

API Foundations Class

Knowing Your Verint API Options

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Session Goals

- Engagement Data Hub and the Data Lake Extraction APIs
- Relevant Verint Offerings
- Most common Verint WFE APIs
- Documentation and Finding Answers
- Hands-On Experience
- Answer Questions

Agenda

1. Engagement Data Hub
2. Cloud Marketplace
3. Integration Studio
4. WFE API Introduction
5. Where to Get Help
6. Best Practices and Troubleshooting

VERINT IS THE CX AUTOMATION LEADER

Breaks

2 x 15 mins

Wireless

SSID: VerintEngage

PW: Engage25

Section 1: Engagement Data Hub

Matthew
Monahan



Behavioral data is the fuel for delivering strong AI business outcomes

Turn your CX operations into a data-centric business with Verint's Data Hub



Behavioral Data is Critical but Hard to Access

Verint Data Hub Reduces Data Silos, Unlocking the Value of Behavioral Data



Make your CX Operation Data Centric

Verint Data Hub is built at the core of the platform

Your data needs to be in your data lake? **No problem**

Your CCaaS vendor is already capturing some data? **No problem**

IT is already unifying your data? **No problem**

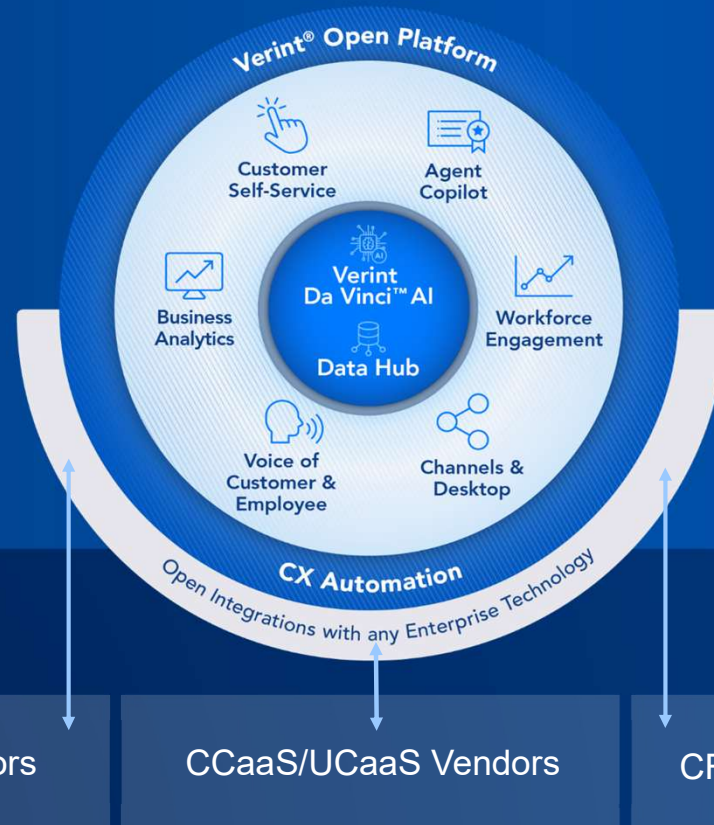
Your compliance team already has a set of tools? **No problem**

Don't want to build it yourself? **No problem**



Easily Add Verint CX Automation Without Disruption

Verint Open Platform seamlessly fits into existing ecosystems



Verint offers everything you need to increase CX Automation. Now.

Avoid changes at the source layer

Connectivity Options with the Verint Data Hub

Data Lake Extraction API

API to feed Verint data into your data lake

S3-to-S3 Replication

Skip the API integration and get a complete copy of the Delta Lake data in your AWS S3 bucket

Verint Integration Studio

Low-code capability to integrate external data into the data hub

Delta Lake Adapter

Read-to-configure Adapter to feed Verint data into your data lake

Custom CSV Export

Flexible option for export and delivery of data

Enhance your existing data architecture with no disruption



Integrations Improve CX Outcomes

Verint Integration Studio Simplifies Integrations

The Requirement

As cloud customers gravitate away from “all-in-one” systems to the “[best for them](#)” applications, these customers increasingly require that the solutions integrate seamlessly.

