



## **3scale shapes up infrastructure services for the programmable web**

***3scale announces a new API management solution for Web Services and opens up 100 beta invitations to trial the service.***

SAN FRANCISCO, Sept 10<sup>th</sup>, 2008, 3scale networks launches a new generation of API management infrastructure targeting the emerging Web Services market. 3scale's solution supports flexible contracting, monitoring and billing for Web APIs which enables new opportunities for a wide range of Internet businesses and provides a sound integrated environment for managing service provider relationships. 3scale opens up its service with 100 beta invitations at the Techcrunch50 conference in San Francisco today.

Web Services are now widely acknowledged as one of the key emerging trends in the evolution of the Internet - with the number of APIs doubling yearly and deployment rates accelerating, the market is set to grow explosively. Examples from companies such as Facebook, Twitter and Google have also clearly shown that open API access can vastly accelerate service usage, enable new types of flexible web applications and open business opportunities well beyond those of current generation websites. Despite this potential, the majority of Web APIs published to date are made available primarily on an ad-hoc, unmonitored basis, lacking the necessary infrastructure often needed for commercial reuse.

In order to fill this gap, 3scale's solution targets a key element in the value chain, filling unmet needs and converting new interfaces into realistic business propositions:

- For API providers, 3scale provides turnkey solutions to market and promote their services, manage customer access, agree terms and conditions, monitor usage and automate monthly billing.
- For API users, 3scale's new service marketplace makes it easy to discover high value web services for re-use, access developer documentation and manage payments in one location.

3scale has designed its solution to enable a new mass distribution channel and business model for Web Service providers, making it possible for them to reach an extended range of partners and participate in a rapidly growing market. 3scale's products and services are free to use with no initial sign-up fee and no monthly charge, transaction fees apply only to commercial API usage.

100 beta invites to access the service will be released from today for customers interested in trialling the service ahead of the company's public launch in October 2008.

### **About 3scale**

3scale networks S.L. (<http://www.3scale.net>) provides mission critical infrastructure for the programmable web. The company's system opens up new business opportunities for deployed Web Services via its API management solution, allowing cost-effective flexible contracting, monitoring and billing of Web APIs. 3scale's mission is to act as an enabler for API deployment and usage in order to power the new emerging Web Services market.

Established in May 2007, the company is based in Barcelona, Spain and has trial customers throughout Europe as well as in the United States. 3scale's service is currently in client beta mode with initial service providers spanning the media, search, music and financial industries.

### **About TechCrunch50**

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

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