



Public API Vision & Strategy

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Why? **Our Vision**



What? **Our Approach**



How? **Our Solutions**



01

Why? Our Vision

Our Vision

Be the platform of choice for global commerce powered by a best-in-class API portfolio and world-class developer experience

Our Vision

1.

**Deliver a developer
experience that makes eBay
the platform of choice**

2.

**Empower and engage
developers and partners to
thrive**

3.

**Build the next-generation API
platform**

4.

Modernize interfaces to drive eBay's strategy — workflow APIs, data platforms, and agentic AI

02

What? Our Approach

**Our approach relies
on your feedback**

Your feedback: Known challenges

1

Legacy APIs

- Very old, outdated tech
- Not for modern apps
- Ongoing maintenance burden

2

Lack of a functional Sandbox

- Patchy or not working at all
- Impedes development
- Makes migrating difficult

3

Functionality Gaps

- Lack of parity with web and mobile
- Differences continue to grow
- Hard to keep pace with market trends and latest capabilities

4

Monitoring and troubleshooting

- Bug fixing is too slow
- Incident handling is difficult
- Errors are inconsistent w/ unclear messages

Your feedback: Known challenges

5

Sub-par developer experience

- Complex, fragmented, and difficult to understand APIs
- Unfriendly to modern developers / not easy to use
- Dev portal is lacking key functions & tools
- Lack of help managing the API life cycle

6

Difficult migrations

- Spotty / unpredictable roll out of new APIs and fixes
- Challenges coordinating with partners to migrate
- Poor change management (execution, communications)
- Slow adoption and deprecations

7

Lack of community engagement

- Not communicating often enough
- Lacking feedback about what's working and what isn't
- Need insights leading to better recommendations
- Clarity about what moves the needle for both of us



Industry API & Ecosystem Trends

Prepare for an AI-enabled API world

- MCPs, AgentSkills, AI Support Assistants
- Agentic Commerce technologies

Emerging API paradigms

- Intelligence-driven APIs
- Smarter, context-aware experiences

Developer Experience as a Differentiator

- Seamless onboarding
- Self-service & AI ready documentation

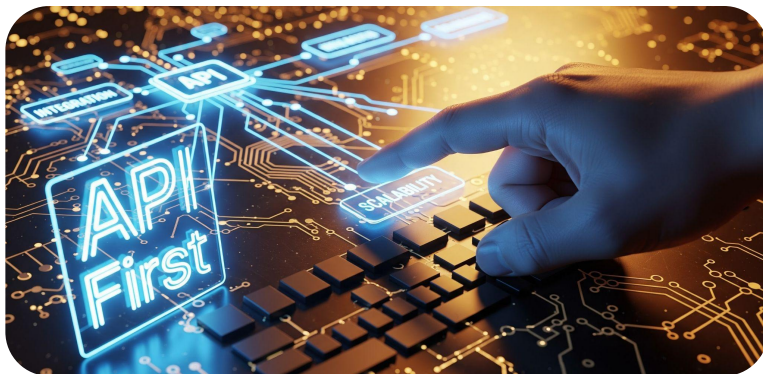
Heightened Focus on Security & Compliance

- Evolving regulatory landscapes
- Adaptive policy enforcement
- Data privacy and transparent audit trails

There are 3 Key pillars to our **Approach**

1) **AI First is API First**

- Enable additive innovation
- Harness creativity & imagination
- Stay ahead of competitors



2) **Comprehensive API Portfolio**

- Modern, easier to use tech
- Enable critical use cases
- Partners & sellers can thrive

3) Your feedback (and testing / iterating)



Re-invest in our APIs

Test out new tech

Seek Feedback

Iterative rollout

03

How? Our Solutions

We are working on solutions!

