Magic Quadrant pour la gestion des API

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`ACTUALISÉ` Cette recherche a été mise à jour pour tenir compte des récents changements apportés aux capacités.

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Les API constituent la base de la transformation numérique, de la modernisation et des écosystèmes d'entreprise numériques, mais elles sont difficiles à gérer et à gouverner. Ce Magic Quadrant évalue 19 fournisseurs de solutions de gestion des API pour aider les leaders de l'ingénierie logicielle à sélectionner le fournisseur le plus approprié.

Définition/description du marché

Gartner définit le marché de la gestion des interfaces de programmation d'applications (API) comme le marché des logiciels qui prennent en charge les étapes du cycle de vie des API telles que la planification et la conception, la mise en œuvre et les tests, le déploiement et l'exploitation, ainsi que la gestion des versions et la mise hors service.

Les organisations utilisent des API pour moderniser leurs architectures ; intégrer efficacement les systèmes, les services et les partenaires ; et créer et monétiser des données et des services. Les logiciels de gestion des API permettent aux entreprises de découvrir, de concevoir, de créer, de gérer et de sécuriser des API, quels que soient leur taille, leur région ou leur secteur d'activité. Il les aide à améliorer la composabilité, la sécurité et la résilience de l'entreprise, et à accélérer leur croissance.

Les fonctionnalités indispensables pour ce marché sont les suivantes :

- **Un portail pour les développeurs** : il fournit un catalogue d'API en libre-service pour l'activation, la commercialisation et la gouvernance des écosystèmes de développeurs qui produisent et consomment des API.

- **Une passerelle d'API** : fournit ou s'intègre à des passerelles tierces pour la gestion de l'exécution, la sécurité, l'application des stratégies, la limitation, le contrôle opérationnel et la surveillance de l'utilisation des API.

- **Gestion et analyse des stratégies** : elles fournissent la configuration de la sécurité, la médiation des API et l'analyse de l'utilisation des API.

Les fonctionnalités standard des logiciels de gestion des API sont les suivantes :

- **Conception et développement d'API** : ces fonctionnalités offrent une expérience de développement significative et des outils pour concevoir et créer des API, et pour permettre l'utilisation des API pour les systèmes existants.

- **Test d'API** : il fournit une gamme de fonctionnalités de test, allant des tests fictifs de base aux tests fonctionnels, de performance et de sécurité avancés des API.

Les fonctionnalités optionnelles sont les suivantes :

- **Advanced capabilities —** These enable API-based business models, monetization, ecosystem management and automated governance.

Magic Quadrant

Figure 1: Magic Quadrant for API Management

Figure 1: Magic Quadrant for API Management

Vendor Strengths and Cautions
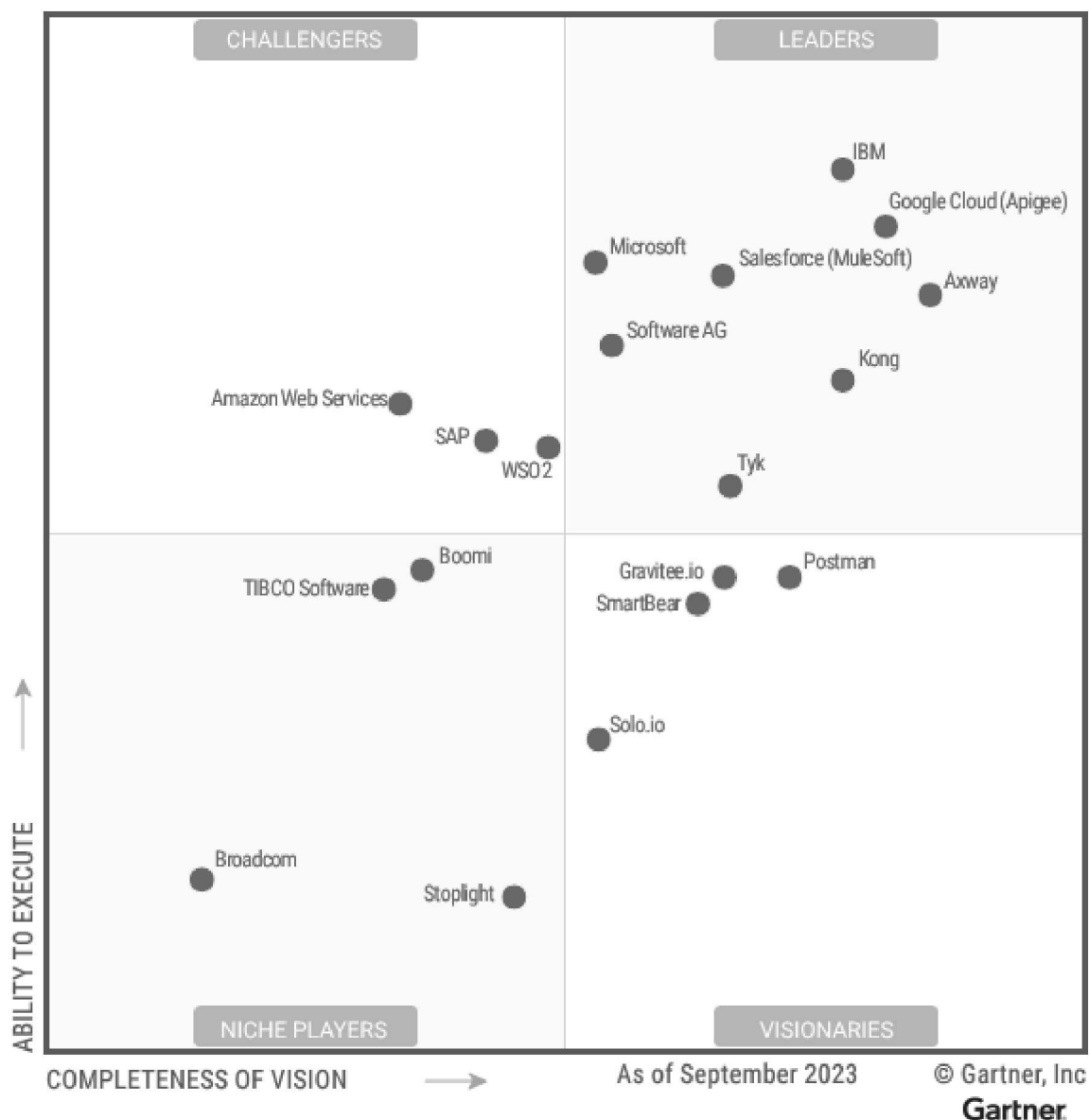
Amazon Web Services

Amazon Web Services (AWS) is a Challenger in this Magic Quadrant. It offers the Amazon API Gateway, which is frequently used in conjunction with AWS Lambda and the AWS suite of cloud services. Amazon API Gateway includes two separately priced options: REST APIs and HTTP APIs, the latter being a simpler, less-expensive alternative with limited features such as API keys, throttling, rate-limiting and security features like WAF support. AWS is focused on the API gateway portion of API management, but also provides an open-source, serverless developer portal written in React.

AWS's customers and operations are geographically distributed. Its clients include small, midsize and large enterprises.

Strengths
- **Offering strategy:** Amazon API Gateway is well-integrated with many other AWS products. Developers can efficiently deliver APIs as part of the applications they build using AWS-based applications and services.

- **Pricing:** Amazon API Gateway customers pay only for the API traffic they use, with no startup cost. This pay-as-you-go approach is cost-effective for organizations with modest API traffic.

- **Marketing strategy:** AWS positions Amazon API Gateway as a simple, high-performance and secure service for managing APIs that are built on its platform. This focus is appealing to existing AWS customers.

Cautions
- **Product strategy:** API Gateway's availability only in AWS eliminates it from consideration for organizations seeking an API management solution that supports multicloud and on-premises deployments. Its continued support of two similar gateway products, HTTP APIs and REST APIs, may confuse customers.

- **Innovation:** AWS's API management features are among the most basic of any vendor in this Magic Quadrant. API Gateway lags the leading vendors in this market for capabilities like design, testing and developer portal as they focus mainly on runtime characteristics of the gateway.

- **Market understanding:** AWS appears to focus on operational improvements, such as its integration with AWS components. Amazon API Gateway's recent releases do not reflect an understanding of the use cases that are driving the broader API management market.

