



Mercredi 20 avril 2022 à 13H00

Les API, un vrai catalyseur de votre transformation digitale



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LIVE



PORTNET S.A.

01 Why APIs ?

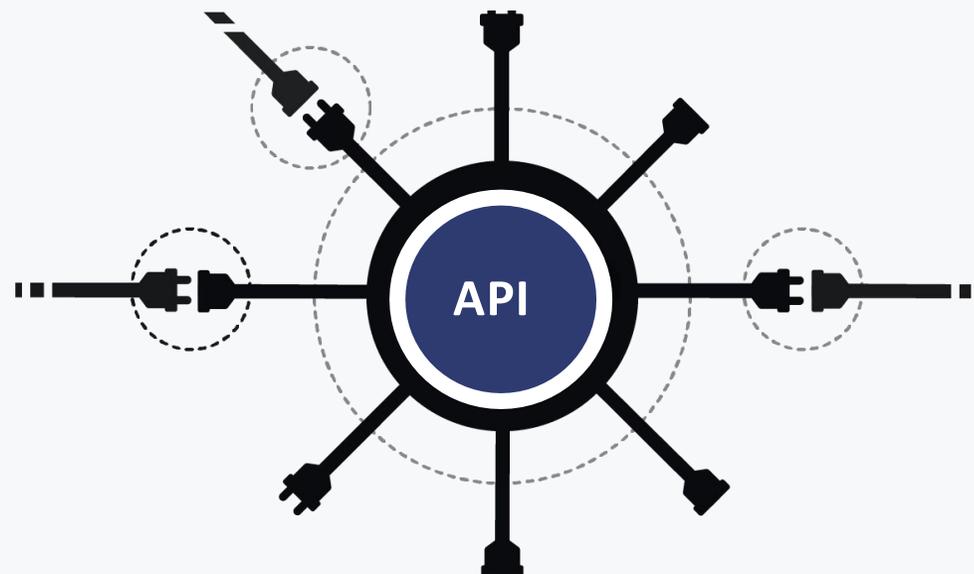
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What is **an APIs** ?

APIs **Application** **Programming** **Interface**

API is above all an a interface/ a plug.

An Application Programming Interface is a normalized interface by which a software can communicate and share data with another software.



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Example in Morocco : CMI offers online banking payment

4 PAIEMENT

- Contre Remboursement (30% avance par versement)
- CMI, Payer en toute sécurité avec votre carte bancaire.
- Payer par versement bancaire



DEMANDE DE PAIEMENT

DÉTAIL DE PAIEMENT mardi, avril 19, 2022 06:58:08	DÉTAIL DE LA COMMANDE
Modes de paiement : <input checked="" type="radio"/>	Identifiant : 227250 Montant : 14680.00 MAD
Nom du porteur de la carte <input type="text" value="NOM DU PORTEUR DE LA CARTE"/>	DÉTAIL MARCHAND
Numéro de carte de paiement <input type="text" value="NUMÉRO DE CARTE DE PAIEMENT"/>	Nom du marchand : ROCKMA (600001077)
Date d'expiration <input type="text" value="01"/> <input type="text" value="2022"/>	INFORMATIONS DU CLIENT
Code de vérification <input type="text" value=""/> (?)	Nom : Naguet de Saint Vulfran Adresse : Residence les Allees Marines Immeuble Sirocco Appartement 10 Casablanca 20250 Tél : 0691526013 E-mail : boris.naguet@gmail.com
<input type="checkbox"/> Confirmer l'acceptation des conditions générales d'utilisation du service	<input type="button" value="Valider le paiement"/>
Les informations sur le paiement vous concernant resteront confidentielles.	

When the payment is validated,
The API confirms to the seller's site
the validation of payment.

