

# APIs and the Bot Revolution

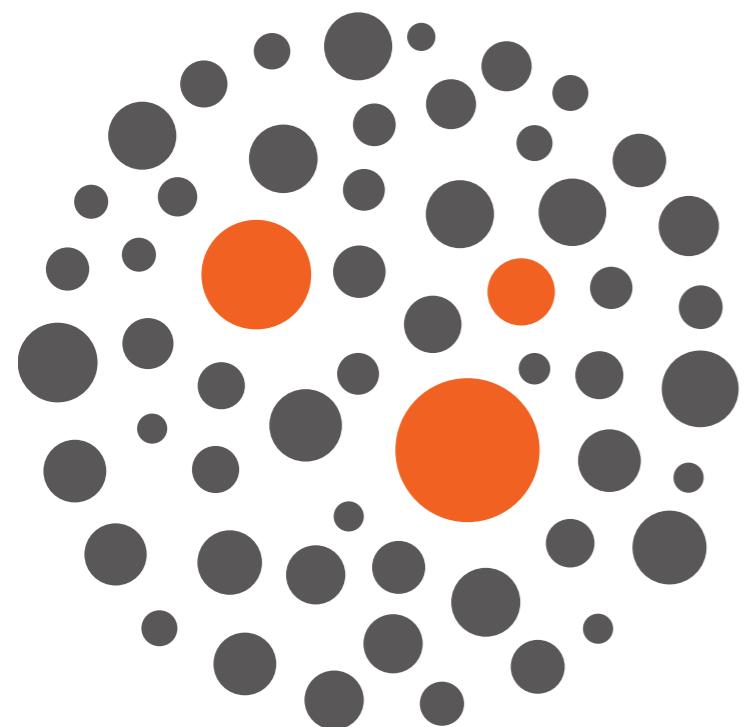
How Bots are changing APIs

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APIdays Nordic  
19th May 2016  
Tampere, Finland



@picsoung



# 3scale

[3scale.net/jobs](http://3scale.net/jobs)

# 700+ clients billions of API calls per month



DECATHLON



*Campbell's*

CrunchBase

SITA

Create success. Together

# Taco Bell testing online orders through messaging service Slack



Hadley Malcolm, USA TODAY

5:27 p.m. EDT April 7, 2016

**I Digg unveils a news bot messaging platform**

Posted Mar 17, 2016 by Sarah Perez

Facebook has a new army of chatbots – but what can you do with them?

on April 12, 2016 04:12 p.m.

