

The background features a vibrant, multi-colored abstract design. On the left, there are overlapping, wavy, organic shapes in shades of red, orange, and yellow. On the right, a bright white light source emits a series of sharp, radiating lines in various colors, including blue, green, and yellow, creating a sunburst or starburst effect. The overall composition is dynamic and energetic.

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The bridge to possible

The Webex Platform

Innovating with Embedded Apps & Integrations

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Sr Director Product Management
PSOCOL-1023

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Cisco Webex App

Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOCOL-1023>

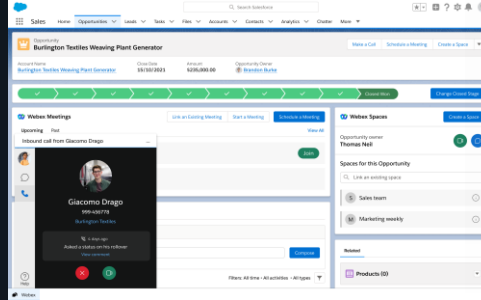
Agenda

- Webex Developer Platform
- Embedded Side Bar Apps
- Service Apps
- Mobile & Web SDK
- Demo
- Conclusion

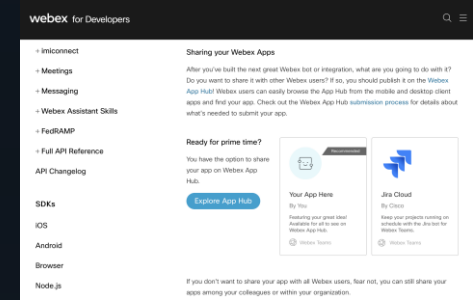
Webex Developer Platform Strategy



Embedded Apps in Webex



Webex in SasS Workflow



Public SDKs & APIs



Extensible platform with strong partnerships and integrations

Growing ecosystem with 100s of
integrations available today



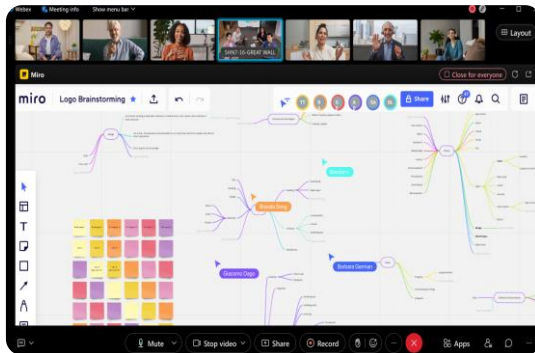
Embedded Apps for End Users

Convenience, Simplify Workflows, Reduce Context Switching

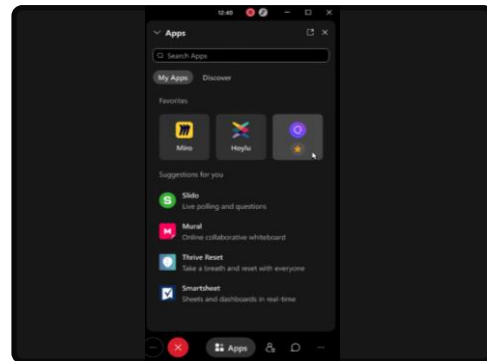
Apps in Meetings and Messaging



Stage view



Enhanced App Gallery for Easy Discovery



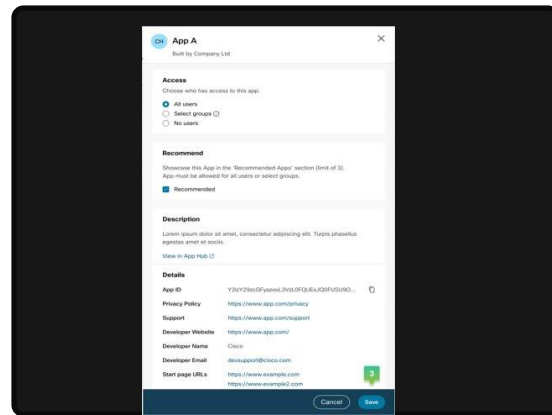
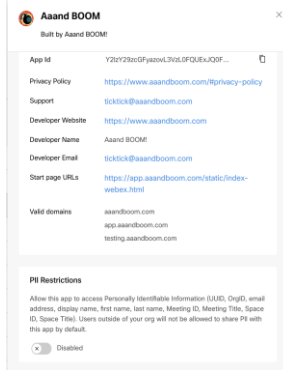
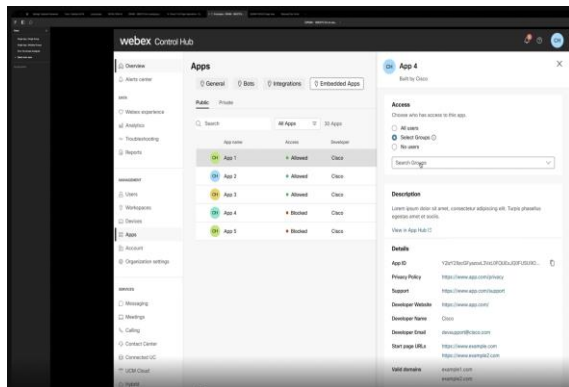
Embedded Apps for IT admins

Controls and Secure

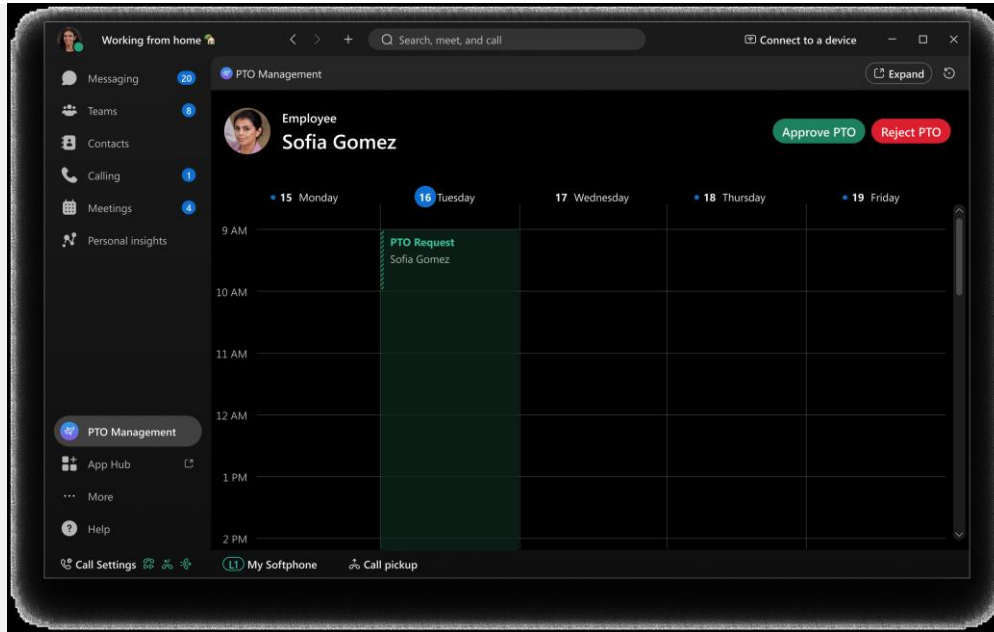
Controls per App &
Enable by Groups

Secure – PII Disabled
by Default

Admin Recommended
Apps



New: Sidebar Apps (with Call Monitoring)

