



3scale launches a new generation of API management and payment solutions to power the growth of the programmable web

BARCELONA, November 18th, 2008 – 3scale networks launches the first public beta version of its new API management and payment solution. The system enables Web API providers to quickly and easily set up and manage developer and client relationships for their Web Services, monitor usage and enable payments. 3scale's marketplace provides useful resources for Web Services users to discover services they need and set up usage agreements with providers.

3scale launches with an initial collection of 14 services ranging from search engines and mapping to translation services and is powered by initial providers like Corank, Crawlerinfo, DataNibble, Happenr, Ipoki, ISBNdb.com, MaxMind, Swoogle, TaWithYou and Weatherbug.

The company's services are free to use for both providers and users apart from transactions fees applied to payments made via 3scale. Using 3scale, service providers can therefore focus on the key value of their API offering and leverage 3scale's solid infrastructure to handle the associated commercial relationships. In turn service users can build solid business relationships with providers and benefit from sophisticated management of service usage and integrated billing.

3scale's products and services enable a new distribution channel and business model for a wide range of Internet businesses. Building on its technology, the company's mission is therefore to act as a key enabler in the emerging API driven programmable web – supporting service providers and buyers alike to leverage the power of their APIs.

The service is now publicly available in beta mode with the company aiming to make rolling improvements over time to ensure excellent service and utility for its customers.

The company has been selected to present at LeWeb, Paris in December 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.

Contact

Public Relations
3scale networks S.L.
press@3scale.net