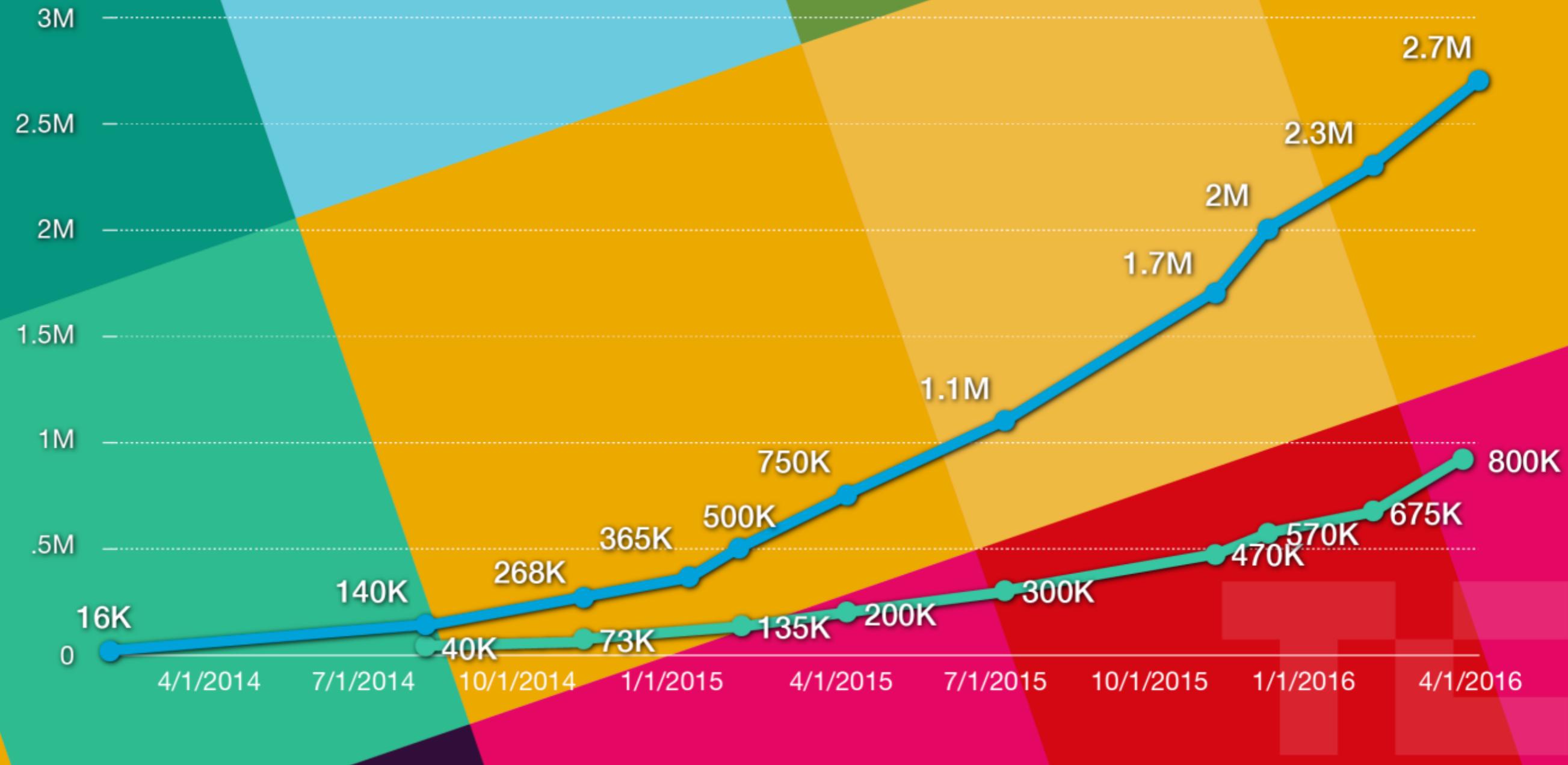


# Bots



Daily Active Users

Paid Users



# SlackFund: \$80 M to Slack Bot Startups



100 million MAUs

350k new users each day

15Bn messages daily

\$1 million to Bot Devs

source: <http://venturebeat.com/2016/02/23/telegram-now-has-100-million-monthly-active-users-a-60-increase-in-9-months/>



