

 Stay ahead.

# Innovate2013

The IBM Technical Summit

# 開發者大會





*跨地介面共享、支援多種語言、API 同步開發零時差*  
**API 開發，決戰雲世代**

IBM 軟體事業處 Rational 資深技術顧問  
Joseph Chang

**Innovate2013**

The IBM Technical Summit

**開發者大會**





# Agenda

- API 正在改寫Internet 的定義
- Web API是什麼?
- 將APIs變成一門賺錢的生意
- 商業 APIs 背後的技術
- 跨入API 世代的第一步



# The Web Beyond the Browser



商業模式的  
進化



商店



(0800)090 ###s



web sites



Web APIs 最新、  
成長最快速的  
**通路**



“\$70億美金的交易是透過 eBay APIs 完成”  
Mark Carges (eBay CTO)



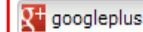
“透過 API 推的短文,是網頁流量的 10 倍以上,  
has been really very important to us.”  
Biz Stone (Co-founder, Twitter)



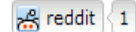
4



1



0



1



“Amazon’s Web services 帶動的網路流量,已超越傳統網站帶來的流量”  
Jeff Bar (Amazon evangelist) / Dion Hinchcliffe (Journalist)

Web 1994 -- 是“搶域名、建立公司網站”的時代。

Web 2000 -- 是“自建立網頁,與人群互動”的時代

Web 2010 -- 是“網頁下架、APIs上架、擁抱開發者、行動運算崛起”的時代。”

Robert Scoble (Author of tech blog Scobleizer)

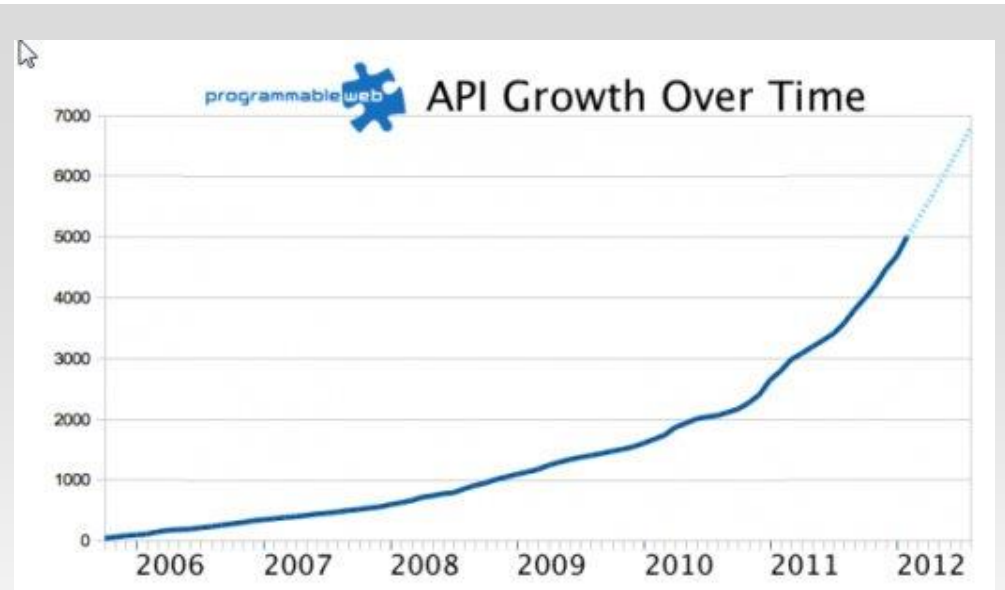


# The Pulse of APIs in the Market

February 6th, 2012 **“We now list 5,000 APIs, just a short four months since passing 4000.”**

<http://www.programmableweb.com/>

Company	APIs	Most Popular
<a href="#">Twitter</a>	3 + 101	<a href="#">Twitter API</a>
<a href="#">Google</a>	96	<a href="#">Google Maps API</a>
<a href="#">Yahoo</a>	51	<a href="#">Flickr API</a>
<a href="#">Xignite</a>	43	<a href="#">Xignite Realtime Stock Quotes API</a>
<a href="#">Microsoft</a>	33	<a href="#">Microsoft Bing Maps</a>
<a href="#">AOL</a>	30	<a href="#">MapQuest API</a>
<a href="#">Amazon</a>	23	<a href="#">Amazon Product Advertising API</a>
<a href="#">Orange</a>	19	<a href="#">Orange Location</a>
<a href="#">eBay</a>	18	<a href="#">eBay API</a>
<a href="#">Ericsson</a>	16	<a href="#">Ericsson Web Maps</a>
<a href="#">New York Times</a>	14	<a href="#">New York Times Article Search</a>
<a href="#">Yandex</a>	10	<a href="#">Yandex Search API</a>
<a href="#">AT&amp;T</a>	9	<a href="#">US Yellow Pages API</a>
<a href="#">Salesforce.com</a>	8	<a href="#">Salesforce.com CRM API</a>
<a href="#">USA Today</a>	8	<a href="#">USA Today News API</a>
<a href="#">Facebook</a>	8	<a href="#">Facebook API</a>
<a href="#">Rackspace</a>	6	<a href="#">RackSpace Cloud Servers API</a>
<a href="#">Telenor</a>	6	<a href="#">Telenor Payment</a>
<a href="#">InfoChimps</a>	5	<a href="#">InfoChimps Twitter</a>
<a href="#">Deutsche Telekom</a>	5	<a href="#">Deutsche Telekom Send SMS API</a>
<a href="#">SingTel</a>	5	<a href="#">SingTel Messaging API</a>
<a href="#">T-Mobile</a>	5	<a href="#">Developer Garden API</a>
<a href="#">Telefonica</a>	5	<a href="#">BlueVia Location API</a>
<a href="#">Pearson</a>	3	<a href="#">Longman Dictionary API</a>
<a href="#">Vodafone</a>	3	<a href="#">Vodafone Geolocation</a>
<a href="#">Verizon</a>	2	<a href="#">Verizon NavBuilder LocationKit</a>



5,000 APIs: Facebook, Google and Twitter Are Changing the Web – Adam DuVander, Feb, 6 2012

# 美國政府 US Government API



<http://www.data.gov/developers/page/developer-resources>

An Official Web Site of the United States Government

Change Text Size SHARE

DATA.GOV / Communities  
EMPOWERING PEOPLE

Search Data Catalog Search in Developers

Open ID Login

HOME ABOUT DATA METRICS OPEN GOVERNMENT BLOGS COMMUNITIES

Developers DATA WEB SERVICES SOURCE CODE CHALLENGES SEMANTIC WEB BLOGS LET'S TALK

Agencies

**Available Datasets**

- [Monthly Traffic for the top Airports in the US](#)  
Office of Airline Information - Monthly T100 Segment Data  
Used to Pilot BTS Open Source API 9/14/2012  
<http://transportation.jointstatistics.org/airporttraffic>
- [Injured Persons by Transportation Mode](#)  
National Transportation Statistics, Bureau of Transportation Statistics  
Used to Pilot BTS Open Source API 9/14/2012  
<http://transportation.jointstatistics.org/multimodalsafety>
- [Transit Injuries and Fatalities Summary by Agency](#)  
Federal Transit Administration  
Summary ("count") data submitted to the Safety & Security Module of the NTD. Reflects counts of incidents, fatalities and injuries  
<http://transportation.jointstatistics.org/transitsafety>