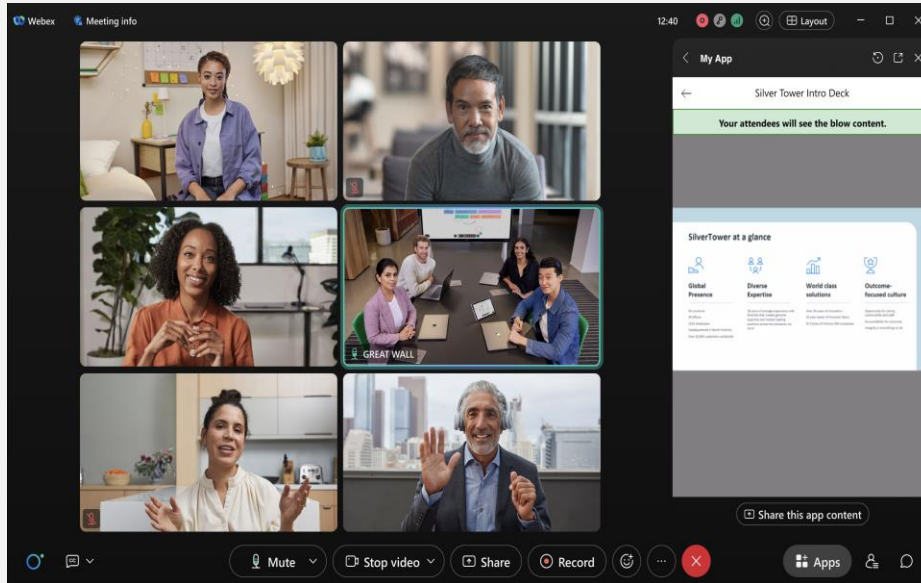


Enabling new use cases for IT
Service desk, CRM apps,
Reservations, Human Resources, AI
Apps

Simplify workflows, easy to use

Apps can be always ON and can
listen to incoming call events

New: Share or Collaborate your Embedded App



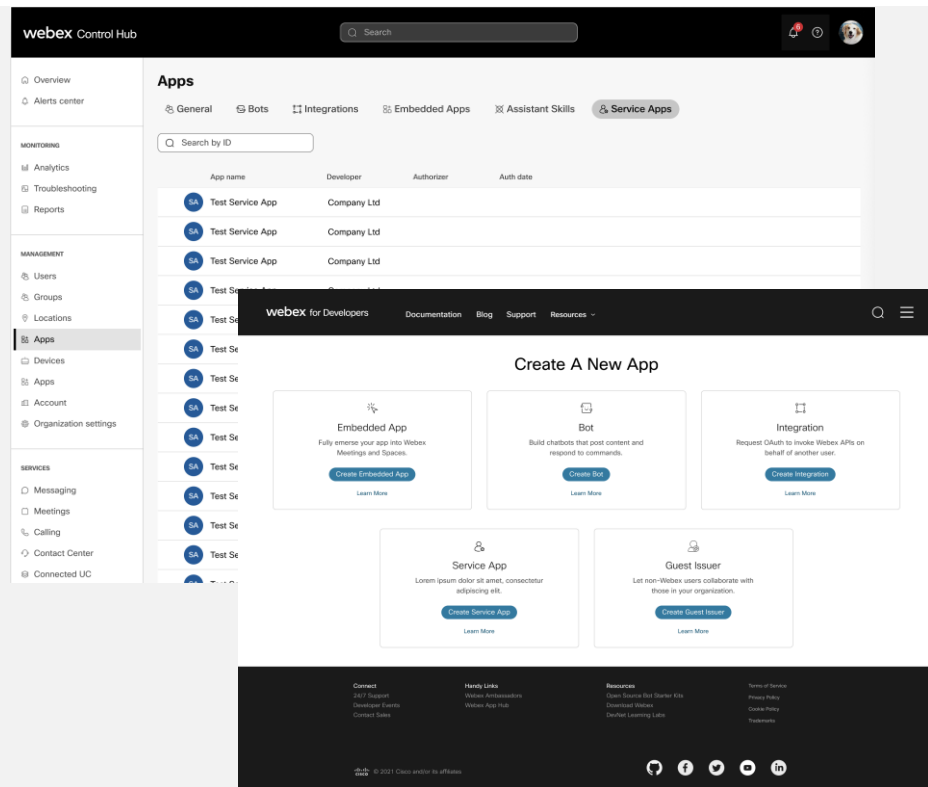
Option to Initiate collaboration or share your Embedded App to all meeting participants

