

# Turn your API program into a source of revenue.

How to stop hand-holding partners and start making money from your APIs.

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Allan Knabe — CEO, Apiable



# 02

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## **The cost-center trap**

Why API teams keep losing the budget battle.



We maintain **500-700 partner integrations** at cost to us with no revenue return.

— **VP of Sales & Marketing**

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## WHAT'S WRONG WITH BEING A COST CENTER?

Being a cost center means your existence is justified by the *absence of pain* (no outages, low bills) rather than the *presence of value* (partner growth, expansion, revenue).

That's an asymmetric, losing game. You can never win — **you can only fail to lose.**

### SECTION 02

#### *The cost-center trap*

## WHAT'S RIGHT ABOUT BEING A PROFIT CENTER?

Being a profit center means every partner relationship gets measured by what they *create* — revenue, expansion, learning — not by what they cost to support.

The asymmetry flips. **Every partner becomes an investment, not an expense.**

### SECTION 02

*The cost-center trap*

# €1M

OF API REVENUE

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Your board considers you **a rounding error.**

SECTION 02

*The cost-center trap*

# 03

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## Why now

What's changed in the last 18 months.

Most API programs today have:

- ✓ APIs
- ✓ OpenAPI spec published
- ✓ API keys in a developer console

QUICK POLL

How many of you are sending API credentials by email?

SECTION 03

*Why now*

How many of you **just lied?**

**Your API used to be a  
feature of your product.  
Now it **IS** the product.**

SECTION 03

*Why now*



Claude told us which tools to buy. We just clicked through the wizards **to get to the API keys.**

— **Allan Knabe**, rebuilding the Apiable marketing stack

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**01**

## Your API is your product

The surface partners care about is the API. The UI is just a way to get there.

**02**

## Agents are buyers

Claude, GPT, Gemini, custom agents. They don't watch demos. They read your OpenAPI spec.

**03**

## This is mainstream now

Now even my mom knows what I do.

# 04

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## How do we get there?

From diagnosis to treatment.

**An API is a list of endpoints.  
A product is a job done.**

SECTION 04

*How do we get  
there?*

If your API is a product, you have to:

- 01** Build for a use-case
- 02** Know your consumer
- 03** Name the pain
- 04** Pick a business model
- 05** Make it measurable

SECTION 04

*How do we get there?*

# Hire an API Product Manager.

Yes, it's a real role. No, it's not optional anymore.

SECTION 04

*How do we get  
there?*

QUICK POLL

How many of you would describe your role as 'API Product Manager'?

SECTION 04

*How do we get there?*

**Exactly.**

# APIs and specs do not a product make.

SECTION 04

*How do we get  
there?*

- ✓ Gateway and OpenAPI spec
- ✓ A business-readable landing page
- ✓ Self-serve register and subscribe
- ✓ Usage measurement and analytics
- ✓ Billing integration (Stripe or equivalent)

*How do we get there?*

**01****Build for humans**

Developer portal, OAuth, API keys, OpenAPI spec.

**02****Build for agents**

MCP for semantic descriptions, OAuth DCR with scopes, Arazzo, webhooks.

**03****Both need**

Usage logs, billing integration, measurable value.

# 05

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## **Proof**

Two customers. Two pricing shapes. Both working.

# €500k

IN API SALES — DEXTOOLS

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Pricing doesn't need to be complicated to **make real money.**

Trial	Standard	Advanced	Pro
<b>US\$9 / month</b>	<b>\$99 / month</b>	<b>\$249 / month</b>	<b>\$799 / month</b>
<a href="#">Subscribe</a>	<a href="#">Subscribe</a>	<a href="#">Subscribe</a>	<a href="#">Subscribe</a>
<b>Price Details</b> Subscription US\$9 per Month <small>* Prices are shown in USD.</small>	<b>Price Details</b> Subscription \$99 per Month <small>* Prices are shown in USD.</small>	<b>Price Details</b> Subscription \$249 per Month <small>* Prices are shown in USD.</small>	<b>Price Details</b> Subscription \$799 per Month <small>* Prices are shown in USD.</small>
100k	1M	2M	5M
from 120 sec	from 30 sec	from 30 sec	from 15 sec
1	2	5	15