- Department of Homeland Security
- Department of Housing & Urban Development
- Department of the Interior
  - U.S. Geological Survey
- Department of Justice
  - Bureau of Justice Statistics
- Department of Labor
- Department of State
  - Office of the Historian - State Department
- Department of Transportation
  - Federal Aviation Administration
  - Federal Motor Carrier Safety Administration
  - National Highway Traffic Safety Administration
- Department of the Treasury
- Department of Veterans Affairs

- National Library of Medicine
- Substance Abuse & Mental Health Services Administration

# 美國運輸部 US DoT 交通事故人員傷害統計



## Open Source Data API *Beta*

[Home](#) [Datasets](#) [Showcase](#)

### Injured Persons by Transportation Mode

year(multiselect):  1960 |  1965 |  1970 |  1975 |  1980 |  
 1991 |  1992 |  1993 |  1994 |  1995 |  1996 |  1997 |  
 1998 |  1999 |  2000 |  2001 |  2002 |  2003 |  2004 |  
 2005 |  2006 |  2007 |  2008 |

mode(multiselect):  Air |  Highway |  Pipeline |  Railroad |

Create URL

#### Data Links

XML: <http://transportation.jointstatistics.org/multimod/%5D=Air&mode%5B%5D=Highway>

JSON: <http://transportation.jointstatistics.org/multimod/%5D=Air&mode%5B%5D=Highway>

#### Data Handles

XML: <http://transportation.jointstatisti>

JSON: <http://transportation.jointstatisti>

```
- <response>
  <code>200</code>
  - <data>
    - <items>
      - <item>
        <year>2008</year>
        <mode>Air</mode>
        <injuries>289</injuries>
      </item>
      - <item>
        <year>2008</year>
        <mode>Pipeline</mode>
        <injuries>65</injuries>
      </item>
```

```
{"code":200,"data":{"items":
[{"year":"2008","mode":"Air","injuries":"289"},
{"year":"2008","mode":"Pipeline","injuries":"65"},
{"year":"2008","mode":"Railroad","injuries":"8789"},
{"year":"2008","mode":"Transit","injuries":"23105"},
{"year":"2008","mode":"Waterborne","injuries":"3947"}]}}
```

```
<injuries>23105</injuries>
</item>
- <item>
```





# 中華民國政府 Taiwan Government API

## DATA.GOV.TW

### 政府資料開放平臺 (公開測試版)

搜尋

- 首頁
- 資料分類
- 使用規範
- 常見問題
- 關於我們

- 分類
- 機關別
- 出生及收養 (2)
- 求學及進修 (17)
- 求職及就業 (6)
- 開創事業 (3)
- 投資理財 (9)
- 休閒旅遊 (44)
- 交通及通訊 (19)
- 就醫 (8)
- 更多
- 資料類型
- 原始數據
- 行動化應用軟體
- 工具軟體
- 系統介接程式

首頁 > 資料分類 > 服務分類 > 就醫

第1-8則資訊, 共8則

第1頁 1 最後1頁

- DATA** 醫院基本資料 CSV

更新日期: 民國102年4月01日 瀏覽人次: 1279
- DATA** 診所基本資料 CSV

更新日期: 民國102年4月01日 瀏覽人次: 1109
- DATA** 衛教資訊 TXT

更新日期: 民國101年12月31日 瀏覽人次: 863
- DATA** 退輔會附屬醫療機構基本資料 CSV

更新日期: 民國102年4月09日 瀏覽人次: 826
- DATA** 退輔會附屬醫療機構開設病床數 CSV

更新日期: 民國102年4月09日 瀏覽人次: 733
- DATA** 職業傷病防治中心名單 CSV

更新日期: 民國102年2月19日 瀏覽人次: 710



Innovate2013  
The IBM Technical Summit

http://data.gov.tw/opendata





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# Web API 的基本概念

## 什麼是Web API?

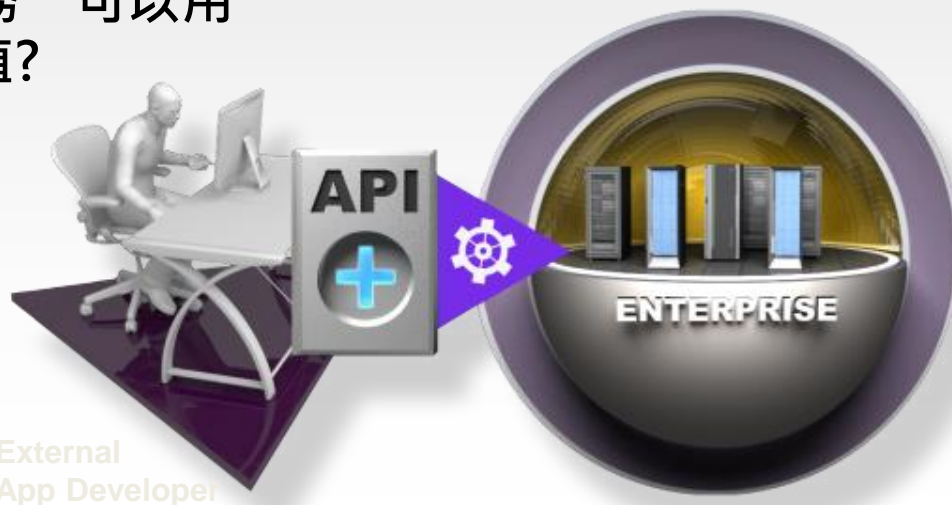
- Web API 是一個企業的發言人; 負責揭露定義好的有價資訊、資料及服務，讓公眾使用
- Web API可以很容易的讓 app開發人員使用、存取、和了解
- Web API 可以可容易的讓瀏覽器、行動裝置呼叫使用