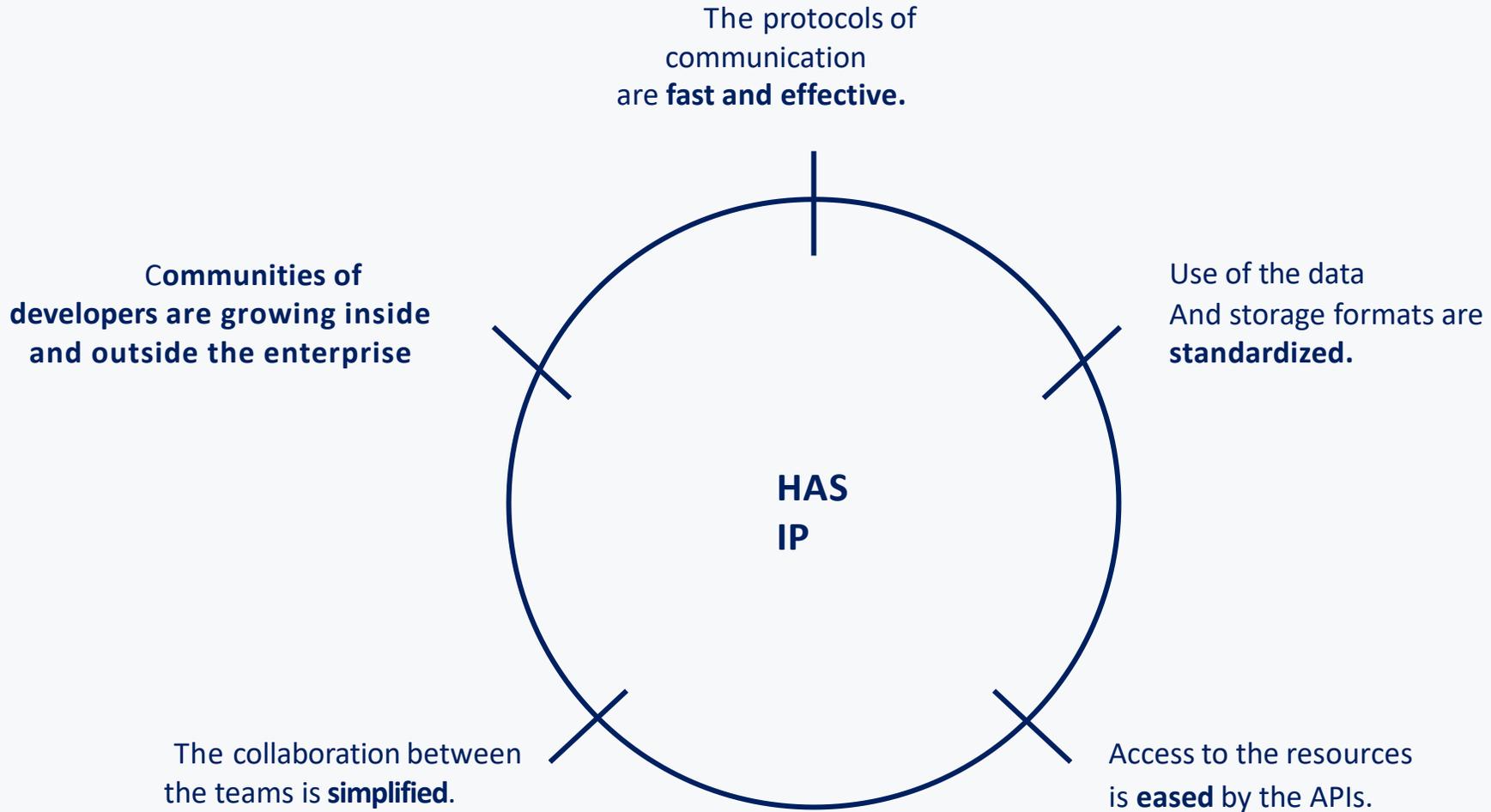
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API open an infinite world of resources to the developers.



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Why using an API ?



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A tool powerful of monetization, paramount for the companies



Free of charge

All authorized developer may have access to API and exploit his features. It is the model of API of "Facebook Connect"



The developer pays

The suppliers of APIs are paid for use of their APIs. Other models exist

As the Freemium, pay-per-use, transaction charge, etc



The developer is paid

The suppliers of APIs share their income with users for The "leads» that they bring on their site.



Indirect revenues

The suppliers of APIs perceive an indirect revenue when their APIs is used.

