



Developer Program

Overview

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Table of Contents

Introduction	3
Developer Program Benefits	3
Integration Areas	4
WebEx: Integration Platform Overview	5
WebEx: Developer Connection	7
Membership Level Details	8
Conclusion	9



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

Introduction

The WebEx™ MediaTone™ Developer Program is designed to support the efforts of partners and end-user customers to integrate a variety of enterprise systems and applications with WebEx web-conferencing services. The core elements of the program include:

- The WebEx MediaTone Integration Platform that exposes a set of Application Programming Interfaces (APIs)
- The WebEx Developer Connection (WDC) extranet containing numerous resources to support developers efforts
- Dedicated developer support and services staff
- Partner marketing and sales education programs

Developer Program Benefits

Application partner companies can utilize the MediaTone 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 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 more. By enabling users of these systems to seamlessly schedule, launch, and join interactive meetings, partners can significantly increase the value of their offering, and can tap into thousands of customers currently using WebEx.

Similarly, regular WebEx end-customers’ IT departments can utilize the Integration Platform to perform in-house integrations with their systems and enterprise applications as well. The MediaTone 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) eliminates the need for multiple passwords, and the user can easily move between applications or documents, as each meeting requires.



Integration Areas

The MediaTone Integration Platform enables a wide variety of integration capabilities for enterprise customers, enterprise application developers, and telephony service providers. The following is a summary of some of the key integration areas:

User data management:

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

Meeting scheduling and registration:

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

Manage and access the history of online sessions:

- List/get usage history
- List recorded access history

Integrate audio conferencing networks:

- Synchronize meetings and audio conference network provisioning
- 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



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 MediaTone Integration Platform that are available to developers in the MediaTone Developer Program.

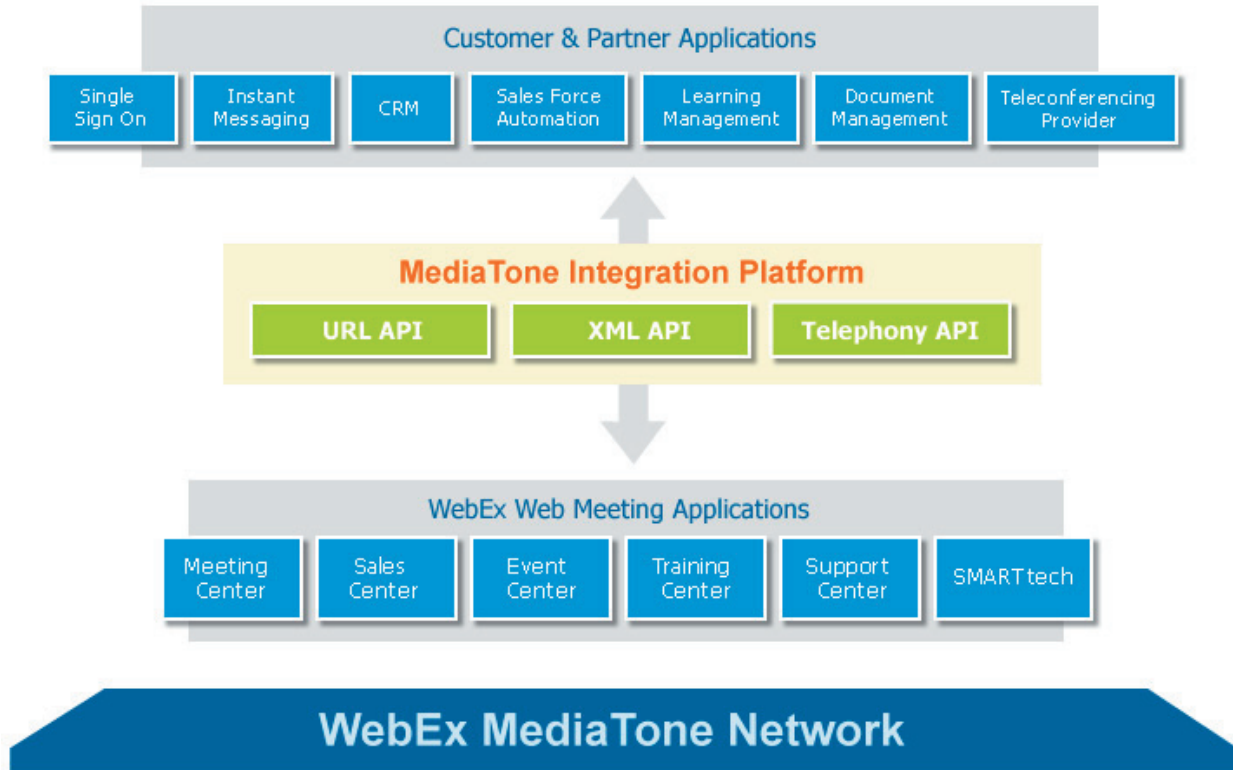
URL API: The URL API is HTTP(S) - based, and provides a convenient, lightweight mechanism to provide browser-based, external hooks into the WebEx services. The URL API is typically used in enterprise portal integrations to support basic interactions such as Single Sign-On (SSO), scheduling meetings, 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 the 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 any way 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 to allow integration with audio conferencing networks. The integration architecture supports redundancy, fail-over, and load balancing, and provides robust features to tightly integrate the audio conferencing capabilities with telephony management and provisioning in the WebEx environment.