## Web API 提供麼價值?

- 讓外部APP 開發人員容易的取得各種公開的資料，結合創造出更多更廣泛給消費者 使用的應用程式。 為企業擴展新的商機。

## 那些 “有價資訊, 資料 或 服務” 可以用 Web API開放外部開發者增值?

- 商品型錄
- 連絡資訊
- 保險案件資訊
- 訂單狀態
- 銀行貸款利率



External  
App Developer





# 擴展品牌忠誠度, 開發新銷售通路, 改變商業模式



**Procter and Gamble(寶鹼)**: 旗下的衛生紙品牌 Charmin 開放公廁資訊Web APIs , 讓APP 開發人員開發找廁所APP , 成功拓展品牌知名度.



**THE WORLD BANK**  
Working for a World Free of Poverty

**The World Bank(世界銀行)** 透過Web API 將所有專案發放款項資料公開, 讓外界團體可以容易的轉發佈並分析追蹤  
<http://data.worldbank.org/developers>



**Yellow Pages (黃頁)** 它必須改變他的生意模式才能生存. 現在你不只可以用紙本、線上以及行動裝置取得黃頁資訊, 它也提供讓第三方應用程式開發商用Web API 的方式直接使用它的資料

<http://lifeinyellow.ca/2011/how-we%E2%80%99ve-opened-up-our-business>



**“Web API’s 逐漸變成一種商品”**  
**Innovate2013**  
The IBM Technical Summit

# Web APIs are Emerging Across All Industries



能源及  
公用事業



政府



健康及醫療



運輸



零售



銀行



保險



電信



化學及石油



電子





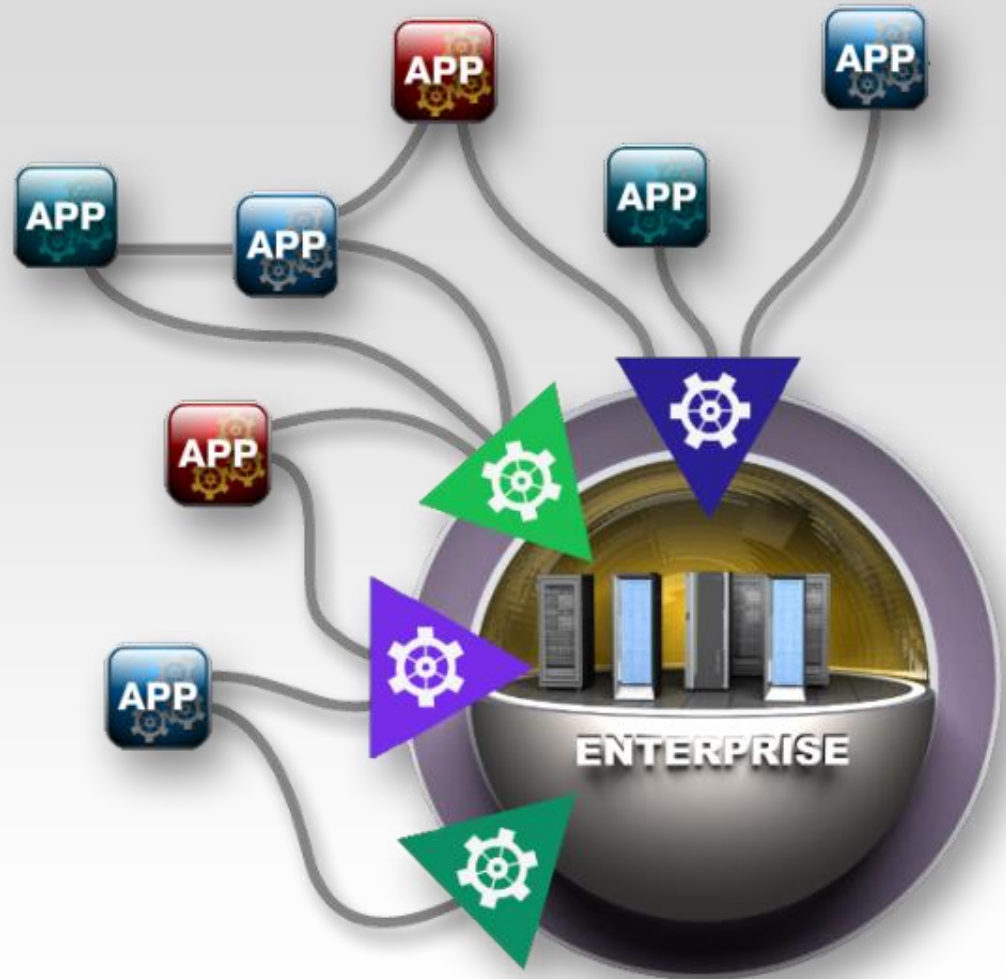
# Agenda

- API 正在改寫Internet 的定義
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# API Economy

- Web APIs 本身就是商品，需要被開發，定價，促銷
- Web APIs 是新的銷售通路
- 建立Web APIs 需要從商業策略的角度出發及思考



# Apps, APIs 及 API Management



## 效益

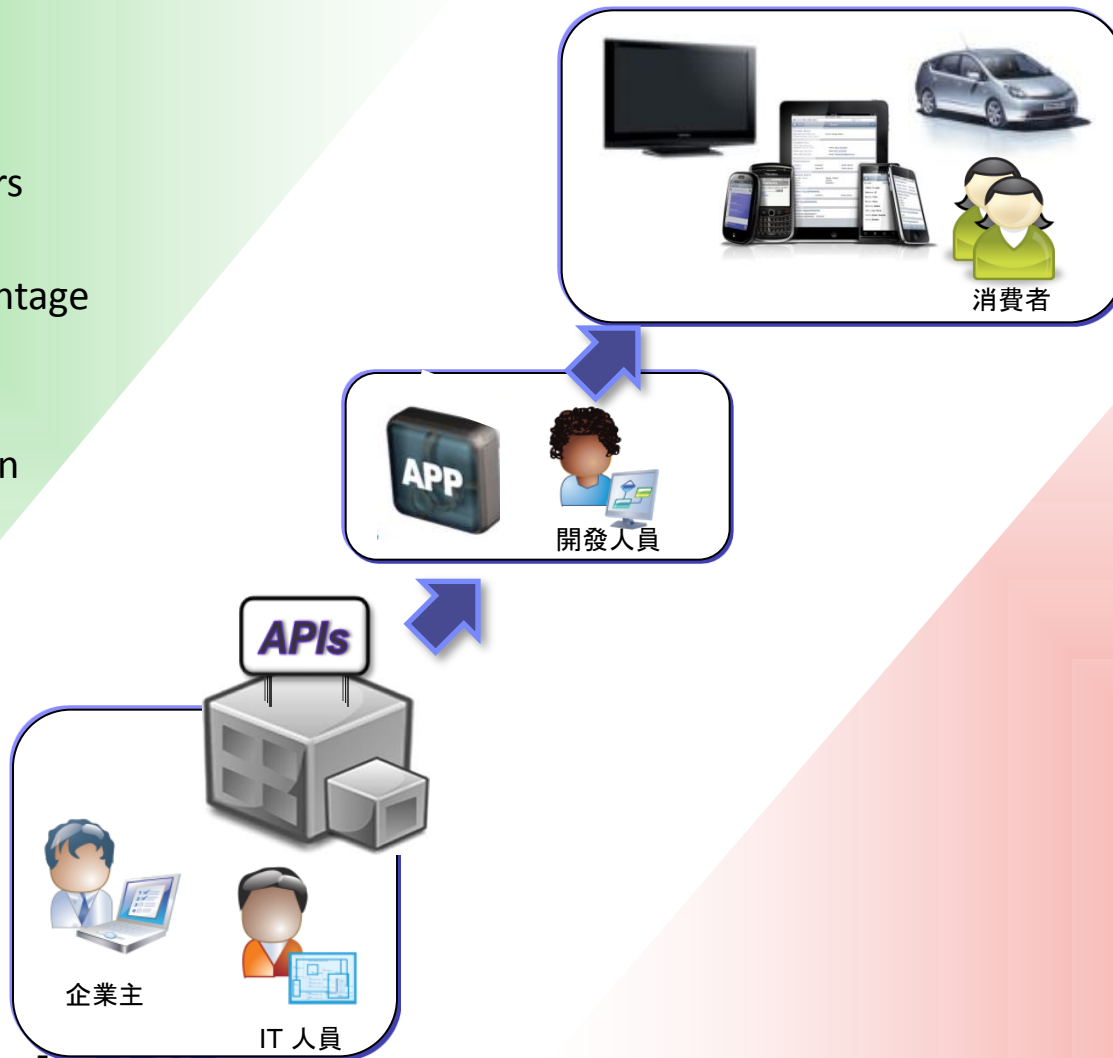
### 新商機

- New markets
- Increase customers
- Enhance branding
- Competitive advantage

### 擴充資訊團隊

- Increase innovation
- Increase scale

### 與合作夥伴 /供應商結盟



## 挑戰

### 商業策略 基礎架構

- Security
- Creation
- Scalability

### 作業管控

- Publish
- Analyze
- Monitor
- Billing





# API 的商業模式

## 免費

- Drives adoptions of APIs
- Typically low valued assets
- Drive brand loyalty
- Enter new channels

## 開發者付費

- Business Asset must be of high value to the Developer
- For example, marketing analytics, news
- Capabilities such as credit checks

## 給開發者獎勵

- Provides incentive for developer to leverage web API
- Ad placements
- Percentage of revenue sold product or services

