simpleview **Listings API**

What is the **Simple**View Listings API?

The **simple**view API for Listings is a simple method of expanding on how your Members and Partners Listing data is delivered to the end consumer. Many **simple**view clients already use this API to integrate their listing data to various web applications, including some iPhone applications, which highlight the experience that each destination uniquely offers.

A lot of value can be derived from the proper use and implementation of the Listings API. The main value that comes from an implementation of the Listings API is the central management of the Listing Data. No matter how many implementations of this API you may have in production, you will know that all of the data will be synchronized to the same Listings data that you and your Members and Partners are working with every day.

How does the **simple**view Listings API Work?

Generally, calls to the API are performed by requesting the desired data via a list of different functions that request different types of information. Most of the requests offer the ability to filter off some of the data that may not be needed for your particular request. For example, you may implement search functionality in your implementation and allow the consumer to specify a specific category of listings. You would just need to build a filter string from their input and send this in its expected form to the GetListings function. The GetListings function will return back a list of Listings that only meet the provided criteria.

The API provides two of the most common methods for services of this nature. The service is delivered in either normal SOAP (Web Services) or by XML (via Web Request). The two methods refer mostly to how the resultant data is formed and how the requests are called. The web service will return SOAP in the format specified by the wsdl and XML will return the same data, but in an easier to manage XML format.

Each call has a set of parameters that needs to be passed in order for the request to provide the data requested. The parameters vary from function to function with the only commonality is the user name and password for that assigned user name. The SOAP calls require that the objects specified in the wsdl are part of the request header. The XML calls require that the parameter values are the values of form fields whose names match the parameter signature required by the specific function call.

What should we expect to see returned from the API?

The different methods used to interact with the API determine the format of the result. The SOAP web request will return a SOAP envelope with map objects consisting of key value pairs. The XML functions will return the same data but in a cleaner, easier to manage XML output. The data reflects what is stored in the CRM application.

The data that comes over is all text data. To reduce the cost of bandwidth we will never send any binary assets (images, video, etc). The assets are still available, but we provide path information of the resources. This allows you the option to display

The data that is currently available from the Listing API is as follows:

- Listing Categories/Subcategories
- Member Listing Data(individual and lists of multiple listings)
- Member Coupons
- Limited Account Information (Primary Contact, Company Name, etc)
- Amenity data
- Regions

What if the data I need is not provided by the API?

Our API is constantly evolving in a way that adds functionality without breaking existing functionality, due to our deprecation policy. As each of our client's needs change, we can extend the core functionality to meet the needs of the API consumer. If it appears that the requested functionality would benefit our entire client base, then we roll that functionality into the core. That way the value can be realized by everyone that chooses to implement it.

A lot of times the actual need for an API modification is generally not needed. When this is the case, our technical staff, under the API support contract, will work with your developers to provide a timely solution that meets you unique needs.

If, after all options have been exhausted, there is not a way possible to implement your unique business needs, our technical staff will work with you to provide the customized functionality you require in a timely fashion. If these changes benefit our clients as a whole then they will be rolled into our core API.

Will changes to Member/Partner Listings in CRM be available in real time?

The timing of how your Listing data is available is greatly contingent on how your specific implementation is designed. If your application makes direct calls to the API then it will provide "real time" access to the data by call. This application model is not the most optimal means of implementation though. To implement this can degrade performance to your application during high activity times.

The method of implementation we generally recommend is to use the API as a proxy to down sync the listing data to your own database. Then your application interacts with that private database to deliver the content to your consumers. While the data loses the real time updates, depending on your syncing paradigm, it grants you greater flexibility on how you aggregate the data for your own uses.

What programming Language is required to interact with the API?

The choice we made early on to provide the API as a web service provides a great amount of flexibility in how the interaction is implemented. As long as language or library you desire to use has the ability to build and parse string data and can submit web requests then it can easily interact with our API.