google.com/datacenters

IT Services & The API Economy

25th March, 2021

Financial Opportunities Forum

google.com/datacenters

Cloud Computing Technology & its impact on traditional businesses

Cloud Computing

March 2017

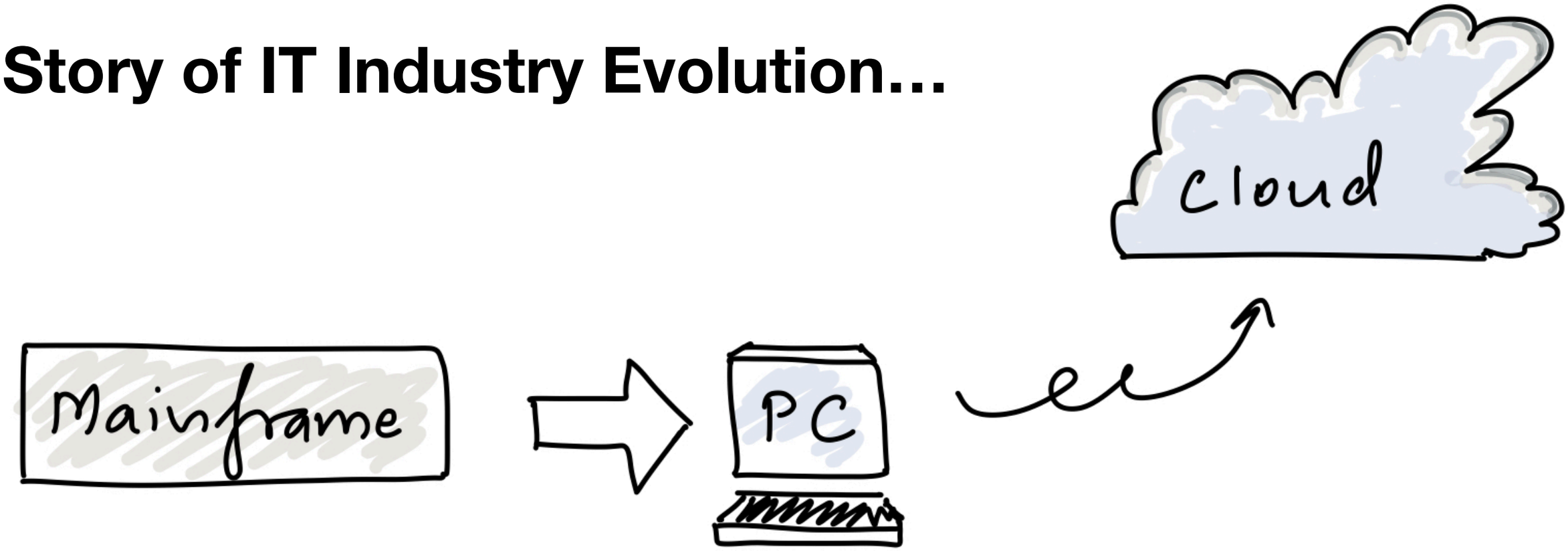
- What is cloud computing?
- How is cloud used?
- How big is the Total Addressable Market?
- What's it doing to IT Services?