## 分級收費

- Offer varying service levels and capabilities
- Free up to a point then paid







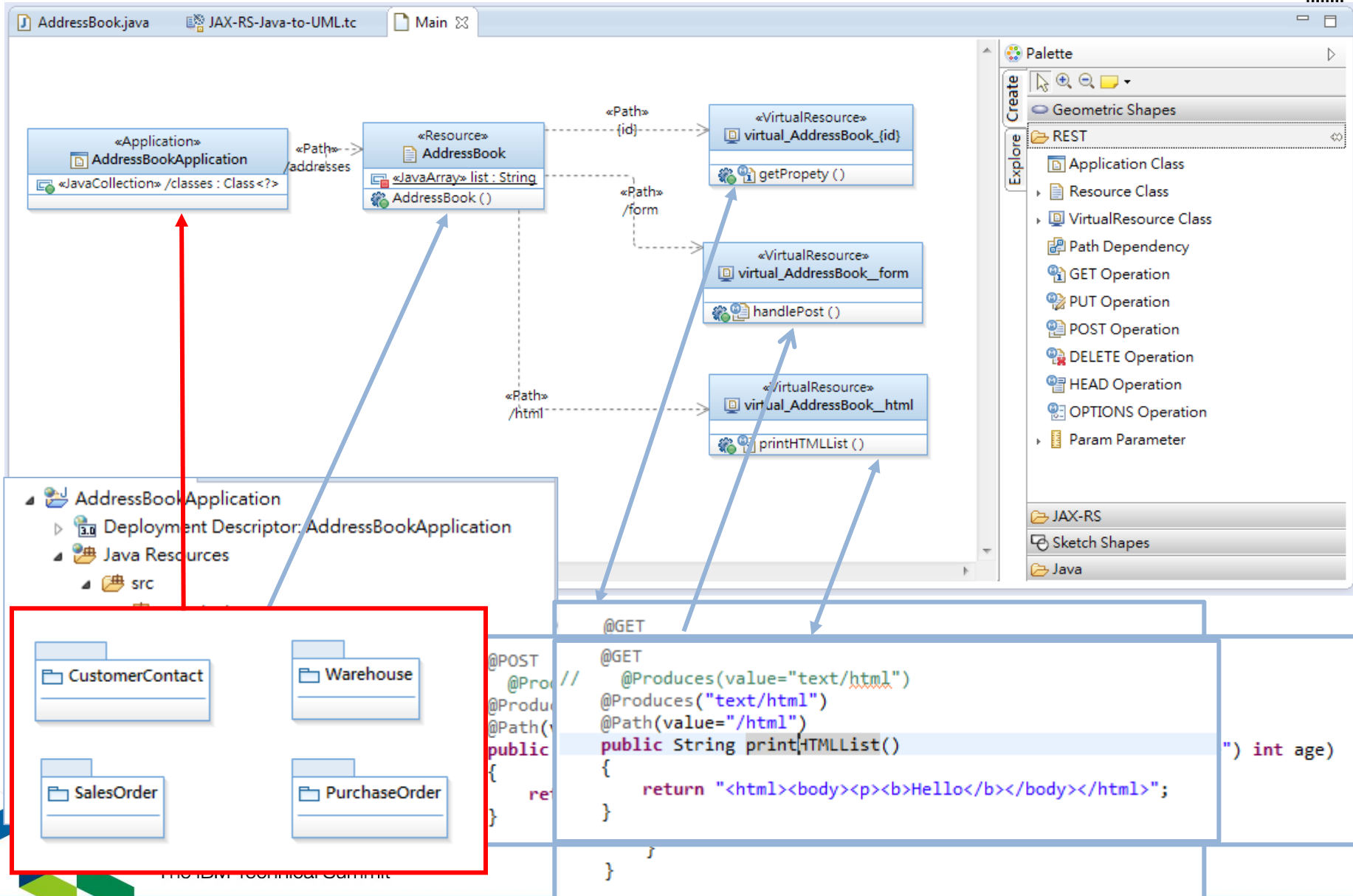
# Agenda

- The Market Landscape
- What Is a Web API
- The Business of APIs
- **商業 APIs 背後的技術**
- 跨入API 世代的第一步





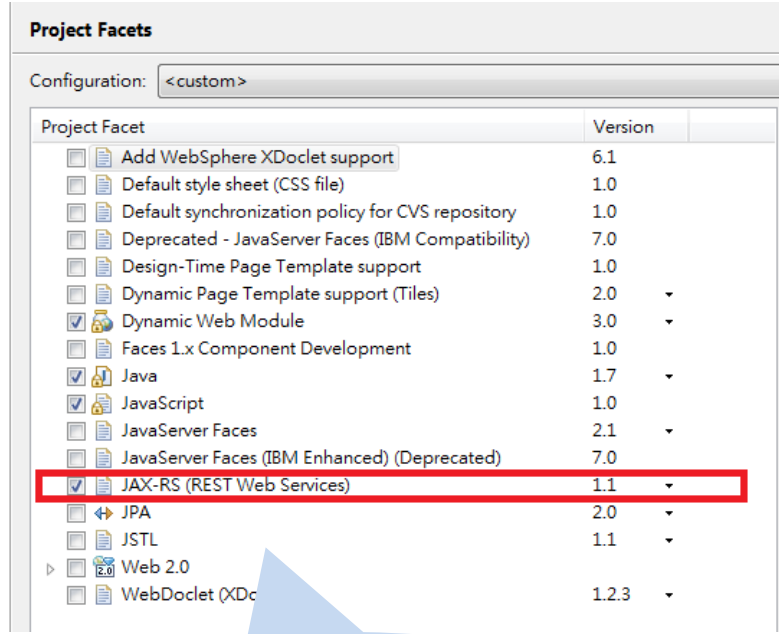
# 規劃 企業APIs 藍圖 – 使用Rational Software Architect





# 快速建立REST 服務

## – 使用 RSA JAX-RS 開發環境



■ 起用JAX-RS 設定

■ 內建程式範例,

■ 開發 API 服務超容易



# 最輕盈的JAX-RS 執行環境, 給你無限的自由

## - RSA WAS Liberty Testing Environment



The screenshot displays the 'Server Configuration: defaultServer (server.xml)' window in IBM WebSphere Liberty. The 'Configuration Structure' pane on the left shows a tree view with '特性管理程式' (Feature Management) selected. The main area shows a table of features with columns 'Feature' and 'Name'. The 'Add Features' dialog is open, showing a list of features to be enabled. A blue arrow points from the 'Add...' button in the main table to the 'Add Features' dialog.

