



CASE STUDY



# How Didgigo Cuts Down Time to Market from Days to Minutes

## Industry

Travel Industry

## Headquarters

Queensland, Australia

**~20%**

Tickets reduced  
to onboard clients



Time to Market cut  
down from days to  
minutes

**> 7**

Meetings reduced  
per customer for  
onboarding

Didgigo is a digital media platform that delivers unique and customized travel document presentations to its clients. The company's platform helps users to organize and maintain all product data and builds comprehensive itinerary proposals that enable clients to save time and increase the opportunity for sales.

Didgigo offers their services via APIs as well that allows travel professionals to automatically produce travel documents for their clients and publish digital and print versions simultaneously.

## The Challenge: Lower Developer Productivity, Higher Onboarding Time

COVID-19 put a strain on industries worldwide, but the travel industry was the first to get impacted by the pandemic. While the pandemic did indirectly catalyze the boom in API-driven businesses, companies already offering APIs with limited resources could not continue generating and maintaining documentation in multiple languages while also working on expanding their API landscape.

Since faster API adoption requires frictionless onboarding of potential customers, Didgigo rightfully understood the need to provide comprehensive documentation for their APIs. However, it eventually started taking up a huge chunk of development time and budget to maintain and update the documentation on each and every API update.

For a company that excels at providing automated tailor-made solutions to its clients, it became imperative to look for a solution that could reduce the onboarding time of the customers to get familiar with the API without the engineering team having to context switch on each release.

*"Our process was extremely manual and required a lot of back and forth" - Keanu Ashwell, Development Operations Engineer at Didgigo*

## Challenges

- Team productivity impacted because of context switching
- Manual synchronization of documentation on every release
- Additional resource and time overheads

## Lesser Time to Market with APIMatic's Autogenerated API Documentation

The team at Didgigo created an in-house Swagger solution to reduce the manual work required to update the documentation. However, as it still required back and forth between the developers, the need to automate the process brought Didgigo to APIMatic's API documentation solution named the Developer Experience Portal.

*"Our experience with APIMatic and its provisions has been exceptional. We haven't had much time to maintain everything as we're still strapped for resources due to COVID-19, but we've still been able to rely on APIMatic to give our API users an understanding of what functionality we expose via our APIs. The ability to test [the APIs] is also a feature I love and something that drew me to the service when we migrated from our own in-house Swagger solution."*

APIMatic offers a complete developer experience solution that auto-generates API documentation in multiple languages from API definition files in any format. Supported formats include OpenAPI, RAML, API Blueprint, Postman, and more.

The developer experience portal offers comprehensive API reference documentation for each endpoint, parameter, model, and exception. It also provides an API code playground that allows API users to interact with the API directly by making live API calls directly from the portal and dynamic code samples that drastically reduce the time to the first "Hello World" for the API.

Didgigo has been able to shift its focus on building robust APIs for the business, without having to reserve time and resources to update their documentation. Using APIMatic's Web offering, they simply provide their API definition that results in updated API documentation in just a few clicks.

*"We no longer have to constantly context switch or do so multiple times for a single endpoint, saving valuable hours and resources."*

## The Impact: Faster Customer Onboarding and Higher Team Productivity

### Impact

- No technical writers hired for documentation
- More than 7 customer onboarding meetings reduced per quarter
- ~20% tickets reduced to integrate with API
- Lesser time to market, from days to minutes

#### Before



Team productivity impacted because of context switching



Manual synchronization of documentation on every release



Additional resource and time overheads

#### After



No technical writers hired for documentation



More than 7 customer onboarding meetings reduced per quarter



~20% tickets reduced to integrate with API



Lesser time to market, from days to minutes

Didgigo found that ever since APIMatic's documentation generator was added to their landscape, the onboarding process of customers became much more streamlined. The tickets raised during the onboarding process were reduced by 11-20%, and customer onboarding meetings went down by more than 7 meetings per quarter because of the comprehensive and interactive API documentation provided for their APIs. This has resulted in faster integrations of their API by travel companies, leading to higher revenue.

Just with a few clicks of a button and an API specification, what took Didgigo weeks before APIMatic, gets done in minutes and within a fraction of the budget. This cuts down the time to market significantly and gives the in-house developers a chance to work on more innovative solutions without any obstacles.

*"Your customer support team is fantastic, the team has been a massive help to myself and Didgigo with how eager they are to help and go the extra mile to ensure the best for us." - Keanu Ashwell, Development Operations Engineer at Didgigo*

Didgigo has been able to explore new avenues and is working on another project, goPassport, because of the time and resources saved by opting to auto-generate their API documentation.

*"In 2021 and for the foreseeable future, most of our development team's focus will be on goPassport, and I'd 100% lobby for any documentation to be done on APIMatic due to our previous pleasant experiences with the platform."*  
- Keanu Ashwell, Development Operations Engineer at Didgigo



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