The Cloud Today

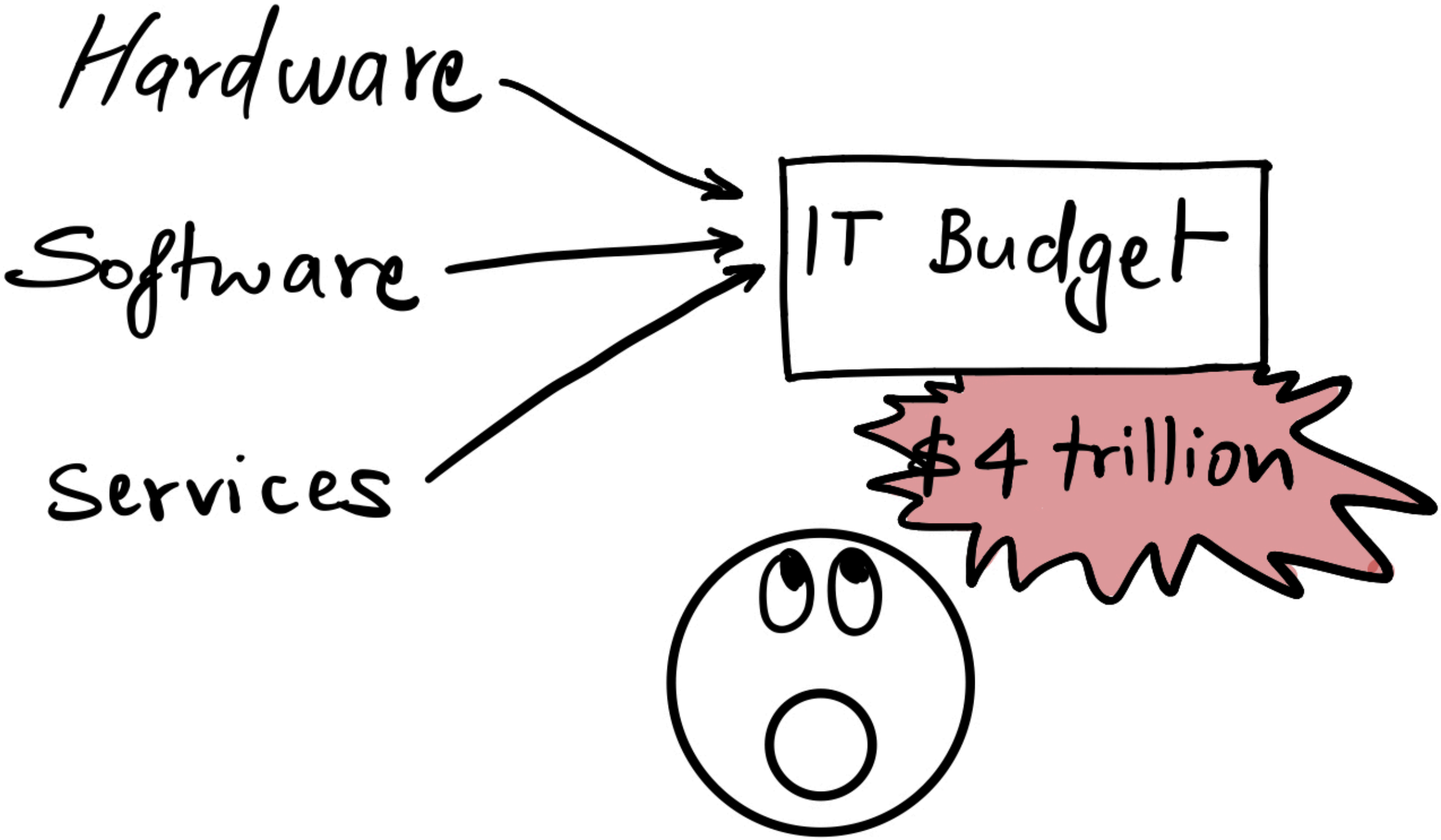
March 2021

- Hyperscalers
- Enterprise Software going SaaS
- Hybrid Cloud
- $1Bn Deals
- The API Economy

Story of IT Industry Evolution…



Before | 1990-2000's | Now

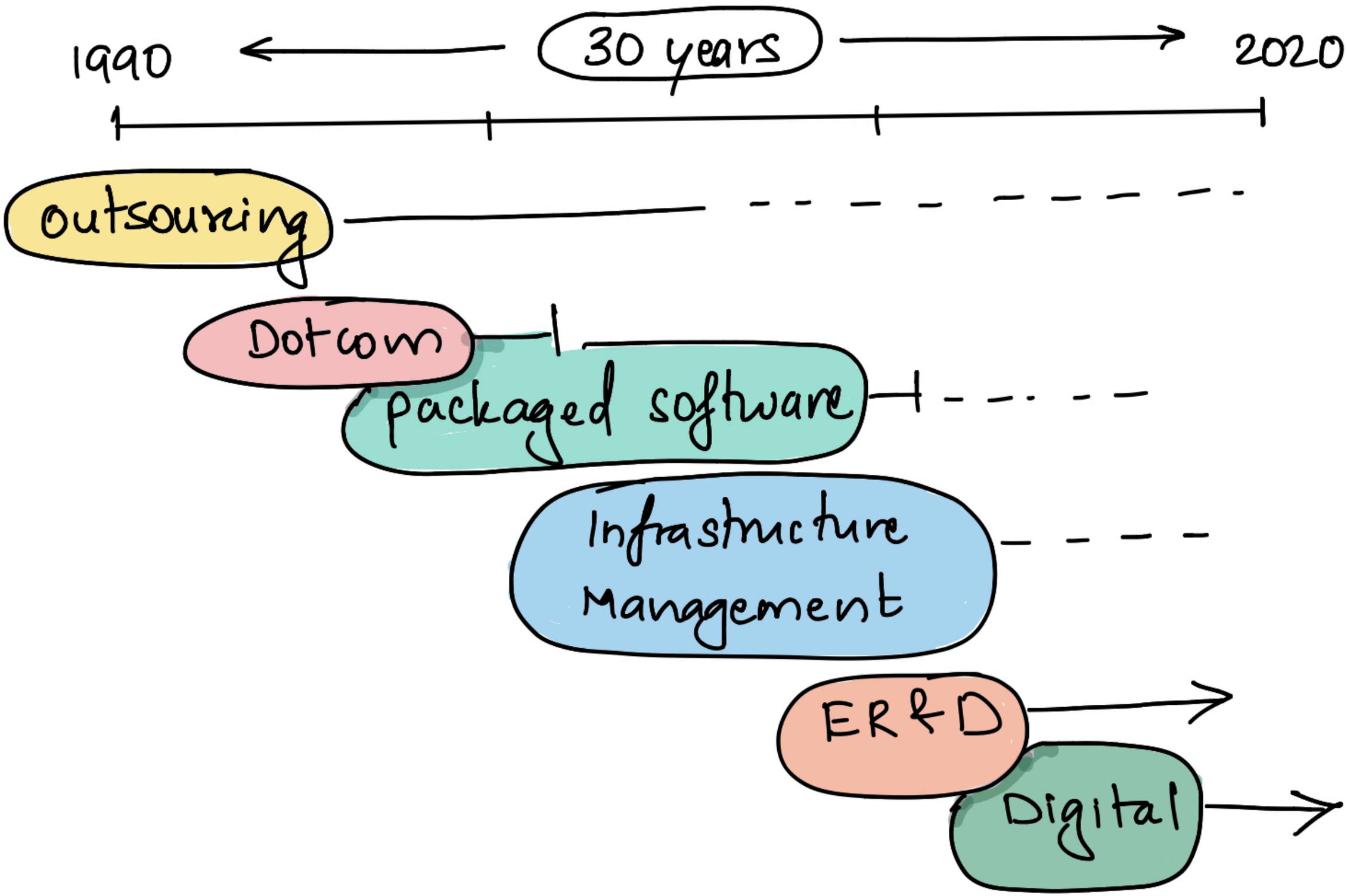

Hardware
Software
Services
IT Budget
$4 trillion

Record → Data in one place

Engage → User Interfaces

Think → Business Analytics

Truth → Entire Business Dashboard


1990
30 years
2020
outsourcing
Dotcom
packaged software
Infrastructure Management
ER&D
Digital