Feature	Name
<input checked="" type="checkbox"/> jaxrs-1.1	Java API for XML RESTful Web Services
<input checked="" type="checkbox"/> jsp-2.2	JavaServer Pages
<input checked="" type="checkbox"/> localConnector-1.0	本端 JMX 連接器

Feature	Name
<input checked="" type="checkbox"/> appSecurity-1.0	應用程式安全
<input checked="" type="checkbox"/> appSecurity-2.0	應用程式安全
<input checked="" type="checkbox"/> beanValidation-1.0	Bean 驗證
<input checked="" type="checkbox"/> blueprint-1.0	藍圖
<input checked="" type="checkbox"/> cdi-1.0	Contexts and Dependency Injection
<input checked="" type="checkbox"/> collectiveMember-1.0	群體成員
<input checked="" type="checkbox"/> concurrent-1.0	執行程式服務
<input checked="" type="checkbox"/> distributedMap-1.0	分散式對映
<input checked="" type="checkbox"/> ejbLite-3.1	Enterprise JavaBeans Lite
<input checked="" type="checkbox"/> jaxb-2.2	Java Architecture for XML Bindings
<input checked="" type="checkbox"/> jaxws-2.2	Java API for XML Web Services
<input checked="" type="checkbox"/> jdbc-4.0	Java 資料庫連線功能
<input checked="" type="checkbox"/> jmsMdb-3.1	JMS 訊息驅動 Bean
<input checked="" type="checkbox"/> jndi-1.0	Java 命名和目錄介面
<input checked="" type="checkbox"/> ina-2.0	Java 持續性 API

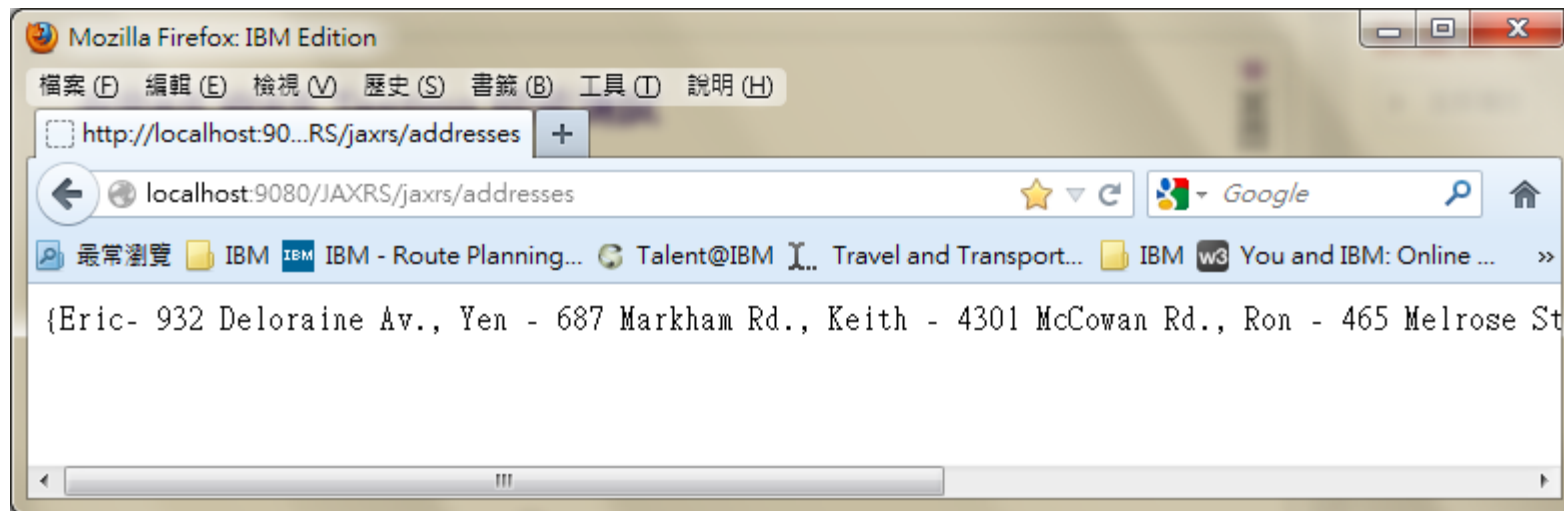
```
WebSphere Application Server V8.5 Liberty Profile [defaultServer] (8月 18, 2013 6:31:15 下午)
正在 IBM J9 VM pwa6470sr4fp1-20130325_01 (SR4 FP1) (zh_TW) 線上啟動 defaultServer (WebSphere Application Server 8.5.5.0)
[AUDIT ] CWWKE0001I: 已啟動伺服器 defaultServer.
[AUDIT ] CWWKZ0058I: 監視 dropins 以尋找應用程式.
[AUDIT ] CWWKT0016I: Web 應用程式可用 (default host): http://localhost:9080/JAXRS/
[AUDIT ] CWWKZ0001I: 應用程式 AddressBookApplication 已在 0.506 秒內啟動.
[AUDIT ] CWWKF0011I: 伺服器 defaultServer 已準備好執行 Smarter Planet.
```

**起動系統超快速**

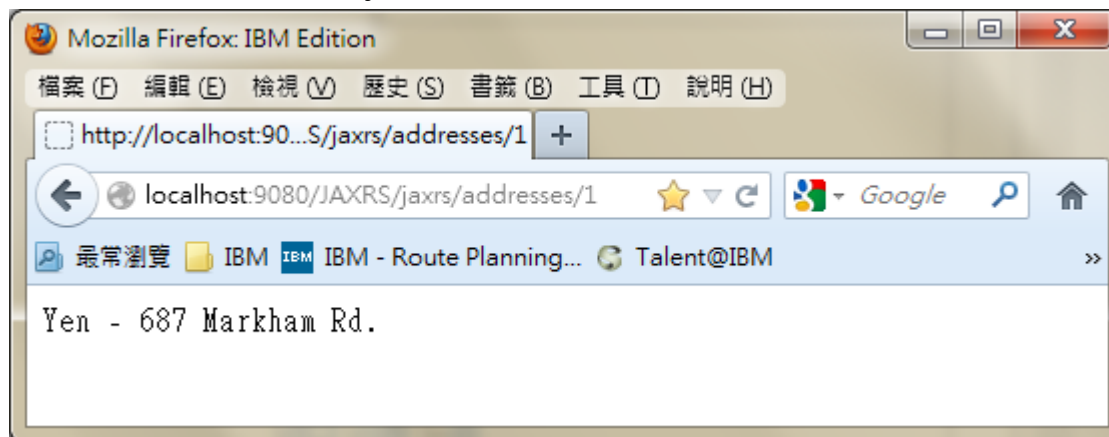


# 在RSA WAS Testing Environment 執行API測試

<http://localhost:9080/JAXRS/jaxrs/addresses>



<http://localhost:9080/JAXRS/jaxrs/addresses/1>



# 企業內部有各式各樣的應用系統需要服務化

- So many devices, platforms and APIs !



- So many disparate systems-of-record to integrate with !



- So few resources !



