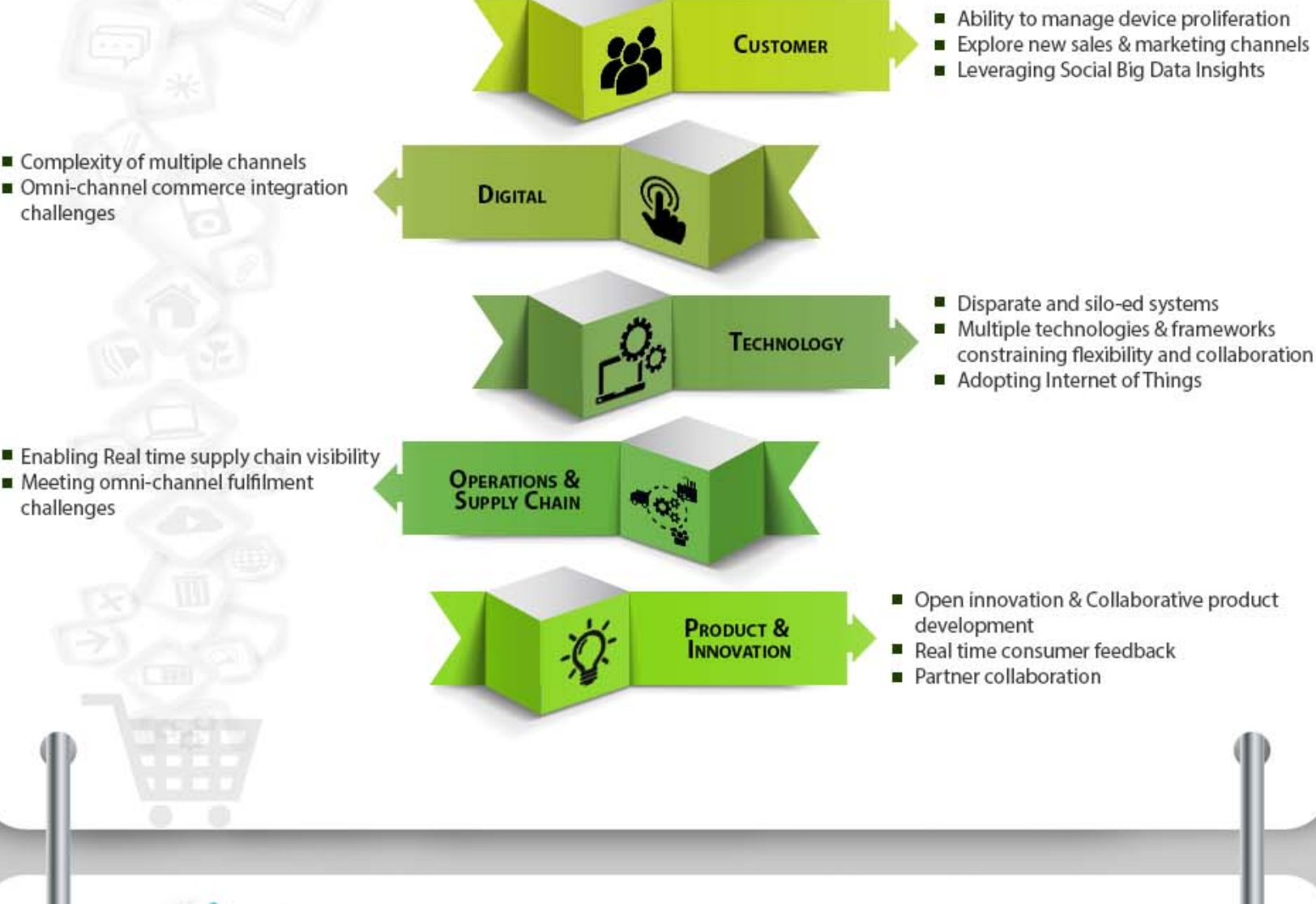


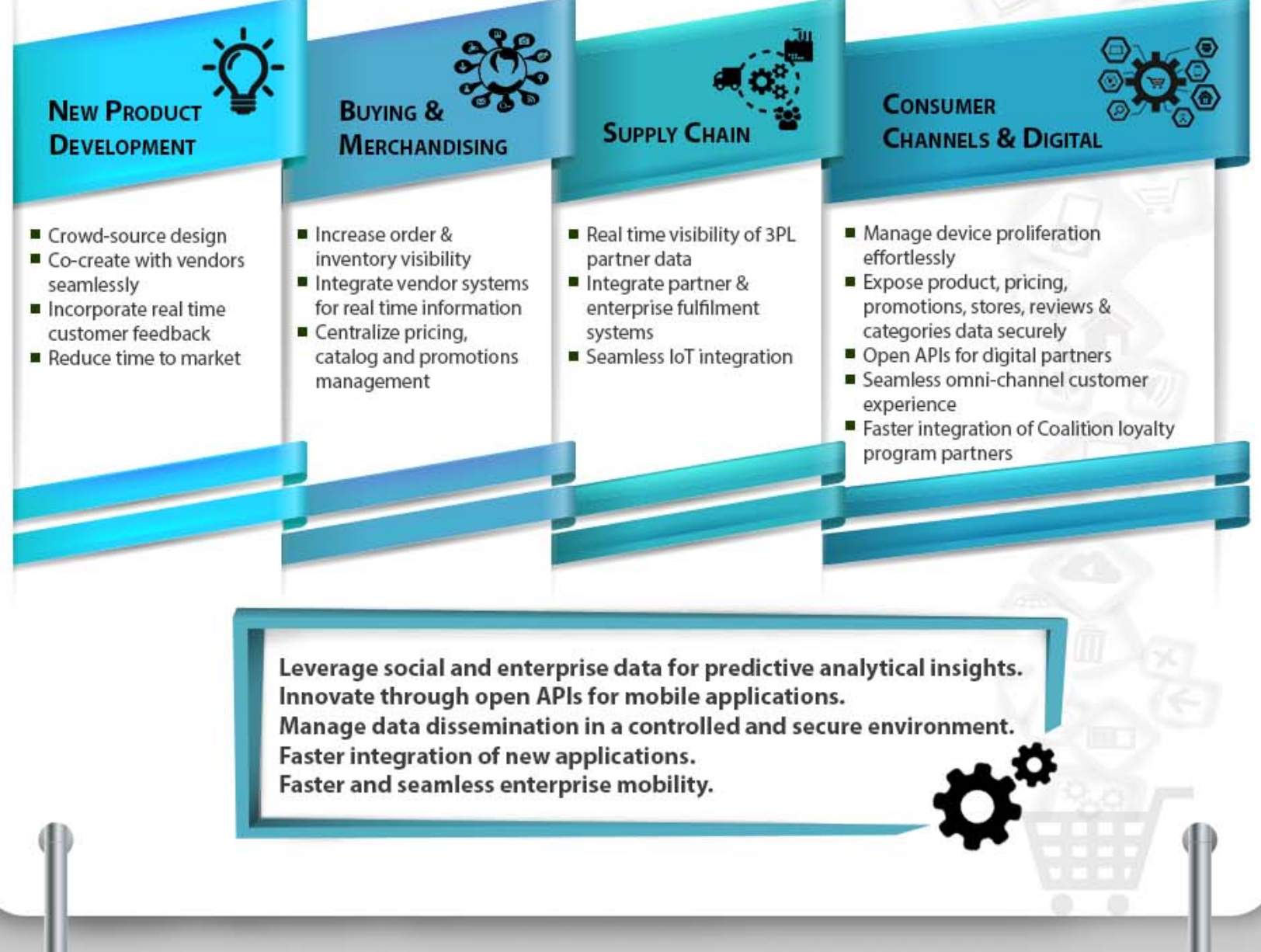
# API MANAGEMENT FOR RETAIL

APIs provide the building blocks to enterprises enabling customers, partners, employees, internal applications and disperse devices to leverage data, collaborate and innovate anytime and anywhere.