Axway

Axway is a Leader in this Magic Quadrant. It offers the Amplify Platform, which includes Amplify API Management consisting of API Gateway, API Portal, the low-code API Builder, and analytics and agents for discovery, subscription and traceability. Within the Amplify Platform, Axway also offers Amplify Enterprise Marketplace for APIs deployed across multiple runtimes, including third-party API gateways; Amplify Open Banking; and its recently introduced Amplify Integration.

Axway's offering can be deployed on-premises and in private, public and hybrid clouds. It is also available as a SaaS offering.

Axway's operations are mainly in Europe, the Americas and Asia/Pacific. Its clients tend to be midsize and large enterprises.

Strengths
- **Market understanding:** Amplify Platform enables users to manage and govern APIs across multiple cloud environments and platforms. It provides functionality for discovery, subscription, traceability and productization to other vendors' API gateways, such as AWS, Microsoft Azure and other vendors in this Magic Quadrant.

- **Product strategy:** Axway continues to expand its already diverse portfolio of products to address a wide range of deployment models and use cases, from traditional integration to transformational initiatives. Axway complements its robust API management capabilities with the expertise of its Catalyst strategy team, and with customer engagements to help organizations advance their API strategy.

- **Business model:** Axway uses acquisitions and partnerships to improve and complement its products by providing integration, visibility and greater flexibility to customers. Its key partners include Stoplight (for API design) and Cloudentity (for consent management).

Cautions
- **Sales execution:** Axway's strong product vision and product strategy did not translate to strong sales execution. Based on Gartner's revenue estimates for API management for 2022, Axway's market share declined. We estimate that it is now the 10th largest API management vendor by market share.

- **Marketing execution:** Axway has a strong track record as a vendor focused on managed file transfer and traditional B2B integration use cases. However, its mind share among software engineers, developer communities and API product leaders is limited.

- **Operations:** Despite Axway's product capabilities to support cloud-based API management; and its ongoing strategy to move customers to SaaS/subscription offerings, nearly three-quarters of Axway's clients are running its product on-premises. Prospective customers should evaluate Axway's cloud and hybrid offerings to ensure they align with their cloud strategy.

Boomi

Boomi is a Niche Player in this Magic Quadrant. It offers Boomi API Management as an add-on to the Boomi Platform. Boomi Platform also includes integration platform as a service (iPaaS), master data management, workflow, data catalog, event streams (event-driven integration) and low-code development capabilities. It supports hybrid/multicloud, private cloud and on-premises deployments of its Boomi runtime with cloud-based administration.

Boomi's operations are geographically distributed. Its clients tend to be mostly midsize organizations.

Strengths
- **Sales execution:** Based on Gartner's estimates, Boomi's revenue for API management grew faster than the market average in 2022. Its above-average growth was driven by its strong reputation as an integration provider, its integration capabilities and its strategy to offer short- and long-term product trials and its pay-as-you-go offerings for lightweight usage.

- **Operations:** Boomi has mature operational practices and complies with major industry standard certifications, such as SOC2, PCI, HIPAA, FedRAMP and GDPR. Its SaaS offering runs primarily on AWS infrastructure and is available in multiple regions. It also offers managed services for private deployments on AWS, Microsoft Azure and Google Cloud Platform (GCP).

- **Geographic strategy:** Boomi has a strong, growing network of more than 800 global and regional partners. It has a large customer base in the U.S., Canada and Mexico, and it is building more partnerships in Europe, Asia/Pacific and Japan.

Cautions
- **Business model:** Boomi has changed key personnel in executive positions and product leadership roles since its acquisition by two private equity firms (Francisco Partners and TPG) in 2021. Prospective customers should review Boomi's overall strategy, especially for product and pricing to ensure alignment, as it is likely to evolve in the near future.

- **Product strategy:** Although Gartner sees a positive change in Boomi's articulated vision for API management in this assessment cycle, its current capabilities focus on APIs built or used in the context of the Boomi Platform. Boomi's offering, as it stands, is less suitable for general-purpose API management.

- **Product:** Boomi API Management lacks several features offered by most vendors in this Magic Quadrant. Those features include native support for microgateways, support for third-party API gateways, service mesh, API specification compliance or style guide check for GraphQL/gRPC, support for Async APIs, and an out-of-the-box web application firewall. It also lacks advanced API security and event management functionality.

Broadcom

Broadcom is a Niche Player in this Magic Quadrant. Its API management offering is Layer7 API Management, which includes Layer7 API Gateway, Layer7 API Developer Portal and API Hub, Layer7 Live API Creator (for creating APIs from databases), Layer7 Mobile API Gateway and SDK, OAuth Toolkit, and AIOps (for operational intelligence and application performance monitoring). All offerings are available for SaaS, customer-managed cloud or on-premises deployment.

Broadcom's clients are worldwide and tend to be large enterprises and public-sector agencies.

Broadcom did not respond to requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

Strengths

- **Geographic strategy:** Broadcom has a strong global presence. About 40% of Layer7 API Management sales are outside Broadcom's home region of North America. All platform components support non-English character sets at both design time and runtime.

- **Business model:** Broadcom takes a highly consolidated approach to addressing its top global accounts by selling portfolio license agreements for its platform. Customers receive unlimited access to Broadcom products at a fixed subscription price. This approach attracts large enterprises and public-sector agencies and has enabled Broadcom to establish itself as a top-10 vendor in terms of API management revenue (based on Gartner estimates).

- **Customer experience:** Broadcom emphasizes security and reflects a strong understanding of large enterprise requirements, which are primary concerns for most of its customers. Broadcom's growth among its existing customers indicates high customer satisfaction and loyalty.

Cautions

- **Innovation:** Broadcom has introduced little innovation to its API management offering recently, and it does not appear that Broadcom is investing significantly into research and development for this offering. Any changes that Broadcom makes to its API management product seem to be in response to requests and support issues from its customer base.

- **Sales execution:** Broadcom offers few publicly discoverable services and support for implementation, onboarding and training for new customers. However, it offers training and certification for its partners and runs a community based partner advisory board for inputs and feedback. Enterprise clients can also have access to a training academy.

- **Federation:** Broadcom has not communicated plans to support third-party API gateway technologies, even as many of its competitors are implementing API management technologies across environments and from multiple vendors.

Google Cloud (Apigee)

Google Cloud (Apigee) is a Leader in this Magic Quadrant. It offers Apigee X, a SaaS product on Google Cloud, and Apigee Advanced API Security, which is based on Apigee. Apigee X is widely available across Google Cloud regions, including the Americas, Europe, Australia, New Zealand, India and the Middle East. Google also provides a hybrid deployment option, called Apigee hybrid, which enables a customer-managed runtime. It can run on Azure, AWS, Google Cloud or a private cloud with an Apigee-managed control plane on Google Cloud.

Google also offers an API gateway called Google Cloud API Gateway (based on Envoy) for managing API calls to Google Cloud's serverless offerings.

Google's operations are geographically distributed. Its clients include enterprises of all sizes.

Strengths
- **Product strategy:** Gartner clients report that Apigee's strategic services and support for creating external-facing API products are strong. Apigee provides targeted solutions for the financial services/banking, retail and healthcare sectors.

- **Vertical/industry strategy:** Google provides a strong set of industry API accelerators. In particular, its open banking solution — Apigee open banking APIx — draws on customer deployments worldwide, including in India for Unified Payments Interface (UPI).

- **Pricing:** Google Apigee has a simple pricing strategy that supports subscription and pay-as-you-go models to accommodate a high volume of APIs, and does not limit the number of individual APIs or users. This pricing model is especially appealing to large enterprises.

Cautions
- **Market understanding:** Apigee is primarily designed for the API management needs of large enterprises, although it also has capabilities for self-service midsize to small deployments. Organizations seeking a simpler API management solution may prefer a lightweight alternative with less capabilities.

- **Sales strategy:** Google's primary sales strategy focuses on Apigee X, its SaaS offering on Google Cloud. Customers wanting to deploy API management entirely on-premises or on other cloud platforms should evaluate Apigee hybrid or alternatives.

- **Innovation:** Google has recently been focused on innovation in generative AI, as well as in its separate API security and integration products, rather than on innovation in Apigee's core API management features.

Gravitee.io

Gravitee.io is a Visionary in this Magic Quadrant and is a new entrant for 2023. Gravitee.io's API platform includes API Design, API Access Management, Alert Engine, API Developer Portal, API Gateway and API Management.