# Rational 整合開發環境可以協助您將各種平台系統API 化



Rational Developer for the Enterprise 9.0

Rational Developer for the Enterprise



Rational Application Developer for WebSphere Software 9.0

RAD

EJB

Rational Developer for System z 9.0

RDz

COBOL  
PL/I  
CICS  
IMS

Rational Business Developer 9.0

RBD

COBOL  
RPG

Rational Developer for i 9.0

RD*i*

RPG and COBOL Tools

RD*i* RPG and COBOL +  
Modernization Tools, Java  
Edition

RD*i* RPG and COBOL +  
Modernization Tools, EGL  
Edition

Rational Business Developer

RPG

Rational Developer for AIX and Linux 9.0

RDp C/C++  
Edition

RDp AIX COBOL  
Edition

COBOL  
C++

Innovate2013

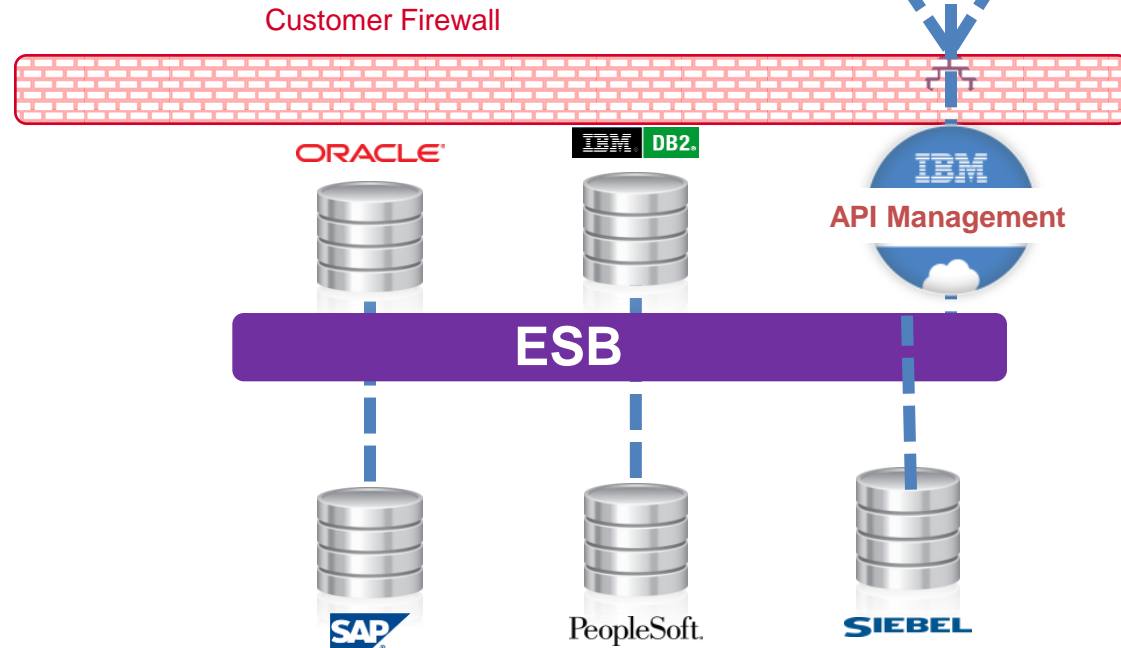
The IBM Technical Summit



# API Management 是企業對外資訊交換的安全門



- Complimentary to existing in ESB and SOA technologies
- Connectivity to enterprise stacks through protocols such as Web Services, JMS, MQ Series
- Leverage Cast Iron for rapid cloud application connectivity
- Use the appliance form factor for a behind-the-firewall-only solution
- Use the cloud2 form factor for a hybrid solution







# 開啟對外服務的大門

**DevOps Dashboard** for easy assembly of new APIs and to secure and manage APIs from an IT Ops perspective

WebSphere Cast Iron WebAPI Builder

Cast Iron Web API

APIs Dashboard App Developers

admin@ibm-tenant1 - IBM

Getting Started with Web API

Welcome to Web API. The following outlines all of the tasks that Web API can help you with. How do you want to get started? To access this Getting Started page at any time, access the user menu top-right and click Show Getting Started.

Don't Show Again

**Create**

**Socialize**

**Manage**

Create new APIs in hours by assembling data from multiple backend systems and Cloud applications using a configuration, not coding approach.  
Define and Implement APIs

Socialize these APIs to customers, partners and communities of developers and gain instant adoption.  
Customize & Publish Developer Portal

With built-in dashboards, you can manage service levels, set quotas, establish controls, setup security policies, manage communities and analyze trends.  
Analyze API Traffic

@castironapi Contact Us

Known Issues

**Business Ops Dashboard** with analytics and controls to publish APIs, document APIs set quotas, manage communities and monitor service levels

Define and Implement APIs

Analyze API Traffic

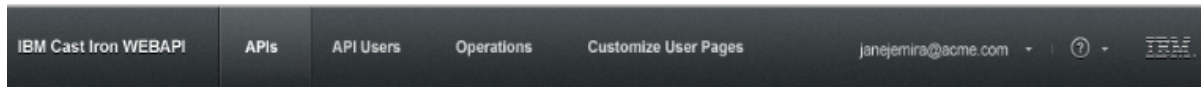
Customize & Publish Developer Portal

**Application Developer Portal** with Self-Service registration and with hooks into social communities



# Create APIs Through A Single DevOps Dashboard

## Create New API in Days Through Configuration



All APIs > Acme Orders API

GET /Orders/{order\_id}?query=all&count=50 Publish

This is a Proxy

Ut caecus quis enim in ea consequat antehabeo, probo, quidem, loquor, uxor, et ea. Nutus autem ut vulpate obruo, facilis at feugait aliquam quod quibus tristique hos eros nibh. Erat letalis conventio refoveo luptatum commodo vulpate huic esse hos consequat plaga veniam uxor imputo.

[http://acme.castiron.com/AcmeOrders/Orders/{order\\_id}?query=all&count=50](http://acme.castiron.com/AcmeOrders/Orders/{order_id}?query=all&count=50)



Request

Parameters

order_id	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ullamcorper ante
query	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ullamcorper ante
count	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ullamcorper ante

Request Headers

Host	api.opencalais.com
Content-Type	text/xml; charset=utf-8
Content-Length	length

Input

Id	string
Location	string

HTTP Get  
HTTP Post  
Query Database  
Update Database  
Insert in Database  
Lookup Salesforce Object  
Create Salesforce Object  
Update Salesforce Object  
Read File

