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How to ensure seamless Customer Experience with **Secure APIs**

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What is Secure API and Why Does it Matter?

APIs may have vulnerabilities like broken authentication and authorization, lack of rate limiting, and code injection. Organizations must regularly test APIs to identify vulnerabilities, and address these vulnerabilities using security best practices. Secure APIs are essential for protecting customer data and ensuring a positive experience. By following best practices, organizations can keep their APIs secure and provide the best possible experience for their customers.

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Steps to make Security a Top Priority

Every organization needs to make sure that their APIs are as secure and protected from potential hackers before launching them, especially if those third-parties will have access or depending on what information they may provide when using your service. The most important thing you can do is prioritize customer data protection - this includes making all aspects of development process involved in creating an API, compliant with best practices designed specifically around securing critical digital assets like personal info.

1
When it comes to managing your APIs, the first step is to create an **inventory and a clear understanding of which ones are in use.** This will help you better protect them from security threats or misuse by others. Create plan to retire old unused ones as well so they don't become liabilities.

2
Use a **strong authentication and authorization** solution to protect your APIs. A robust scheme will not only keep data safe, but also provide customers with an amazing & unique experience.

3
Least Privilege principle means only **granting access to what is necessary** for an application's functionality in order avoid cryptocurrency hackers from getting their hands on valuable information like user passwords or other sensitive details that may be compromising when not protected properly with encryption algorithms.

4
Expose the data that is absolutely necessary. Exposing too much of a resource can increase its risk from hackers and unauthorized users who want to access it for their own purposes - so don't give them what they need without first protecting yourself!

5
To protect your APIs from common attacks, use a **web application firewall.** This can help prevent SQL injection and XSS in particular because those are two of the most dangerous types that hackers know.

6
The below case study shows how Quinnox was able to create an API structure that can deliver the real-time speed needed for business in today's highly competitive landscape.

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Success Story

The world's largest perfume and taste company ensures seamless user experience & business efficiency with APIs

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Project Background

Our customer needed to implement an API first solution to improve their user/customer experience and business agility as there was API gateway. With the then existing set up, 'our client' faced multiple challenges due to inefficient API management, absence of proper API governance resulting in security challenges, inability to analyse data and predict the various trends, inability to make effective and efficient decisions owing to the lack of accurate reports and dashboards and much more.

Ready to experience?

TALK TO EXPERTS

Absence of proper API Governance:
- Lack of 'standardized' implementation of advanced security and monitoring.
- Absence of best practices for coding and implementing security for external APIs.
- Lack of metrics on consumption resulted inredundant and repetitive API usage and creation of duplicate APIs

Security challenges owing to:
- Some APIs were running on legacy protocols such as http
- Absence of an API inventory and lack of external API tracking
- Absence of security policy enforcement leading to security challenges
- Zero visibility of APIs owing to the absence of an API Developer Portal, due to which developers were unable to discover APIs resulting in code fragmentation

Inability to analyze the performance and traffic of APIs impacted data analysis and trends prediction

Absence of proper reports and dashboards impacted decision making

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Solution

Quinnox evaluated the API management products available in the market using the API Decision Tree, and recommended using the 'Axway API management ' platform. Quinnox implemented a new API gateway platform.

Quinnox established a **CoE** with processes for end-to-end API lifecycle management, which include creation, publication & subscription of APIs, collection and analysis, security implementation, access, authorization and monitoring, and people to leverage the technology.

Quinnox implemented the API management with defined a governance process.
This enabled the consumers to view the **APIs in one portal** and subscribe the ones that they need.

The APIs are being used by multiple projects, thus eliminating the creation of duplicate APIs

The set up was also deployed on OpenShift (Platform as a Service) which acts as a container that worked smoothly

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Benefits

The API Developer Portal acts as a one stop shop with all APIs in one place, helping faster development with self-service subscription, thus improving user/customer experience

Due to secure API enablement, fixing of the manual processes are totally eliminated and also resulted in savings of **USD 60K**

Implementing API Governance resulted in ability to track the API consumers, subscriptions and avoiding duplication

Better analytics solution resulting in proactive decision making

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Thank You

About Quinnox

Quinnox is your agile, business-results-driven digital technology partner. With the power of human and applied intelligence, we simplify business processes, improve customer experiences, and create exceptional business value for forward-thinking enterprises. With the combination of cognitive solutions, conversational platforms, SaaS solutions, human and applied intelligence, we capitalize on new technologies to accelerate growth, innovation, efficiency, and resilience. Our data-driven digital solutions unlock the hidden potential of your business across your digital value chain, helping to accelerate success, today and tomorrow.

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