S

Salesforces sell thus their APIs based on the Software as a Service (SaaS) model.

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There are

3 types of APIs.



Public

The goal is to open the ecosystem to all parties in the spirit of the *open and collaborative innovation*.



Private /
Internal

Addresses the need to be more agile and to reduce the time-to-market



Partnerships

They aim to create new sources of shared income.

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The case of Amazon's transformation through APIs

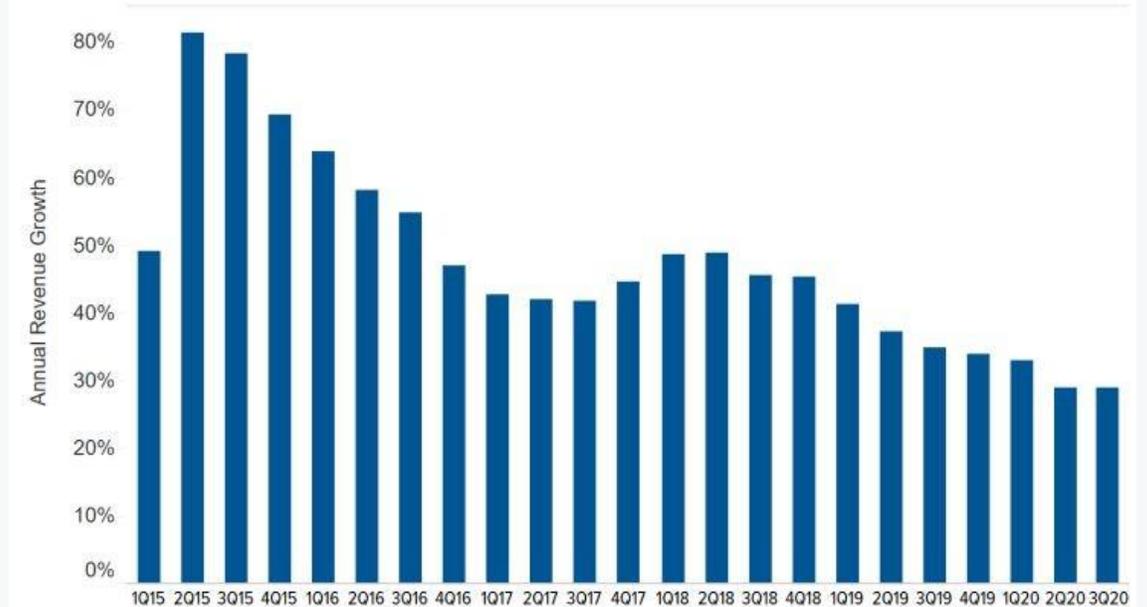
In 2002, Jeff Bezos sent out an **E-mail** to all his employees : **each team working for Amazon should from now on interact to services website.**

Each team had to decouple and define the available resources to make them available through an API.

Increased operational efficiency internally gave birth to **Amazon Web Services**, many of whose publicly exposed tools were already in use within the company.

Amazon Web Services revenue

Q3 2020: 29% annual growth



SOURCE: Company reports



8 years later, AWS represented 57% of the business revenues from Amazon with an annual growth of 30% in 2020.