1

Legacy APIs -> API Modernization

- Sunset our existing Legacy SOAP APIs
- Deliver and migrate to new GraphQL and REST APIs
- **More on next slide**

2

Lack of a Sandbox -> Sandbox revitalization

- Reliable testing is a must
- We are close to fixing it
- **Sandbox session later today!**

3

Functionality gaps -> API Parity

- Close key gaps with web & mobile (not 100% parity)
- Start by covering high-value areas in Focus Categories
- Make sure the gaps don't grow
- **Will kick off research in the next 6-12 months**

4

Monitor & t-shoot -> Managed Support Pilot

- Pilot program focused on providing better support
- Faster bug fixing & incident handling
- **More on a later slide**

API Modernization

H2'25

Big push to build legacy SOAP API replacements

- Delivered tons of new GraphQL and REST APIs
- eBay's first foray into delivering GraphQL APIs at scale
- GraphQL covers all of our core flows
 - Listings, Orders, Post-Order
- **GraphQL walk-through later today!**
- **Visit the GQL Demo booth tomorrow!**

H1'26

Focus on quality and addressing scale issues

- Most publicly available GraphQL tools weren't up to the task
- Made significant investments ourselves
- Required custom infrastructure and tooling

H2'26

Pilot in progress, but testing & feedback has been slow

- Good progress, but slower than expected
 - Early Q1 pilot -> mid Q2 availability
 - Looking to GA in Q3
- AI migration tools available at GA
 - Enable faster testing and migration
 - **AI session is next!**
- We're considering all kinds of options to help our partners move faster
 - **Stay tuned for future announcements**

We are looking to include more partners - ask us about participating!

Managed Support Pilot

- Pilot program focused on helping our closest partners
- New internal support team
- Faster bug fixing & incident handling
- Looking to cover more APIs and partners over the next year
- Big push to implement better error handling & messages
- *No action to take - we are adding partners in the background!*

We are working on even more solutions!

5

Sub-par Dev experience -> API Re-imagination

- Improved Developer Portal experience
- Re-imagine our APIs for the long-term
- **More on next slide**

6

Difficult migrations -> Shipping experiments

- Make migrations easier
 - GA AI tools w/ new APIs
- Researching / evaluating ideas
 - Regular release schedules
 - Deprecation cadence
 - Prof services support
- **AI session is next!**

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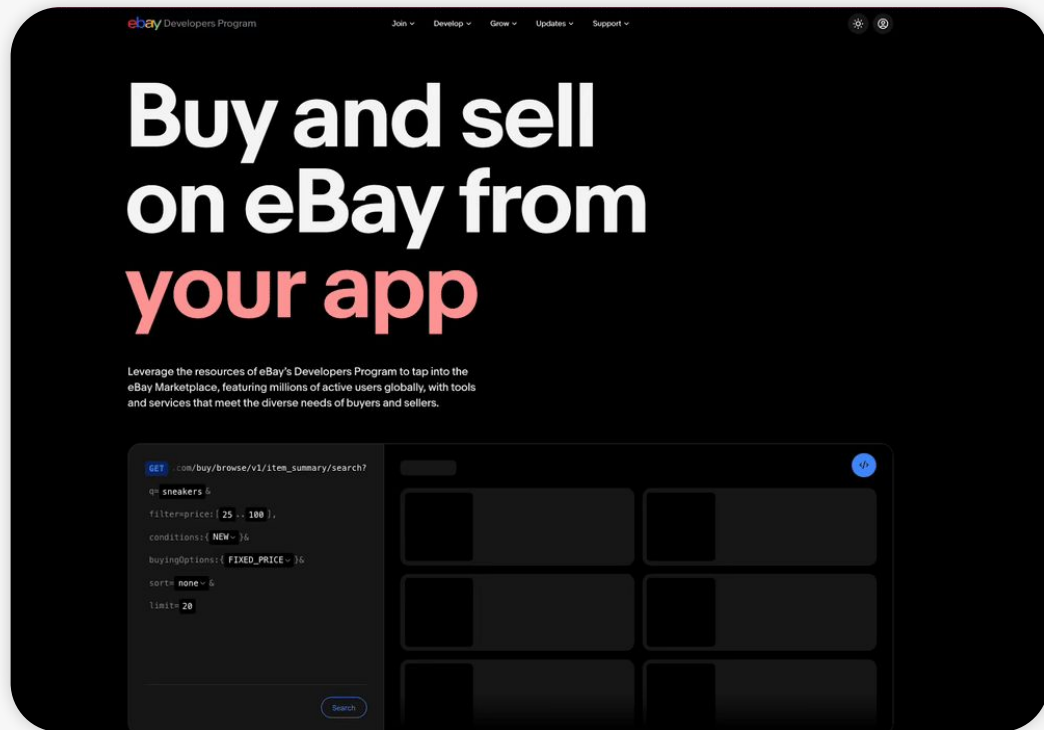
Little engagement -> Regular Communications

- Leverage more inbound feedback paths
 - Sandbox, Dev portal, and forums
 - Support tickets and surveys
- Use AI to synthesize feedback
- In-person Developer Conference
- Regular meetings w/ interested partners
- **Plan to expand over next 12 months**

API Re-imagination – now

- Improved Developer Portal experience!

