

# WebEx Developer Program

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The Developer Program is available to both Cisco WebEx solution partners for application integration and WebEx solution customers for in-house integration.

## Introduction

The WebEx Developer Program supports the efforts of partners and end-user customers interested in integrating Cisco WebEx™ web conferencing services with enterprise systems and applications. The core elements of the program include:

- The WebEx® Integration Platform that exposes a set of Application Programming Interfaces (APIs)
- The Developer Portal, which contains numerous resources to support developers' efforts
- Dedicated developer support and services staff

## Developer Program Benefits

Application partner companies can leverage the Integration Platform to integrate their enterprise applications and make them “WebEx-enabled”, while system integrators can offer integration services to WebEx customers. Typical enterprise applications benefiting from a tight integration with WebEx services include CRM and Sales Force Automation (SFA) systems, Enterprise Marketing Automation (EMA) systems, ERP and HR systems, Learning Management Systems (LMS), Telephony Service Providers, and others. By enabling users of these systems to seamlessly schedule, launch, and join interactive online meetings, partners can significantly increase the value of their offerings and tap into thousands of customers currently using WebEx solutions.

Similarly, regular WebEx end-customers' IT departments can use the Integration Platform to perform in-house integrations with their systems and enterprise applications. The APIs—together with support for voice/data standards and protocols—provide many benefits for corporate customers and end users of WebEx services. Upon integrating their applications and portals with WebEx services, corporations gain powerful web-collaboration capabilities that drive productivity and reduce travel costs. In addition, the ability to integrate WebEx services with corporate accounting, CRM, ERP, human resources, and other key applications streamlines maintenance and upkeep. For end users, participating in WebEx online meetings is easy and efficient; simple integrations such as Single Sign-On (SSO) eliminate the need for multiple passwords, and the user can easily move between real-time application, document, and desktop-sharing.

## Integration Areas

The Integration Platform enables a wide variety of integration capabilities for enterprise customers, enterprise application developers, and telephony service providers.

### User data management

- Sign up new users (creating user accounts)
- Manage login/logout
- Activate/deactivate users
- Edit users

### Meeting scheduling and registration

- Schedule/host/join/impromptu meetings
- Edit/delete meetings
- List/add/delete attendees
- Create/get registration form
- Register attendees

### Online session history access and management

- List/get usage history
- List recorded access history

### Voice conferencing network integration

- Synchronize meetings and voice conference network provisioning
- Access adaptor-based plug-in architecture for supporting teleconferencing bridge equipment
- Coordinate call-in and call-out options for meeting users and notification of users entering/exiting the meeting
- Support muting and dropping calls
- Support Active Talker technology

Developers have three distinct APIs available:

- URL API
- XML API
- Teleconference Service Provider API

### WebEx Integration Platform Overview

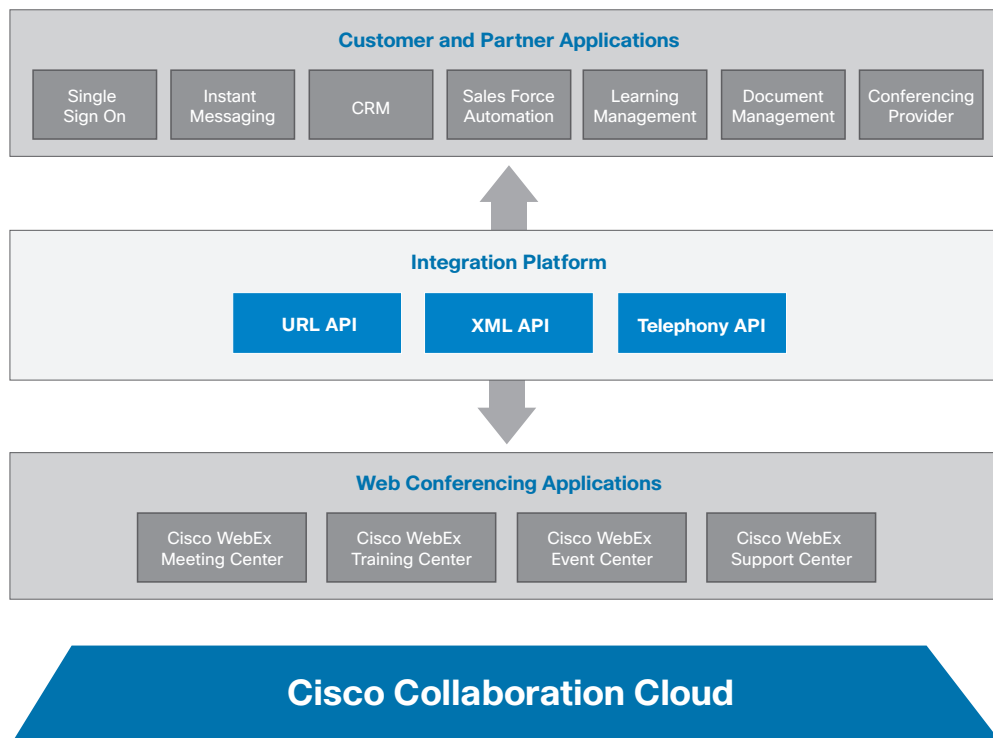
There are three distinct APIs exposed by the Integration Platform that are available to developers in the WebEx Developer Program.