Demos or training use cases



New: Service Apps

Long standing administrative apps



Apps for long standing administrative processes e.g. provisioning, reporting, compliance

App associated to a machine account approved by administrator, not a user account



New: Mobile SDKs for Webex Calling



Create your own Mobile app with Click to Call powered by Webex Calling

Banking, financial services, retail, contact center use cases



Webex SaaS Integrations



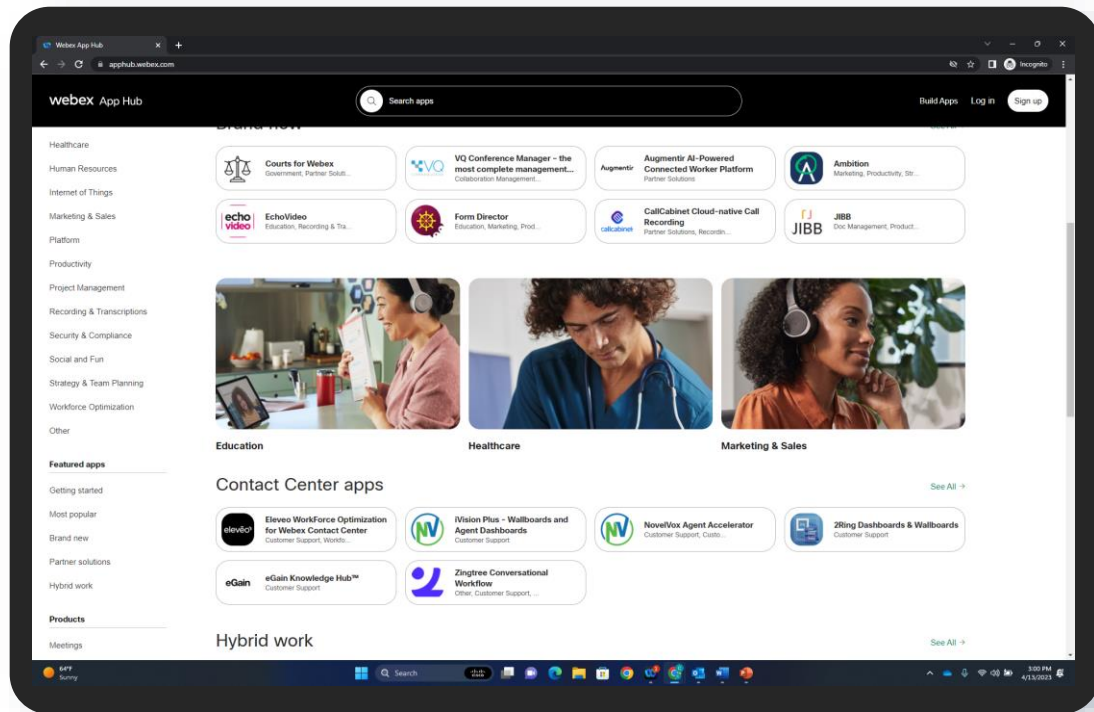
apphub.webex.com

Apphub

Cisco approved public apps for all users

Private apps available just for your own org

<https://apphub.webex.com>



Web SDK Example: Instant Connect

Use Case

Virtual consultations between providers and patients

Single click, no downloads

Embed into Electronic Health Records systems

Value

Ease of use

Decreases provider burden, scale services



Demo – Expert on Demand with Android SDK

developer.webex.com

Come Build with Us

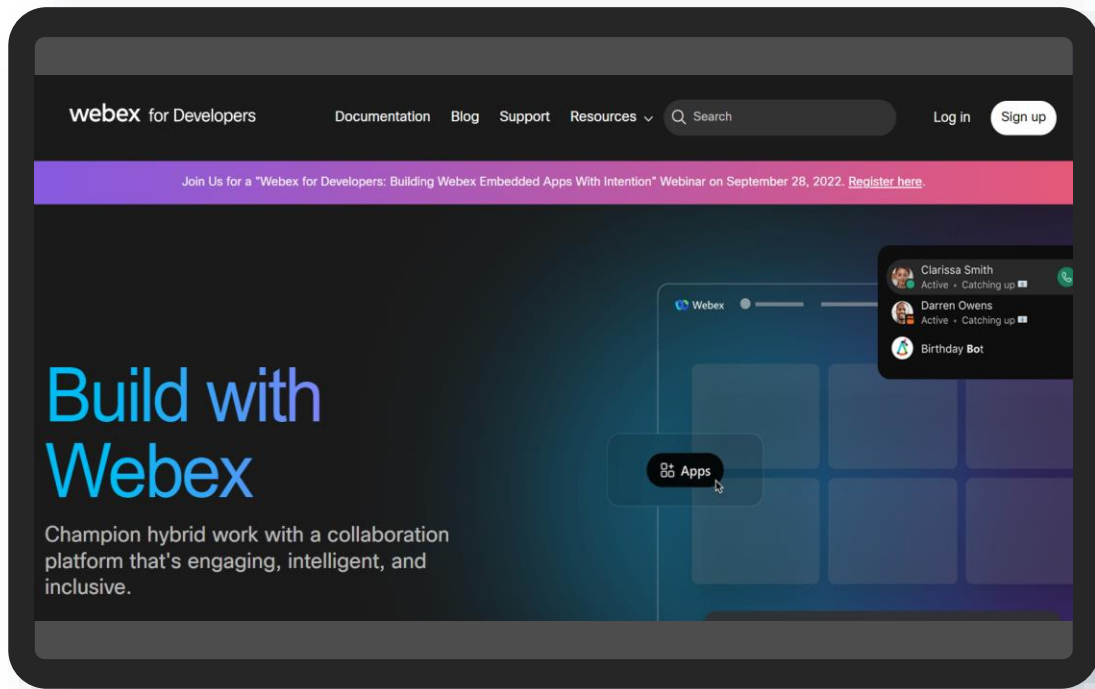
Integrated signup flow

