Accelerate Innovation with RapidAPI Enterprise Hub
A Next-Generation, White Labeled API Marketplace for Leading Enterprises

APIs have become essential tools for building software - proliferating across the organization and growing from hundreds to the thousands. As development teams begin to increasingly use APIs, they also are exploring new API types such as GraphQL, Kafka, and more.

Compounding this challenge is that most companies have services running in heterogeneous environments with multiple API gateways and complex deployments including hybrid and multi-cloud scenarios. It is clear that the current API infrastructure cannot address the "next wave" of API adoption - a modern infrastructure is needed to address the next-generation of APIs.

At the heart of this modern API infrastructure is RapidAPI Enterprise Hub - a next-generation white labeled API Marketplace. With RapidAPI Enterprise Hub, companies have a centralized hub for API discovery and collaboration among internal development teams providing and consuming internal APIs and sharing API subscriptions. Additionally, RapidAPI Enterprise Hub enables creating a partner API hub with granular access controls in place, or creating an external-facing customer API marketplace with a modern developer experience that increases API consumption. RapidAPI Enterprise Hub integrates seamlessly with internal systems, supports all of your APIs including GraphQL and Kafka, works with multiple different gateways, and can be deployed across multi-cloud and hybrid environments.

RapidAPI Enterprise Hub is built on top of RapidAPI’s world-leading public API marketplace, and includes capabilities for governance, customization, security, and integration to existing API infrastructure.

Key Benefits

- **Expedites Internal API Discovery**: With the average organization consuming more than 500 internal APIs, RapidAPI Hub enables developers to easily find and consume internal APIs.
- **Reduces Development Cost and Time**: Developers can break application silos, unifying development around one platform to reuse existing APIs rather than duplicating them.
- **Enables Collaboration**: Organizations can increase developer efficiency and create thriving ecosystems with a centralized marketplace for finding, connecting, sharing and managing APIs internally and externally with partners and customers.
- **Integrates with Existing Infrastructure**: RapidAPI Enterprise Hub creates an abstraction layer across your API environment, supporting different API gateways, API types, and multi-cloud and hybrid deployments.
- **Accelerates Innovation**: Organizations can grant access to internal APIs to enable developers to develop prototypes and new capabilities.
- **Deepens Partnerships**: Enable your organization to build deeper partnerships and accelerate partner onboarding with a branded API catalog to centrally expose APIs to partners and control their access to and usage of your APIs.
- **Governs API Consumption**: Enterprise Hub gives organizations comprehensive governance, security, and management capabilities for API publishing and consumption across all APIs in the organization, including role-based access control (RBAC) and federated identity.
RapidAPI Enterprise Hub As An Internal API Marketplace

As companies grow and split into multiple teams, they form “software silos” with each group responsible for a specific product or technology. Because each team creates their own APIs, there is little visibility into what each team is working on, resulting in code duplication, longer development cycles, and a lack of overall governance.

RapidAPI Enterprise Hub provides a centralized hub for internal collaboration among API providers and API consumers to find, manage, and connect to all APIs across the organization. The hub is branded with a company’s identity and enables organizations to create new efficiencies, accelerating the software development process.

Once set up, engineering teams can publish their APIs into the hub. RapidAPI supports all APIs, regardless of what gateways or API management solutions they use. And, an API hub provides management capabilities that enables administrators to govern and manage API consumption with enhanced visibility and control.

RapidAPI Enterprise Hub As A Partner API Marketplace

Organizations that want to drive innovation by opening up APIs to partners can additionally use RapidAPI Enterprise Hub as a partner API marketplace. A partner API marketplace centrally exposes APIs to partners in a branded catalog and enables you to control partners’ access to and usage of your APIs.

Through the partner API marketplace, your organization can collaborate with other companies to create unique solutions. You will be able to deepen partnerships and reduce development cycles for partners who make use of your organization’s APIs, as well as create stickiness for your business as partners embed your APIs into the applications they build.

With a partner API hub in place, partners’ developers can speed up onboarding time, be assigned the appropriate access and usage controls, and monitor API analytics for all their apps from a single dashboard.

RapidAPI Enterprise Hub is an open platform that integrates with multiple different API gateways, works with any API type, and supports multi-cloud use cases. This enables you to expose APIs from anywhere in your organization to partners for consumption.
RapidAPI Enterprise Hub As An External Customer API Marketplace

RapidAPI Enterprise Hub can also serve as the basis for an external-facing customer API marketplace. A customer marketplace provides a central space for helping development teams from customers find, manage, and connect to the APIs you designate—all using a single key and SDK.

RapidAPI Enterprise Hub offers your organization an out-of-the box white-labeled API marketplace you can use to enable customers to discover and collaborate across hundreds of APIs being published by multiple teams across multiple API gateways, clouds, and API types.

RapidAPI Enterprise Hub is built on top of the world’s leading public API marketplace, and includes everything you need to deliver a modern developer experience out-of-the-box as a hosted solution. Key marketplace capabilities include deep search, monetization, consumer analytics, and native integrations to API design and testing tools.
RapidAPI Enterprise Hub As a Horizontal Abstraction Layer Above Multiple API Gateways

API gateways are architectural components that sit in front of servers to perform standard functionality required to make APIs ready for real-world use such as traffic management, API Key authentication, and request transformation. RapidAPI Enterprise Hub is a single consolidation layer that integrates with multiple different API gateways. RapidAPI enables your developers to use a centralized marketplace to find, connect, publish, and manage hundreds of APIs across multiple teams within your organization, even when each organization and development team is using a different API gateway. In addition to unifying APIs for publishing and sharing across the organization, RapidAPI also enables you to have visibility into API consumption and governance across all APIs in the organization.