- Define the API
- Assemble the API
- Secure the API

### Leveraging IBM's Security and Scaling Expertise

App Keys



Authentication



SSL



Metering



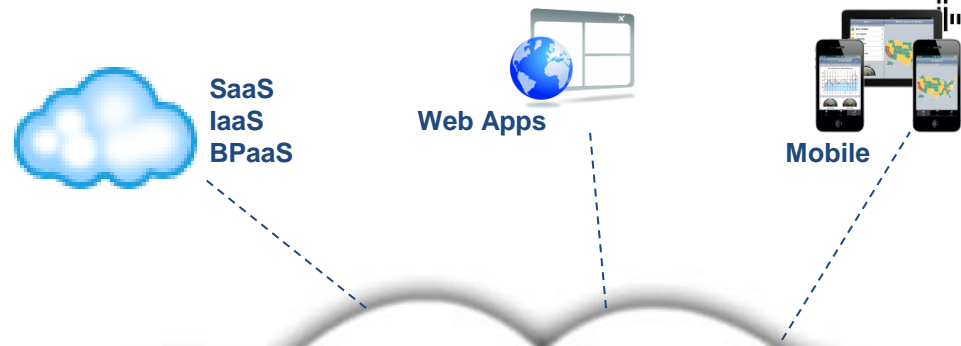
Caching

# 強化安全控制 -- at Edge of Your Enterprise

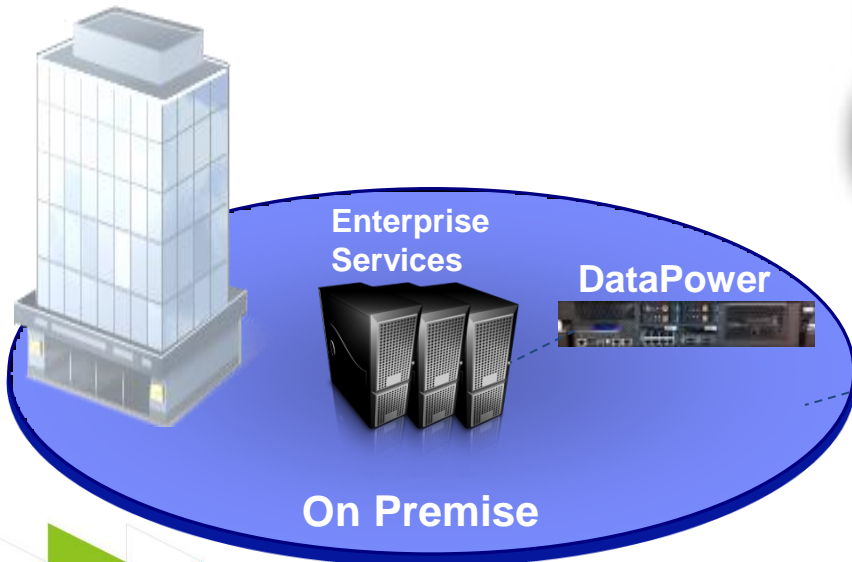
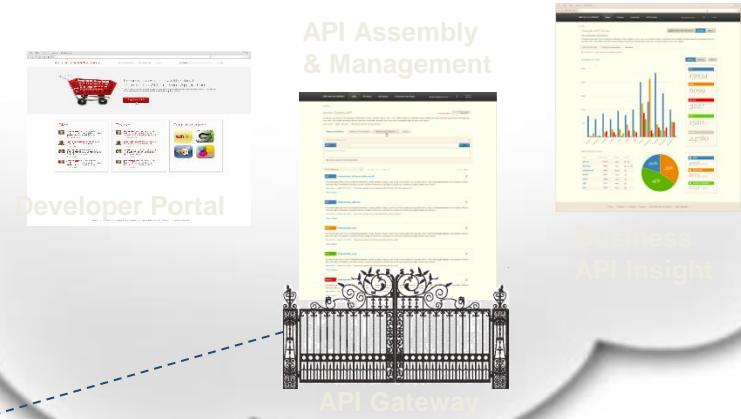


## Hardened security in addition to management of the Web APIs

- XML Firewall
- Service virtualization
- Fine-grained Authorization (OAuth)
- Authentication
- SSL termination

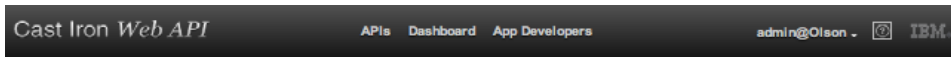


## IBM API Management



# 拓展APIs 開發者社群

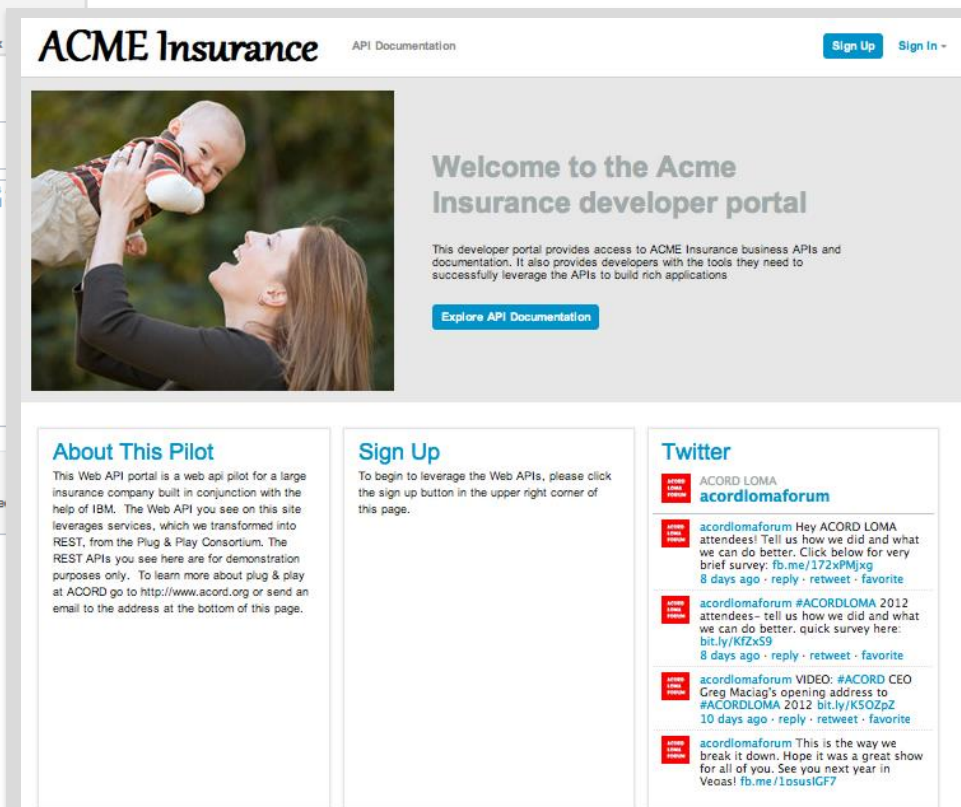
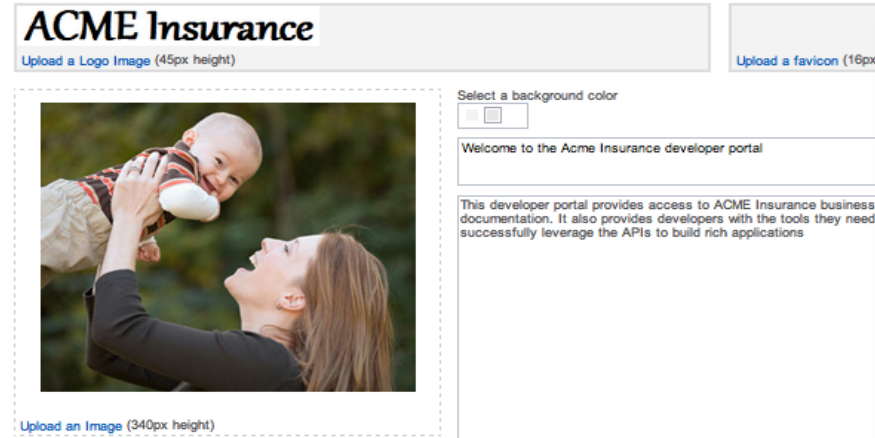
## Configuration Not Coding when Branding Portal



Customize Developer Pages <http://olson.developer.castiron.com/webapistore/> [Preview](#) [Update](#)

You can sign into your customized portal with your Web API credentials. ✕

Homepage Sign Up Page Apps Page



- **Quick** exploration of API
- **Easy** developer sign ups
- **Feature** the developer apps
- **Hooks** into social communities
- **Enables** developers to manage their applications



# 監管使用流量 -- Business Level Controls

## Ability to Define Service Levels for Individual APIs



Resource Definition    Additional Documentation    **Service Level Definition**    Analytics

Define the service level for your API here. You may define up to 3 different levels of access for this API.

*Add an Access Level*

Orders API Free Require None ? ✕  
Jane Jemira | March 11th, 2012  
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1000 Calls or 100 MBs / Month Customize

Orders API Standard Require Key & Secret ? ✕  
Jane Jemira | March 11th, 2012  
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2500 Calls or 200 MBs / Month Customize

Orders API Premium Require Key & Secret ? ✕  
Jane Jemira | March 11th, 2012  
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5000 Calls or 200 MBs / Month Customize

Specify allowance per resource below:

Resource	Clear	Allowance
<span>GET</span> /Orders/{order_id}?query=all&count=50	<input type="text"/>	0 Calls / Month
<span>GET</span> /Orders/{order_address}	<input type="text"/>	0 Calls / Month
<span>POST</span> /Orders/{order_date}	<input type="text"/>	0 Calls / Month
<span>PUT</span> /Orders/{order_type}	<input type="text"/>	0 Calls / Month
<span>DELETE</span> /Orders/{orders}	<input type="text"/>	0 Calls / Month

Cancel Save

- Define service levels for the API
- Self documenting APIs with ability to add samples and additional metadata
- Control API available on the developer portal
- Manage API Users