Users can access a version of Gravitee.io as open-source or leverage the commercial product that has straightforward pricing and deployment options for SaaS, on-premises, and hybrid variations.

Gravitee.io's operations are primarily in Europe and North America, and has clients among small, midsize and large organizations.

Strengths
- **Product strategy:** Gravitee.io's offering has strong capabilities and leading-edge features in each aspect of API management. This wide-ranging product strategy sets it apart from competitors that specialize in specific aspects of API management. At the same time, Gravitee.io focuses on support for event-driven APIs as a market differentiator, including publishing and managing event-driven APIs side-by-side with request/response APIs.

- **Market understanding:** Gravitee.io was launched to offer a contemporary, developer-focused API management product. Gravitee.io's focus on emerging market trends is evident, as it addresses microservices and Kubernetes management, provides support for GraphQL and gRPC, and is expanding its support for other API gateways.

- **Pricing:** The commercial edition of Gravitee.io is subscription-based, and its simple pricing is calculated based on the number of production API gateways (pods in Kubernetes implementations). This pricing includes the full suite of product capabilities and provides customers with a predictable cost for their budgeting needs.

Cautions
- **Sales execution:** Gravitee.io does not have the breadth and depth of customer implementation support and training seen in some other competitors in this market. Prospective customers should verify that Gravitee.io provides enough implementation guidance for their organization's needs.

- **Geographic strategy:** Gravitee.io's customer base is concentrated in Europe and, to a lesser extent, North America. It has little presence in other regions. Customers outside of these regions should verify that Gravitee.io can provide adequate service and support in their region.

- **Vertical/industry strategy:** Gravitee.io lacks vertical solutions that would appeal to particular industries. Prospective customers with industry-specific compliance requirements may find that Gravitee.io is not suitable for their needs.

IBM

Since the initial publication of this Magic Quadrant (11 October 2023), IBM was a party in the following significant corporate transaction(s). For Key Background and Considerations for Technology and Service Selection, see:

- *"Corporate Transaction Notification: IBM, API Management" (06 March 2024)*

Analysis within this Magic Quadrant remains as originally published.

IBM is a Leader in this Magic Quadrant. It offers IBM API Connect, which enables organizations to manage their APIs across integration, cloud-native microservices and developer ecosystem scenarios. It is available as a SaaS service, and as a customer- or IBM-managed deployment in a hybrid environment. IBM acquired and integrated StepZen to improve native GraphQL support in 2023. Its new partnership with Noname Security signifies an increased focus on API security across the product.

IBM's operations are geographically distributed. Its clients tend to be midsize and large organizations from all major industry sectors.

Strengths
- **Deployment flexibility:** IBM offers strong support for hybrid, multicloud and on-premises deployments. It provides the flexibility to deploy API Connect components together or

separately across VMware, Red Hat OpenShift and other Kubernetes environments. It can also be deployed on cloud providers such as Microsoft Azure, AWS, GCP and IBM Cloud.

- **Product capabilities:** IBM API Connect has built on top of an already strong security capability by partnering with Noname Security, an advanced API security offering. This chargeable feature adds real-time behavior analysis and anomaly detection, as well as ML-powered handling of malicious traffic. IBM has added AutoTest Assist to its development environment, enabling developers to test APIs without having to write any test cases.

- **API design tools:** IBM offers a strong set of capabilities for designing, testing and productizing APIs. A user can bring their own APIs or use IBM's API design interface to design and manage APIs. IBM's product is tailored to distinct design personas, and its strong mocking and linting capabilities round out a well-integrated environment.

Cautions
- **Product strategy:** As IBM adds new capabilities via acquisitions and partnerships, these enhanced capabilities add more complexity to an already complicated deployment model. For example, it offers two separate development environments: the API Connect UI, which is part of the API Connect offering, and the App Connect Designer UI for application integration scenarios, which is not a part of API Connect and must be licensed separately.

- **Customer experience:** The complexity of deploying IBM API Connect can make it difficult for prospective customers to use outside of traditional IBM customer environments and industries. In particular, API Connect is typically used with Cloud Pak to provide extra Integration capabilities, but adds to the complexity. Prospective customers should carefully evaluate deployment models including IBM's SaaS options to determine suitability.

- **Sales strategy:** IBM focuses on selling API Connect to its existing customer base and within the verticals it knows, especially banking and financial services. Outside of these core areas, API Connect sales have been relatively limited, despite its efforts to leverage digital channels and product-led growth.

Kong

Kong is a Leader in this Magic Quadrant. Kong's API management offerings are Kong Konnect for SaaS and Kong Enterprise for self-managed customers. This platform includes Kong Gateway, a commercial version of its open-source API gateway based on NGINX and OpenResty. Another component of the platform is Insomnia, Kong's API design, testing and documentation tool. Kong also supports service mesh deployments through Kong Mesh, which is built on top of Kuma. Kong provides on-premises deployment, as well as a vendor-managed cloud deployment.

Kong's operations are geographically distributed. Its clients tend to be midsize and large organizations.

Strengths
- **Market understanding:** Kong takes a developer-focused approach by offering an API management solution with high deployment flexibility, programmability and performance. As a

result of its developer focus, Kong is popular in organizations where developers choose an API management solution.

- **Product strategy:** Kong offers a robust solution that includes Kong Gateway, Kong Insomnia for design and testing, and Kong Mesh for service mesh. Customers and partners can also use Kong's plug-in architecture to add capabilities that enhance the solution.

- **Marketing execution:** Kong has improved its visibility in the API management market in recent years. Kong consistently makes customers' vendor shortlists, and the company continues to raise its profile through partnerships (such as with AWS).

Cautions

- **Pricing:** The number of services managed is a key factor in Kong's pricing. As a result, customers with a large number of infrequently called APIs may prefer an alternative solution that prices primarily on call volume.

- **Offering strategy:** Kong's emphasis on its service mesh and API gateway is less appealing to business users aiming to productize APIs or create API marketplaces.

- **Industry strategy:** Kong lacks vertical solutions or an offering message that would appeal to particular industries. However, they offer plugins that may extend product capabilities. Prospective customers with industry-specific requirements should carefully evaluate if Kong is suitable for their needs.

Microsoft

Microsoft is a Leader in this Magic Quadrant. It offers Azure API Management, which is part of Microsoft's Azure Integration Services, but it can be acquired and used as an independent service. Azure API Management is available in all Azure public cloud regions and reserved access regions. Its API gateway can also be installed in a hybrid model using Azure Arc, or directly to Kubernetes.

Azure API Management is available in five main pricing tiers: Consumption, Developer, Basic, Standard and Premium. Users are charged a fixed fee per hour or per month, based on factors like maximum throughput, SLA and cache size.

Microsoft's operations are geographically diversified. Its clients include organizations of all sizes.

Strengths

- **Product offering:** Azure API Management received strong product satisfaction scores in Gartner client inquiries and in reviews on Gartner's Peer Insights platform. Azure API Management provides simple and intuitive developer and administrator interfaces, management API and command line tools. Its developer portal is based on the Paperbits open-source content management system. These features make it appealing to developers.

- **Business model:** Azure API Management is the default choice for many Microsoft Azure customers, and Microsoft focuses on selling its API management offering to new and existing Azure customers. The user base of Azure API Management continues to grow as more organizations adopt Azure cloud services.

- **Geographic strategy:** Azure API Management is offered across all Azure regions and availability zones. The Azure portal is available in 18 languages and provides documentation in more than 50 languages. The offering's Premium tier supports multiregion deployments.

Cautions
- **Marketing execution:** Microsoft's marketing and go-to-market activities for Azure API Management are delivered primarily in the context of other Azure services. Prospective customers might overlook Azure API Management because of its limited visibility, even if they are Microsoft Azure customers.

- **Sales strategy:** Azure API Management is rarely adopted as a stand-alone product. It is almost exclusively used in conjunction with other Azure services. Few customers use Azure API Management outside of the cloud, despite its ability to deploy the API gateway in a hybrid fashion.

- **Innovation:** Microsoft lags most competitors in adding new capabilities. While it has a roadmap and added synthetic GraphQL capabilities to enable GraphQL in front of older SOAP services, it has not released any substantial, innovative or market leading features in the recent past.

Postman

Postman is a Visionary in this Magic Quadrant. It offers the Postman API platform, which includes Postman Collections, Postman Workspaces and Postman Flows. It provides API design and testing capabilities and enables creation of API developer portals. Postman does not offer its own API gateway, but rather partners with other API gateway providers to provide those capabilities. Postman API Platform is available as SaaS on AWS.