1990

30 years

2020

outsourcing

Dotcom

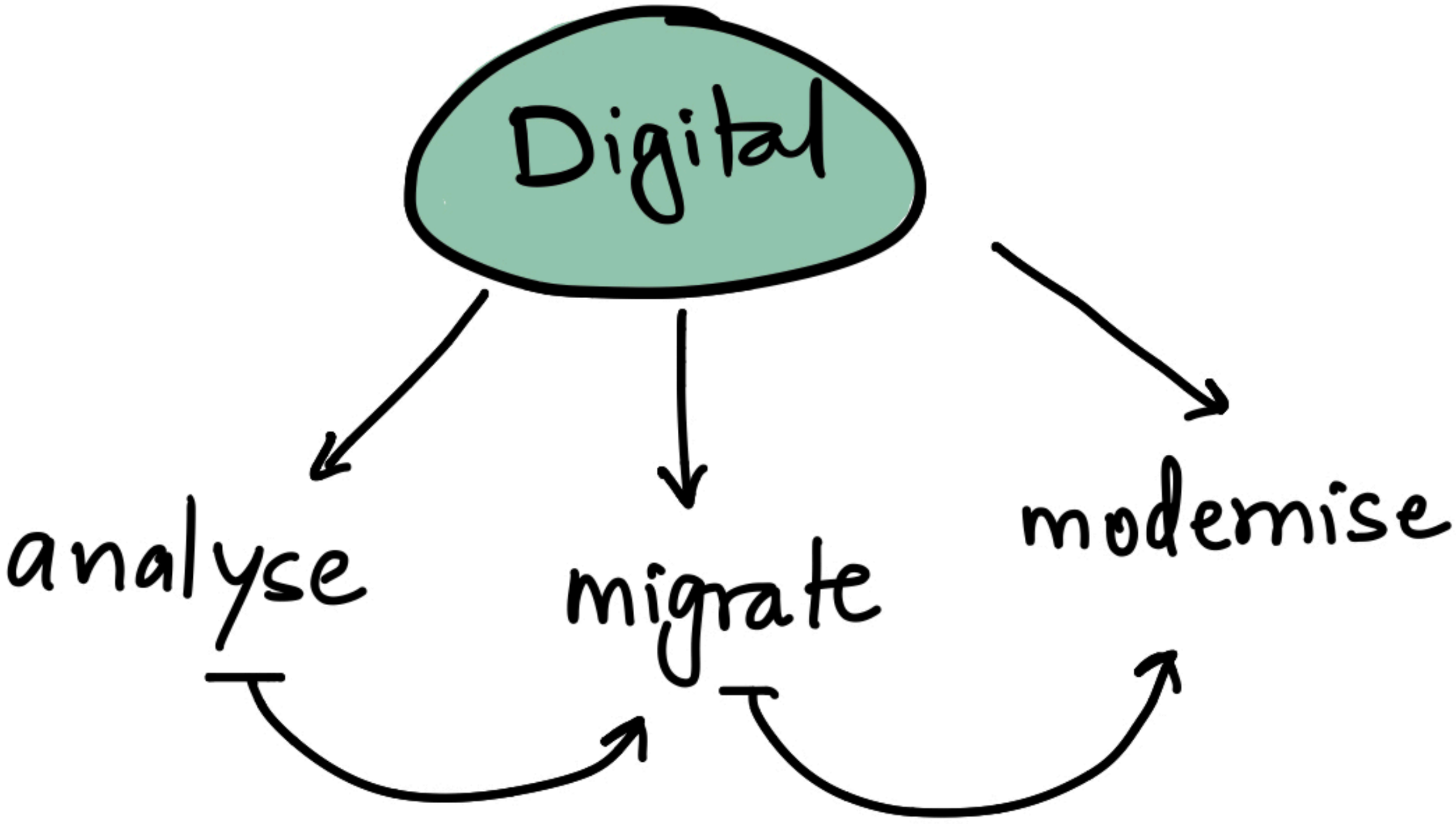
packaged software

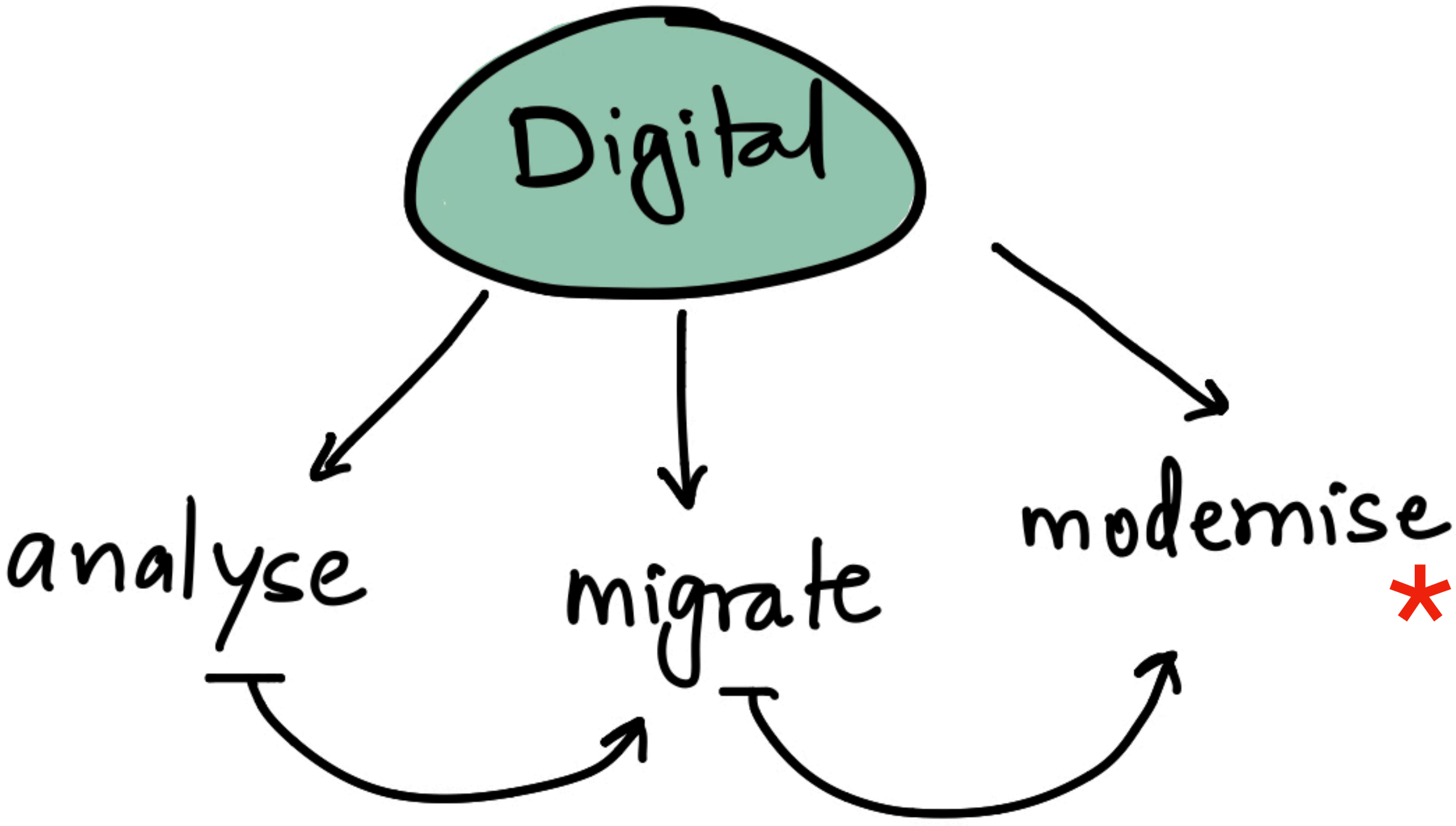
