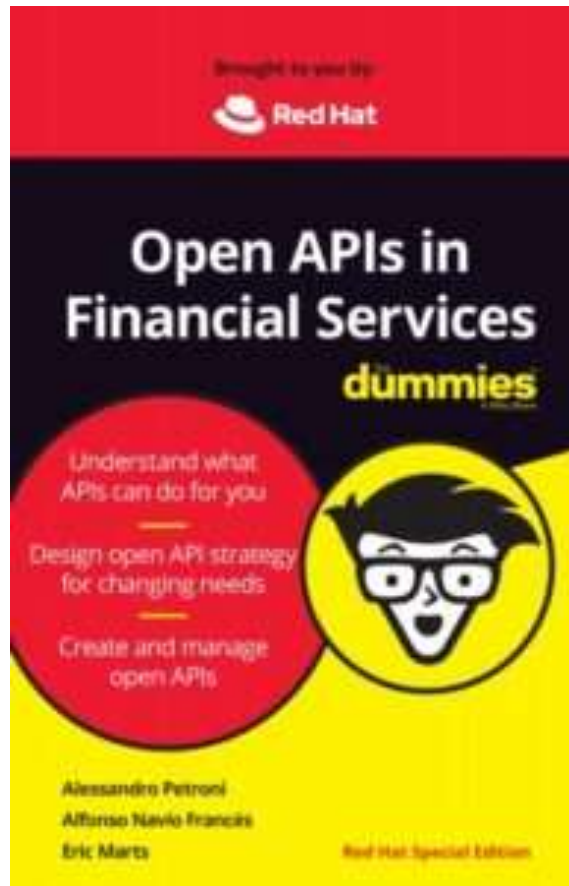# Open APIs for Dummies in Financial Services

Application programming interfaces (APIs) inspire innovation, bridge agility gaps, and create new business opportunities for financial institutions. As competition increases in an increasingly digital world, open APIs help embed financial services in customers' daily lives.

Whether you are on the business side or have your hands on the keyboard, it is critical to understand APIs, why you need them, and how to get started.

In this e-book learn:

- The top ten Q&As about open APIs.
- How to make the business case for open APIs.
- Properties of a well-designed open API.