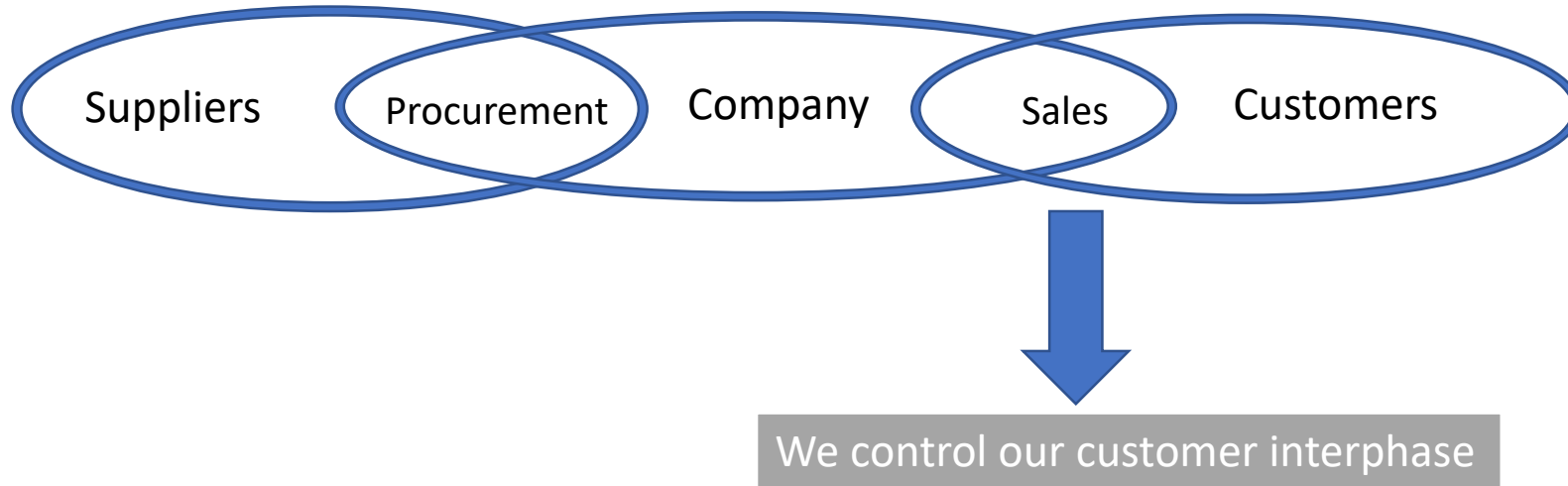


Presentation

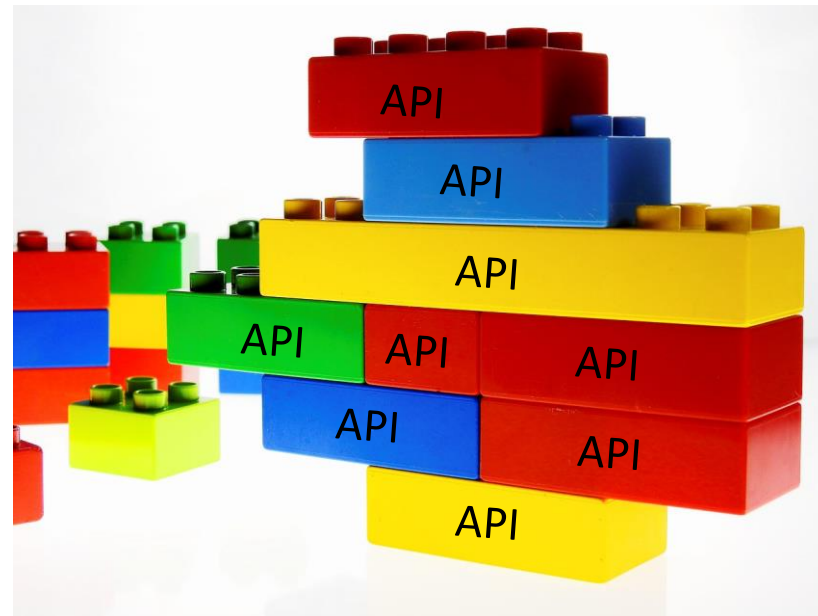
Benzell S.G., Lagarda G, Van Alstyne M. 2017. The impact of APIs on firm performance. Boston Universtity Questrom School of Business Research Paper 2843326

Hult G.T.M, Morgeson F.V., Morgan N.A, Mithas S., Fornell C. 2017. Do managers know what their customers think and why? Journal of the Academy of Marketing Science, 45(1), 37–54.

