Sentinel Hub APIs - when OGC was simply no longer enough

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Sentinel Hub is operating for more than six years, growing from a complete unknown to a service processing half a billion of requests per month, making more than 50 PB of data available in ARD form to whomever needs it. It started as a service built around OGC APIs (WMS, WMTS, WCS and WFS), which made it super easy for people to integrate and use. And they have done this en masse. However, the complexity of multi-temporal and multi-spectral EO data soon proved to be too much for these standard interfaces. We started to work on work-arounds and then later developed our own proprietary API. Now, however, we are yet again going toward the standard, this time openEO and soon hopefully to OGC API - EDR as well. We will share a story on how we got there and why.