

DEMYSTIFYING APIs

WHAT IS IT?

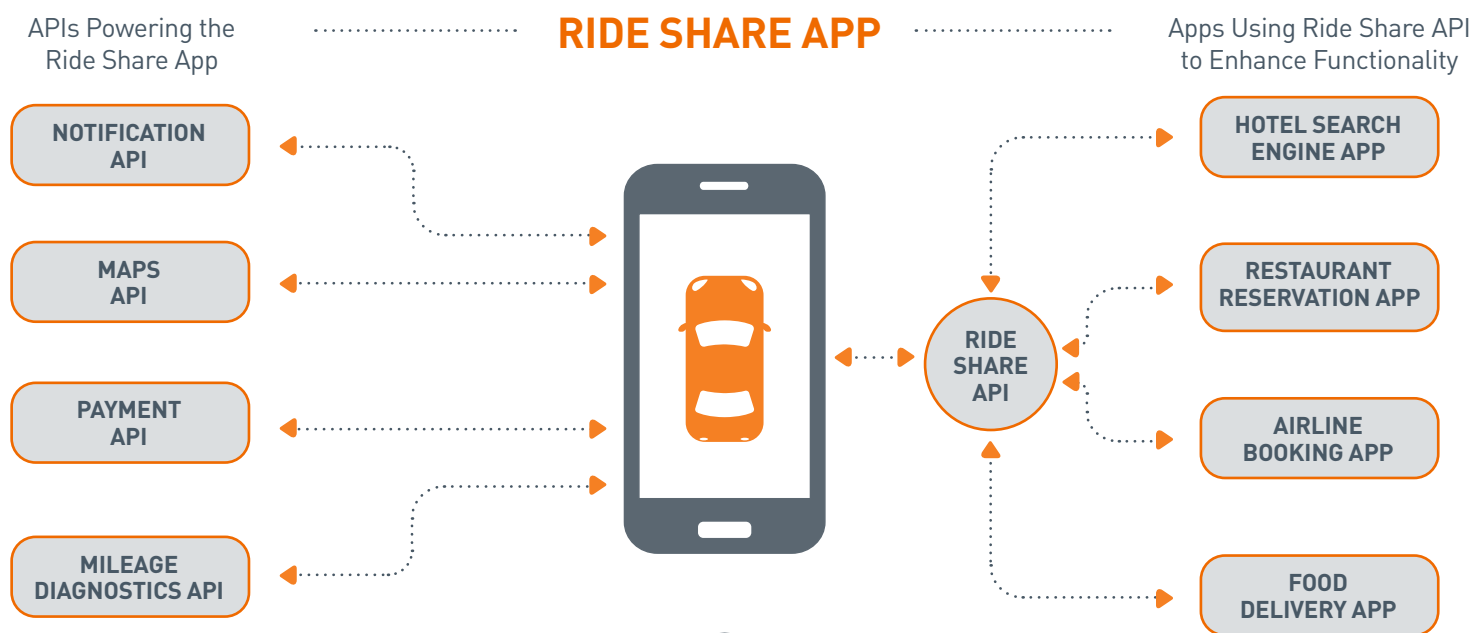
PLUGGING INTO THE DIGITAL ECONOMY

An API, or Application Programming Interface, is a particular set of rules (code) and specifications that software programs can follow to communicate with each other. An API serves as an interface between different software programs to facilitate their interaction, similar to the way the user interface facilitates interaction between humans and computers.