Often companies (and thinking) is constructed like this:



The concept of API economy:



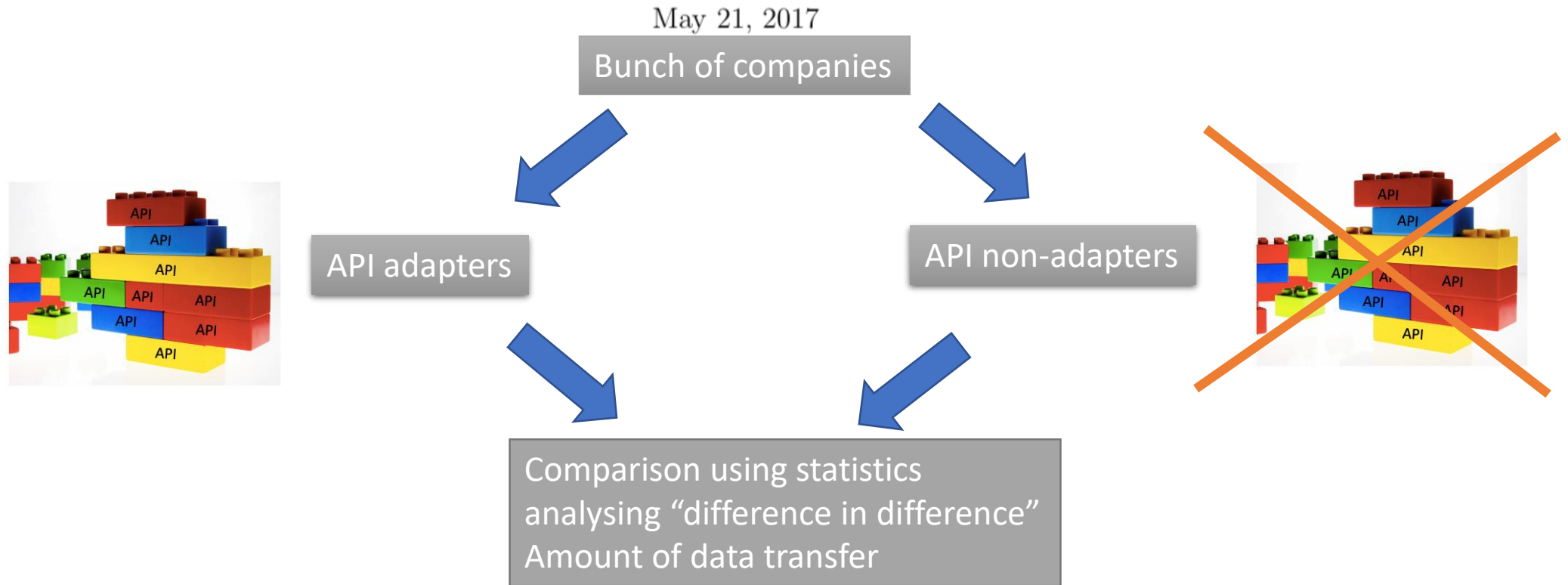
We invite other companies to become an integrated part of our customer interphase.