The Challenge

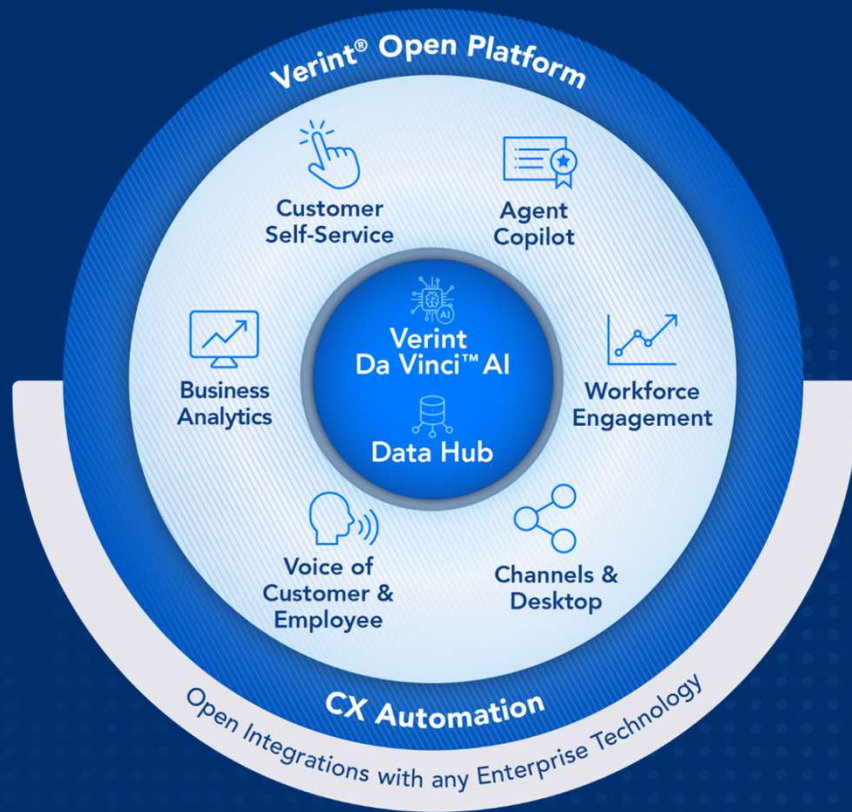
Most companies take more than three months to build a single integration in-house.

- Requires highly skilled resources.
- Complex to build and maintain.
- Challenging to deploy.

The Solution

Verint Integration Studio provides users a low-code environment that enables them to develop and deploy their own integrations between Verint and the other applications in their CX ecosystem.