Easy to navigate
documentation with Try-it
mode

Automated sandbox
generation

<https://developer.webex.com/>

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Fill out your session surveys!



Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



These points help you get on the leaderboard and increase your chances of winning daily and grand prizes

Continue your education



- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand



The bridge to possible

Thank you

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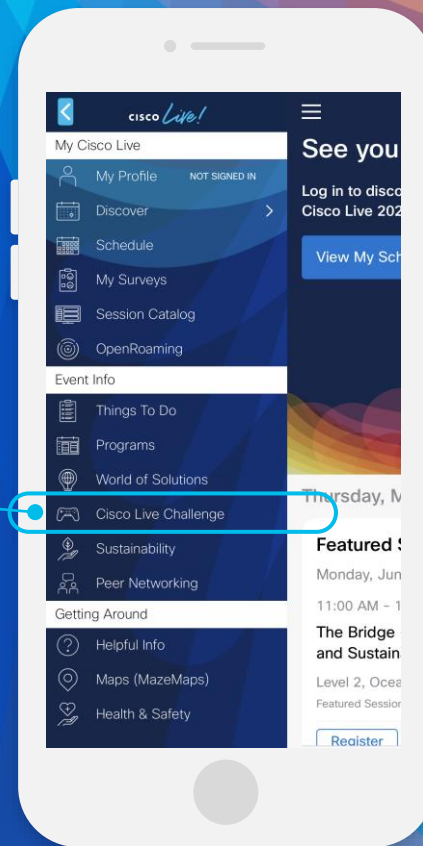
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Cisco Live Challenge

Gamify your Cisco Live experience!
Get points for attending this session!

How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are large, flowing, wavy shapes in similar colors, giving the overall impression of energy, movement, and a digital or network theme.

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Let's go

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