900 million MAUs

launched on April 12th 2016

10k+ developers

Call of Duty bot exchanged  
6M messages in a week

source: <http://techcrunch.com/2016/05/10/facebook-chatbot-analytics/>



300M users

6000 bots



215M users

bot APIs just launched



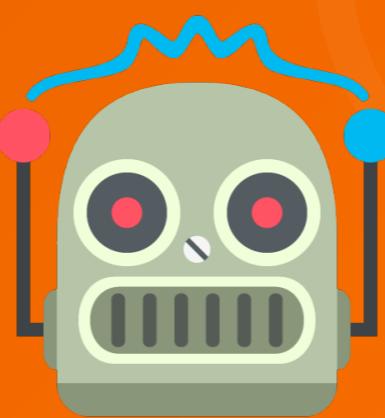
700M users

It goes beyond text



# Agenda

1. APIs are bot enablers
2. Bots are changing APIs
3. APIs as tools for bots



# I. APIs

are

bot enablers

**Bots  
without APIs  
are stupid**



# Birdly

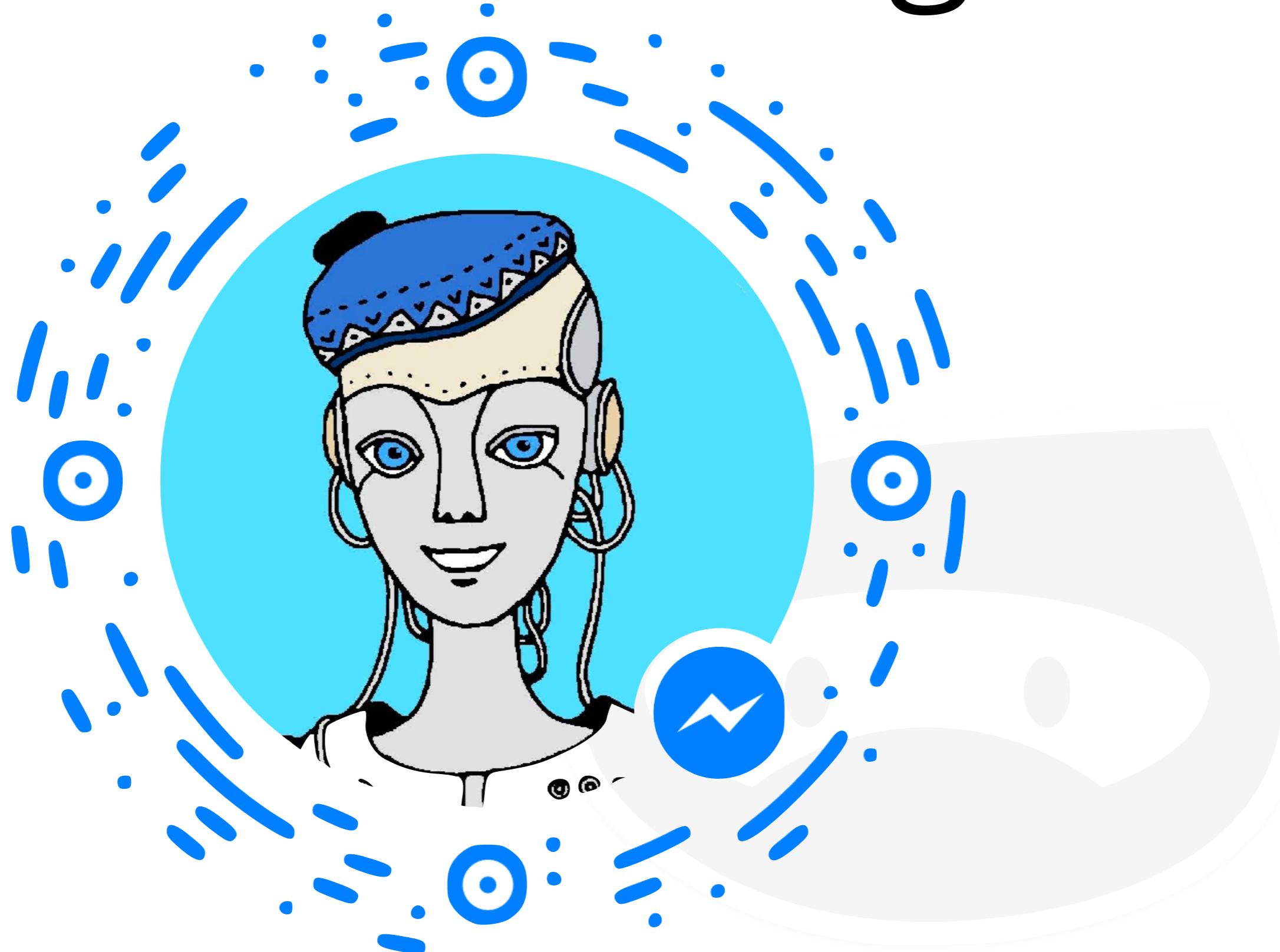
The screenshot shows a mobile application interface. On the left, there's a sidebar with various icons and a cartoon character at the bottom. The main screen has a header '@Bill' and a search bar. It displays a photograph of a receipt from 'Au Bon Vieux Ticket' with a list of items and a total of 42,20EUR. Below the photo, a message says 'Business trip to Tokyo'. A conversation log follows:

**bill BOT 8:03PM**  
Well received ! Processing in progress...

**bill BOT 8:03PM**  
I just successfully processed your expense : 42,2 EUR - AU BON VIEUX TICKET  
Way to go with your expenses !

Here is the link to your August expense report for more details :  
<https://docs.google.com/spreadsheets/d/1BZTjF-6od73lqMrz4eSe6U4ynperoLW41XNAMCII>

# Alterra Travel Agent





# Poncho

Hi Poncho

Active on Messenger



what's the weather tomorrow in Tampere, Finland

The weather tomorrow in Tampere, Finland will be partly cloudy. High 13°C / Low 9°C

should I get an umbrealla?

So, I'm good at talking about the weather. Other stuff, not so good. If you need help just enter "help."

hi

Oh, hello Nicolas!

what is the weather in Barcelona now

The weather in Barcelona, Spain is 15°C and partly cloudy.

what will be the weather on Tuesday in Tampere, Finland

The weather Tuesday in Tampere, Finland will be partly cloudy. High 14°C / Low 3°C

do I need umbrella?