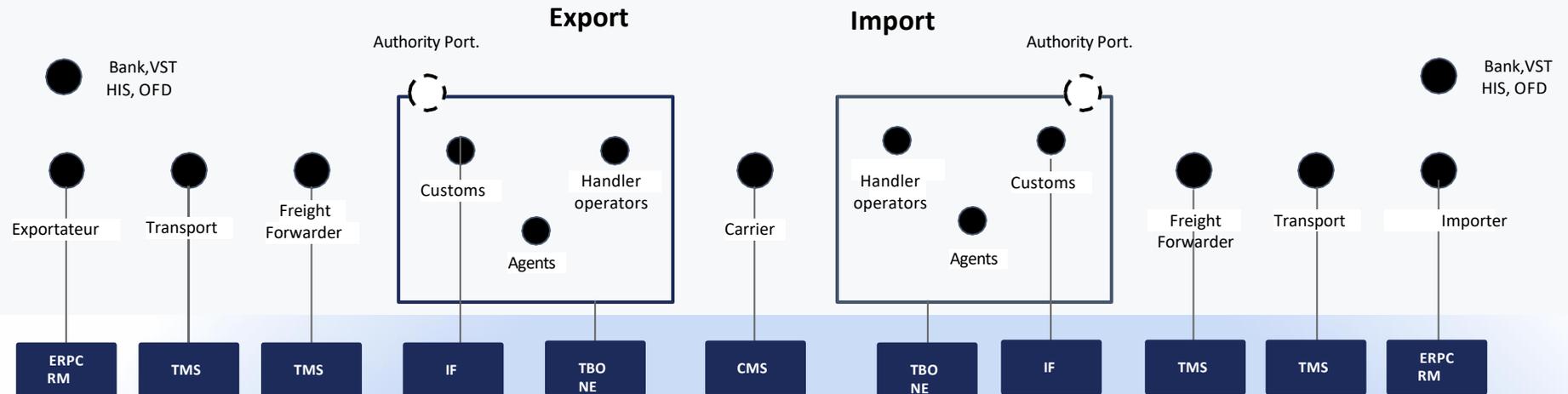
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02

The strategy of APIisation of Portnet

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The digitalization of international trade



The actors of international trade started with their own digitalization.

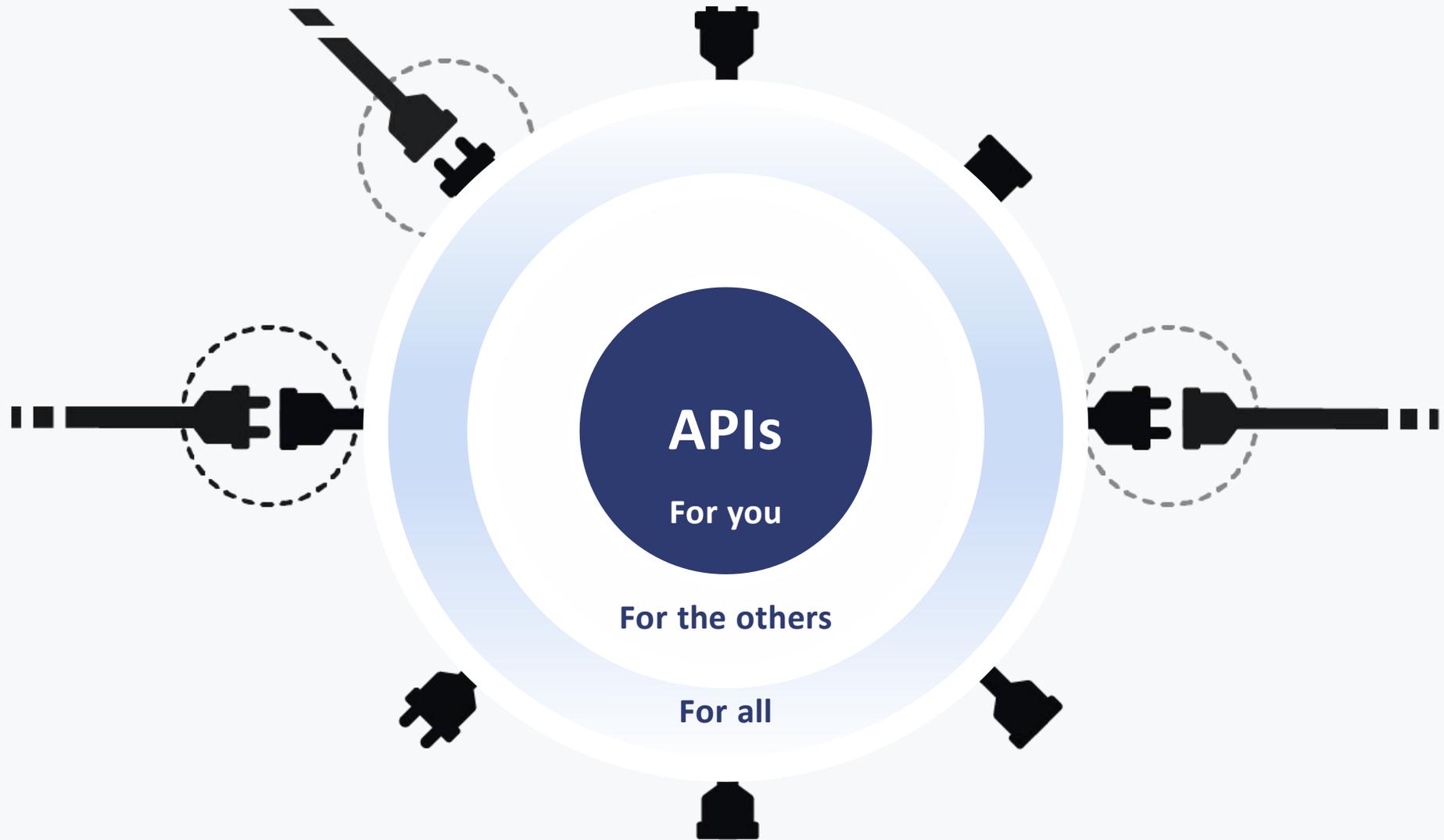
Quasi all of them were equipped with internal information systems