### Manage API Users

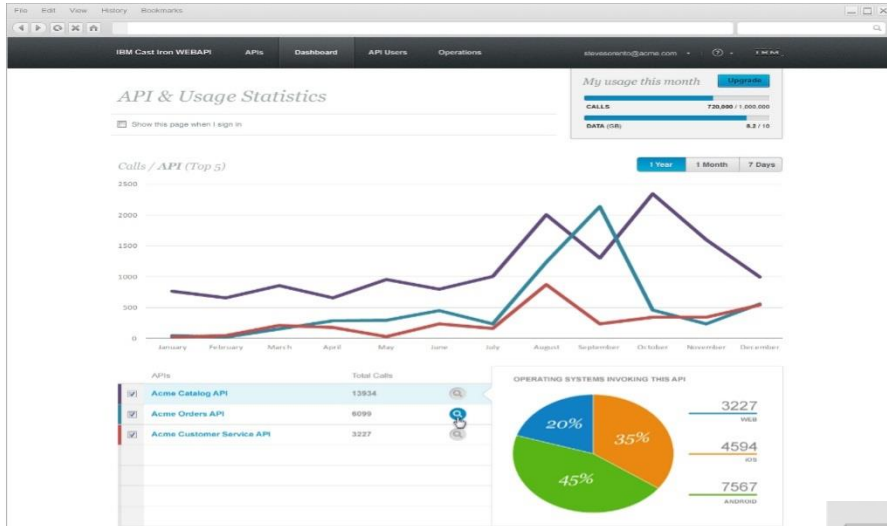
Find a user  Showing 1-10 of 50 | Page 1 2 3 4 5

Name	E-mail	Active Since	Calls this Month	Actions
Joe Jenkins Joe Corporation	<a href="mailto:joe@joelnc.com">joe@joelnc.com</a>	March 12, 2012	Total: 2225	Actions - <a href="#">Less Details</a>
Orders API Free		July 06, 2012	<div style="width: 70%;"><span>CALLS 720,000 / 1,000,000</span></div>	
Catalog API Free		March 24, 2012	<div style="width: 70%;"><span>CALLS 720,000 / 1,000,000</span></div>	
Janet Jerove <a href="mailto:janejerove@mail.com">janejerove@mail.com</a>		March 12, 2012	Total: 2225	Actions - <a href="#">More Details</a>
Nancy Naru Company XYZ <a href="mailto:nancynaru@xyz.com">nancynaru@xyz.com</a>		March 12, 2012	Total: 2225	Actions - <a href="#">More Details</a>
Courtney Curel Company ABC <a href="mailto:courtneycurel@abc.com">courtneycurel@abc.com</a>		March 12, 2012	Total: 2225	Actions - <a href="#">More Details</a>
Samuel Samora Company DEF <a href="mailto:samsamora@def.com">samsamora@def.com</a>		March 12, 2012	Total: 2225	Actions - <a href="#">More Details</a>
Mark Mimko Company GHI <a href="mailto:markmimko@ghi.com">markmimko@ghi.com</a>		March 12, 2012	Total: 2225	Actions - <a href="#">More Details</a>

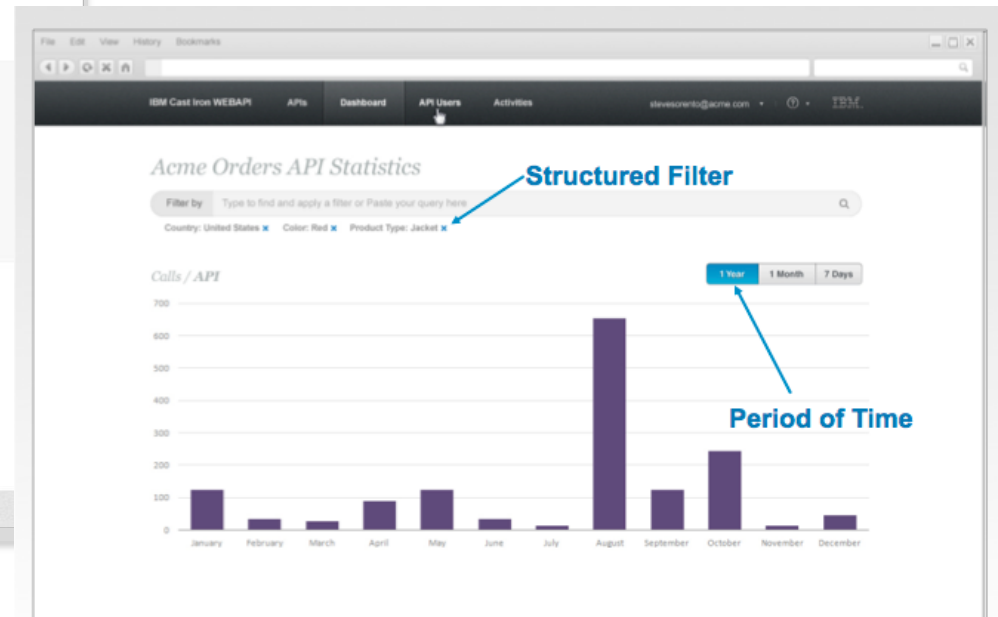
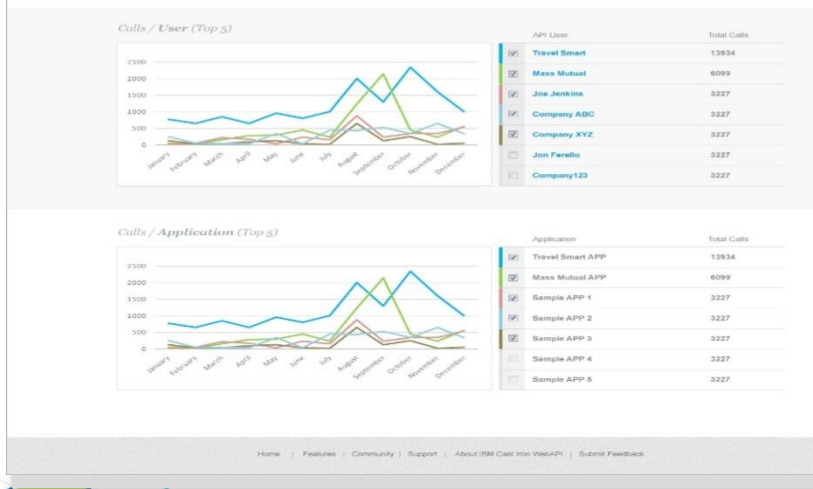


# 監管使用流量 -- APIs and Apps with Business Insights

## Ability to Visualize and Search Through Business Analytics



- **Business Analytics** for both API provider and application developer
  - Top traffic producing API
  - Top APP producing traffic
  - GeoLocation of the traffic
- **Structured Filtered Search** across analytics for APIs and App
  - country:USA, color:red





# Agenda

- API 正在改寫Internet 的定義
- Web API是什麼?
- 將APIs變成一門賺錢的生意
- 商業 APIs 背後的技術
- 跨入API 世代的第一步





# 跨入API 世代的第一步

<http://www.ibm.com/developerworks/downloads/r/architect/>

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Rational  
New to Rational

## Evaluate: IBM Rational Software Architect

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for Red Hat Linux, SUSE Linux, Ubuntu, Windows, Mac OS X®

<http://webapi.castiron.com/webapibuilder/#>

Cast Iron Web API

### create

APIs rapidly using a configuration, not coding approach

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Cast Iron Web API

### socialize

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Cast Iron Web API

### manage

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# Questions

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# Thank You

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