Infrastructure Management

ER&D

Digital

Capability


Digital
analyse
migrate
modernise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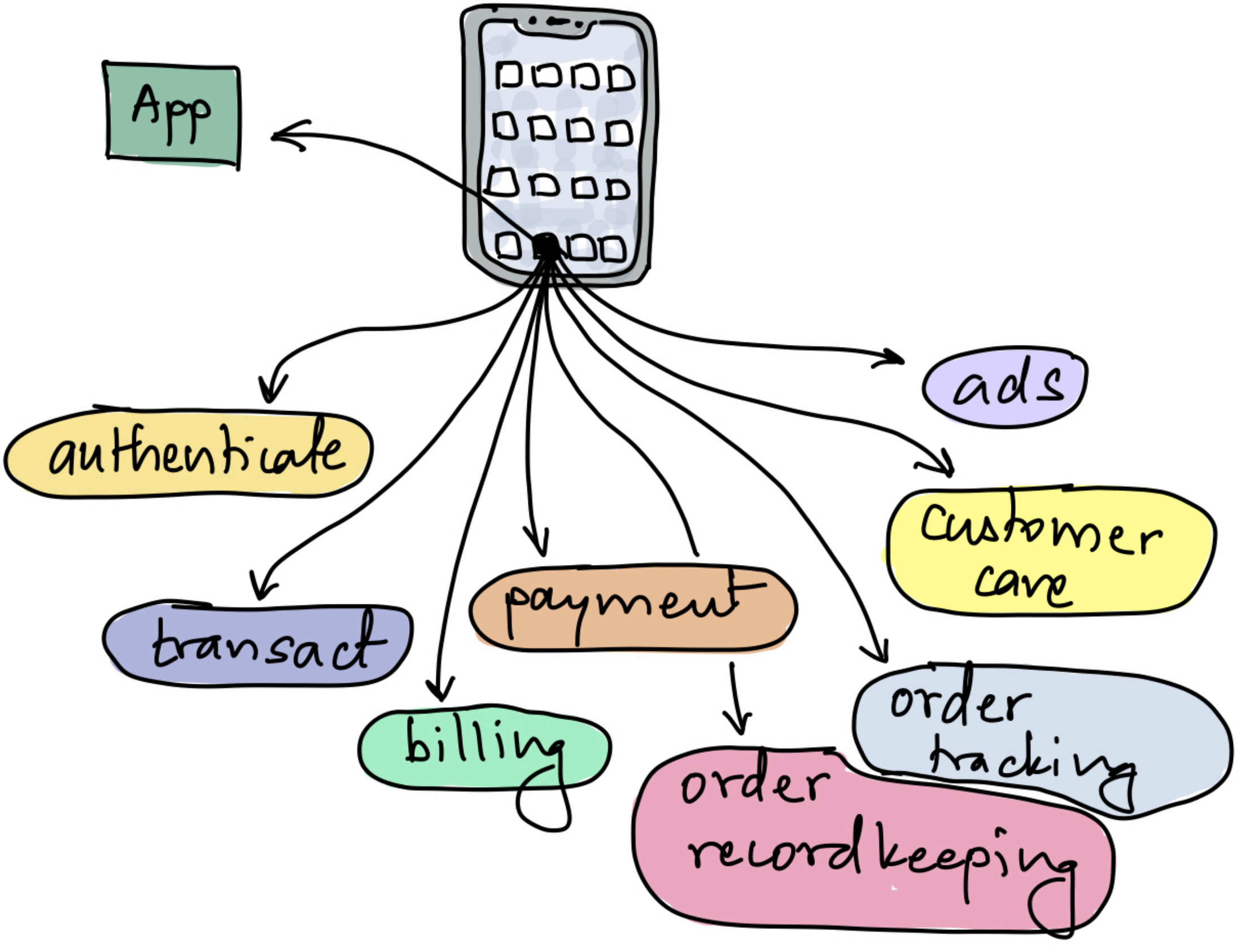