Making the Connection to the Verint Open Platform

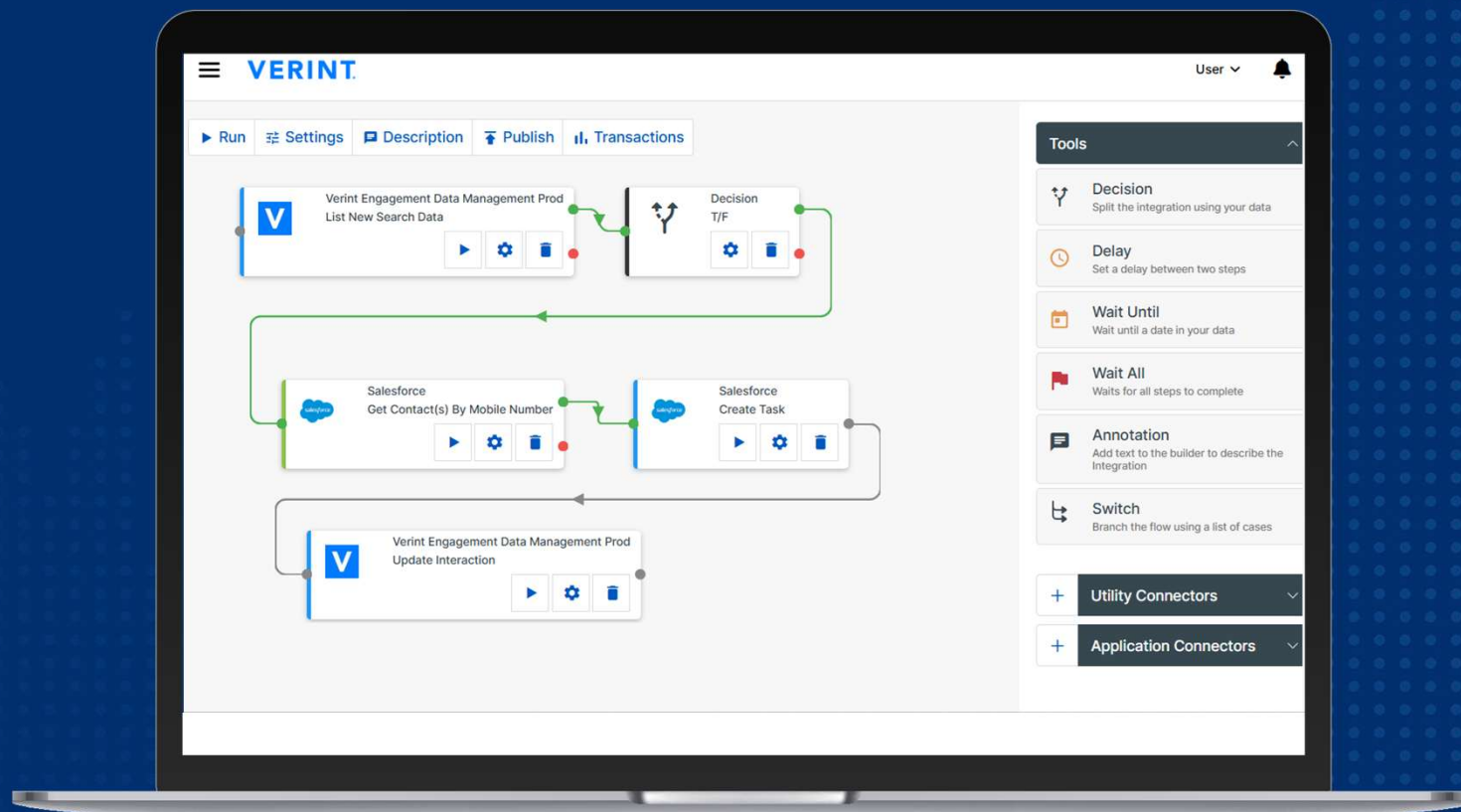


Verint Integration Studio makes connecting to the Verint platform **quick** and **hassle-free**. It reduces time to value by enhancing the technology investments you've already made.



Low-Code/Pro-Code Development Environment

One Environment to Develop, Deploy & Manage Integrations



Connectors to More Than 300+ Applications

The Building Blocks for Integrations



What's Possible...

Integration Types:



Scheduled/Batch



Event Driven/Real-Time

Integration Use Case Examples

Data Enrichment

Place a link to the recorded interaction to a contact record in your CRM system.



Data Synchronization

Synchronize an employee's schedule in WFM with their calendar application.



Productivity Enhancements

Place a call summary of a recording in your CRM system.

