

Case Study

Apideck

Building an integrations ecosystem is vital to the growth of every API-driven company. **Apideck** offers SaaS companies the most frictionless approach to create and launch an integrations marketplace today.

Find out how the team at Apideck is rapidly iterating their product to success with **Next.js** and **Vercel**.

INTEGRATES WITH

zapier

stripe

salesforce

INTERCOM

Drift

Google Analytics

Segment

HubSpot

LEAP-FROGGING MARKETPLACE DEVELOPMENT

The Apideck Advantage

For years, the most powerful companies in the planet have built integrations ecosystems that enable customers to extend their core products with specialist capabilities from other companies. This is a well-known, powerful way to extend the possibilities with ones system, while also opening up valuable co-marketing and partnership opportunities. Apple, Intercom, Slack, Hubspot, just to name a few — they all have app stores used by millions of customers — **even Vercel does!**

For most companies, building integrations marketplaces is not their core function. Building one from scratch takes significant time, money and engineering investment, and this is where Apideck comes in.

By offering the ability to immediately launch a modern, high performance marketplace with no upfront investment, Apideck significantly lowers the entry bar for every company who needs one.

10k+

ECOSYSTEMS TRACKED

250%

MORE TRAFFIC PER CUSTOMER

Vercel

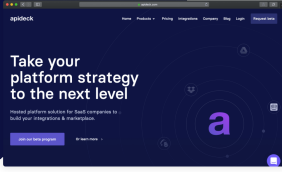
DEPLOYED WITH

HIGH ROI TECH FOR A HIGH ROI PRODUCT

Next.js and Vercel for Ultra Rapid Iteration

The team at Apideck works closely with their thoughtfully chosen first batch of customers for their beta, with a focus on creating high ROI for them.

As the company takes shape, Apideck is constantly evolving their product, communication, brand, and messaging. In order to rapidly test new ideas by putting them out faster, Apideck uses **Next.js** as their framework of choice, and deploys their site with **Vercel**.



Blazing Fast Performance, Globally

As a business that creates and lists integrations with well-known companies, Apideck customers are located just about everywhere. Thanks to **Vercel Edge Network**, everybody enjoys blazing fast performance regardless of where they are.



Time-to-market is everything for SaaS companies. The speed of deployment is nearly instant creating a satisfying developer experience.

We love the GitHub integration.

GERTJAN DE WILDE,
FOUNDER AND CEO

With a single platform for development, automated build previewing of feature branches, as well as production, **Apideck** is able to continuously release new pages and features rapidly, and reliably.

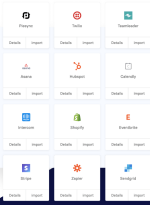
NO MORE SERVER PROVISIONING

Unlimited Deployments Previews in Seconds

To make deployments tied seamlessly to their development workflow, the Apideck team uses the free **Vercel for GitHub** integration, taking advantage of PR-based deployment previews to share and collect feedback on work-in-progress features from teammates and customers, to our staging and production environments without any context switching.

At any point in time, their team members could be working on multiple feature branches and have automatic access to deployment previews for their features without having to ask anybody for any server provisioning.

This makes it easy for their team to move fast and merge with confidence.



Autogenerate landing pages

Save valuable time creating landing pages.

Apideck Ecosystem contains a catalog of cloud services to simplify data import and to reduce the time needed to create landing pages and keep them up to date.

- Automatically embed Daps on your landing pages
- Easily add media assets like screenshots and videos
- Import logs and other assets from partners
- Track performance and optimize conversion

FUELING ECOSYSTEM GROWTH

Powering SaaS Companies on a Global Scale

The future of SaaS is integration and extensibility where integrations are a base requirement for customers and leads. Apideck is set out to simplify API integration between partners through offering a unified developer experience across multiple APIs, enabling them to scale their ecosystems, boosting distribution, and discovering new partnerships.



GERTJAN DE WILDE
CEO & CO-FOUNDER



MICHEL DE WILDE
PRODUCT & CO-FOUNDER

We're focused on building a platform that makes every aspect of the integrations lifecycle painless. API integration is a moving target that requires platforms like Apideck to increase the ROI. Vercel plays an essential part in our growth and agility. Recently we launched our **SaaS Books** directory to help other SaaS companies build better and extensible SaaS products.

— Apideck team