The question was: How to unify these information systems or allow them to communicate?

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The imperative of APIzation

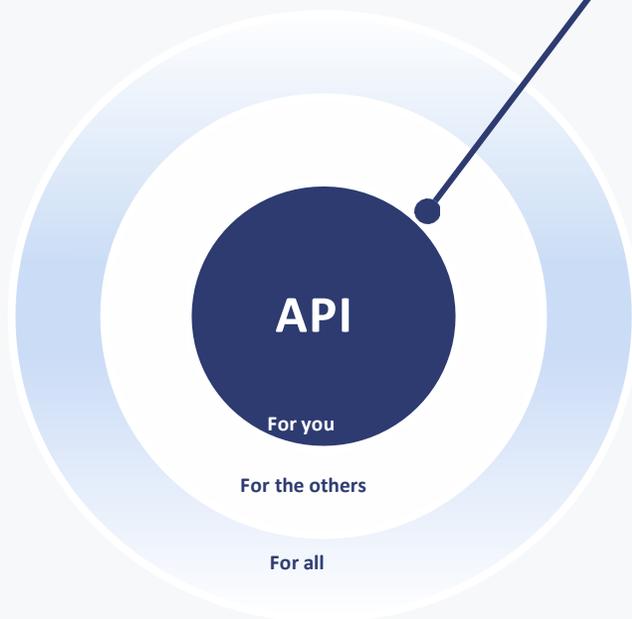
Portnet



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First of all for Portnet, in order to launch new large scale services

APIze for Portnet



Going away from the monolith...

Implementing Web APIs will make it possible to gradually abandon the monolithic architecture.

Each service will be able to evolve independently.

e.g. the decommissioning of a monolith by gradually softening it, is a strategy used by many companies (ADEO, Engie, etc.)

... to rapidly launch new services

The APIzation of unitary services makes also possible the simple creation of new career paths both internally and external (its ecosystem).

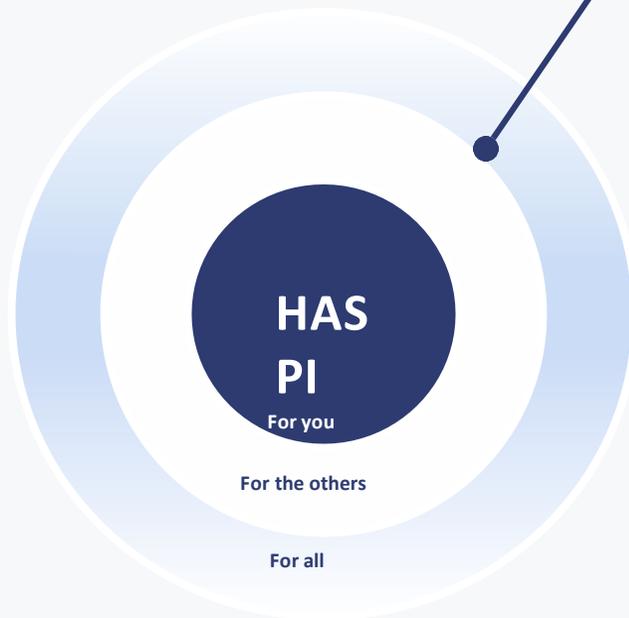
Decorrelating each service opens the possibility of calling for solutions external on certain perimeters, therefore to enrich its offer.

ex: Integration of payment solutions external APIser for Portnet

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In passing by the others, for accelerate the digitalization of l'ecosystem.