Postman's operations are primarily in the U.S., EMEA and APAC. Its clients include organizations of all sizes.

Strengths
- **Market understanding:** Postman targets API developers and product managers by positioning its API platform as an enabler of API creation and consumption. It provides strong support for both internal and external API portals, as well as API testing and API design.

- **Innovation:** Postman has delivered several innovative features with Postman Collections and Postman Workspaces. Recent innovations include automatically checking APIs against governance rules, a no-code UI to build API orchestrations and partner workspaces to allow partners outside the organization to collaborate on APIs.

- **Market responsiveness:** Postman responds quickly to customer demands. In response to user feedback, Postman expanded support for more API types (GraphQL, gRPC, WebSocket), provided version control across environments (dev, test, prod) and began offering real-time security and design linting. It delivers new features via monthly releases and provides a major release annually.

- **Product offering:** Postman does not provide its own API gateway. Instead, it enables users to publish API definitions to multiple third-party gateways. Postman customers must separately source a gateway, and delegate responsibility of gateway runtime execution and operational administration to gateway vendors.

- **Vertical/industry strategy:** Postman lacks extensive industry-specific accelerators and support for industry API standards. However, they have recently introduced collection templates and support for compliance standards in public workspaces to address this. Prospective customers with industry-specific compliance requirements should evaluate Postman's suitability.

- **Geographic strategy:** Most of Postman's revenue is from North America, though it has an expanding presence in EMEA and APAC. Prospective customers outside North America should assess access to localized sales, training and support.

Salesforce (MuleSoft)

Salesforce (MuleSoft) is a Leader in this Magic Quadrant. Its API management offering is part of the Anypoint Platform, which comprises Anypoint Flex Gateway (based on Envoy), Anypoint API Manager, API Designer and Anypoint API Governance. The platform also includes Anypoint API Experience Hub, a more sophisticated API portal; and Anypoint Exchange, a central hub for sharing APIs and integration- and automation-related assets.

MuleSoft's operations are geographically distributed, but are primarily in North America, Europe, Japan and Asia/Pacific. Its clients tend to be midsize and large organizations.

Strengths

- **Market understanding:** MuleSoft provides capabilities to address current practices in API management. This is demonstrated with its new API governance product, enhanced API design capabilities and GraphQL support, as well as continued advancements with its Anypoint Flex Gateway to protect non-Mulesoft APIs. MuleSoft is also a Leader in the Magic Quadrant for iPaaS, highlighting MuleSoft's understanding that managing APIs for integration initiatives is central for many organizations.

- **Sales strategy:** MuleSoft leverages the strong market presence of its parent company Salesforce and uses it to influence buyers in the API management market. It also provides a suite of services for MuleSoft implementation, consulting and training, and its Center for Enablement teams help to ensure successful new customer onboarding.

- **Operations:** MuleSoft processed 200 billion transactions in February 2023. It is hosted in AWS and is distributed globally across availability zones. MuleSoft offers industry-leading SLAs and support plans for its customers.

Cautions

- **Pricing:** MuleSoft introduced new pricing to address long-standing concerns related to its core-based pricing. The new strategy has the potential to reduce price-related barriers for small- to

medium-size implementations, and ease migration of existing customers away from previous pricing models. However, this new pricing model has been slow to take hold.

- **Innovation:** MuleSoft's recent focus has been to advance its universal API management capabilities to support distributed API management needs. While MuleSoft is responsive in delivering capabilities to support contemporary API management practices, its features are largely reactive — not innovative.

- **Offering strategy:** MuleSoft's packaging of products has undergone several changes recently. Some of its components are renamed; some of its add-ons are now packaged differently; and some new but seemingly parallel capabilities are added. These changes can be confusing to prospects looking to identify the right composition of components to meet their needs, as well as for existing clients looking to renew their agreements.

SAP

SAP is a Challenger in this Magic Quadrant. It offers API Management, a component of the SAP Integration Suite, which includes Cloud Integration, Graph, SAP Business Accelerator Hub, SAP Event Mesh, B2B messaging, integration and migration assessment and Open Connectors. SAP Integration Suite is part of the SAP Business Technology Platform (SAP BTP).

SAP's API Management is a managed multicloud environment hosted by all major hyperscalers: Azure, GCP, AWS, Alibaba Cloud and SAP NS2. It also supports hybrid deployments of API gateways at the edge of on-premises networks and in private clouds.

SAP's operations are global. Its clients tend to be midsize and large organizations in the retail, financial services and utilities industries.

Strengths
- **Customer support:** SAP offers workshops worldwide to identify business use cases for APIs and to offer insights on running successful API programs. It has a global network of SAP customer success professionals who can help users quickly set up and scale their API programs. SAP provides 24/7 support from multiple locations worldwide.

- **Product offering:** SAP's API Management is tightly coupled with SAP BTP, which provides application development, data management, planning and analytics, automation, and AI capabilities. SAP's offering enables customers to manage all APIs including those deployed in SAP BTP that extend or integrate with SAP as well as non-SAP applications.

- **Geographic strategy:** SAP operates in many countries and has a worldwide partner network. Its sales and support services are distributed across the Americas, EMEA and Asia/Pacific, providing a wider range of coverage compared to most vendors.

Cautions
- **Marketing strategy:** Many prospective customers perceive SAP API management as applicable only to existing SAP application customers, where the APIs managed are used to expose data from SAP's own applications. Prospects evaluating SAP as a general-purpose API management

platform should ask SAP to demonstrate its API management capabilities for non-SAP applications and data sources.

- **Innovation:** SAP's focus is on use cases specific to SAP BTP, such as making it easier to expose SAP data as APIs. Outside of the SAP integration context, SAP has delivered fewer innovations for wider API management than is seen from other vendors in this Magic Quadrant. For example, it has weaker support for security features like anomaly detection, for gateway federation, and for development and test support for APIs not linked to SAP data model definitions.

- **Offering strategy:** SAP relies on OEM agreements to provide several components of API Management: Google Cloud (Apigee) for the API gateway, UiPath's Cloud Elements for open connectors, and Solace for messaging and events. Prospective customers should ensure they are comfortable with the level of influence and control that SAP can provide over those aspects of its platform.

SmartBear

SmartBear is a Visionary in this Magic Quadrant. It offers SwaggerHub, ReadyAPI (for API testing, security, performance testing and virtualization), PactFlow (for contract testing), AlertSite (for API monitoring) and a newly introduced SwaggerHub Explore and SwaggerHub Portal. SmartBear primarily focuses on the API development life cycle and incorporates the open-source Swagger Editor, UI and Codegen for API design, Pact (for integration testing), and SoapUI tool (for API testing), which are based on the open-source communities Swagger, Pact and SoapUI, which it sponsors.

Its products are offered on-premises and as SaaS, but most customers use the SaaS option. SmartBear's operations are geographically distributed. Its clients include small, midsize and large enterprises.

On 22 August 2023, SmartBear announced that it has entered into a definitive agreement to acquire Stoplight. At the date of publication, both SmartBear and Stoplight met the inclusion criteria for this MQ and continued to operate as separate entities. Gartner will provide additional insight and research to clients as more detail becomes available.

Strengths
- **API design and testing:** SmartBear provides market-leading capabilities to manage and automate the API life cycle from design to implementation. It provides an integrated platform to perform functional, security and performance tests across multiple API protocols and standards, including REST (OpenAPI), SOAP, AsyncAPI, gRPC, GraphQL and others.

- **Market understanding:** SmartBear has a strong understanding of developers' needs for building effective API development workflows, and enterprises' needs for API design, testing, implementation, deployment and monitoring. Its recent addition of PactFlow for contract-testing APIs and microservices is unique and improves this vision.

- **Business model:** SmartBear attracts a consistent flow of prospective customers by popularizing its open-source offerings, such as SoapUI, SwaggerHub and Pact. SmartBear also has a strong sales and partner network across North America, EMEA and Asia/Pacific, which attracts large enterprise customers.

Cautions
- **Product strategy:** SmartBear does not provide an API gateway, but rather provides integration with API gateways from vendors such as AWS, Microsoft, Google and IBM to deliver runtime capabilities. This use of third-party gateways may not suit organizations looking for a single vendor to provide both development and operational capabilities.