A simpler, more intuitive, design-forward experience that helps developers find APIs and resources faster so they can build with confidence.



API Re-imagination – what's next?

- Deeply research the developer experience
- Re-imagine our APIs for the long-term
- Focus on “jobs to be done”
 - Re-factor or overhaul existing APIs
 - New APIs with better functionality
- Co-create future APIs (pilot, test, enhance), not just tools
- ***Research and kick this off in the next 6-12 months***

**Our approach
relies on your
feedback**

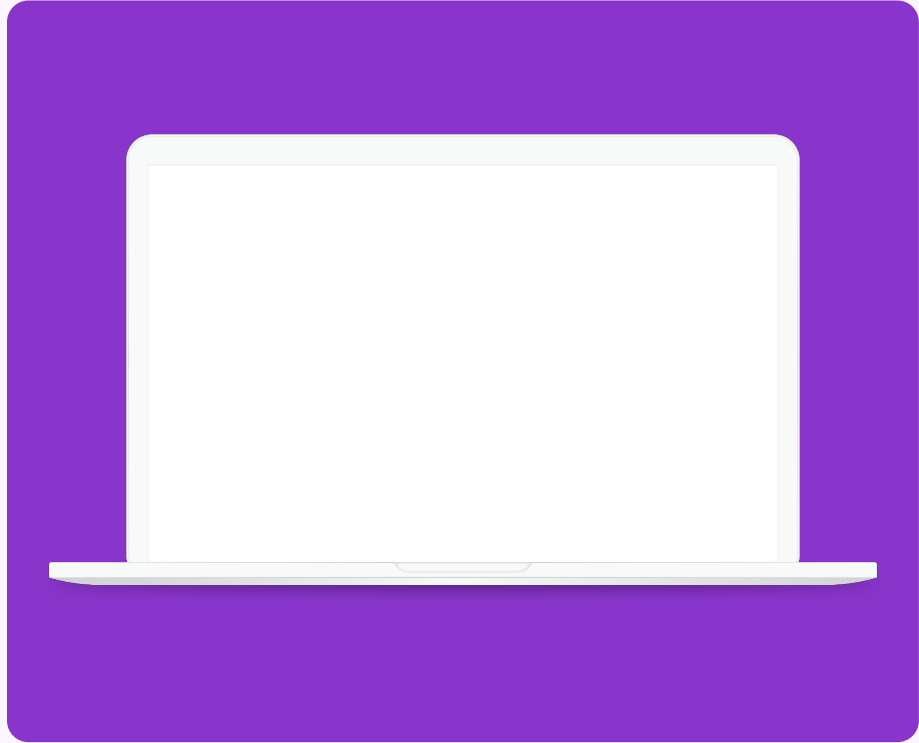


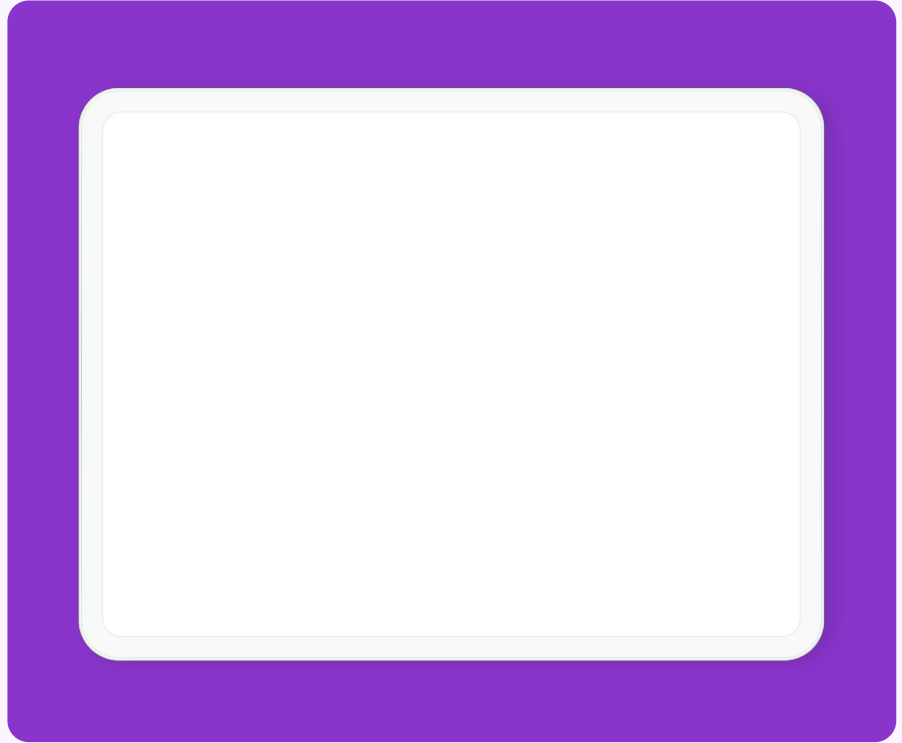
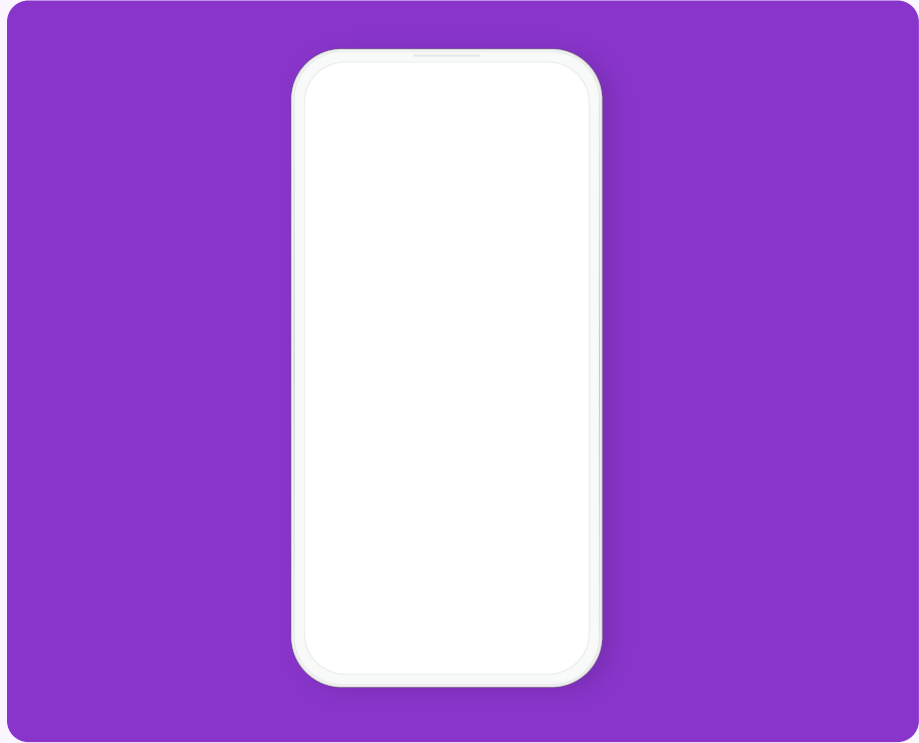
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Q&A

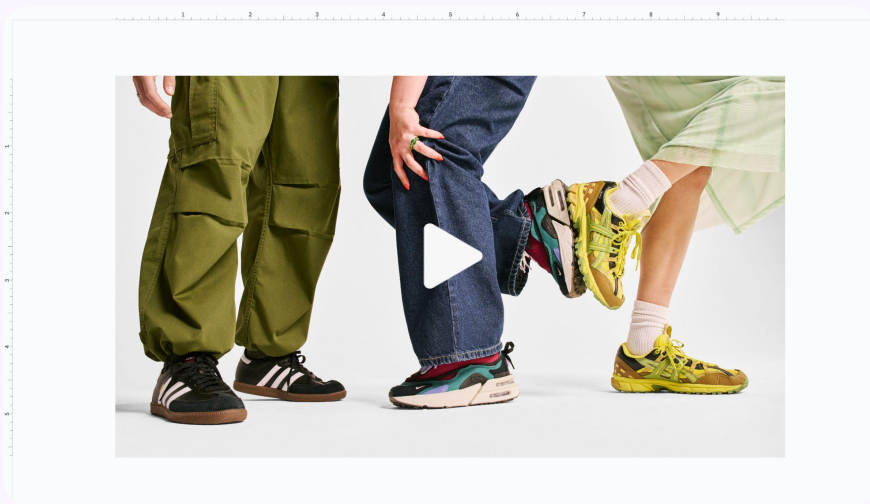
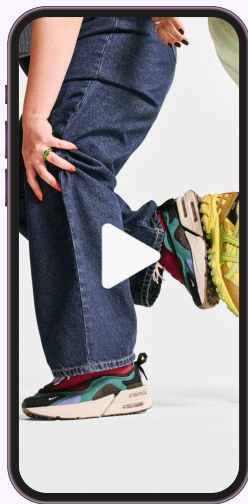