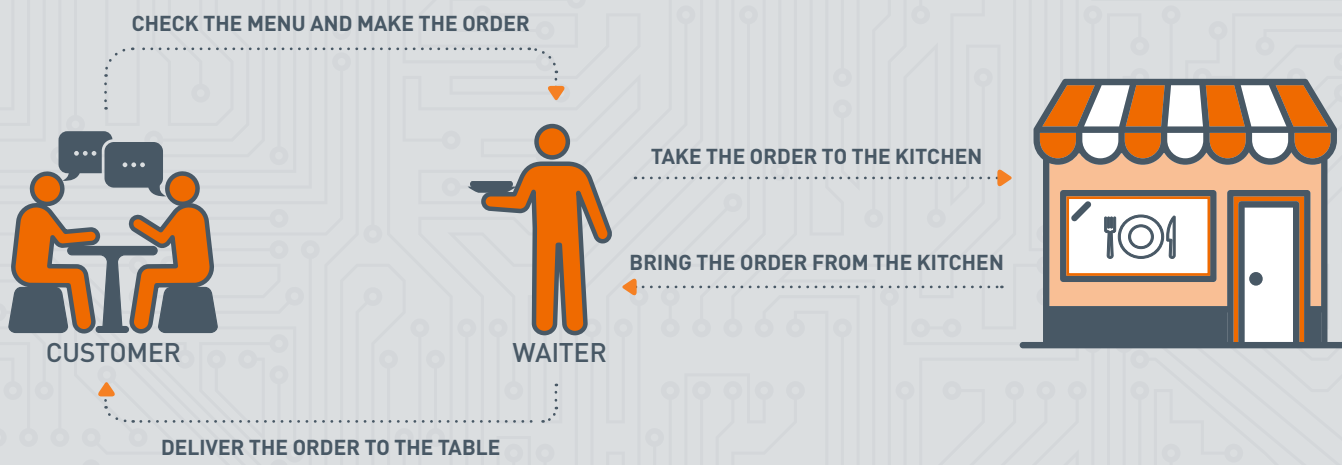
APIs make functions of an application available outside of that application. These software interfaces enable different systems and applications to “talk” or share data — boosting efficiency by transforming workflows.

APIs provide the bridges that make it possible for any digital experience to connect to products and services — creating a custom user experience.

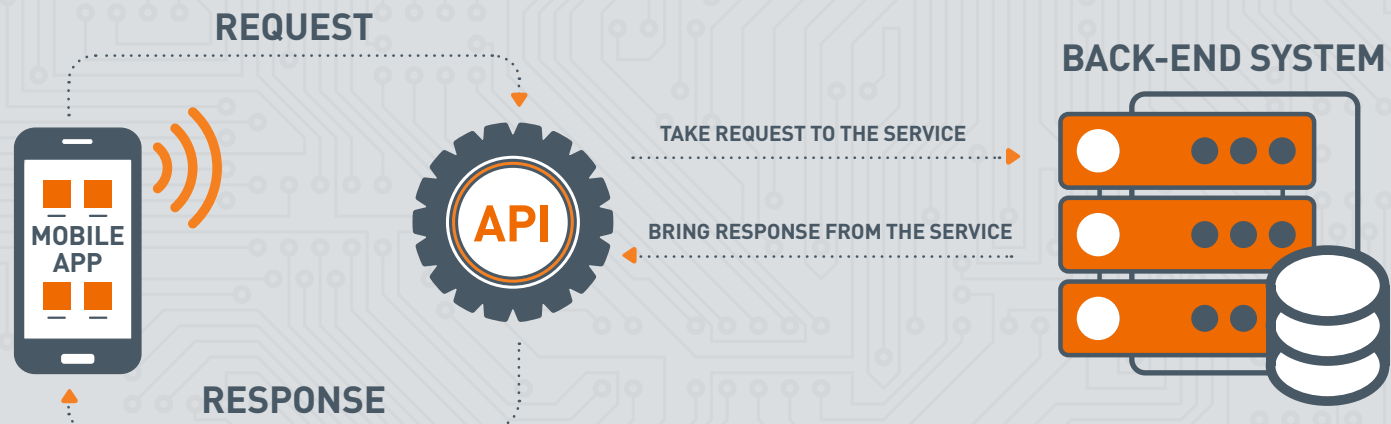
WHAT'S AN EVERYDAY EXAMPLE?



HOW DO THEY WORK?



SIMILAR TO A WAITER IN A RESTAURANT, THE API FACILITATES COMMUNICATION BETWEEN TWO SYSTEMS.



UNLOCKING THE BENEFITS OF APIs



CUSTOM EXPERIENCE

Allow flexibility for you to decide how and where you want to interact with an application — powering a comprehensive digital user experience



INTEGRATION

Seamlessly integrate data into packaged systems or proprietary systems and processes



EASE OF ADOPTION

Virtually eliminate the traditional learning curve and time spent mastering a new application by incorporating critical functions into existing applications



STREAMLINED INTERNAL WORKFLOWS

Unify systems to yield faster outcomes and increasing efficiency — enabling quick and easy speed to market



ENHANCED ANALYSIS AND DECISION MAKING

Provide more visibility by combining real-time data from different systems into one application

READY TO HELP

PNC is among the leading banks taking an active and growing interest in APIs. For more information, contact your Relationship Manager.