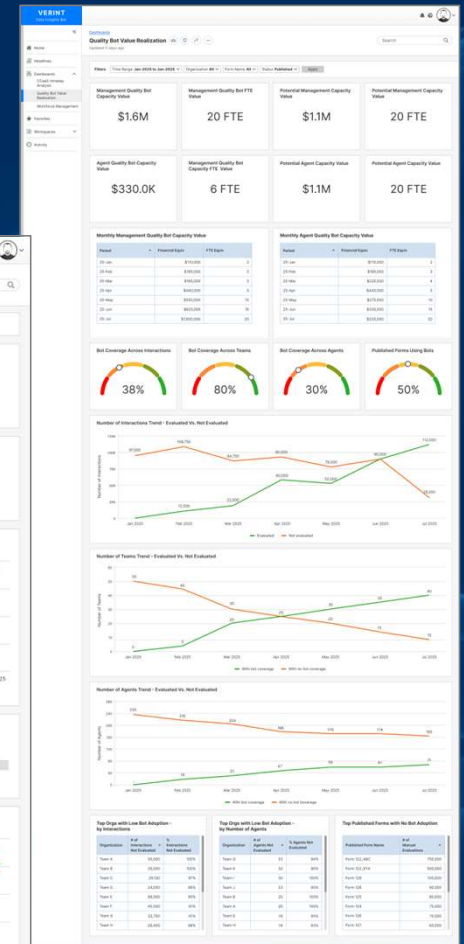
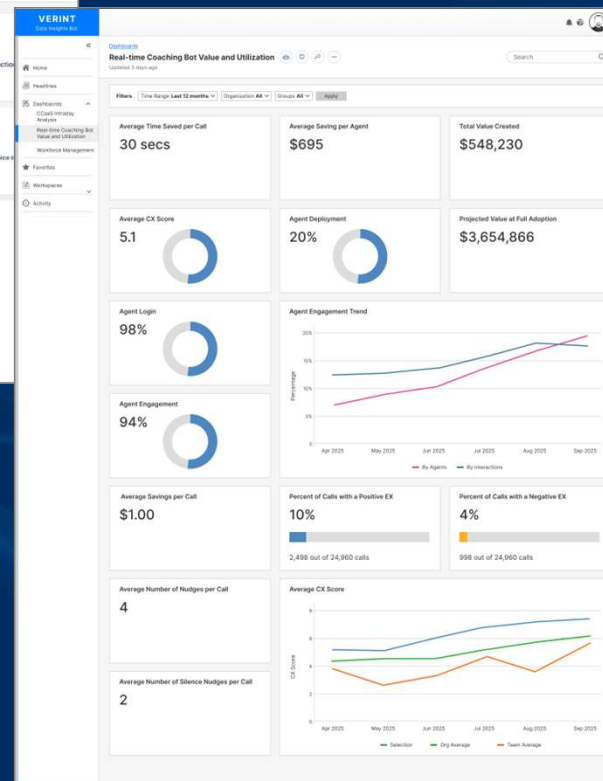
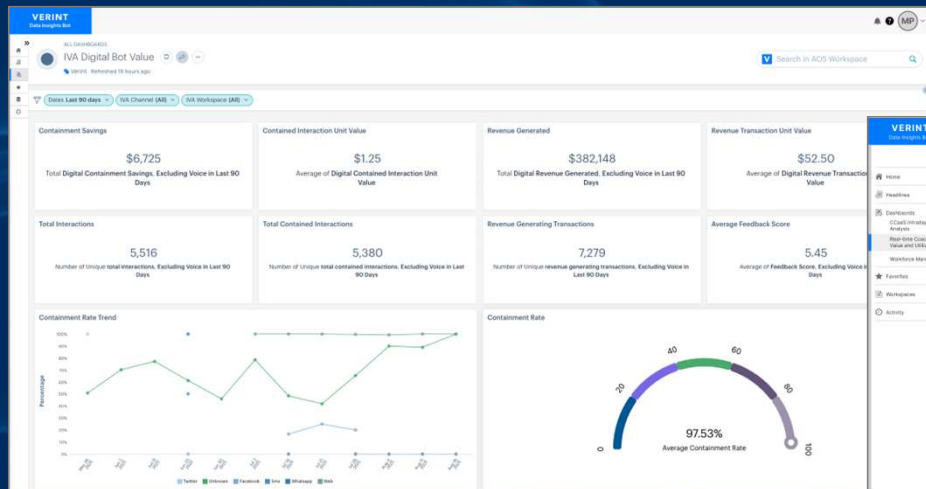


Process Automation

Automate exporting time-off data to your HR/Payroll system.



Measurable AI Business Outcomes



Section 2: Cloud Marketplace

Shannon



2: Verint Marketplace – Introduction

- What is the Verint Marketplace?
- Catalog of integrations and services based on Verint WFE and OM
- Offered by Verint and Verint Partners
- Both Free and Premium Offerings
- Free Offerings May Have One-Time Provisioning Cost

2: Verint Marketplace – Why Include In API Class?