SECTION 05

*Proof*

*Four tiers. \$9 to \$799 per month. Real Subscribe buttons. No salesperson required.*

# 200+

NEW PARTNERS IN 18 MONTHS — PERSONIFY HEALTH

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Base package plus usage-based overage — **built for enterprise scale.**



## PERSONIFY HEALTH — LIVE ON APIABLE

### Sandbox Plan

Explore what's possible with Personify Health. This plan lets you try out the API experience firsthand—send sample rewardable events and preview how users get rewarded, all within an interactive console and an easy-to-use shared environment.

**Free**

**Subscribe**

#### Pricing Details

Subscriptions are free

### Integrated Solutions Production Plan

Move to this plan when you're ready to take your integration live. It includes access to our production APIs and requires payment and manual setup steps to enable full-scale integration and rewards processing.

from

**\$1,000**

per Month

**Subscribe**

#### Pricing Details

Monthly fee	\$1,000
<b>Calls 1 - 5,000</b>	\$0 per call
<b>Calls 5,001 - 10,000</b>	\$0.06 per call
<b>Calls 10,001 - 100,000</b>	\$0.04 per call
<b>Calls 100,001+</b>	\$0.02 per call

\* Billing is calculated by adding the cost of each tier.  
\* Prices are shown in USD.

### Certified Partners Production Plan

Available to certified partners and clients with an active contract with Personify Health. This plan provides full production access and represents a key step within our partner certification pathway.

Billed Through Personify Health

**Contract**

Based on contract terms

**Subscribe**

#### Contract Pricing

Active contract with Personify Health is required

SECTION 05

*Proof*

*Free Sandbox · \$1,000 production + per-call coverage · Enterprise contract.*

APIOPS HELSINKI 2026 · TURNING API PROGRAMS INTO REVENUE

apiable.io

**Same platform.**  
**Different shapes.**  
**Both working.**

SECTION 05

*Proof*

# 06

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## Conclusion

Should you actually do this?

# Should you turn your API program into a source of revenue?

SECTION 06

*Conclusion*

## THE INTERNAL QUESTION

Is anyone really going to complain if you do this?

You might just **save your organization.**

SECTION 06

*Conclusion*

THE CUSTOMER ANGLE

Free APIs get switched off on a whim.

Paid APIs **don't**.

SECTION 06

*Conclusion*

# 07

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## Start here

What to do Thursday morning.

# Talk to your customers.

Before you build. Before you price. Before you launch.

SECTION 07

*Start here*

**01****What pain?**

What problem does your API actually solve today? Be specific.

**02****For whom?**

Who feels that pain most acutely? Name the role, the team, the moment.

**03****If we shut it off?**

If we switched off your access tomorrow, how would you feel?

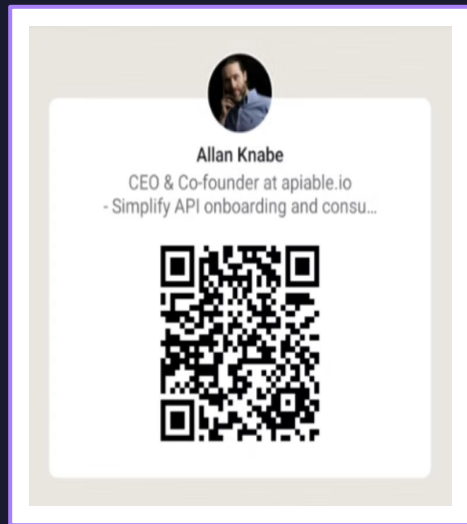
# Thank you.

Let's keep the conversation going — find me at the bar, or scan the code.

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