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Posted on 04/30/2015

Imagining a Pied Piper API

At 3scale we've been following the amazing story of Pied Piper, the hot new startup of Silicon Valley, for more than a year now. We were in the audience when they won TechCrunch Disrupt, and we've gotten really excited about the potential of the team.

When we heard about their compression algorithm – you know us – we immediately thought of wrapping it into an API, which is way easier to offer than a codec. A codec means people have to integrate it into their applications and write specific code to make it work on all the platforms. Without support from industry leaders, it won't be widely adopted. Instead, using a Pied Piper API, you could compress and decompress a file in just a few lines of code. It's as simple as an HTTP request, and it's available right now on Mac, Windows, Linux and even mobile. Imagine if you are using Dropbox or Bitcasa to store your files, just put Pied Piper in the middle, and you save a lot of space!

For a young startup like Pied Piper, having an API is the best way to reach new markets and gain visibility. Tons of hackers are already excited and ready to use it in new apps. I am sure groups like Hackathon Hackers or MLH (Major League Hacker) are already in conversations with PP to have them sponsor the next hackathon season.

PP's team is still pretty small, and with the new round they just announced, they are looking to hire engineers to help them grow. We got pretty excited when we saw that they were looking for an API Developer. I would have suggested they post the offer on the dedicated portal for API-related jobs, API-jobs.

In other news, I heard they are working hard to keep their burn rate low. To enable their new API engineer to stay focused on the core of the API, we suggest using our API Management Platform. With 3scale, they can be set up and ready to manage their developer community in 15 minutes – able to issue keys to each developer to track how they use the API, which could also be very valuable to spot potential partners. 3scale also has a complete monetization solution, which PP could use to charge developers based on the number of transactions they do using the API. The API could be open publicly or available to only a few selected partners, and it's very easy to put in place. Finally, they would have total control of DX (Developer Experience) using our Developer Portal. And since we are such a startup-friendly company, we offer it for free :

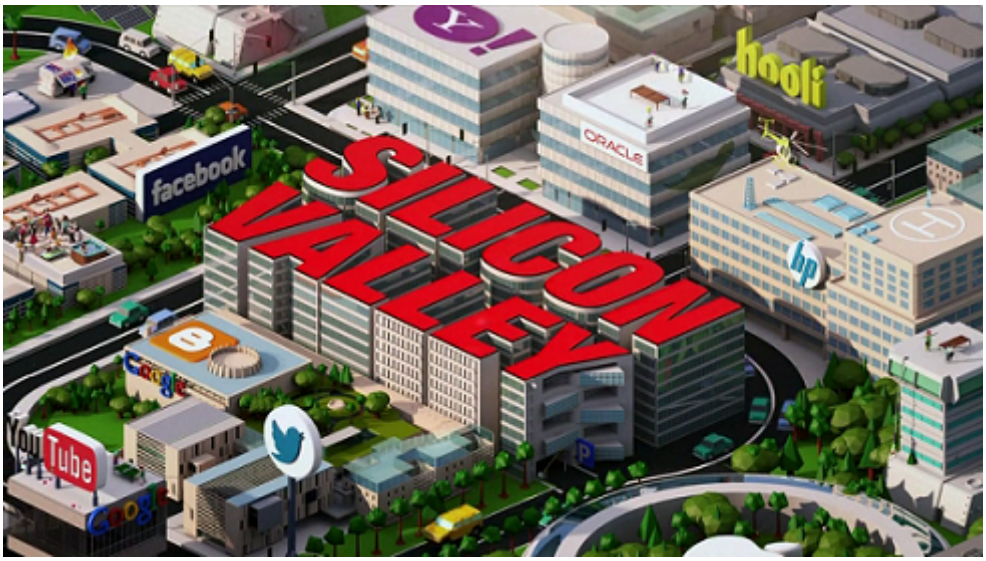
Don't believe me? Check our pricing page.

We are in a productive conversation with the PP team, and we should be able to announce something together in the coming weeks.
When we started these talks, they asked if we were concerned about the lawsuit thing with Hooli.

You may already have heard our point of view around copyrighting APIs; we suggest that they protect themselves by publishing their API spec under the API commons license. It might not be their solution, but it definitively helps.

Feel free to signup for access to the PP's API here: https://piedpiper.3scale.net/

Stay tuned for more announcements coming from both teams.


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