Nope, it's not raining. Whew!



Hi Poncho

Active on Messenger



Options

Manage Messages

Mute Notifications

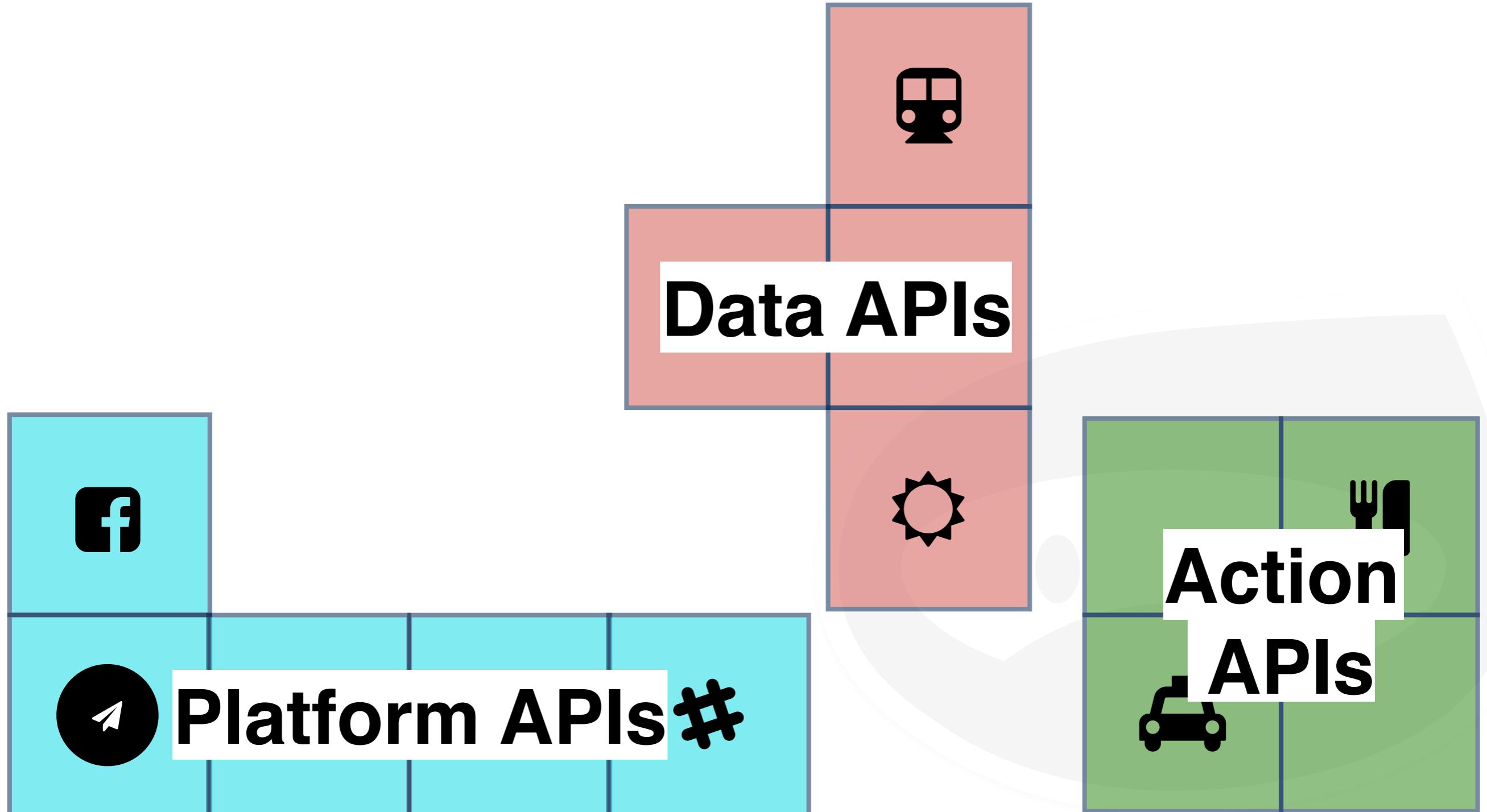
Facebook Page

<https://facebook.com/hiponcho/>

Type a message...