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



WebEx Developer Program

The WebEx Developer Program provides various levels of membership to match customer’s and partner’s needs. The program is structured in three tiers:

WebEx Developer: WXD is the basic level of membership that provides free access to developer tools and APIs, access to the WebEx Developer Connection web site, 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 sign-up is available on the WebEx web site.

Gold Developer: GDC – for customers, and GDP – for partners, is a premium membership level with an annual fee that provides



The WebEx Developer Connection (WDC) is a dedicated developer portal providing comprehensive documentation and support services.

enhanced support, architectural consulting, and a dedicated development site for testing. This level of membership is available to end-users and partners, and for partners, includes sales and marketing benefits including a listing in the WebEx Partner Integration Directory.

Platinum Development Partner: PDP is a strategic membership level for partners with exceptionally strong value propositions and synergy with WebEx applications and strategic marketing directions. Membership at this level is based on an invitation from the WebEx Strategic Alliances team

WebEx Developer Connection

All levels of membership provide secure access to the WebEx Developer Connection (WDC), a dedicated web site for the WebEx 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 WDC include the following:

- 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, Troubleshooting guides, issue tracking, and more
- News and Announcements



WebEx Developer Support

WebEx maintains a dedicated technical support staff to support the integration APIs, provide consulting on integration strategies (for the GDC/GDP and PDP levels), and provide technical assistance for integration problems. Support is available by e-mail at all levels, and by phone and WebEx on-line support sessions for GDC/GDP and PDP levels.

Membership Level Details

The matrix below summarizes the membership levels available, and their specific features and benefits.

Membership Level	Fees	Support	Features
WebEx Developer (WXD)	Free	WDC Access, e-mail support with 48 hr. response	Shared development site for development and testing
Gold Developer Customer Gold Development Partner (GDC / GDP)	\$2500/yr	WDC Access, e-mail, phone, and on-line support with 8 hr. response Strategic technical, sales, and marketing support	<ul style="list-style-type: none">· Dedicated development site for development and testing· Integration Architecture Consulting· Beta Program participation· (GDP) Partner listing on WebEx.com site· (GDP) sales education
Platinum Development Partner (PDP)	By Invitation		Custom Engagement



Conclusion

The MediaTone 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. Choose the membership level that is right for you.

For WebEx Developer membership, sign up on the WebEx web site.

For Gold Developer membership, sign up on the WebEx web site and select the membership level requesting to be contacted about the Gold Developer program.

Get a start on improving your workflows and application functionality today, and join the rapidly growing WebEx developer community.

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