- **Geographic strategy:** SmartBear's SaaS offering is only available in two AWS regions: SwaggerHub in AWS US-East and PactFlow in AWS ap-southeast-2. Customers with specific data residency requirements should evaluate private cloud or on-premises models. In addition, most of SmartBear's products and documentation are available only in English.

- **Vertical/industry strategy:** SmartBear provides horizontal technology that can be used by any industry, but it does not provide accelerators or solution packages for any particular industry. Prospective customers with industry-specific compliance requirements should review SmartBear's suitability for their needs.

Software AG

Since the initial publication of this Magic Quadrant (11 October 2023), Software AG was a party in the following significant corporate transaction(s). For Key Background and Considerations for Technology and Service Selection, see:

- *"Corporate Transaction Notification: Software AG, API Management" (06 March 2024)*

Analysis within this Magic Quadrant remains as originally published.

Software AG is a Leader in this Magic Quadrant. Its solution consists of webMethods API Gateway, webMethods Developer Portal, webMethods Microgateway and CentraSite (an API repository). Software AG focuses on enabling API-based integrations. Its API management platform is available as a stand-alone offering or as a SaaS-based offering called webMethods.io API; both are often used in conjunction with Software AG's integration products.

Software AG's operations are geographically distributed. Its clients tend to be large enterprises in the banking, retail, manufacturing and government sectors.

Strengths
- **Product strategy:** Software AG's API management offering provides strong support for a wide range of capabilities, including API design and implementation, versioning and governance, security, consumption, and microservices. Its webMethods AppMesh platform and microgateway enable customers to build APIs using a modern microservices approach, with support for introspecting and securing of Istio- and Kubernetes-based microservices.

- **Market understanding:** Software AG's webMethods offering is well-suited for diverse developer use cases, including integration, API productization, B2B ecosystems and microservices-based application modernization. Its April 2022 acquisition of StreamSets, a data integration vendor, further strengthened its product portfolio.

- **Sales execution:** Software AG has established itself as a revenue leader in multiple regions by providing strong customer support, building a wide geographic presence and offering localization features. Gartner's revenue estimates for API management show Software AG had one of the top three revenues for Latin America, Eastern Europe, sub-Saharan Africa, the Middle East and North Africa in 2022.

Cautions

- **Business model:** In July 2023, private investment firm Silver Lake secured the majority of shares in Software AG, with the intent to delist the company. While Software AG's products remain strong and viable, prospective customers should review any changes in Software AG's strategy and roadmap during this transition to ensure continued alignment with their organization's needs.

- **Marketing execution:** Compared with other Leaders, Gartner sees fewer clients evaluating Software AG's stand-alone API management platform in competitive bids — despite Software AG's continuing efforts to rebrand itself as an API-first solution vendor.

- **Sales strategy:** Software AG's API management offering is closely linked to its webMethods integration platform. This approach is attractive to organizations that wish to manage APIs for integration use cases, especially existing webMethods customers, but it may not resonate with organizations that use APIs for software engineering initiatives.

Solo.io

Solo.io is a Visionary in this Magic Quadrant. It offers the Gloo Platform, which consists of Gloo Gateway, an API gateway based on Envoy; Gloo Mesh, an enterprise service mesh; and Gloo Fabric, a multicloud application networking solution. Gloo Gateway also includes Gloo Portal and an integrated GraphQL server.

Solo.io's platform primarily targets organizations seeking Istio- and Envoy-based service mesh and API gateway solutions in Kubernetes environments. It supports API design and development with continuous integration/continuous delivery (CI/CD).

Solo.io has operations in North America, Europe and Asia/Pacific. Its clients tend to be more tech-savvy organizations, large and small, especially in the high-tech, financial and telecom sectors.

Strengths

- **Offering strategy:** Solo.io offers a Kubernetes-native API gateway and ingress controller, which is attractive to developers who build APIs in this environment. Its open-source, cloud-native approach appeals to developers and cloud platform teams that manage API gateways.

- **Business model:** Solo.io's API management products are built on an open-source foundation. All Solo.io products have a free, open-source community version. Prospective customers can also obtain time-bound licensing for commercial Solo.io products at no charge during a proof-of-concept exercise or product investigation, for example.

- **Market responsiveness:** Solo.io participates in a wide range of developer conferences, especially Kubernetes-focused events and emerging open-source initiatives, such as Istio Ambient Mesh. This community engagement helps Solo.io to align its product strategy with changing developer demands.

Cautions
- **Product offering:** Solo.io does not provide a SaaS option. Instead, it offers installable software. Also, it does not yet provide industry-specific accelerators for industries such as healthcare and banking.

- **Market understanding:** Solo.io focuses its API management offering on its API gateway, Gloo Gateway, and targets customers who build APIs in Kubernetes environments. Though Solo.io's gateway can route to services in non-Kubernetes environments, it may be less suitable for non-Kubernetes deployment models for API design and development.

- **Marketing strategy:** Although Solo.io's popularity is growing among developers and developer communities, its emphasis on gateway and service mesh use cases may not resonate with business users and API product managers in organizations looking for monetizing APIs.

Stoplight

Stoplight is a Niche Player in this Magic Quadrant and is a new entrant for 2023. It offers the Stoplight Platform, which is deployed as SaaS hosted on GCP. It also supports container environments for custom on-premises implementations. Stoplight is known for its open-source Spectral tool for API linting. Spectral is also used by other vendors, such as Postman. Stoplight is focused on providing API design and testing capabilities for developers and product managers.

Stoplight's operations are in the U.S., and its clients tend to be API designers and developers in midsize and large organizations.

On 22 August 2023, SmartBear announced that it has entered into a definitive agreement to acquire Stoplight. At the date of publication, both SmartBear and Stoplight met the inclusion criteria for this Magic Quadrant and continued to operate as separate entities. Gartner will provide additional insight and research to clients as more detail becomes available.

Strengths
- **API design and testing:** Stoplight provides market-leading capabilities to manage and automate the API design life cycle. It provides an integrated design and documentation platform that enables engineers and product managers to ideate, design, version and document APIs according to industry standards. Users can then export APIs to the desired engineering repository for deployment and management.

- **Market understanding:** Stoplight has a strong understanding of engineering and product management needs for designing and documenting API development, providing the tools they need to deliver verified, custom API portals to development teams or outside the organization. While Stoplight is primarily used for internal APIs, it also enables users to prepare APIs for external consumption and to create permissioned API documentation portals from the same source material. This helps eliminate errors and duplicate efforts.

- **Business model:** Stoplight has grown consistently through product led growth enabled by a strong open-source offering. Customers can buy directly, or accept an enterprise deal for more complex scenarios.

Cautions

- **Product strategy:** Stoplight does not provide a native API gateway and has no capabilities for authentication/authorization, generating and managing API keys, or applying traffic-throttling/rate-limiting policies. It relies on integration with API gateways from vendors such as AWS, Microsoft, Google and IBM to deliver these capabilities.

- **Geographic strategy:** Stoplight is a U.S.-based company that has limited operational presence outside the U.S. Some customers outside of the U.S. may prefer alternatives that enable them to host their own implementations.

- **Vertical strategy:** Stoplight provides horizontal technology that can be used by any industry, but it does not provide prepackaged accelerators for any particular industry. However, customers can build out their own vertical solution standards and apply them in the design environment.

TIBCO Software

TIBCO Software is a Niche Player in this Magic Quadrant. It offers TIBCO Cloud API Management, which provides capabilities for API design and API testing, cloud-native deployment with multicloud support, a developer portal, a control center, analytics, a microgateway, development tools and a marketplace. It is available as an on-premises, hybrid or cloud offering.

TIBCO's operations are geographically distributed. Its clients tend to be midsize and large organizations.

On 30 September 2022, Vista Equity Partners and Evergreen Coast Capital announced the completion of a transaction to acquire Citrix and combine it with TIBCO Software to form Cloud Software Group. TIBCO will remain a separate business unit in the new organization.

TIBCO Software did not respond to requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

Strengths

- **Product offering:** TIBCO's integrated platform provides customers with all features they need to develop composable enterprise solutions. TIBCO Cloud API Management offers a single control point to discover, design, productize, deploy, manage and govern most types of internal and

external APIs. It also features a universal catalog and AI/ML-enabled API analytics to supplement its platform-agnostic, federated API management capabilities.

