Xvantage™ Integrations Hub

App vs. API—we offer both. Here's the difference.
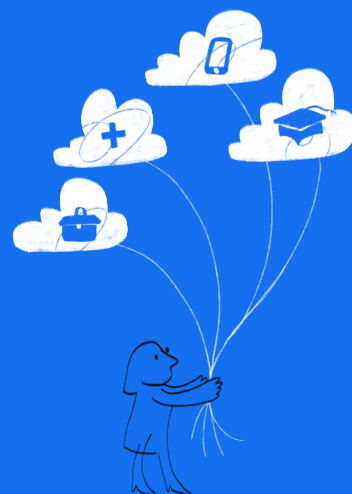
At Ingram Micro, we offer both APIs and apps to give you the best of both worlds—so whether you need powerful customization or quick and easy solutions, we've got you covered.

Let's take a closer look at the difference.

API *Application Programming Interface*		App *Native software application*
Protocols that allow different apps to communicate	**Purpose**	Program designed to perform specific tasks
Highly customizable and provides real-time updates	**Function**	Ready-to-use software for quick development
Ideal for large-scale integrations and data flow	**Scale**	Best for small to medium volumes
Requires technical setup but offers wide-range modifications	**Setup**	No technical setup and easy to implement
Technical teams use APIs to exchange functionality between apps	**Access**	Users directly interact with a software application
Choose APIs for high-data-volume queries	**Use case**	Choose apps for simplifying business outcomes

Don't settle for one over the other—you can now access and manage both with Ingram Micro.

For API management, visit your **Developer Portal.** And for access to applications, simply go to Xvantage and click on "Integrations Hub" on your left navigation menu.