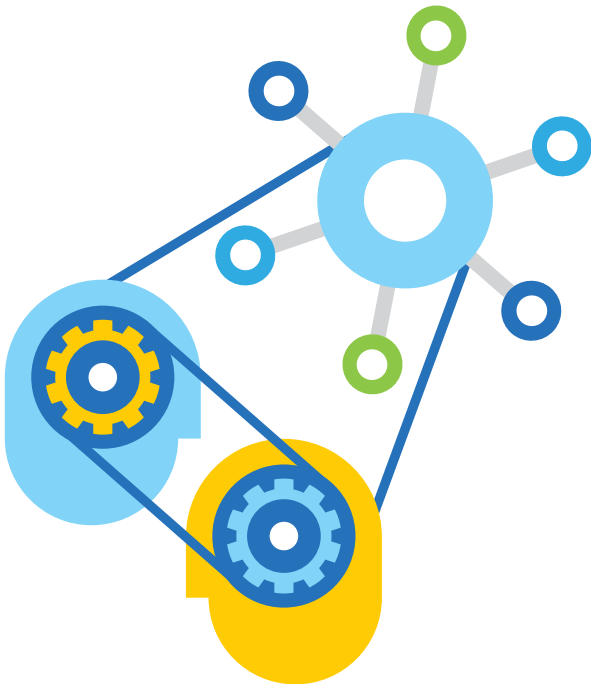




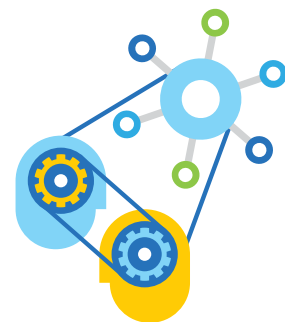
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CASE STUDY



Unlocking the Power of Influence through APIs

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Company Size

Mid-Market

Industry

Social / Data Services

API Program TYPE

Public: developer.klout.com

Goals of API Program

Grow strategic partnerships

Reduce technical debt by relying on a cloud-based cache and datacenters

Expand into enterprise ecosystem

Results

3,500+ partners

One of the most highly trafficked APIs in the world with 1,100+ production-level developers produce 300+ new apps each month

Traffic management takes the load of Klout's backend so its engineers can focus on their core competence

Mashery OAuth 2.0 Accelerator enables secure data exchanges

Promotions with big brands like American Airlines garner more new registered users than any other partnership before

As one of the most highly trafficked APIs in the world, Klout has grown its own influence by integrating with strategic partners to create valuable rewards and experiences for its users.

The Standard for Influence

With more than 400 million scored users and over 200,000 businesses benefitting from its products, Klout has quickly become the standard for influence. Klout scores represent the accumulation of influence across a person or company's social networks. The company's foundation is the Klout API, which initially only monitored Twitter users' activity even before the launch of Klout.com. However, as early adoption transformed to exponential growth, the company knew that it needed more than just a powerful API to become a household name.

"An API was part of our business model from the beginning," says Tyler Singletary, Director of Platform at Klout. "But it quickly became apparent to our co-founders that we needed a management solution to allow us to scale, as well as help us provision keys and manage client relationships."

As an API-led company, finding the right API management solution was essential. "Serving an API is not our core competency," says Singletary. "We needed a platform to get us out there fast."

When scanning the marketplace, Klout looked for an API management solution that could satisfy both technical and business needs. Already processing terabytes of data, Klout knew its technical infrastructure would benefit from external, cloud-based caching that could handle its growing traffic. In order to get its data out to developers, the company wanted an easy way to onboard them, plus provision and manage keys to make better use of Klout's engineers' time.

Singletary believes the greatest indicator of the Klout API's success is the number of partners it has—Klout currently has more than 3,500.

Gaining Popularity with Consumers and Developers

Klout ultimately signed on with Mashery because “other solutions weren’t built for the type of scaling we knew we’d require,” says Singletary. “Plus, with Strategy and Developer Platform Services, Mashery’s solution was the full package.”

At the outset, Klout took advantage of Developer Outreach by attending several hackathons and witnessing how unique and powerful integrations with the Klout API could be. “Immediately, Developer Outreach was our greatest partner,” notes Singletary. “The team at Mashery provides an invaluable service to any company who has little or no developer outreach team internally.” Since the Klout API is most useful through integrations with other APIs, the more developers using its API, the better. In the early stages of its API program, Klout was empowered to be represented and evangelized at every important hackathon to build popularity and recognition of both the API and the brand.

Klout’s API now receives more than 450 million calls per month through Mashery. Furthermore, the Klout API fosters an active, working developer community that creates apps that stick—over 1,100 production-level API keys are registered with the API, producing more than 300 new apps each month. All this adds up to Klout’s status as one of the most highly trafficked APIs in the world. Easy key provisioning and clear-cut reporting has helped Klout adapt and scale with its growing developer base.

Growing Strategic Partnerships

Klout has relied on Mashery breadth of deployment across the globe, as well as its cloud-based caching and datacenters, to scale to this magnitude. The company runs big data through the cache without having to worry about its backend, allowing Klout to focus on creating a valuable API program to consumers and business partners instead of the operational pains associated with API management.

With quick and easy onboarding, Klout can easily be present in burgeoning new business and consumer products. For any consumer product needing to filter or verify social media content, Klout integrates seamlessly via its API, giving it more exposure and leading to a greater number of strategic partnerships. In fact, Singletary believes the greatest indicator of the Klout API’s success is the number of partners it has—Klout currently has more than 3,500.

Another way Klout has added business value to its API program is its implementation of OAuth 2.0. Klout’s first paid product for brands, Klout Perks, enables companies to generate authentic earned media by connecting with key influencers in their audience. In order to expand the program beyond Klout.com, it required an added security layer to allow the brand’s API to access the user’s Klout score. Klout uses Mashery’s OAuth 2.0 Accelerator to ensure secure data exchanges. “Rather than build out a key infrastructure, log-in IDs, and more ourselves, Klout went with the ease of the Mashery OAuth 2.0 Accelerator program to simplify implementation and integrate with developers,” says Singletary, which led to the launch of Klout’s first OAuth API, KloutPass.

A prime example of the importance of OAuth and the power of Klout Perks is Klout’s partnership with American Airlines. American Airlines integrated with Klout’s OAuth API to present a unique reward to top influencers—people with a Klout score of 55 or higher, even if they were not American Airlines passengers, could gain access to the airline’s Admirals Club in more than 40 worldwide locations. This evolution of how brands can engage with consumers is a win-win for both parties: Klout users reap benefits, and American Airlines’ brand image and awareness goes up. When the partnership was first announced, it was met with widespread response. “In just the first day of the promotion, more new users registered with Klout than with any other partnership before,” says Singletary.

“Serving an API is not our core competency. We needed a platform to get us out there fast.”

—Tyler Singletary
Director of Platform

Expanding into The Enterprise Ecosystem

Partnerships like Klout's with American Airlines are only the beginning of opportunities for Klout to expand the impact of its API. Singletary looks forward to seeing Klout's reign as the standard for influence grow into new markets and audiences. "Our API has been essential to the growth, reach, and ubiquity of the Klout score," he says. In the near future, Singletary sees Klout expanding into the enterprise ecosystem, as it has already had much success with businesses via Klout Perks. "The Klout API will be key to our ability to bring enterprise brand agencies into the Klout platform," he says.



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