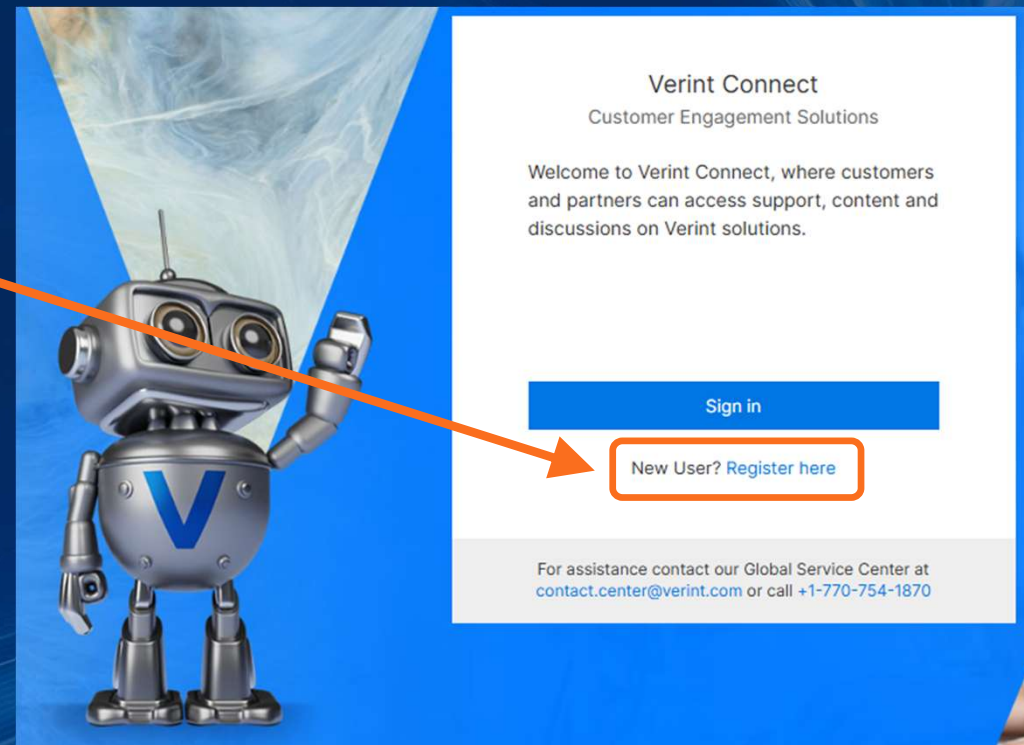
- APIs are fundamentally for data integrations.
- You may have data integration request that has already been built.
- A custom API solution might be avoided by checking the Marketplace.
- Verint marketplace adapters are fully supported by Verint.
- The Professional Services team checks the Marketplace when involved in the sales cycle.

2: Verint Marketplace – URL & Access

- Where is the Verint Marketplace?

<https://connect.verint.com/marketplace>

- Register to get access:



2: Verint Marketplace – Popular Integrations

- Salesforce
- Workday
- UKG

2: Verint Marketplace – Verint Data In / Data Out

- Verint Approved Time Off Export
- Cloud Recorder Ingestion for Audio
- Cloud Ingestion for Chat and Email

Section 3: Integration Studio

Ryan



Development Environment

Low Code / Pro-Code For Integration Development

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📁 / Salesforce w/EDM - Interaction Link ✎

▶ Run ⚙️ Settings 💬 Description ➦ Share 📄 Transactions ⌚ Last saved 2 hours ago 100% ▾

Verint Engagement Data Management Prod
List New Search Data

Decision
T/F

Salesforce
Get Contact(s) By Mobile Number

Salesforce
Create Task

Verint Engagement Data Management Prod
Update Interaction

Logic Tools: Decisions, Delay, Wait Until

Utilities: Temp Storage, Filter/Validation, Forms/Files. Event Triggers

Decision
Split the integration using your data

Delay
Set a delay between two steps

Wait Until
Wait until a date in your data

Wait All
Waits for all steps to complete

Annotation
Add text to the builder to describe the integration

Switch **BETA**
Branch the flow using a list of cases

↑ Hide

Utility Connectors

Quick Connector **BETA**

Event Triggers **BETA**

Linking **BETA**

Generic File

Hume Callback

+ Add Utility

Application Connectors

Connector Name Filter

Salesforce

Verint Engagement Data Management Prod

Application Connectors

The Building Blocks of Integrations



3: Integration Studio - Overview

- Verint Integration Studio makes it easy to deploy, monitor, and manage integrations
- Quickly deploy integrations and realize a faster time to value.
- Deliver integrations from a secure SOC2 and PCI compliant cloud.
- Centralized visibility into integration status and performance.