## NEEDS & CHALLENGES DRIVING API ADOPTION

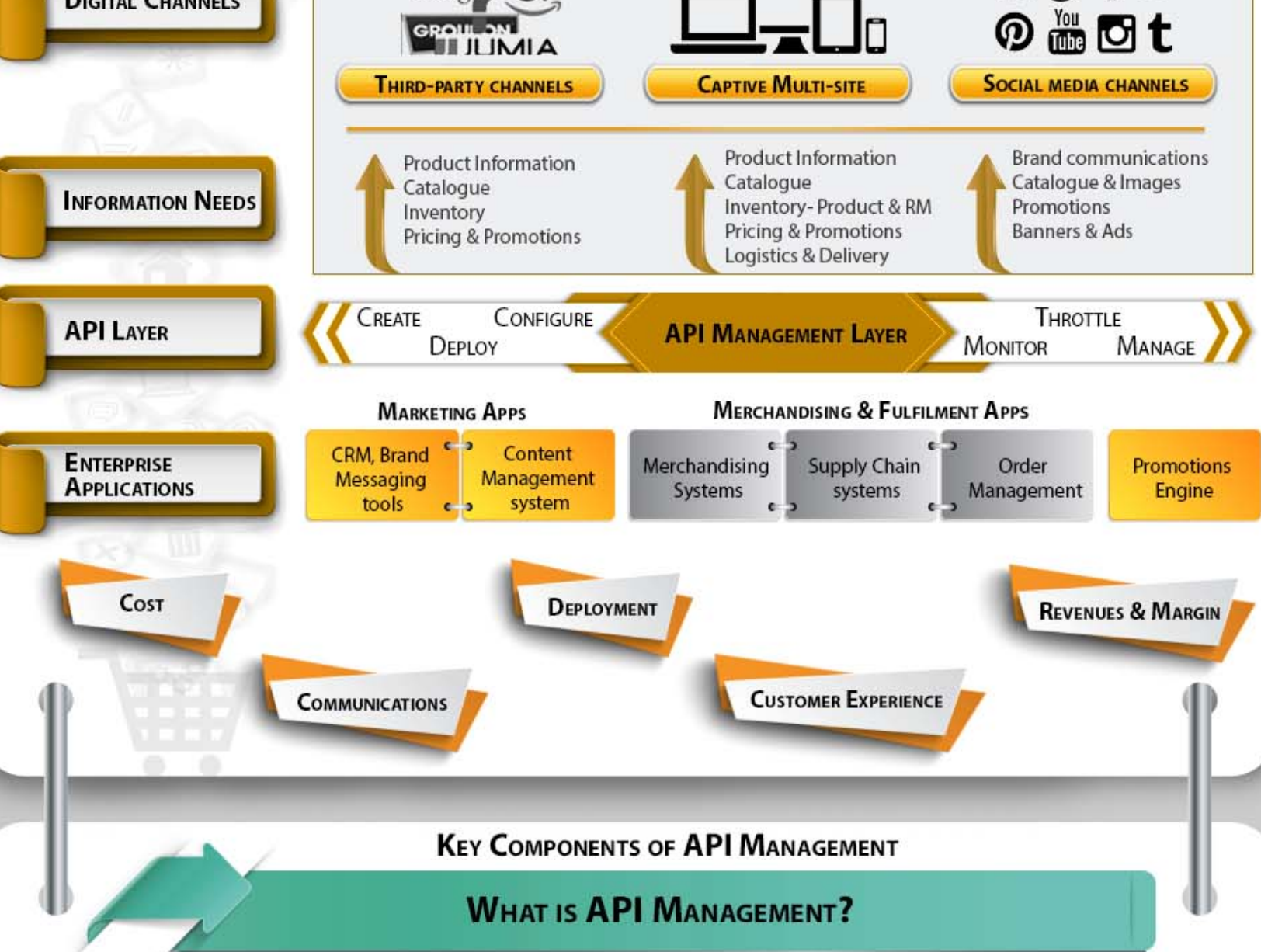


## API OPPORTUNITY ACROSS THE