- **Sales execution:** TIBCO Cloud API Management had above-average revenue growth in 2022 (based on Gartner estimates) and retained its position as a top-10 vendor in terms of market share.

- **Geographic strategy:** TIBCO has a global presence, with direct sales and support services in more than 30 countries. It also has a robust worldwide partner ecosystem of systems integrators and value-added resellers.

Cautions

- **Marketing strategy:** TIBCO promotes its API management offering as a component of a wider integration platform, rather than as a separate product. As a result, prospective clients often overlook TIBCO as a stand-alone offering for API management.

- **Innovation:** TIBCO's roadmap is focused on enhancing its overall platform and has shown less innovation in delivering features specific to API management, compared to other vendors in this Magic Quadrant. TIBCO's strategy is to provide customers with a unified platform that provides integration, messaging, data management and analytics to address a wider variety of automation and integration use cases, rather than to provide a general-purpose API management platform. Prospective clients looking for a general API management solution should ask TIBCO to demonstrate how stand-alone API management clients will be supported going forward.

- **Market responsiveness:** TIBCO delivered regular releases with minor updates throughout 2023, but has not released major function enhancements for API management for a few years.

Tyk

Tyk is a Leader in this Magic Quadrant. It offers the Tyk platform, which includes Tyk Gateway (an open-source API gateway), Tyk Developer Portal (a developer portal), Tyk Dashboard (an API management dashboard), the Tyk console (an infrastructure management tool) and Universal Data Graph (a GraphQL interface). Tyk focuses on enabling cloud-native microservices, governing APIs across diverse development teams and integrating API-based data using GraphQL.

Tyk has geographically distributed operations. Its clients tend to be midsize and large organizations, primarily in financial services.

Strengths

- **Market understanding:** Tyk markets its solution to developers as a simpler, more productive, and less expensive alternative to its larger competitors. Tyk's positioning and pricing flexibility appeal to customers that are dissatisfied with the higher cost of other API management solutions.

- **Product strategy:** Tyk's Universal Data Graph interface provides strong capabilities for GraphQL support. This feature helps differentiate Tyk from the more fully featured offerings of larger vendors.

- **Pricing:** Tyk attracts developers with its free, open-source gateway and its free, limited-use SaaS version. Tyk offers tiered pricing for its paying SaaS customers, which is based on the number of API calls per month and allows for customers to manage an unlimited amount of APIs. It also offers tiered pricing for self-managed customers based on the number of gateways, with unlimited API calls.

Cautions
- **Marketing execution:** Tyk has a limited mind share among business users compared to most larger vendors. It is less likely to appear on customers' shortlists for business-led initiatives than for developer-led initiatives.

- **Viability:** Tyk is one of the smallest vendors in this Magic Quadrant, although it has grown quickly. Its strong product capabilities and small market share may lead customers to wonder if it will be an acquisition target.

- **Vertical/industry strategy:** Tyk focuses on open standards and broad adoption across industry sectors. As such, it does not offer industry-specific accelerators or expertise. Prospective customers with industry-specific compliance requirements may find that Tyk is not suitable for their needs.

WSO2

WSO2 is a Challenger in this Magic Quadrant. It offers WSO2 API Manager, an open-source solution; and Choreo, a cloud-based, integration-focused solution with a SaaS subscription model. WSO2 API Manager Analytics is offered as a service on Microsoft Azure. WSO2 API Manager provides two integration options — Micro Integrator and Streaming Integrator — as stand-alone solutions. It also offers WSO2 Identity Server, a separate identity management platform.

WSO2 combines integration and API management in its products, enabling integrations to be exposed as managed APIs across cloud, on-premises, container-native and hybrid architectures.

WSO2's operations are mainly outside the U.S. Its clients include large, small and midsize organizations.

Strengths
- **Sales execution:** Based on Gartner's estimates, WSO2's revenue for API management grew faster than the market average in 2022. It was able to capitalize on its strong product capabilities, and its early-mover status on features such as support for publishing event-based APIs in its API developer portal, using AsyncAPI and GraphQL to fuel its revenue growth.

- **Vertical/industry strategy:** WSO2 provides a strong set of industry-specific solutions, especially for banking and financial services, government agencies and telecommunications and IT. Its Open Healthcare solution focuses on healthcare interoperability and is particularly well-suited for U.S. healthcare payer and provider APIs. WSO2's Open Banking offering and services help clients meet financial and regulatory requirements.

- **Sales strategy:** WSO2 has integration and reseller partners in more than 75 countries, which helps to generate awareness and sales opportunities for its API management products. WSO2 has built a strong ecosystem for API management, as many partners use its open-source offering.

Cautions
- **Business model:** WSO2 promotes both its subscription-based Choreo offering and its open-source products for on-premises deployment and customer-managed cloud deployments. This is a departure from putting more emphasis on Choreo, which may be confusing for customers who associate WSO2 with open-source.

- **Product strategy:** WSO2's API management offerings are strongly linked to its integration and identity management offerings. While they work with other vendor's solutions, customers could lose efficiencies and benefits of usability enhancements using WSO2's API management products with other integration or identity management solutions.

- **API monetization:** WSO2 is a highly technical, developer-focused product. As such, customers who need to monetize APIs or who require business-level metrics on API value will require other solutions.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

Added

- Gravitee.io

- Stoplight

Dropped

No vendors were dropped in this year's iteration.

Inclusion and Exclusion Criteria

To qualify for inclusion in this Magic Quadrant, vendors had to:

- Actively market, sell and support products that provide capabilities, as defined in the Market Definition for API Management.

- Have made the qualifying offering generally available as of June 2022.

- Have a comprehensive, general-purpose offering not specific to one industry or limited to an adjacent market (such as iPaaS or application security). This offering has to be available either

directly from the vendor or via publicly announced agreements with partners.

- Have generated revenue of at least $45 million (or the equivalent in another currency) from API management in 2022. This figure includes revenue from software, cloud-managed services, support and professional services relating to the API management offering.

- Vendors of an open-source or open-core product had to have generated at least $6 million in revenue (or the equivalent in another currency) per year from API management. This figure includes revenue from software, cloud-managed services, support and professional services relating to the API management offering.

- Have had at least 120 paying customers for API management in 2022.

Honorable Mentions

Gartner tracks more than 75 vendors that offer products for API management. We recognize three vendors with Honorable Mentions. Although they did not meet the inclusion criteria for this Magic Quadrant, they have an active presence in the market. Their API management offerings serve as alternatives that may solve unique challenges for some customers. The vendors are:

- **APIwiz:** APIwiz is a relatively new vendor offering a centralized control plane for API management. It provides a low-code way of designing, deploying and managing the entire API life cycle, with a federated view to integrate with different API gateways. It provides real-time intelligence into API usage, performance, compliance, and workflow visualizations without resorting to external tools. APIwiz did not meet the revenue criterion for inclusion in this Magic Quadrant.

- **Sensedia:** It offers Sensedia API Platform, which provides full life cycle API management support along with API adaptive governance, a service mesh, an events hub and Sensedia iPaaS. It also offers Open Finance and Embedded Finance accelerators. Sensedia provides a SaaS option, along with support for hybrid deployment models. Sensedia's core market is Latin America, but it is expanding to North America. Sensedia did not meet the revenue criterion for inclusion in this Magic Quadrant.

- **Traefik Labs:** Traefik Labs offers Traefik Hub, a Kubernetes-native and GitOps-driven API management solution and Traefik Enterprise, which provides ingress control and API gateway into a centralized control plane. It also offers the open-source Traefik Proxy and Traefik Mesh, a service mesh that uses a host proxy architecture. Traefik Labs appeals to engineering-savvy organizations looking to use APIs, service mesh and microservices architecture. Traefik Labs did not meet the revenue criterion for inclusion in this Magic Quadrant.

Evaluation Criteria

Ability to Execute

We used the following criteria to assess each vendor's Ability to Execute:

Product or Service:

For API management, we evaluated the providers' capabilities for must-have, standard and optional capabilities as laid out in the Market Definition, including:

- Developer portal

- API gateway (provide or integrate with third-party gateways)

- Policy management and analytics

- API design and development

- API testing

- Advanced capabilities to enable API-based business models, monetization, ecosystem management and automated governance

We considered features and capabilities beyond what is listed below. Gartner places greater emphasis on the Critical Capability assessment scores each vendor receives than the Product/Service scores. For a full list of capabilities, see the companion research titled **Critical Capabilities for API Management**.