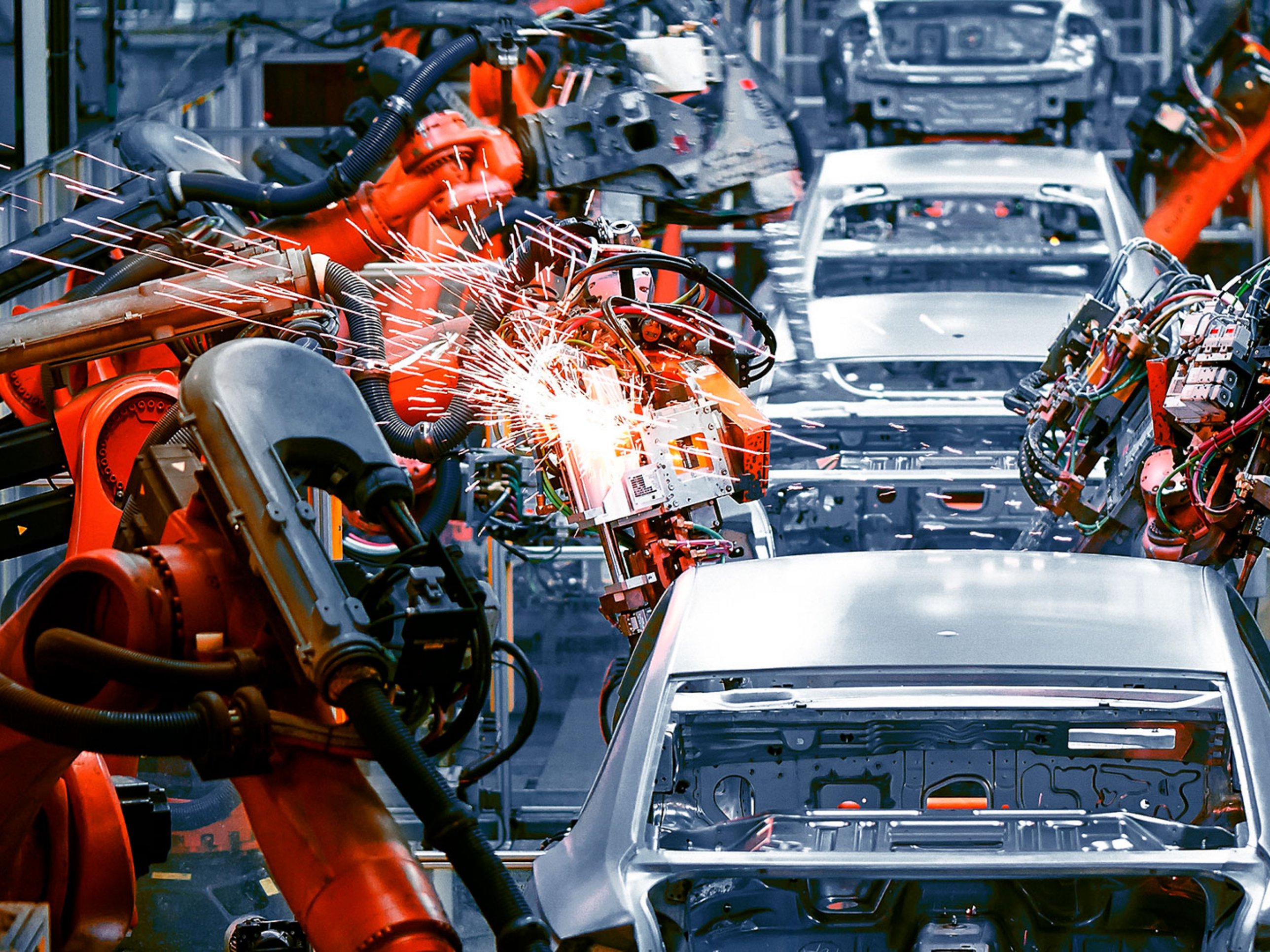

App
authenticate
transact
billing
payment
ads
customer care
order tracking
order record keeping