The RapidAPI gateway integration works by programatically communicating with the gateway admin API to provision certain objects and forward logs back to the RapidAPI Hub. You can configure gateway connections from the RapidAPI Hub and build and manage event-driven integrations to any API gateway with Events (webhooks) and the Platform API. If you do not have a gateway, RapidAPI Hub provides a lightweight gateway capability for simple proxying use cases.
**Key Features By Capabilities**

### Consuming APIs

**Discovery**
- Deep Search - full-text search across API name, description, API provider username
- Search filtering by categories, tags and metadata
- Search for endpoint per name
- API Collections - Custom pages of APIs grouped by publishing team or use-case
- Homepage with previews from multiple API Collections
- Analysis of APIs based on performance metrics and popularity

**Integration**
- A view of all API endpoints & their parameters
- Discussion forums to facilitate collaboration between developers using an API
- Single application key for all APIs
- Testing/Evaluation - view documentation and test APIs easily in browser
- Comprehensive support for OpenAPI spec including schema details and examples for requests and responses
- Support for code snippets to easily embed API connection into application: C, C++, Go, Java, Javascript, Node.js, Objective-C, OCaml, PHP, Powershell, Python, RapidQL, Ruby, Shell, Swift
- Platform API to programmatically integrate with multiple third-party API gateways
- RapidAPI Lightweight API Gateway for simple proxying use cases

**Consumption Management**
- Developer dashboard for analytics and quick insights across all APIs consumed by team
- Charts for daily active users, new users, and total users, and total users over selected time periods
- Analytics (requests, errors, latency, group by individual applications) per API or per API endpoint
- Access control - open access, by subscription, requested access, invitation from provider

**Publishing APIs**

**Design**
- OpenAPI specification and upload/import
- CI/CD Integration
- Postman Collection Import
- HTTP client - visual editor and HTTP toolset
- Team Collection & Collaboration
- A set of extensions with the ability to add your own
- Support for multiple API environments

**Publishing**
- Dev experience features: spotlight on collections page, tutorials/FAQs per API
- Comprehensive OpenAPI Spec support (2.0 or 3.0)
- CI/CD Integration
- Support for all API Types: REST, SOAP, GraphQL, Kafka, WebSocket APIs, gRPC APIs
- Simple UI to define API
- API authentication (per application and additional authentication capabilities)

**Billing & Monetization**
- Plans that can be defined as free, freemium, or paid
  (with quotas and hard/soft limits)
- Monthly subscription or pay-per-use plans
- Private plans that are available by invite only
- Automatic charging and payment processing out of the box
- Enforcement of DocuSign esignature for contracts

### API Governance

**Management**
- Billing - manage billing information and API subscription and consumption data
- Users - self-service onboarding, Single sign on integration and user provisioning via UI CSV import, Github import, AD integration, SCIM API
- Granular controls to add/remove users from org or team, invite users to private plans, and restrict endpoint access per plan
- Teams - Create/add teams, manage users, grant editing, viewing and access privileges, view usage
- Define workflows and approval processes for publishing and consuming APIs
- API Mocking
- Transform API requests/responses, authenticate, and rate limit with the RapidAPI Lightweight API Gateway
- Support for multiple environments

**Monitoring & Analytics**
- Dashboard for analytics and quick insight across all APIs consumed by the team
- Analytics (requests, errors, latency) grouped by individual applications per API and API Endpoint
- Ability to filter Analytics by API and API Endpoints
- Access to granular API logs for easier debugging
- Set up alerts for API anomalies

**Control & Governance**
- Role-based access controls and federated identity
- Track, analyze and secure API access, publishing, and provisioning
- Configure API as public, private, semi-private
- Grant API editing, viewing, and access privileges by team
- View API usage
- Define approval processes for publishing APIs and consuming APIs
- View audit trails across all team and organization activity
- API Versioning
- Block or Unblock specific users from API access
- Invite specific users to private plans
- Create plans restricting access to specific endpoints

**Security**
- Integrate to any 3rd party identity provider to support authentication with any identity layer including OpenID Connect, OAuth 2.0, and SAML
- TLS
- Schema validation
- Proxy Secret Key
- Fraud detection through third-party provider
- Threat Protection
- Rate Limiting
- 2FA
- API key rotation
- IdP

**Other**

**Flexible Deployment**
- Cloud via AWS
- Managed Private Cloud Environment:
  - Managed by RapidAPI
  - Separate network
- On-prem support

**Customization**
- White labeled marketplace experience
- Theming - fully customizable UI including: logo, style, images, messaging, colors, fonts, login methods, and layouts
- Extend system through API integrations and plugins
- Dark mode option
- Custom Collections

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RapidAPI empowers millions of developers to build modern software with a Next-Generation API Platform comprising the world’s largest marketplace and a fully-integrated toolset for API discovery, testing, publishing, consumption, and more.