RETAIL VALUE CHAIN



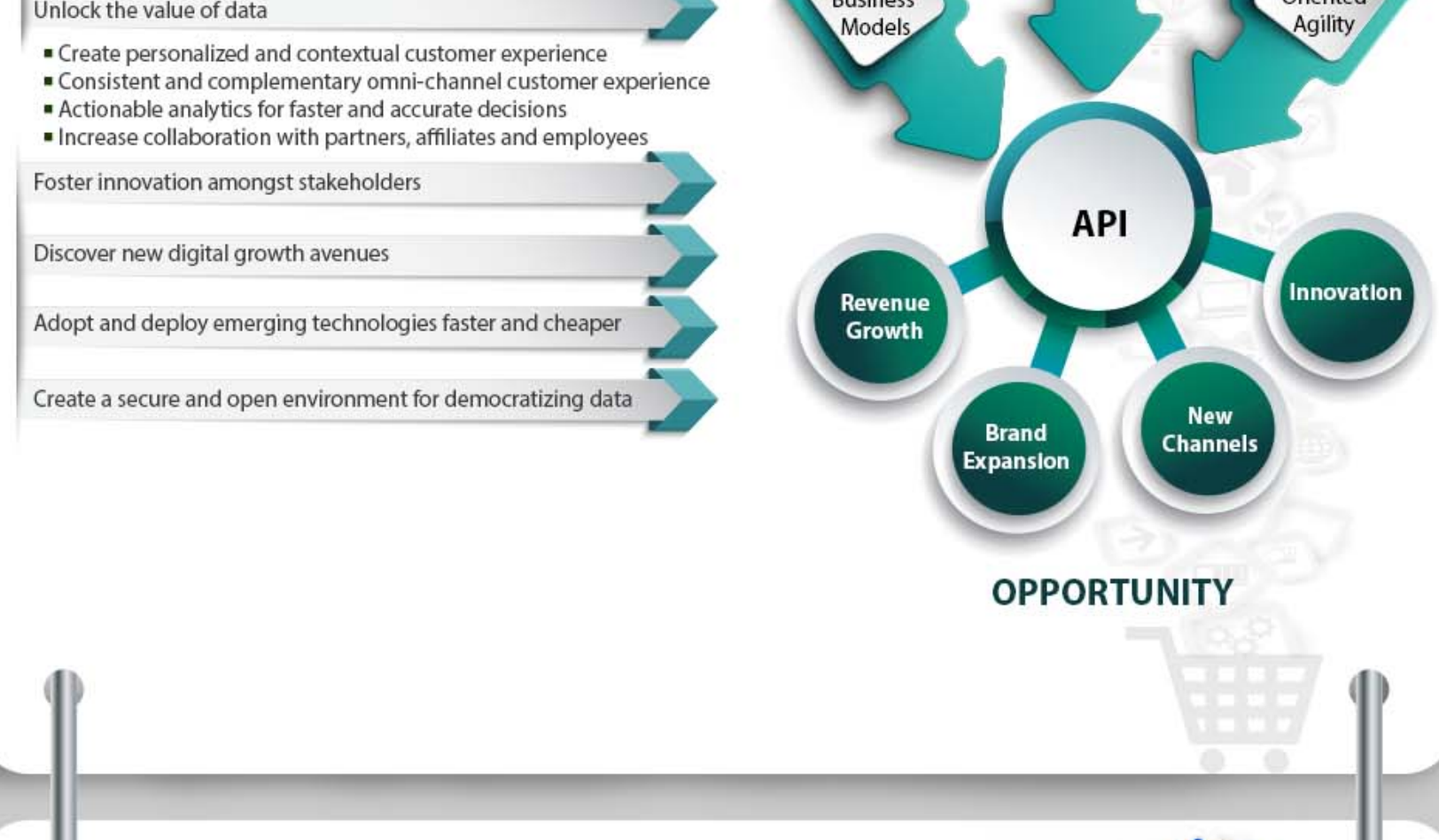
## How API MGMT WILL TRANSFORM DIGITAL OPERATIONS

