

Eight Reasons to Choose RapidAPI Enterprise Hub Over a Developer Portal

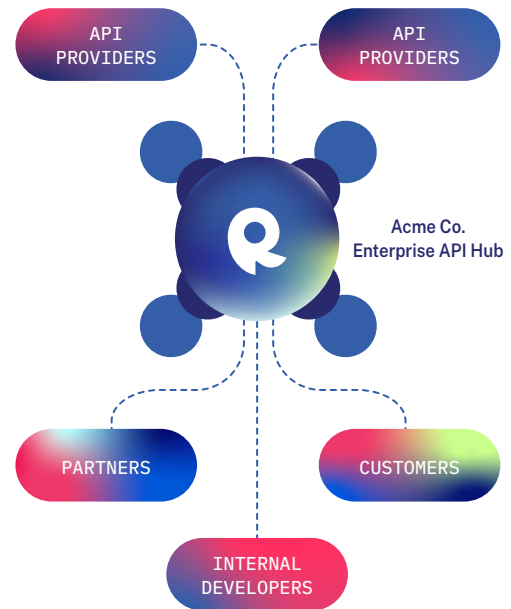
RapidAPI Enterprise Hub is a white-labeled API marketplace that enables organizations to find, connect to, and manage hundreds of APIs across multiple teams. API marketplaces are built to optimize experience for the API consumer as well as the API provider. RapidAPI Enterprise Hub offers a single open platform to support internal / private API marketplaces, partner marketplaces, and external / public marketplaces.

Developer portals are typically associated with API gateway vendors. Most developer portals are built to handle a small number of APIs that are created and managed by one centralized team. Developer portals focus more on the API provider and tend to treat the API consumer as an afterthought. They also tend to be closed platforms, pushing you to the vendor's cloud and/or API gateway exclusively.

If your organization cares about outcomes such as increased API use and reuse, faster time to market, and reduced vendor lock-in, RapidAPI is often a better choice compared to developer portals. Let's examine the reasons why in more detail:

- 1. Open Platform** – RapidAPI provides an open platform, integrating with multiple different gateways and clouds. API developer portals that are offered by gateway providers only work with a single vendor gateway.
- 2. Developer Experience** – RapidAPI is designed for a modern software development environment, providing everything developers need to rapidly build new applications including: the ability to search for and connect to APIs, API documentation, API testing, code snippets, API key provisioning, advanced usage control, and customer support. RapidAPI also offers advanced search and tagging capabilities, making it easier for developers to find the right APIs. Most developer portals lack key features needed to deliver API use and reuse such as deep search and tagging API analytics for providers or consumers, and advanced usage controls for developers.
- 3. Buy vs. Build** – RapidAPI has everything you need for increasing API use and reuse out-of-the-box, available as a secure hosted solution. Building even a simple developer portal yourself will take several months, and many more to build advanced API marketplace features such as deep search, end user analytics, and developer registration workflows.
- 4. Many-to-Many Model** – Developer portals are for single teams producing a small number of APIs with a limited number of developers consuming them. In contrast, RapidAPI can support multiple teams of API providers offering APIs to internal consumers as well as partners and customers.

5. **Support for Multiple API Types** – Developer Portals typically only support REST APIs. RapidAPI offers support for a variety of APIs including SOAP, REST, GraphQL, Kafka, and more.
6. **Monetization** – RapidAPI has built-in tooling that helps organizations monetize their APIs and offer a variety of pricing tiers and options. Developer portals do not offer this capability, limiting an organization’s ability to extend their APIs outside the company.
7. **Scalability** – Developer portals are for organizations that have 10 or less APIs that are consumed by a small number of individuals. Companies that have hundreds of APIs with plans to scale should consider RapidAPI.
8. **Governance** – RapidAPI unifies visibility and governance across all APIs in the organization, regardless of which clouds or API gateways are in use. Developer portals only provide visibility and governance for APIs managed by the vendor’s own API gateway.



RapidAPI Enterprise Hub enables a many-to-many model where multiple API providers can publish and share APIs with multiple teams of API consumers – both inside and outside the organization.