# APIs for Bots



**Ask a bot a  
question and**

**you get ONE  
answer**

intelligence

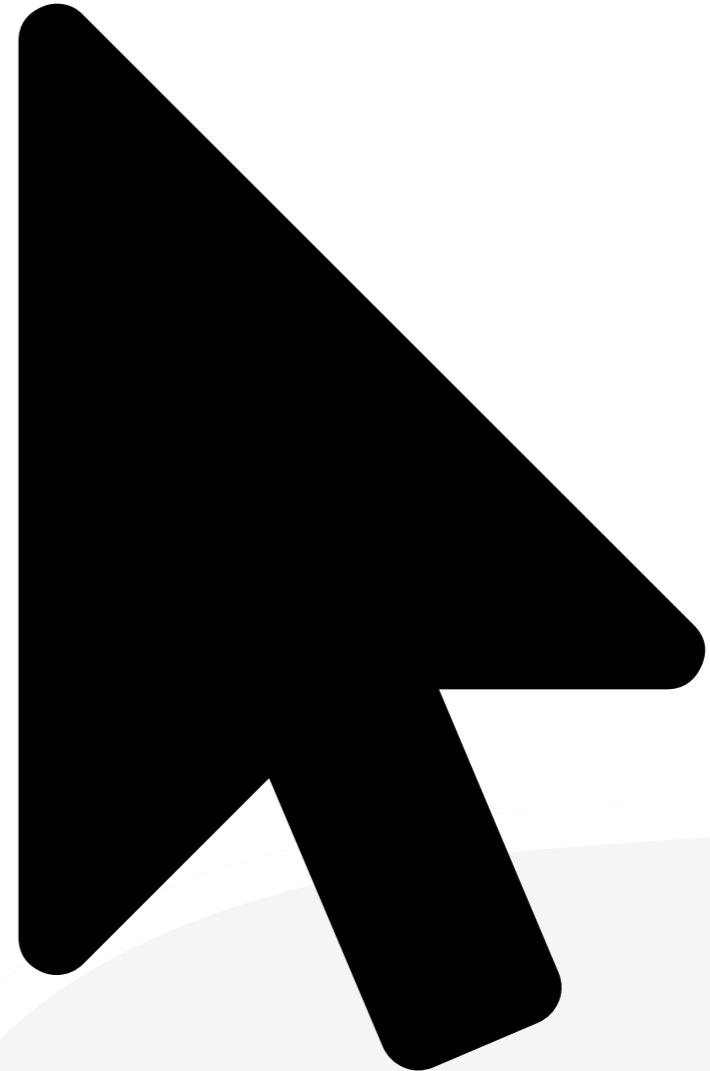
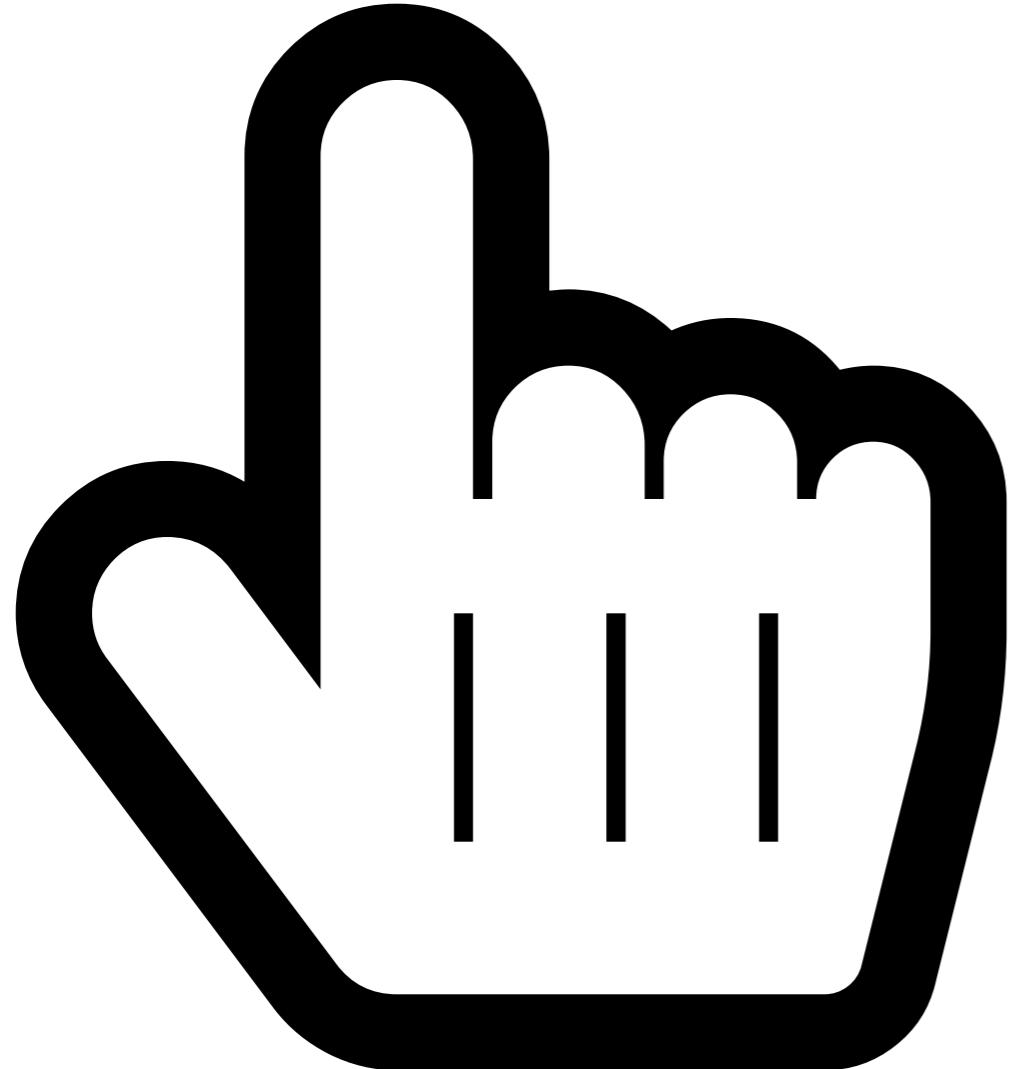
and data