ENABLE A UNIFIED BRAND COMMUNICATION ACROSS DIGITAL COMMERCE & COMMUNICATION CHANNELS

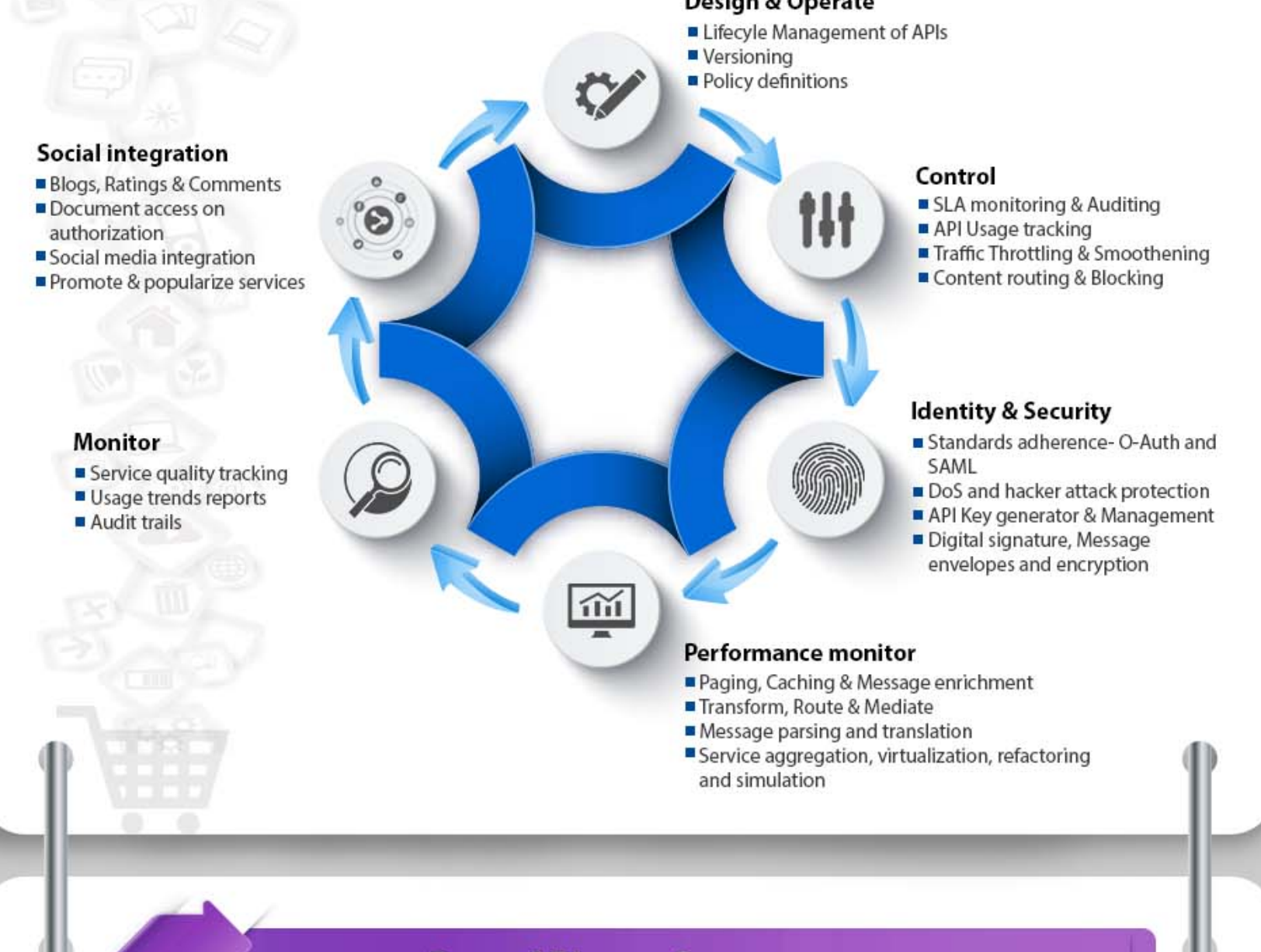