“Let them mess around a little bit”

The Impact of APIs on Firm Performance

Seth G. Benzell, Guillermo Lagarda, Marshall Van Alstyne *

May 21, 2017



3% increase in net profits (short term)

+10,3 % increase in a firms value (long term)

Retail companies who adopt see the largest increase in operating income after adoption

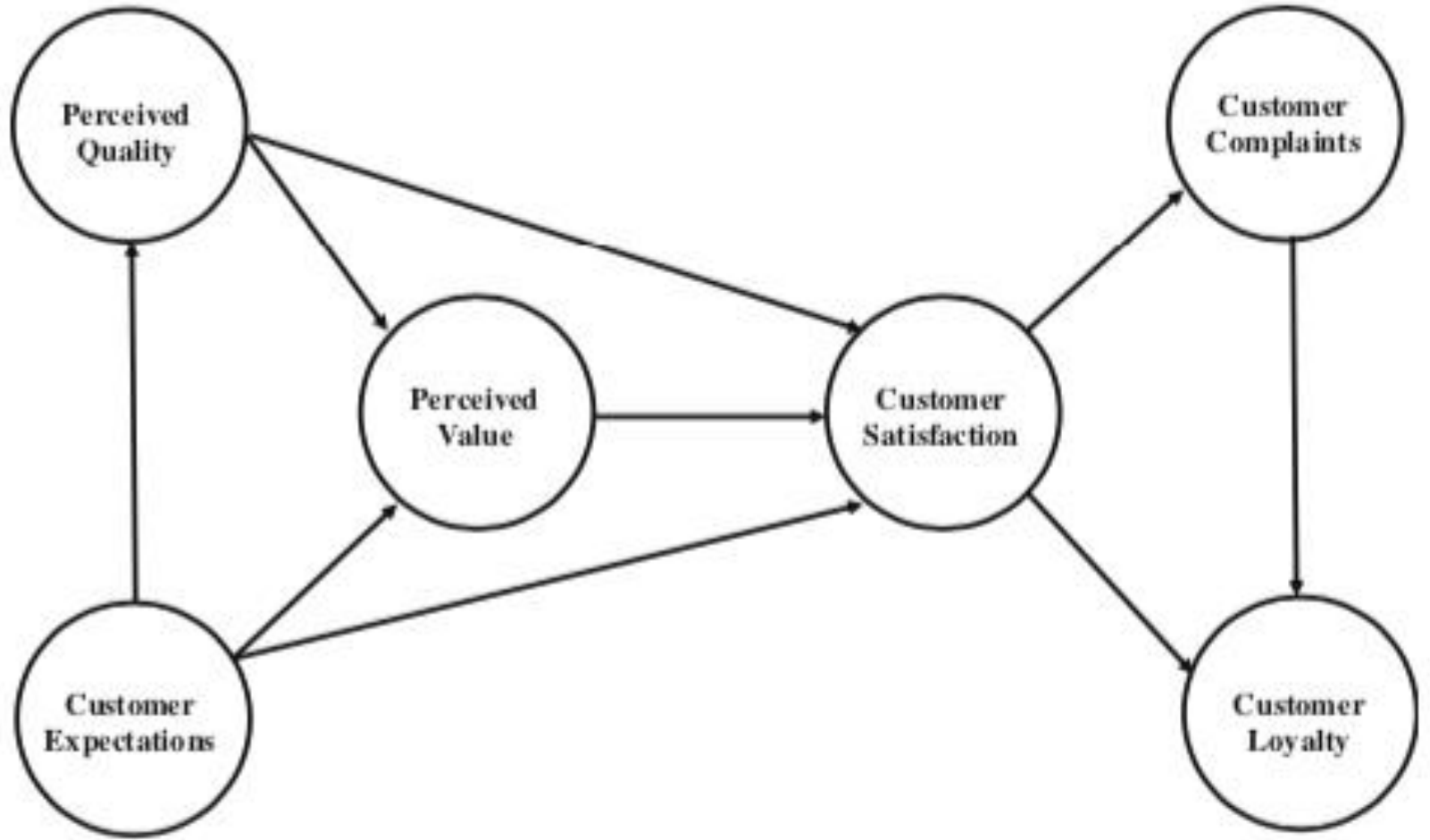
Opening a developer portal is significantly negatively related with R+D expenditure



