

From products to digital platforms.

The power of an ecosystem in API economies

Ben Goldin

Chief Product & Technology Officer

API Economy.



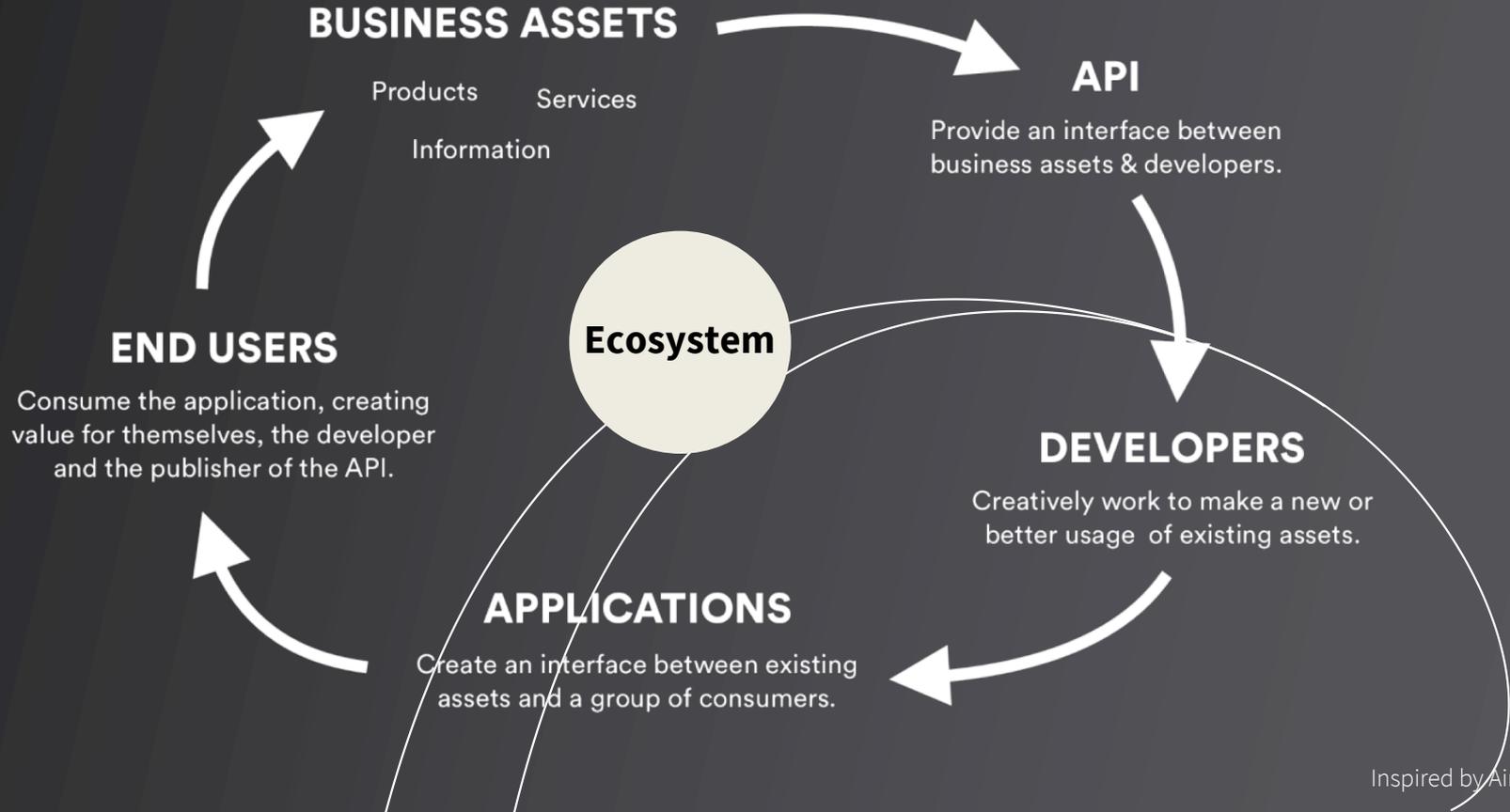
Application programming interfaces (APIs) have been elevated from a **development technique** to a business model driver and boardroom consideration.

An organization's core assets can be **reused, shared, and monetized** through APIs that can extend the reach of **existing services** or provide **new revenue streams**.

APIs should be managed like a **product—one built on top of a potentially complex technical footprint that includes legacy and third-party systems and data.**

Ecosystem.