Overall Viability:

For each vendor, we considered:

- Its relative size in terms of customers, revenue, and the scale, strength and resilience of its ecosystem

- The impact of past acquisitions and the potential for future acquisitions

- The financial stability and continuity of its offerings in this market

- The ability and effectiveness of its partnerships to improve viability

- The size and quality of its active user community relative to its target market

- The availability and effectiveness of professional and consulting services

Sales Execution/Pricing:

For each vendor, we considered:

- Revenue and customer growth

- The number and business impact of the projects it has implemented, and whether (and how) professional and consulting services have eased implementations

- The clarity and predictability of pricing models — on-premises, cloud, multicloud and hybrid — and their changes over time

- The ability to handle large and complex deals, including support and flexibility for volume growth, seasonality and predictability

Market Responsiveness and Track Record:

For each vendor, we evaluated its ability to:

- Quickly adapt and offer meaningful solutions in light of the dynamic nature of API programs and the fast pace of change that digital transformations increasingly demand

- Respond to rapidly evolving conditions and deliver superior alternatives that align with competitive trends (even if they do not lead those trends)

- Support clients during unforeseen business disruptions and geopolitical events

Marketing Execution:

For each vendor, we assessed the degree to which it has:

- Captured mind share, demonstrated thought leadership and gained a solid reputation in the market

- Effectively devised and executed go-to-market strategies with substantial results

- Appeared on competitive shortlists for API management bids

- Executed marketing and partnership programs to expand its influence

Customer Experience:

For each vendor, we considered:

- The specificity and quality of domestic and international support contracts and SLAs for the availability of its API management offerings

- Its track record of resolving customer issues

- The customer experience offered through acquisitions and partnerships

- Support outside the vendor's home region

- The reach and availability of service implementers, and efforts to expand these, such as training and certification programs

Operations:

For each vendor, we considered:

- Its track record of meeting SLAs and its privacy certifications

- The scale of its workforce and data centers

- Reliability in relation to its hosted service platforms (for cloud offerings), and scalability and adaptability in relation to its software platforms (for on-premises deployments)

- Use of, and adherence to, metrics for efficiency, speed of change and implementation of new features

Note on Weightings: In this 2023 edition of the Magic Quadrant, the weightings of two criteria were changed:

- The Operations criteria weighting was changed from High to Medium to account for the increasing level of maturity across operational footprints and SaaS services.

- The Market Responsiveness and Track Record criteria weighting was changed from Low to Medium to account for the need for faster innovation and change cycles to stay relevant in this market.

Table 1: Ability to Execute Evaluation Criteria

Evaluation Criteria ↓	Weighting ↓
Product or Service	High
Overall Viability	Medium
Sales Execution/Pricing	Medium
Market Responsiveness/Record	Medium
Marketing Execution	Low
Customer Experience	Medium
Operations	Medium

Evaluation Criteria ↓	Weighting ↓

Source: Gartner (October 2023)

Completeness of Vision

We used the following criteria to assess each vendor's Completeness of Vision:

Market Understanding:

We assessed each vendor's understanding of:

- Present and future customer priorities, use cases and challenges, and the evolution of such priorities

- The role of APIs and API management in software development; modernization; composable, cloud-native and resilient architectures; and productization

- The maturity of API management, governance and complexity

- The impact and opportunities of AI on the production and consumption of APIs

- General, geographic and industry-specific market opportunities

Marketing Strategy:

We assessed each vendor's strategy for:

- Clear articulation of an offering's value proposition in the context of the customer's business

- Top-line and differentiated messaging by buyer persona

- Competitiveness

- Growing developer mind share and communities

- Thought leadership, evangelism, conferences, industry leadership and partnerships

Sales Strategy:

We assessed each vendor's strategy for:

- The right balance of direct and indirect sales vehicles

- Sales in specific geographies and to specific industries, such as the financial services, healthcare and insurance sectors

- A sound business plan and an effective strategy that uses presale work, API champions, activities that demonstrate thought leadership, and professional and consulting services

- Focus on the benefits of API management

- The degree to which it capitalizes on developer mind share and product-led growth

Offering (Product) Strategy:

We assessed:

- Offering plans and roadmaps (with target dates)

- Track record, future maturity and completeness

- The offering's overall design concept and architecture

- Seamless and effective use of partner offerings (where applicable) to extend and enhance the vendor's offerings

Business Model:

We examined:

- How the vendor targets or maintains profitability

- Alignment and positioning, packaging and pricing strategies to sell in the cloud, multicloud, hybrid or on-premises offerings

- Partnerships and their effectiveness and viability in offering a comprehensive solution to customers

- The vendor's professional and consulting services, how it recognizes revenue and capitalizes on investments in research and development, and its growth strategies across regions (including mergers and acquisitions)

Vertical/Industry Strategy:

We examined:

- The industries that the vendor focuses on, the industry-specific solutions (if any) that it offers, and how successful or differentiating these solutions are (or are likely to be)

- Industry-specific blueprints, accelerators, support for API standards and starter kits (if there are any)

- Leadership in developing API standards for specific industries or groups, and interoperability

- Support for specific industries where active, regulatory or business transformations are occurring around the world

Innovation:

We assessed:

- How the vendor plans to innovate in terms of technology, business, industry and customer service

- How effectively and systematically innovative ideas are filtered and funneled through product development

- Specific, planned use of AI to improve the offering and its customer-facing features.

- The vendor's track record of anticipating or leading new trends in the market

- Novel and unique approaches, solutions and products resulting from, or likely to result in, transformative change in the market

Geographic Strategy:

We assessed each vendor's ability to:

- Identify and engage with the most promising locations for its capabilities

- Expand into geographies not explicitly addressed at present

- Fulfill nondomestic projects via support centers, sales offices and partner networks

- Support complex international requirements and features, such as regional-specific compliance with local laws and regulations

Note on Weightings: In this 2023 edition of the Magic Quadrant, the weighting of the Marketing Strategy criterion was changed from Medium to Low to account for the influence that developers have in this market (as traditional marketing approaches are less effective).

Table 2: Completeness of Vision Evaluation Criteria

Evaluation Criteria ↓	Weighting ↓
Market Understanding	High
Marketing Strategy	Low

Evaluation Criteria ↓	Weighting ↓
Sales Strategy	Medium
Offering (Product) Strategy	High
Business Model	Medium
Vertical/Industry Strategy	Low
Innovation	High
Geographic Strategy	Low

Source: Gartner (October 2023)

Quadrant Descriptions

Leaders

Leaders are vendors that execute strongly and that lead and influence the market. Recent entrants to this market that have a limited record of execution are less likely to be Leaders; the same applies to strongly executing vendors that are overly risk-averse or that do not effectively exploit innovation trends.

Leaders tend to have a vision for and a market understanding to address diverse API use cases; multiexperience architecture, integration using APIs, internal API management, productizing APIs and distributed API management.

Vendors can become Leaders in this market by acquiring another well-positioned vendor, integrating its technology into a wider application infrastructure offering and keeping up with the pace of API management innovation. Additionally, they should address digital transformations, regulatory demands and modernization initiatives and their challenges head-on, with thought leadership and product functionality. Finally, they can become Leaders by offering widely deployable, well-supported API management solutions for a number of industries and geographies.

Leaders understand the market trends that will benefit them and their clients' business strategies by enabling them to restructure their business operations or advance digital transformations. Leaders see the business potential of API programs, communicate this potential to business units and help their clients realize that potential.

Challengers

Challengers generally execute well for the types of work for which they offer functionality, but they have a lagging or incomplete view of the market's direction, sometimes due to a lack of innovation, marketing and sales focus on API management.

The future of these providers depends on how aggressive and proactive they are in addressing their current shortcomings. If they innovate to fulfill the pressing requirements of today's API programs and market their offerings effectively, it is likely that they will become Leaders. Otherwise, they may become Niche Players or Visionaries, or they may drop out of the Magic Quadrant. They may also remain Challengers, but this market's strong dynamics and fast evolution over the past 18 months indicate that even maintaining their current position will require them to evolve.

Visionaries

Visionaries approach this market from an innovative angle. They are typically smaller in terms of revenue and market share compared to Leaders and Challengers, and they may offer an incomplete set of functionalities. However, they have the power and mind share to grow their capabilities, often in a different way from established Leaders.