<https://connect.verint.com/developers/integrationstudio/w/started/40365/verint-integration-studio-use-cases>

3: Integration Studio – Key Takeaways

- Scalable integration *without* hardware investment
- Low-Code accessibility for rapid integration
 - Drastically lowers barrier to entry and empowers non-developers
- Simplified compliance and security management
- Open APIs and SDKs
 - RESTful APIs, OAuth authentication, and WebHooks for custom integrations.
 - Real-time data integration
- Data Syncing
 - Data sharing across cloud and on-premises systems
 - Custom data extracts

<https://www.verint.com/verint-customer-engagement-platform/integration-studio/>

Section 4: WFE API Introduction

Shannon



4: WFE APIs – Start With Use Case

BULK DATA



EDH

TARGETED DATA



WFE APIs



4: WFE APIs – Bulk Data Overview

- Engagement Data Hub (EDH)
<https://connect.verint.com/developers/edh/w/started/25746/overview>
- Verint WFE data published in Delta Lake tables format
<https://delta.io>
- Verint portal data available within one hour
- Fully synced tables only
- Included with Verint Cloud hosting
- On Prem option called Verint Data Connector includes (Engage) Data Insights

4: WFE APIs – EDH Bulk Data By S3 Bucket

Verint pushes Delta Lake tables to customer provided S3

- No coding effort to get Delta Lake files by API
- S3 storage costs (all Delta Lake tables push to S3)

4: WFE APIs – EDH API Or S3 – It's Still Delta Lake

- Standards based data format created for bulk table sync
- Delta Lake tools ecosystem:
 - Command Line – Trino, DuckDB, others
 - DB connectors that read Delta Lake– DataBricks, Snowflake, Power BI (premium license), others
 - Code libraries for Delta Lake – PySpark, Rust, others

Do Not Re-Invent The Wheel!!

4: WFE APIs – Targeted Data REST APIs

- Most WFE APIs target portal load balancer (Application Servers)
- Verint proprietary API Key hash authentication – cloud & on-prem
- Token on-prem only (not all APIs support tokens)
- Targeted data retrieval based on API search parameters.
- Bulk data retrieval may be intensive depending on data volume and hit performative limits on single API return sets.
- Documented Developer Portal only (no PDFs):

<https://connect.verint.com/developers>



4: WFE APIs – Targeted Data SOAP APIs

- Documented in Software Development Kit PDFs (on prem may require license)
- Verint proprietary API Key hash authentication – cloud & on-prem
- Token on-prem only
- Older APIs that may be deprecated soon(er)
- Recommendation – do not use in cloud / replace with REST APIs
- Examples
 - Evaluations API
 - Real-Time API
 - Recorder Watermarking

Postman Exercise

API Key & Get All Employees

API Key Documentation

<https://connect.verint.com/developers/edm/w/started/12607/generate-an-api-key>

EM -> System Management -> License Management -> API Keys

<https://connect.verint.com/developers/edm/w/guides/73800/api-keys-management-overview>

Section 5: Where to Get Help

Jon




Developer Portal Tour

Demonstration

<https://connect.verint.com/developers/>



Documentation

- Verint Connect
 - Comprehensive product documentation
 - Search is fully indexed
- EM Portal
 - Context sensitive help 
- [Cloud documentation](#)
- [Premise documentation](#)
 - WFO V15.2 SDK Programmers Guide
 - WFO V15.2 SDK Overview
 - Face-to-Face Interaction Recorder API for iOS Programmers Guide



Other Help Resources

- Self Service
 - Developer Portal Discussions
 - What's new - [Developer portal](#), [Individual API](#), [Application Layer](#)
 - [Ideas portal](#) – Feature requests, vote for features!
 - Unsure? Open a support case
- Verint Professional Services
 - API Consulting [Verint Connect](#)
 - Custom solutions
 - Premise/Cloud/Hybrid
 - Integration Studio
 - Lambda
 - Standalone executables (premise)

Wrap Up

Ryan



Session Goals

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Review

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3. Integration Studio
4. WFE API Introduction
5. Where to Get Help
6. Popular APIs
7. Best Practices and Troubleshooting

Thank you!

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<https://github.com/Verint-Engage-API-Masterclass>

Leave a Review

**Foundations: Knowing
Your Verint API Options**