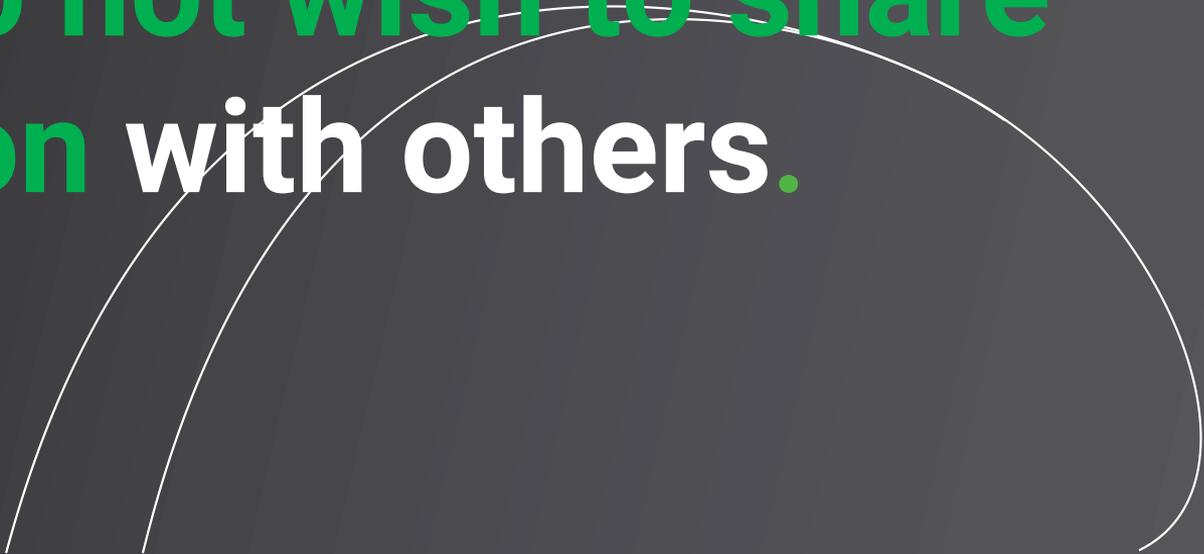




Silo Mentality.



When certain departments or sectors do not wish to share information with others.



This will reduce the efficiency, morale, and may contribute to the demise of a productive company culture.



**Same applies
between organisations.**





**KEEP
CALM
AND
FOCUS
ON YOUR MISSION**

KeepCalmAndPosters.com



Milk is cheapest
in BIG cartons



And small
cartons
of software
reduce risk

Software is cheapest in
number of small
cartons

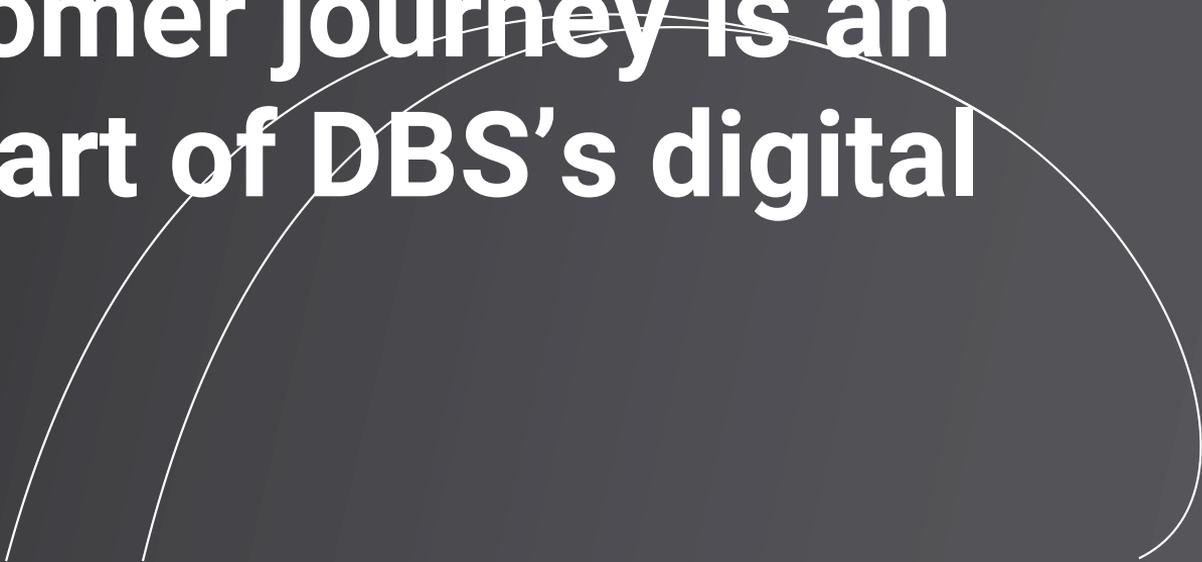
How DBS bank became the best
Digital Bank in the world by
becoming **Invisible.**

The background features several thin, white, curved lines that sweep across the lower right portion of the slide, creating a sense of motion and modern design.

“Great user experiences based on **ecosystem** plays to make the banking component **invisible.**”



Ecosystem of **third-party partners** in the customer journey is an **essential** part of DBS's digital story.



“As banking becomes
commoditized, we need to control
the **ecosystem**”.



From products to Digital Platforms.



The companies that are winning are able to drive **economies of scale** and scope not just within their immediate organizational boundaries, but beyond them.

Scale **beyond** inner boundary.