APIze for the others



Adoption of standardized technologies...

To open the Portnet IS it must comply with standard technology.

Streamlined technology and exchange protocols have been adopted to facilitate exchange around Portnet

Simplified interactions, and dropping off of ad hoc projects.

ex: Portnet currently has 4 to 5 exchange protocols and different formats, sometimes with the same partner

... to have a local digital ecosystem emerge....

Allowing local entrepreneurs to create new solutions based on new client experiences

ex: Uber APIs are integrated into Google Maps or Citymapper to be able to order a VTC from other apps

.... and facilitate the development of new services.

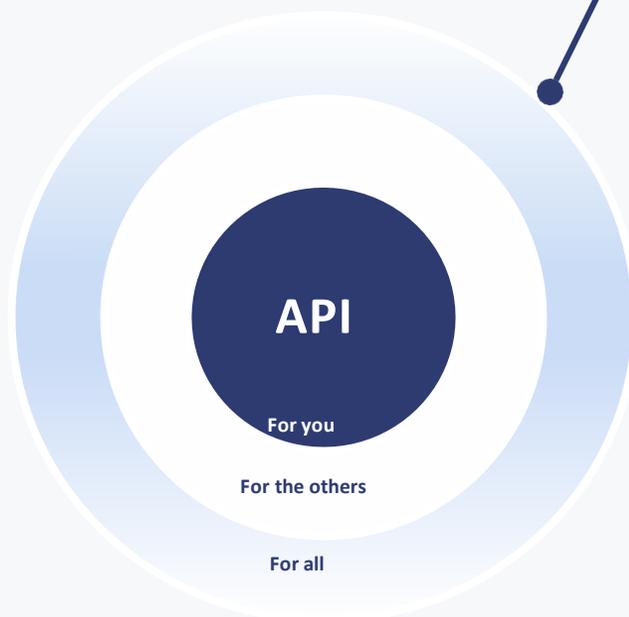
Finally, APISer will facilitate the setting up new features, new uses and news interfaces by composing services between them or consuming new external services.

e.g. setting up one-click shopping on e-commerce sites

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Finally for all, in order to advocate for the transition towards a digitally integrated international trade.

APIze for all



To propose expertise in high-level fora...

Be a leader in the implementation of APIs

And recognized by the the sector

to be able to advocate its standards in the IPCSA or with the national digital agency (ADD)

Example:

In view of facilitating the future interoperability of the platform

...and to access more easily technical resources.

..and easier access to technical resources.

It is easier to find developers to traing them or mobilize them,

at Portnet or at its partners.

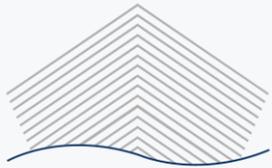
Ex: most job offers of developers mentions the "API development"

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Example of APIs for the case of PORTNET

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The best global ports global have taken a decisive turn: NxtPort



NxtPort

API Live



Portcall+

Precise and real-time information on the movement of vessels

Powered by Port+

API Live



Qronoport

Get visual insights into what other stakeholders have planned on liquid bulk vessels you have to work on, improving planning and reduce lost time.

Powered by Port+

API Live



Terminal Events

Enrich your view on your container voyage by obtaining the terminal gate in and out moves

API Live



Tresco Location

Lat 51.297273 / Lon 4.268129 may not ring a bell, 'Deurganckdok' probably does

Powered by Tresco



NxtPort:

A very popular APIs marketplace well thought of:

- A filtering system
- Readable statutes
- APIs sold and presented as services, with very complete sheets and call to clear actions

Planning

Participants

Developer

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