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**Internal references****[Unlock your digital content and expand beyond your website](#)**

Slide deck of our last Webinar hosted on the 18th of November.

**[Unleash the power of your API](#)**

Slide deck of our first Webinar hosted on the 23rd of September.

**[Wine.com launches API with 3scale](#)**

Announcement of the public API from Wine.com, using 3scale management infrastructure.

**[API Technology for e-commerce](#)**

Whitepaper about the benefits of APIs for E-commerce platforms.

**[API Technology for content & media companies](#)**

Whitepaper about how Media companies can benefit from distributing their data and capitalize their digital assets through APIs.

**External references****[Open APIs mature into a next-generation business model](#)**

Recent article from Dion Hinchcliffe that analyzes the keys of success of the open API's sector and mentions 3scale as one of the API enabler.

**[Startups put more focus on API management](#)**

Recent SD Times article that describes the growth of the industry and mentions 3scale.

**[Google IO Developer Sandbox: 3scale](#)**

3scale's page at the Google IO website with 2 videos.

**[Using Google App Engine to power Web APIs](#)**

Article written by Steve as a guest author on the Google blog.

**[3scale makes your API cheaper and better](#)**

Network World article about 3scale solutions.

**[3scale's API Outsourcing Service Now Out Of Beta](#)**

Techcrunch article when 3scale launched the full whitelabel solution at Plugg.

**General industry articles****[The API is the new Network](#)**

Information Management article about the importance of APIs for Internet Businesses.

**[Wine.com uncorks its API](#)**

One of our latest customer launch with press release and coverage on Techcrunch.

**[Brand get a boost by opening up APIs to outside developers](#)**

Article from Advertising Age.

**[APIs are the next marketing platforms](#)**

Article from Digital Capitalism.