Results of this iteration of Magic Quadrant shows that 2022 was an active year of change and growth for some visionaries, as they improved their ability to execute and went on to becoming Leaders and Challengers, while others receded to become Niche Players.

Visionaries generally make good acquisition targets for established, larger players that want to buy their way into the Leaders quadrant. Acquisitions are likely and will continue to play a vital role in the market dynamics in the coming years.

Niche Players

Niche Players focus on a segment of the market. That segment is typically defined by a specific application or application infrastructure ecosystem, or by another characteristic, such as industry, client size and spending power, geographic area, or open-source orientation. Niche Players have either an effective strategy but a focus on a particular market niche, or shortcomings in terms of execution or innovation.

Niche Players may trail in market understanding and innovation because of less investment or because they deliberately occupy a niche within the market. Their execution is limited by size or a deliberate segment.

Niche Players' Ability to Execute is limited to their focus areas and is assessed accordingly. Their ability to innovate and survive in this market is limited by their narrow focus, but they often tend to

move much faster than vendors in other quadrants. Niche Players can progress to other quadrants by improving their marketing strategy and fostering innovation.

Context

APIs are widely used to connect systems and applications, integrate business partners and build composable software architectures. Organizations are enhancing their products and services by adding APIs for customers to use, and some are even transitioning to a headless model, where APIs become their only product offering.

API management is established as a foundational capability for modern organizations. As more organizations expose APIs externally and use third-party APIs in applications, they have a greater need for governance, management, operation and security of APIs.

Packaged software applications — such as iPaaS, low-code application platforms and application security products — may offer capabilities for creating and exposing APIs. However, these capabilities are often limited to enabling a specific set of APIs. The features within packaged software applications are not effective substitutes for an API management platform.

Software engineering leaders must develop a systematic approach to manage and govern the use of APIs across their organization by using an API management offering. These platforms have matured considerably in the past few years, especially with the emergence of improved API security features. API management platforms can also take advantage of opportunities arising from modernization initiatives, cloud computing, microservices and service mesh architectures.

Software engineering leaders should use this Magic Quadrant and its companion, **Critical Capabilities for API Management**, to find the vendor and product that is best-suited for their API management needs.

Market Overview

The API management market grew by 17.1% in 2022, to $3.3 billion in revenue, making it the fourth-fastest-growing segment of the application infrastructure and middleware market (see **Market Share Analysis: Full Life Cycle API Management, Worldwide, 2022**).

Organizations of all sizes and industries from all geographies are using more APIs — internal, private, partner and public APIs — to connect systems and partners and to build mission-critical applications. This continues to drive the need for robust tools and solutions to build, operate, govern and secure APIs.

Cloud adoption and cloud-native architectural approaches to computing, including serverless computing, are increasing the use of APIs in modern software architectures. Greater awareness of, and increasing significance of, API security are driving organizations to take charge of discovering and managing APIs. This often starts with operational management of existing APIs.

Market Dynamics: The past year was full of activity with mergers, acquisitions and investment funding. API management remains a dynamic and thriving market, with substantial potential for both investors and vendors. Well-established vendors in this Magic Quadrant also exercised

opportunities to acquire vendors offering unique solutions to further expand their product portfolios. Five recent influential activities are listed below:

- SmartBear acquired Stoplight, following its acquisition of Pactflow (contract testing solution), and Aspecto (an Open Telemetry solution).

- Silver Lake, a private investment firm, secured majority shares in Software AG.

- IBM acquired StepZen (a GraphQL startup).

- Axway acquired DxChange.io (an integration vendor), and also acquired an e-invoicing vendor, AdValvas.

- Vista Equity Partners and Evergreen Coast Capital acquired Citrix and combined it with TIBCO Software to form Cloud Software Group.

Following these trends, end users can expect increased choice and more viable partnerships in the near future as they look to revamp their API strategies and API-based business models.

MQ Title Change: The title of this Magic Quadrant has been changed from "Full Life Cycle API Management" to simply "API Management," to better reflect the terminology typically used in the market by prospects, customers and vendors. While the previous title may have suggested that support for "full life cycle" was required for inclusion and performance in the Magic Quadrant, the market definition did not mandate that. In fact, most vendors in prior iterations of the Magic Quadrant did not provide all of the capabilities to support the full life cycle.

The title change for this year's Magic Quadrant does not substantially change the vendor field. However, it is intended to set the stage for the evolution of future iterations.

What Buyers Should Know: This 2023 Magic Quadrant showcases a more mature and stable field of vendors, compared with the 2022 lineup. However, evaluation of product features and functions showed a wider gap between top and bottom scores against several key capabilities. Prospective buyers must pay closer attention to product details and assess fitness to their specific use cases, especially in the following areas:

- **Support for API Life Cycle Stages:** Not all vendors support all life cycle stages (planning and design, implementation and testing, deployment and operation, and versioning and retirement) equally well. Some vendors do not offer an API gateway, but support integration of a few third-party gateways that customers must purchase or subscribe to. Some vendors provide only nominal developer portals and offer weaker support for API development (see **Critical Capabilities for API Management**).

- **Market Segmentation:** Vendors in this Magic Quadrant tend to serve four major buyer segments: The first segment is organizations looking to pioneer or advance their digital strategies by adopting API products and business models based on APIs. Another buyer segment is organizations looking to build foundational capabilities by addressing legacy,

system, process and business integration. A third segment is composed of buyers that are more engineering-savvy and looking to use APIs to build modernized architectures, including microservices, service mesh and event-driven architectures. The last buyer segment is organizations that have adopted a distributed API management strategy, and are looking for overarching management and governance across different runtime environments. Capabilities required for these buyer segments differ, and vendors do not always make these distinctions clear in their marketing messages. As a result, buyers may find it difficult to assess which offering best suits their needs, especially when their organization falls into more than one of these four segments.

To select the most suitable API management offering, buyers must develop a good understanding of their API strategy, identify their specific use cases and gain consensus among stakeholders in their organization before doing detailed evaluations.

Evaluation Criteria Definitions

Ability to Execute

Product/Service: Core goods and services offered by the vendor for the defined market. This includes current product/service capabilities, quality, feature sets, skills and so on, whether offered natively or through OEM agreements/partnerships as defined in the market definition and detailed in the subcriteria.

Overall Viability: Viability includes an assessment of the overall organization's financial health, the financial and practical success of the business unit, and the likelihood that the individual business unit will continue investing in the product, will continue offering the product and will advance the state of the art within the organization's portfolio of products.

Sales Execution/Pricing: The vendor's capabilities in all presales activities and the structure that supports them. This includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the sales channel.

Market Responsiveness/Record: Ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness.

Marketing Execution: The clarity, quality, creativity and efficacy of programs designed to deliver the organization's message to influence the market, promote the brand and business, increase awareness of the products, and establish a positive identification with the product/brand and organization in the minds of buyers. This "mind share" can be driven by a combination of publicity, promotional initiatives, thought leadership, word of mouth and sales activities.

Customer Experience: Relationships, products and services/programs that enable clients to be successful with the products evaluated. Specifically, this includes the ways customers receive technical support or account support. This can also include ancillary tools, customer support programs (and the quality thereof), availability of user groups, service-level agreements and so on.

Operations: The ability of the organization to meet its goals and commitments. Factors include the quality of the organizational structure, including skills, experiences, programs, systems and other vehicles that enable the organization to operate effectively and efficiently on an ongoing basis.

Completeness of Vision

Market Understanding: Ability of the vendor to understand buyers' wants and needs and to translate those into products and services. Vendors that show the highest degree of vision listen to and understand buyers' wants and needs, and can shape or enhance those with their added vision.

Marketing Strategy: A clear, differentiated set of messages consistently communicated throughout the organization and externalized through the website, advertising, customer programs and positioning statements.

Sales Strategy: The strategy for selling products that uses the appropriate network of direct and indirect sales, marketing, service, and communication affiliates that extend the scope and depth of market reach, skills, expertise, technologies, services and the customer base.

Offering (Product) Strategy: The vendor's approach to product development and delivery that emphasizes differentiation, functionality, methodology and feature sets as they map to current and future requirements.

Business Model: The soundness and logic of the vendor's underlying business proposition.

Vertical/Industry Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of individual market segments, including vertical markets.

Innovation: Direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, defensive or pre-emptive purposes.

Geographic Strategy: The vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the "home" or native geography, either directly or through partners, channels and subsidiaries as appropriate for that geography and market.