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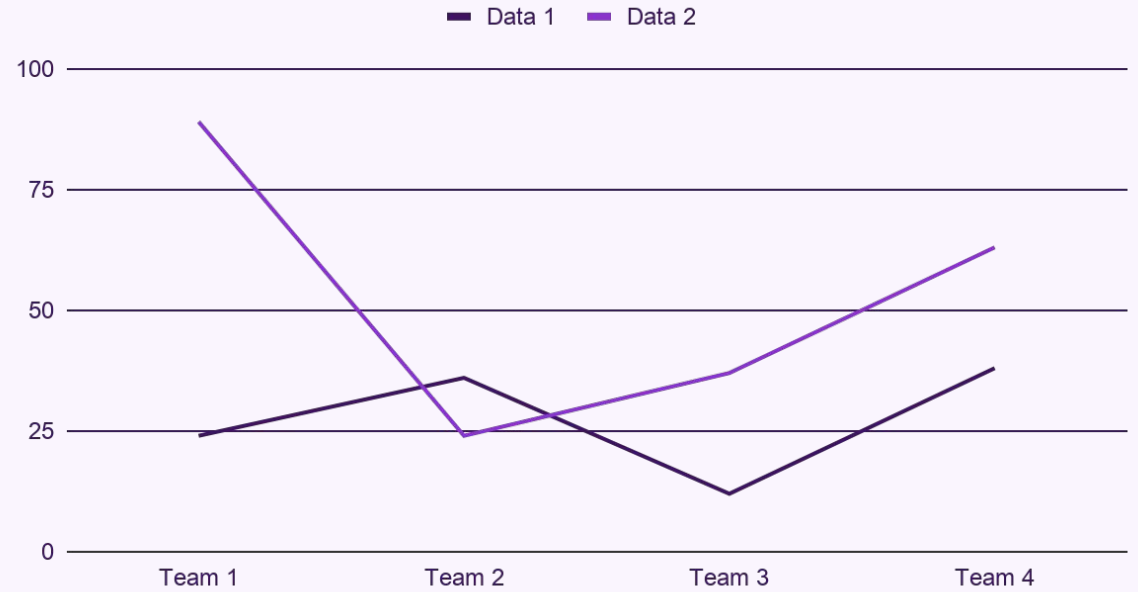


