VONAGE

Nexmo, the Vonage API Platform, joins Rakuten RapidAPI as Communications Launch Partner for its Japan and Asia API Marketplace

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HOLMDEL, N.J., July 11, 2018 /PRNewswire/ -- Vonage (NYSE: VG) announced today that Nexmo, the Vonage API Platform, is joining the newly-unveiled API marketplace service, Rakuten RapidAPI, as a communications launch partner. Following a media event in Tokyo, Rakuten announced its strategic partnership with San Francisco-based API marketplace startup, RapidAPI. Through this partnership, Rakuten launched an API marketplace service, Rakuten RapidAPI, for developers and API providers based in Japan and across Asia.

Rakuten RapidAPI is an API marketplace platform that connects API providers, like Nexmo, with developers in Japan and across Asia. Developers will be able to find, test and connect their applications to thousands of APIs, including those provided by Nexmo. The marketplace will also enhance Nexmo's ability to connect with the global developer community through personalized API portals, with localized API documentation and support in Japanese and English. Nexmo APIs will be available on the platform in both Japanese and English.

"Programmable communications via APIs are critical to creating solutions that improve offerings, enhance the customer experience, and drive better business outcomes," said Hiro Kusumoto, Country Director for Japan for Nexmo, the Vonage API Platform. "Nexmo is thrilled to be the first communications partner for Rakuten RapidAPI as it releases its API marketplace. Rakuten RapidAPI will make available critical APIs as more digital natives enter the market and more traditional enterprises enhance their digital transformations with APIs by developing communications solutions."

Jed Ng, Head of Rakuten RapidAPI, commented, "Rakuten RapidAPI is driving microservices and webAPI adoption in APAC. We cannot succeed in this mission without our API provider partners. Having category leaders, like Nexmo, the Vonage API Platform, which represent the gold standard in communications, is a tremendous validation. Our working relationship and joint regional footprint will help us to scale the business together. We can't wait to see what use cases and innovations our developers create using our APIs."

The Asia Pacific region is home to 8 million professional software developers, according to a survey conducted by popular developer website, Stack Overflow[1]. From these developers, 360,000 are found in Japan, 3.5 million in India and 250,000 in South Korea. These countries will be among Rakuten RapidAPI's initial regions for expansion.

In launching the Rakuten RapidAPI marketplace service, Rakuten RapidAPI and Rakuten Communications, along with partners like Nexmo, the Vonage API Platform, aim to promote the expansion of the API economy across the Asia Pacific Region and accelerate its leadership position as the world's largest API Marketplace.

Rakuten RapidAPI Marketplace
Nexmo on Rakuten RapidAPI
English Service
Japanese

Rakuten RapidAPI Marketplace Features

World-class API selection and rapidly growing developer base
The Rakuten RapidAPI API marketplace hosts an ever-growing selection of more than 8,000 APIs that are used by more than half a million developers across the world. In addition, the marketplace platform allows API providers to connect with a global developer community through personalized API portals and tailored pricing structures, which can greatly reduce the time and cost required for promoting and selling APIs.

Single interface from discovery to billing
Rakuten RapidAPI provides developers and API providers with tools and management dashboards to centrally manage API promotion, usage, testing and configuration, performance, documentation and billing. The platform also processes all billing transactions between API providers and software developers.

Expansion of marketplace for other Asian countries
The Rakuten RapidAPI marketplace is available in Japanese and English and has customizations for Yen-based pricing. Rakuten RapidAPI plans to expand throughout the Asia region in the near future, which will help expand the distribution of Nexmo APIs throughout the region.

[1] https://insights.stackoverflow.com/survey/2018/#geography

About Vonage

Vonage (NYSE: VG) is redefining business communications. True to our roots as a technology disruptor, we've embraced technology to transform how companies communicate to create better business outcomes. Our unique cloud communications platform brings together a robust unified communications solution with the agility of embedded, contextual communications APIs through Nexmo, the Vonage API Platform. This powerful combination enables businesses to collaborate more productively and engage their customers more effectively across messaging, chat, social media, video and voice.

Vonage Holdings Corp. is headquartered in Holmdel, New Jersey, with offices throughout the United States, Europe, Asia and Israel.

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