And they do so **by**

**leveraging digital channels to
build an ecosystem of buyers,
partners and suppliers.**

**The key to their
success.**

**ability to transform their
business into a digital platform,
and then leveraging that
platform to build the
surrounding ecosystem
necessary to win.**

Composable Banking.

Banking and lending businesses used to be built to last. Today, they need to be built to change. Constantly. Rapidly. Without fear.

**Rapid and flexible
assembly of
independent,
best-for-purpose
systems**

Composable
banking **treats
change
as a constant.**

Composable Banking.

Enables you to create modern customer experiences and constantly evolve them in the fintech era.

6 BC
Innovation.



2019
Commodity.



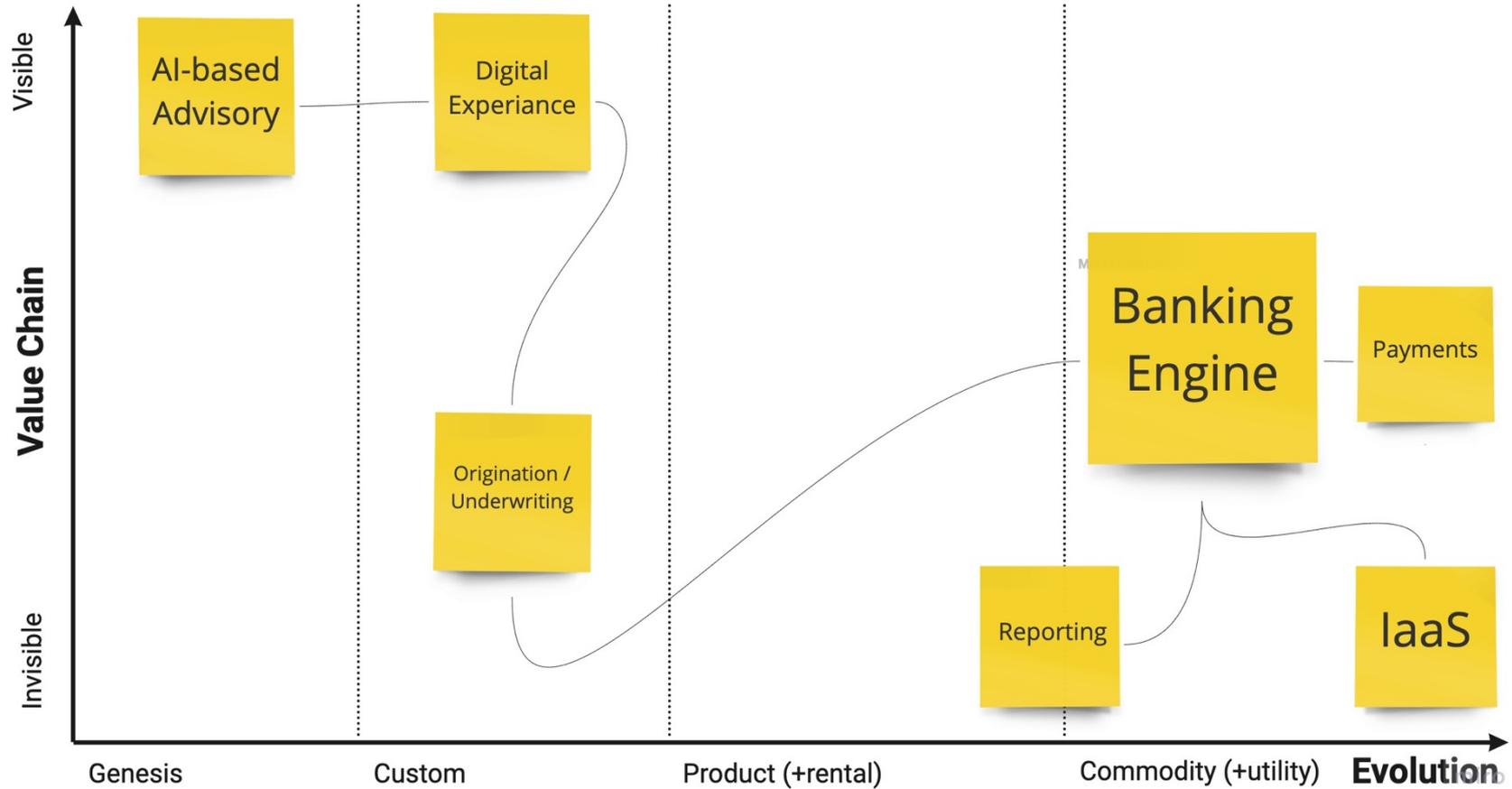


**And Mambu is
the cloud
platform for
composable
banking.**

**Monolith is the
enemy of
innovation.**

Principle 1

6. Map



**Technological
freedom maximize
customer
experience.**

Principle 2

Be built to change.

Constantly.

Rapidly.

Boldly.

Principle 3

**The future
of banking is
a moving target.**

“CBS offerings are evolving from autonomous islands of functionality to collaborative, open-banking-enabled platforms” - Gartner 2019