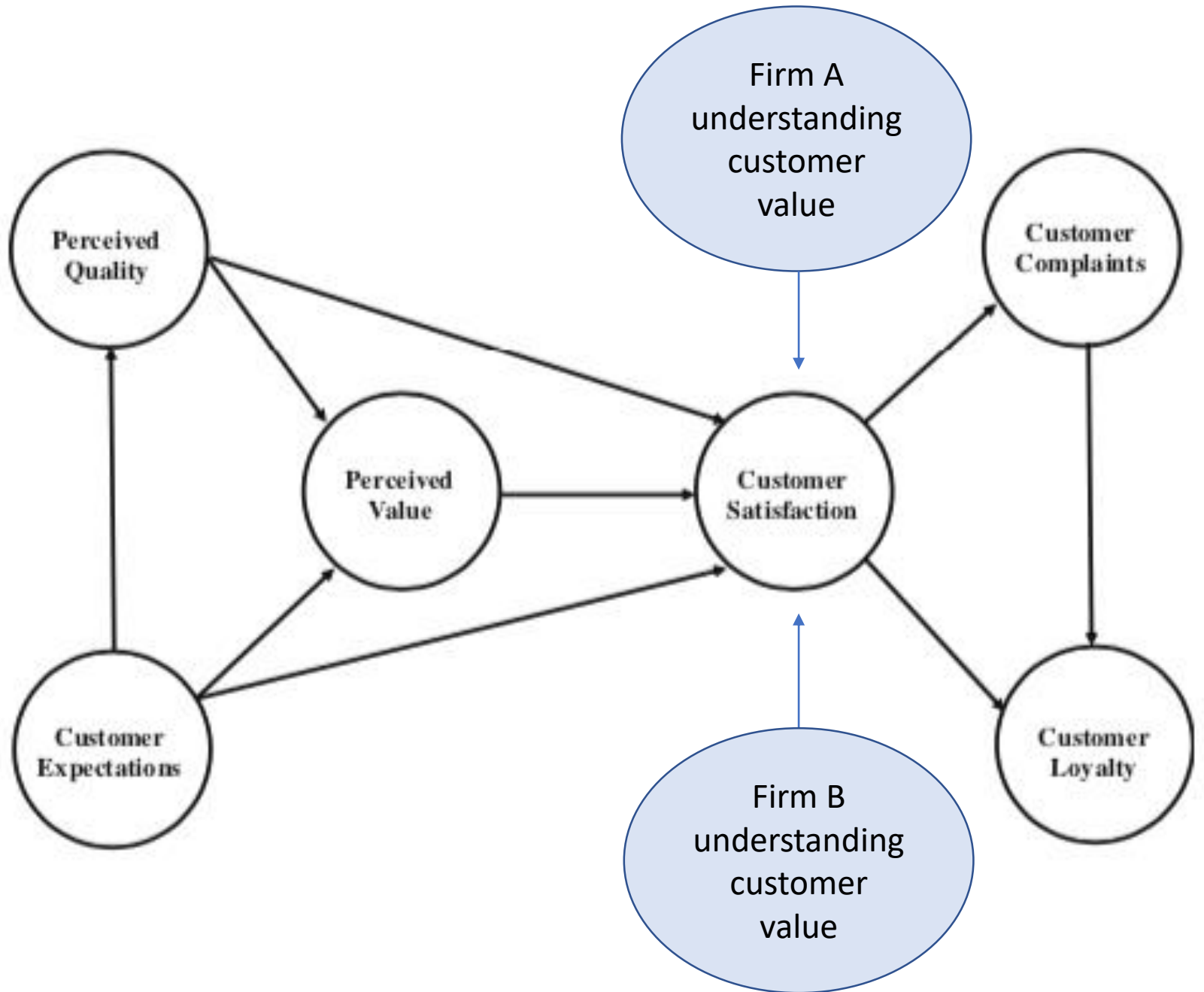
Gaps

- Company spending on satisfaction monitoring and improvement efforts not linked with customer satisfaction outcomes
- Managers don't understand correctly how customers view products&services

ACSI model



Combination
of articles



Thank you