## KEY COMPONENTS OF API MANAGEMENT

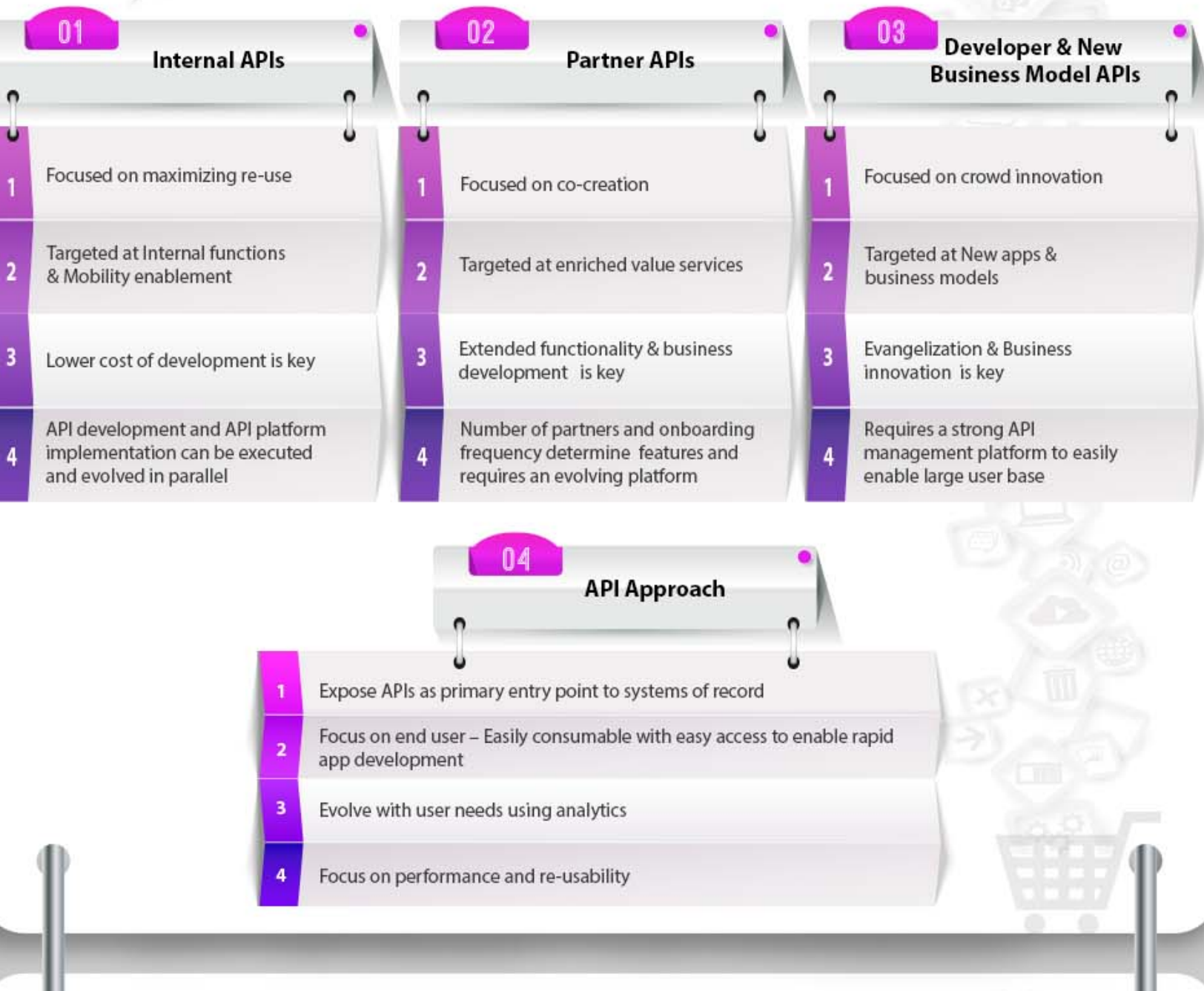
### WHAT IS API MANAGEMENT?