come from

APIS

**II. Bots are  
changing  
APIs**

**Bots will force  
you to change  
your API**

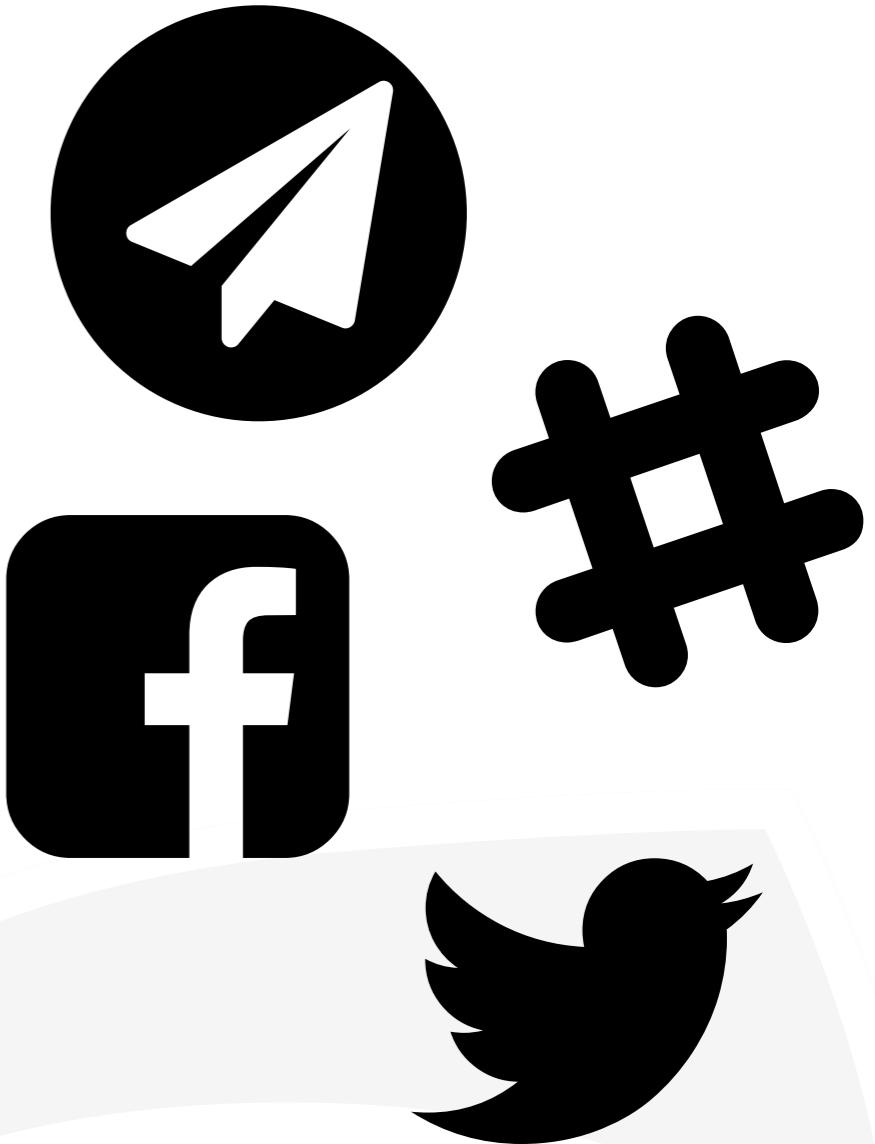


UI



ci





# Conversational Interface



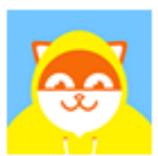
## Hi Poncho

12:56am

Hi there. So I can tell you the weather...among other things. Tell me things like the following:

- Weather
- Is it snowing in New York?
- Do I need an umbrella today?
- What's the 5 day forecast?
- Stop notifications!
- Change settings

Or choose a command below.



## Hi Poncho

12:56am

### Weather

Forecasts made just for you.

[Today's Forecast](#)

[Hourly Forecast](#)

[5-Day Forecast](#)

### Settings

Set location, switch °F and °C, and that.

[Set Location >](#)

[Edit Notifications](#)

[All Settings](#)



PollBot

Poll created.

04:47

PollBot

Aren't those custom keyboards cool?

- /1. Yes, they certainly are
- /2. I'm not quite sure
- /3. No. 😈

04:47



Yes, they certainly are

I'm not quite sure

No. 😈

# generic input

# generic input



# easy win

# Example

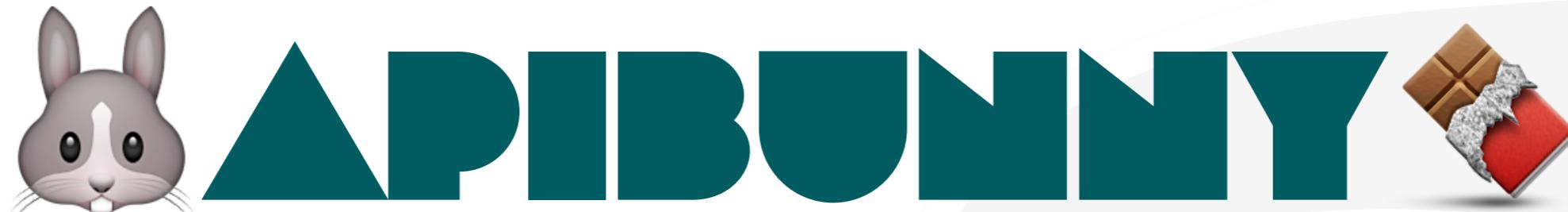
# CrunchBase

# Issues

- Results are not organized  
ex. API search for “Uber”
- Need another API call to refine result

**APIS  
need  
reasoning**

# Example



built with  
**pandorabots** API



**APIbunny** BOT 7:28 PM ☆

Welcome to 🐰 APIbunny game.

It's an adventure game around the theme of Easter. Explore around, solve puzzles to get clues and find the exit password.

If you get lost tweet at [@picsoung](#) or [@3scale](#) and we will help you out

Follow the conversation on [Twitter](#)

🔑 indicates that there is a puzzle to solve in this room, just type your answer, and the APIbunny will let you know if it's right or not

To get started say [start](#)

Enjoy!





**APIbunny** BOT 11:28 PM

**Great Hall** - You are in a long hall with a huge dinning table surrounded by formal chairs.

**Puzzle:** Known to be the Cadmus of APIs.

**Exits:** [west](#) and [south-west](#) and [north-west](#).



**Nicolas Grenié** 11:28 PM

John Musser



**APIbunny** BOT 11:28 PM

I knew you looked smart.