**URL API:** The URL API is HTTP(S)-based and provides a convenient, lightweight mechanism to provide browser-based, external hooks into WebEx services. The URL API is typically used in enterprise portal integrations to support basic interactions such as Single Sign-On (SSO), scheduling meetings, starting and joining simple meetings, and inviting attendees and presenters.

**XML API:** The XML API is a comprehensive set of services supporting most aspects of WebEx services, including detailed user management, comprehensive scheduling features, attendee management and reporting, and more. The service responds to XML “request” messages sent via HTTP Post operations from external applications, and returns an XML “response” message back, indicating an action was taken or returning requested data. This is the preferred mechanism for application-level integration. Because data is returned in XML messages, the receiving application is free to parse, utilize, and present the data in whatever way is desired. In contrast, for data retrieval commands, the URL API will generally present a WebEx service page back to the user showing the requested information.

**Teleconference Service Provider (TSP) API:** The TSP API is a full-featured XML-based interface that allows integration with voice conferencing networks. The integration architecture supports redundancy, fail-over, and load balancing. Plus it provides robust features to tightly integrate voice conferencing capabilities with telephony management and provisioning in the WebEx meeting environment.

The diagram below illustrates the relationship between the Integration Platform, the WebEx application tier, and third-party applications integrated via the APIs. More information on these APIs can be found in the Integration Platform APIs Technical Overview white paper.



## WebEx Developer Program

The WebEx Developer Program provides various levels of membership to match both customers' and partners' needs.

- **WebEx Developer:** This is the basic level of membership that provides free access to developer tools and APIs, access to the WebEx Developer Portal web site that is one part of the Cisco Developer Network (the CDN – developer.cisco.com), e-mail support, and a shared development site for developing and testing your integration. This level of membership is available to end-users and potential partners. Free signup is available on the WebEx developer web site after registering on the CDN.
- **Gold Developer (GDP):** This is a premium membership level with an annual fee that provides enhanced support, architectural consulting, and a dedicated development site for testing. This level of membership is available to end-users and potential partners.

## WebEx Developer Portal

All levels of membership provide secure access to the WebEx Developer Portal, a dedicated web site for the WebEx solution developer community. This site provides access to a wide variety of documents, technical information, and support resources to help developers succeed in their integration efforts. Some of the main features of portal on the CDN include:

- High-level white papers and Getting Started information
- Full API reference documentation and integration guides, including previews of upcoming releases and feature enhancements
- Tech Notes and Sample Code libraries to help solve specific integration tasks and provide architectural integration strategies
- Support resources including Tips & Tricks, FAQs, Trouble-Shooting guides, issue tracking, and more
- News and Announcements, and a community message forum for developer collaboration

## WebEx Developer Support

Cisco maintains a dedicated WebEx technical support staff to support the integration APIs, provide consulting on integration strategies (for the GDP participants), and provide technical assistance for integration problems. Support is available by email at all levels, and by phone and WebEx online support sessions for GDP participants.

## Conclusion

The WebEx Developer Program puts powerful integration tools in the hands of your development team, allowing you to integrate WebEx services into your environment and enterprise applications. Get a start on improving your workflows and application functionality today, and join the rapidly growing WebEx developer community.

For more information:

For the WebEx Developer Community, visit:

<http://developer.webex.com/meetingservices>

To learn more about Cisco WebEx collaboration solutions, visit:

<http://www.webex.com>

To try WebEx free, visit:

[http://www.webex.com/go/free\\_trial](http://www.webex.com/go/free_trial)

For WebEx customer success stories, visit:

[http://www.webex.com/go/success\\_stories](http://www.webex.com/go/success_stories)

For details on WebEx security, visit:

[http://www.webex.com/go/Security\\_Overview](http://www.webex.com/go/Security_Overview)

For details on mobile integration and the most current list of supported smartphones and other devices, visit: <http://www.webex.com/mobile>

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