The Supply Chain of The Software Industry



The Auto Supply Chain

APIs are the components of the Software Supply Chain

FOREWORD BY ERIC RIES

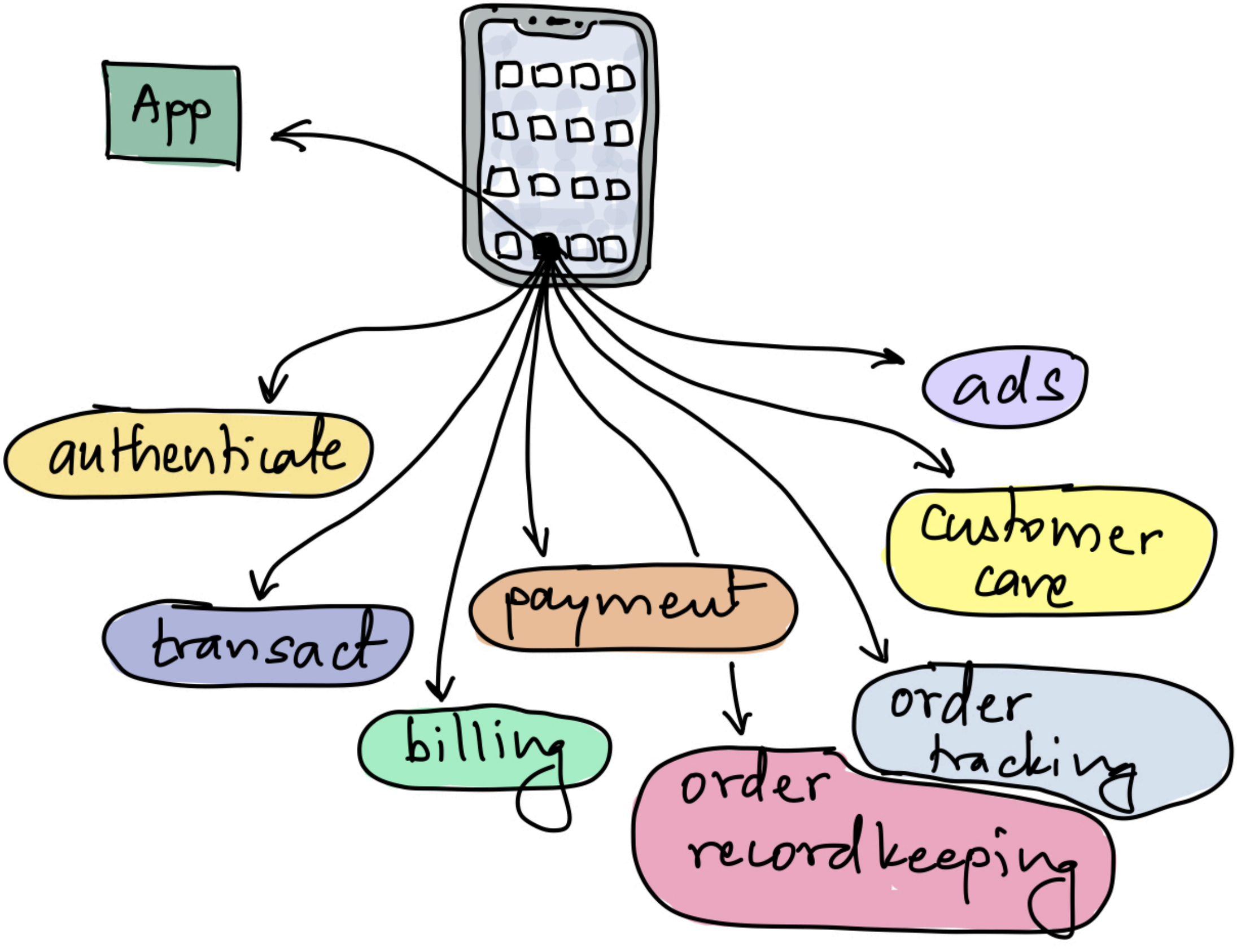
ASK YOUR DEVELOPER

HOW TO HARNESS THE POWER OF SOFTWARE DEVELOPERS AND WIN IN THE 21ST CENTURY

JEFF LAWSON

CO-FOUNDER & CEO OF TWILIO

The API Economy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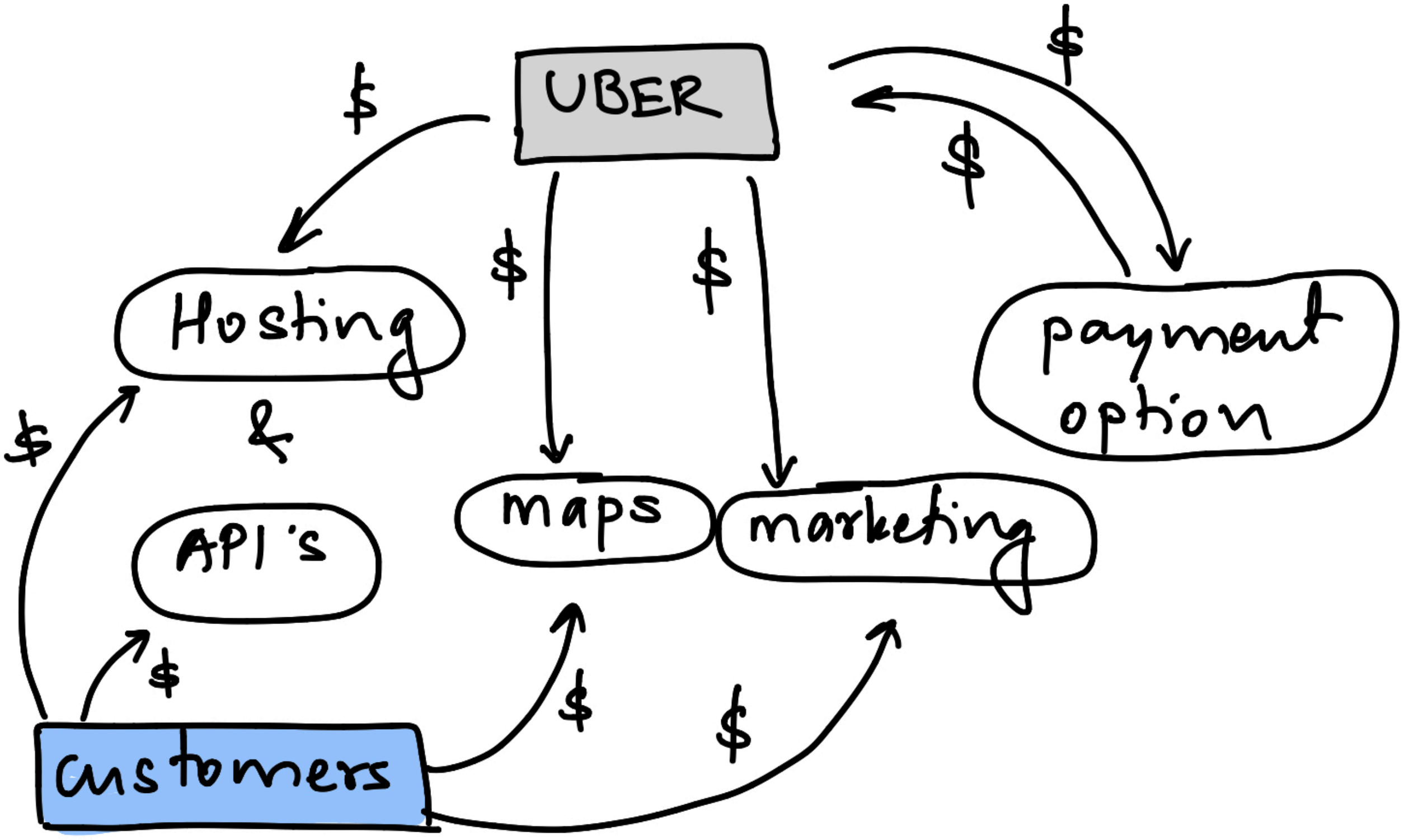
UBER
$
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Hosting
&
API's
payment option
maps
marketing
$
$
$
$
Customers