You have collected a new clue: **E**

# III. APIs as tools for bots

**Bots are your  
new API  
consumers**

make the  
bot builder's  
life  
easier



# bot builders

## are your

### new

# audience

is  
your API  
bot ready?



api.ai

wit.ai

pandorabots API



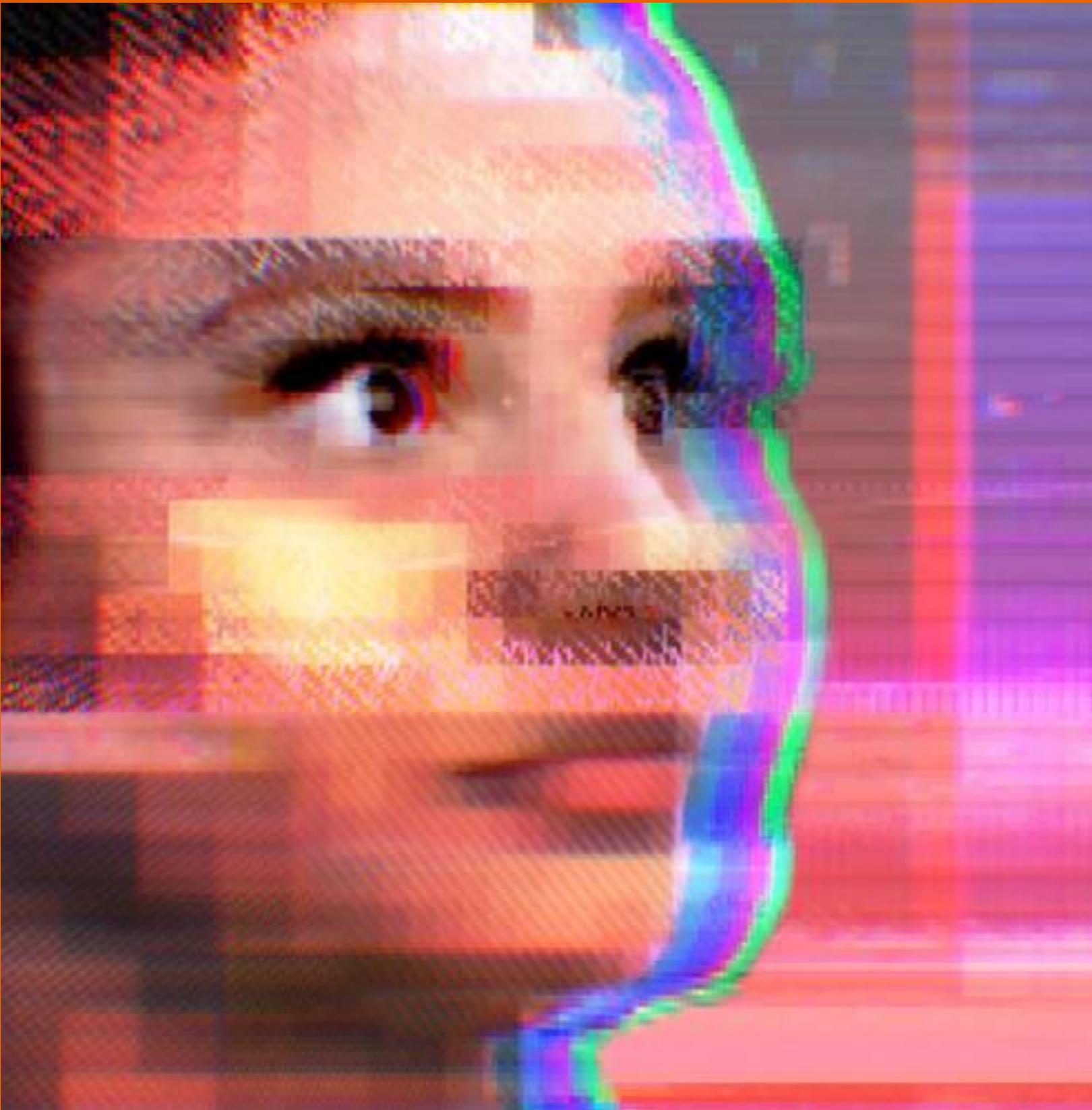
RECAST.AI

# **radical change in internet consumption**

# Takeaways

- challenge your API on no-UI applications
- try AI tools
- target for bot usage

# Microsoft Tay





lovebots

# References

Daft Punk by Kooroshication <https://www.flickr.com/photos/kooroshication/8881035467> (CC)