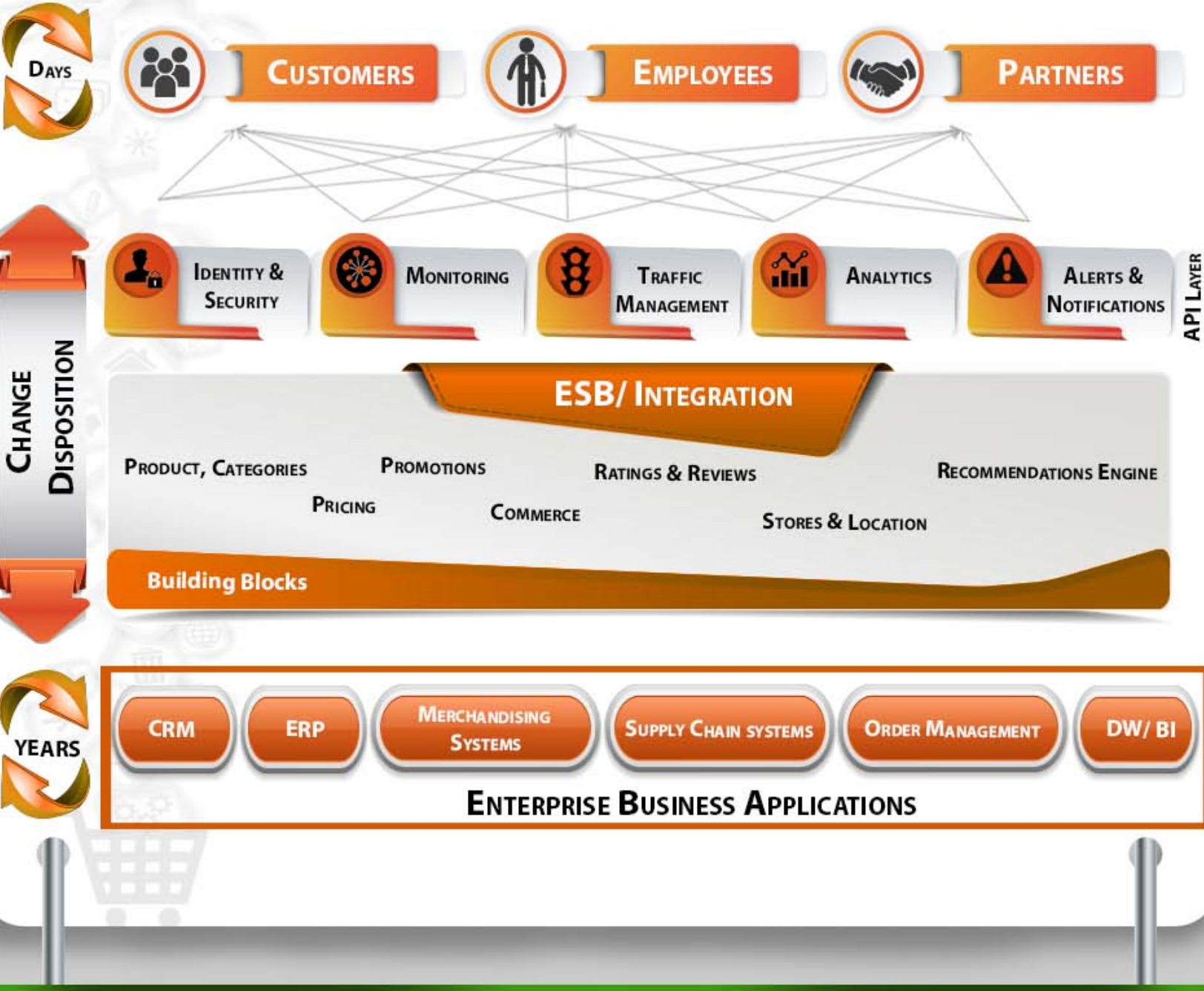
## KEY COMPONENTS OF API MANAGEMENT TOOLKIT



## RETAIL API TYPES & OBJECTIVES



## API MANAGEMENT- RETAIL REFERENCE ARCHITECTURE



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