Maps

APIs in Maps include: Maps SDK for Android; Maps SDK for iOS; Maps JavaScript API; Maps Static API; Street View API; Maps Embed API; and Maps URLs.

SKU	$200 monthly credit Equivalent free usage	Monthly volume range (Price per thousand)		
		0—100,000	100,001-500,000	500,001+
Mobile Native Static Maps	Unlimited loads	$0.00	$0.00	CONTACT SALES for volume discounts.
Mobile Native Dynamic Maps	Unlimited loads	$0.00	$0.00	
Embed	Unlimited loads	$0.00	$0.00	
Static Maps	Up to 100,000 loads	$2.00	$1.60	
Dynamic Maps	Up to 28,000 loads	$7.00	$5.60	
Local Context Map beta	Requires enabling Dynamic Maps	$0.00 during beta	$0.00 during beta	
Static Street View	Up to 28,000 panos	$7.00	$5.60	
Dynamic Street View	Up to 14,000 panos	$14.00	$11.20	

Google Maps

Routes

APIs in Routes include: Directions API; Distance Matrix API; and Roads API.

SKU	$200 monthly credit Equivalent free usage	Monthly volume range (Price per thousand)		
		0—100,000	100,001-500,000	500,001+
Directions	Up to 40,000 calls	$5.00	$4.00	CONTACT SALES for volume discounts.
Directions Advanced	Up to 20,000 calls	$10.00	$8.00	
Distance Matrix	Up to 40,000 elements	$5.00	$4.00	
Distance Matrix Advanced	Up to 20,000 elements	$10.00	$8.00	
Roads - Route Traveled	Up to 20,000 calls	$10.00	$8.00	
Roads - Nearest Road	Up to 20,000 calls	$10.00	$8.00	
Roads - Speed Limits	Up to 2,000 elements	$20.00	$16.00	

Then

Software

- Hire
- Build components
- Hardware
- Implement
- upgrade

Now

Software

- Hire
- Connect components
- Iterate

Cheap Experiments *

Platform Companies or Modern Monopolies?

10,655 views • Jan 27, 2020

220 4 SHARE SAVE

API Setu

Products | API Directory | API Policy | Data Standards | Resources

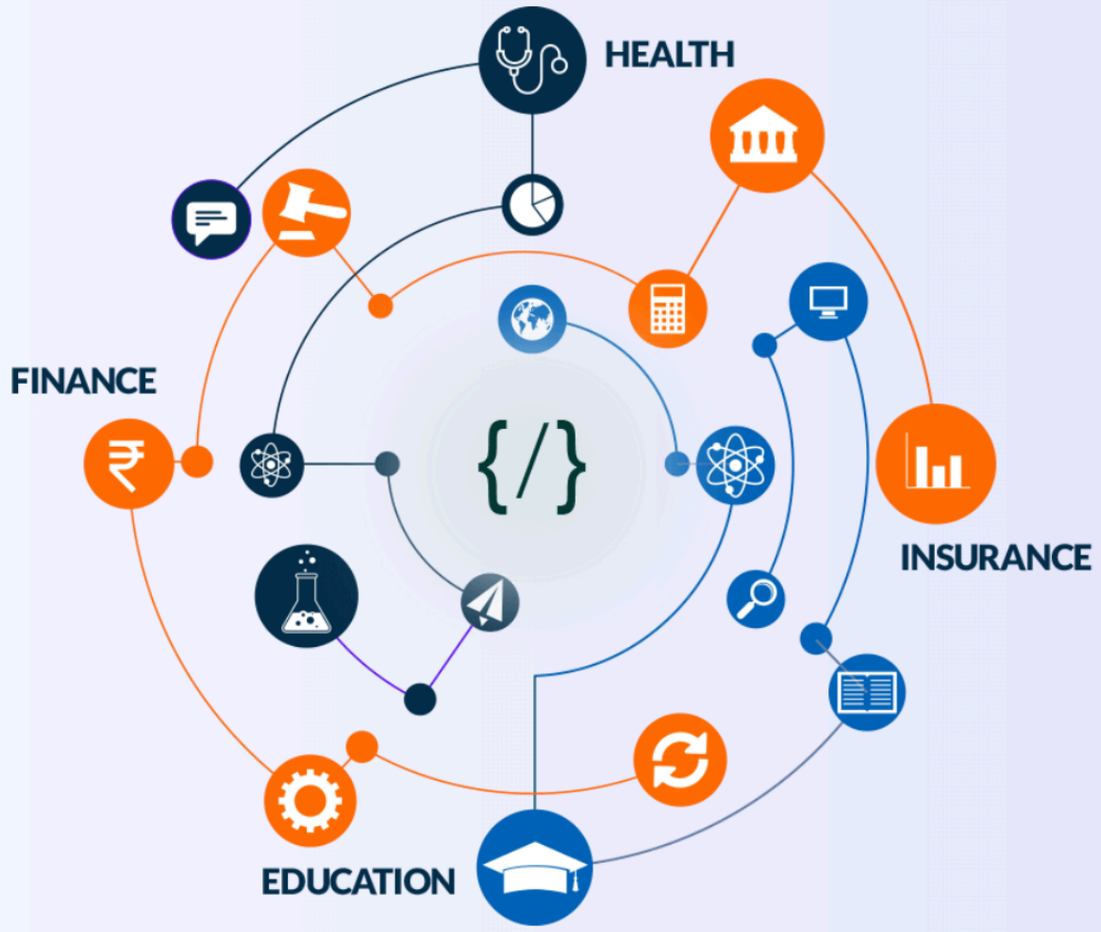
- KYC
- Education
- Financial Verification
- Employment

Use APIs as Building Blocks for Innovative Applications

Driving Digital Transformation

An API platform to enable swift, transparent, safe and reliable information sharing across applications and to promote innovation by linking systems and data.