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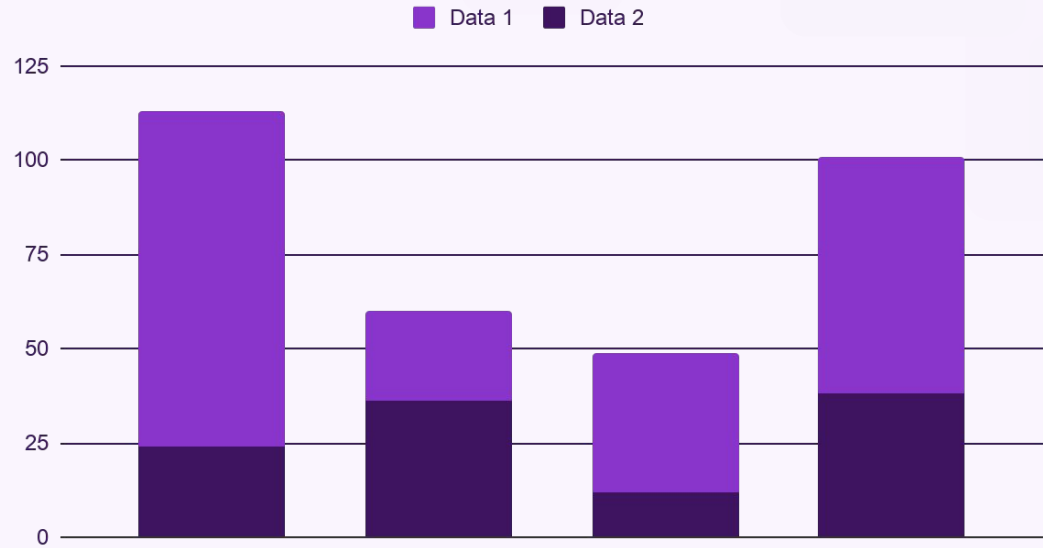
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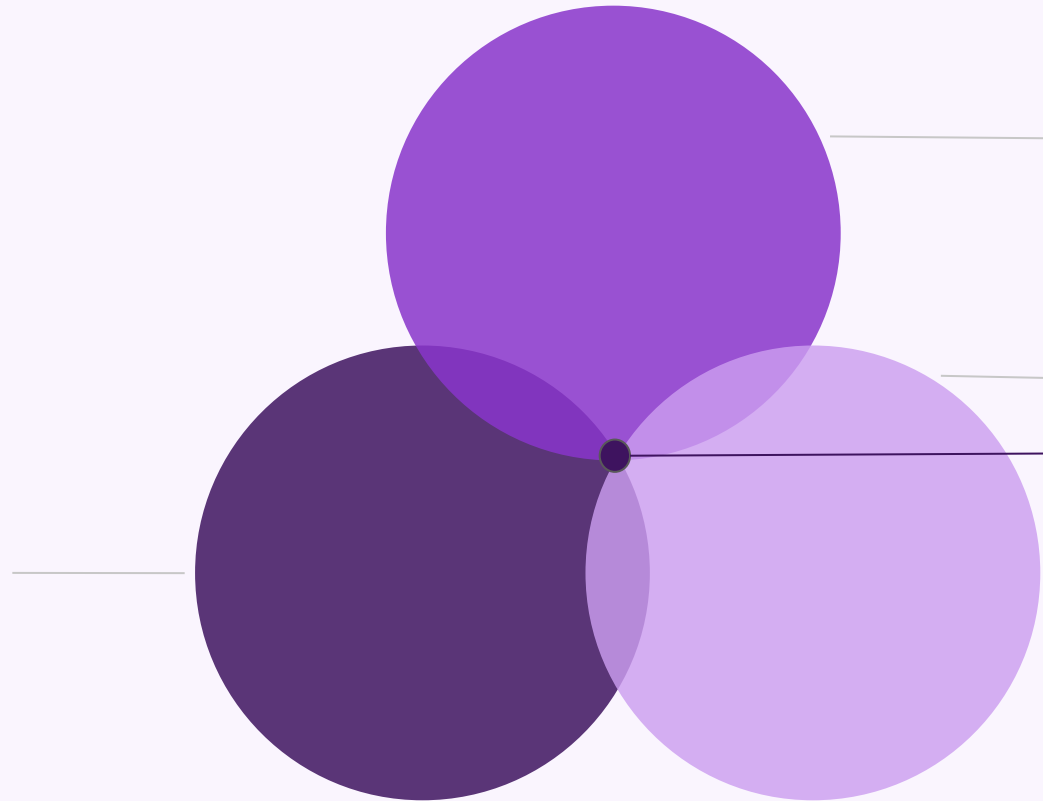
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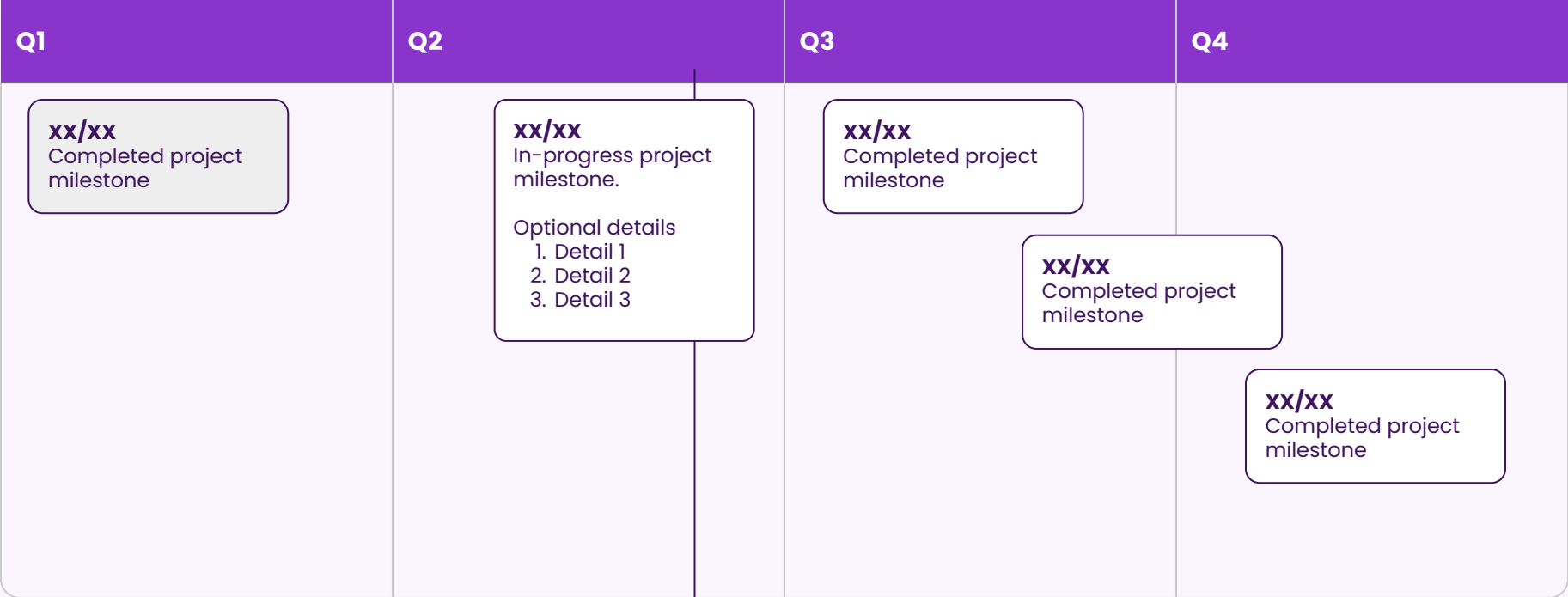
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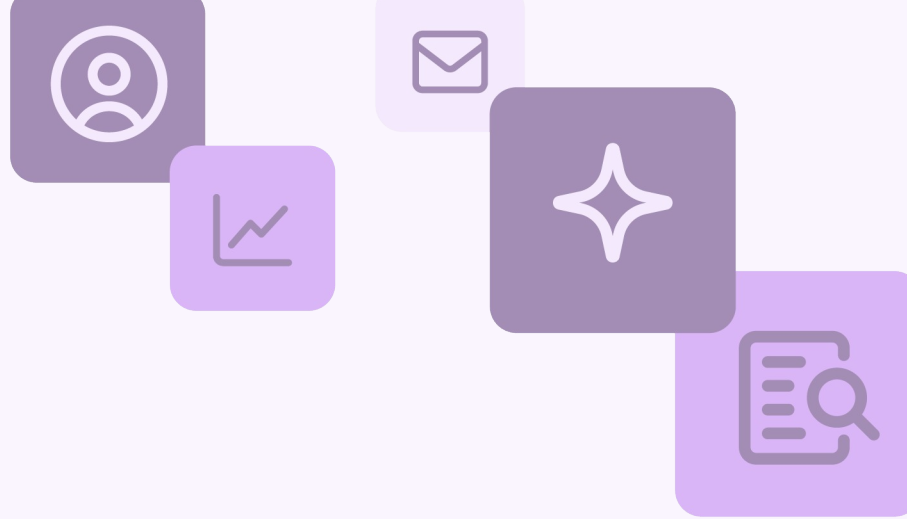
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Appendix

5.

**Create a frictionless program
engine that fuels collaboration
and performance**

The journey to API First

API Table Stakes

- Establish a reliable and consistent environment
- Address core operational challenges
- Ensure basic functionality and support

APIs as First-Class Citizens

- Build an API-First culture internally
- Adopt an “API by design” PDLC
- Elevate APIs as central to our strategy
- Ship alongside Web & Mobile product offerings
- Evolve and add capabilities while avoiding API parity drift

API Re-imagination

- Re-factor our APIs to give an exceptional developer experience
- Cover critical use cases more effectively and efficiently.
- Prioritize solving real problems for sellers and partners
- Commit to contract-first development early in the PDLC

This will not be a serial process - we will pursue these stages in parallel

Title