

Company: SmartBear
Nomination Submitted by: BroadPR
Company Description: SmartBear is pioneering innovation in software quality, embracing AI’s transformative potential. The company’s powerful solution hubs, including SmartBear API Hub, SmartBear Insight Hub, and SmartBear Test Hub, featuring HaloAI, give software development teams around the world visibility and automation that provide end-to-end quality.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Application Programming Interface (API) Management Solution
Nomination Title: SmartBear API Hub



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

SmartBear consolidated its most trusted developer tools into dynamic, modular hubs that streamline workflows and scale seamlessly as teams grow. Announced on January 14, 2025, SmartBear API Hub, powered by Swagger, streamlines the API development process for modern teams seeking to deliver high-quality and reliable APIs. API Hub includes an integrated set of robust tools that simplifies the API lifecycle with API Hub for Design (formerly SwaggerHub), API Hub for Portal (formerly SwaggerHub Portal), API Hub for Contract Testing (formerly PactFlow), API Hub for Explore (formerly SwaggerHub Explore) and API Hub for Test.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 281 words used.

SmartBear API Hub is a unified, AI-enhanced solution that streamlines the API development lifecycle. By consolidating SmartBear’s most trusted developer tools into a modular platform, API Hub simplifies design, testing, documentation, and governance in a single experience, helping modern development teams deliver faster without compromising quality.

Built on Swagger, API Hub features:

- * Design: Intuitive, collaborative design tools with OpenAPI support.
- * Portal: Public and private documentation portals to streamline API onboarding and adoption.
- * Contract Testing: Tools to manage and automate contract testing across microservices.
- * Explore: A powerful interface for exploring, querying, and debugging APIs.
- * Test: enables functional, regression, and integration testing as part of end-to-end API lifecycle management

Featuring HaloAI, SmartBear’s AI-driven capabilities, API Hub delivers AI-assisted workflows that reduce manual overhead and boost consistency across teams.

API Hub solves key challenges for today’s development teams:

- * Reduces tool fragmentation by integrating essential API tools in one place.
- *Enhances quality and governance with intelligent automation and contract testing.
- * Scales seamlessly with growing teams and microservice architectures.
- * Supports IoT development, where reliable, scalable APIs are critical.

It empowers organizations to build APIs that are discoverable, dependable, and future-ready, while offering the ability to customize plans to focus on the API lifecycle phase that’s most important to them, be it design, testing, or documentation.

Recognized by industry leaders, API Hub earned the 2025 DEVIES Award for API Management, the 2025 IoT Innovation Award – Enterprise Solution of the Year, and was named a winner in the 2025 Global Tech Awards for APIs.

Whether scaling microservices, modernizing legacy systems, or innovating with AI, SmartBear API Hub gives development teams the tools to build quality APIs faster with confidence.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 340 words used.

APIs have become the backbone of modern digital ecosystems, enabling seamless integration and interaction between diverse systems, applications, and services. Organizations rely on APIs to deliver robust functionality, enhance user experiences, and drive operational efficiency. APIs are playing a greater role in the future of AI-driven systems. The wave of AI-readiness and agent consumers has fueled a dramatic [800% increase](#) in AI-related API creation, reinforcing the importance of designing structured, interoperable, and AI-ready APIs. There is no AI without API management.

As the dependency on APIs grows, so does the importance of ensuring their quality. SmartBear API Hub has rapidly gained adoption across industries, with hundreds of enterprise teams already using it to streamline and scale API development efforts. The market response has been overwhelmingly positive. Testimonials speak to real-world impact:

“API Hub for Portal is promising to be a game changer for our onboarding process and developer experience. The use of the product concept to describe different parts of our system, combined with seamless integration with other API Hub products, means that developers have a one-stop shop to get all the latest API information alongside visually appealing up to date documentation.”—Senior Tech & Developer Experience Lead, Webio

“By using API Hub, we spend more time on the design process, and catch issues before development starts, which is a much cheaper place to fix them.” –Greg Cantlon, Triquestra

“From fragmented tools to the constant need for scalability, development teams face immense challenges today,” said [Melinda Ballou](#), Research Director at [IDC](#). “Solutions like SmartBear Insight Hub and API Hub, featuring HaloAI, can address these challenges in an increasingly complex software landscape. By uniting API management and developer observability, SmartBear is helping teams build intelligent, reliable applications that can scale using a modular approach.”

SmartBear continues to incorporate feedback via its Customer Advisory Board and HaloAI Labs, ensuring its capabilities are shaped by users. With continued growth, industry recognition, and focus on customer success, SmartBear API Hub is redefining how teams approach API development in an AI-driven world.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 56 words used.

This link was added to this nomination but worth noting here:

For five straight years, SmartBear’s popular API design, development, and documentation solution, SwaggerHub – now [SmartBear API Hub](#), powered by [Swagger](#) – has been named a winner in the program that recognizes the world’s most innovative IoT companies, products, services, and people.

<https://smartbear.com/news/news-releases/iot-breakthrough-names-smartbear-api-hub-as-2025-e/>

Attachments/Videos/Links:

[SmartBear API Hub](#)

[REDACTED FOR PUBLICATION]