Read More | Get Started



Discover, Build and Innovate

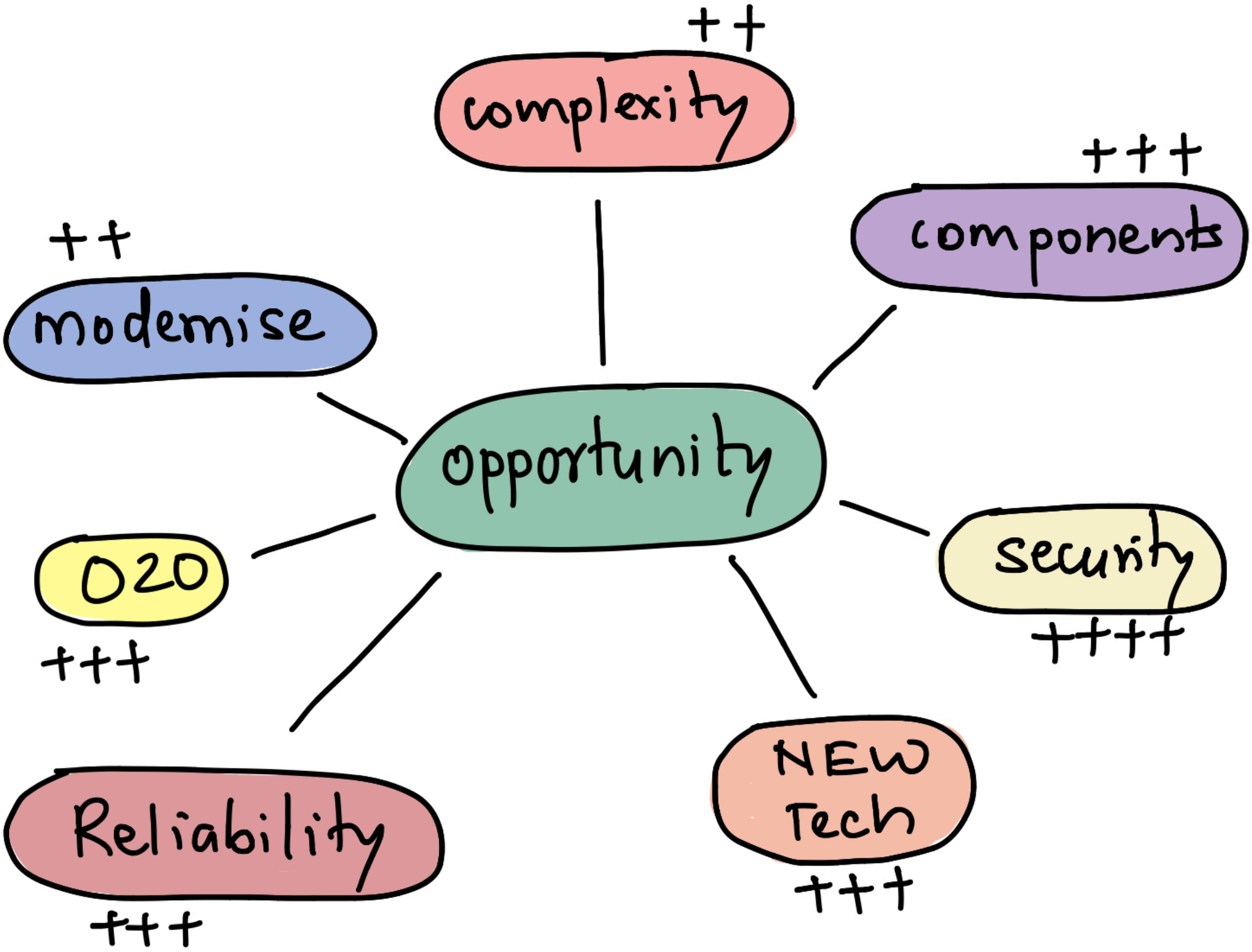
Search for an API

API Categories

- Most Popular
- All APIs 723
- Central Government 55
- State Government 518
- Education 108
- Banking and Insurance 90
- Health 14
- Others 9

Most Popular APIs

- Class X Marksheet
  17 API Providers
- Class XII Marksheet
  17 API Providers
- Driving License
  37 API Providers
- Caste Certificate
  12 API Providers
- Income Certificate
  19 API Providers
- Ration Card
  6 API Providers
- PAN Verification Record
  1 API Providers
- Registration of Vehicles
  36 API Providers


complexity
++
components
+++
modernise
++
opportunity
O2O
+++
security
++++
Reliability
+++
NEW
Tech
+++

Careful who you call a Platform

- Not Every Business is a Platform Business
- KYC - Know Your Customer
- Revenue Recognition
- Liability of End Use
- Regulations
- API Decay
- API Competition
- Opacity due to B2B
- Are API first companies a threat to IT Services?

“What matters isn’t how you use your servers, but rather how you serve your users.”

Jeff Lawson

Thank You

Questions??