



The bridge to possible

# Webex App Hub

Boost productivity with apps directly in Webex

Adam Weeks & David Liedle

Webex Developer Evangelism Team

August 2021

# Agenda

- Intro to the Webex App Hub
- Types of Webex apps
- Dive into Webex partner apps
  - Miro
  - MURAL
  - Box
  - Salesforce
- Building Webex apps
  - SDK/APIs
  - Dev lifecycle
  - App Hub review process

Webex App Hub



# apphub.webex.com

## Apps that amplify your work.

### Categories

Analytics

Calendar & Scheduling

Collaboration Management

Customer Relations

Customer Support

Developer Tools

### Must try

- All
- Messaging
- Meetings
- Calling
- Devices

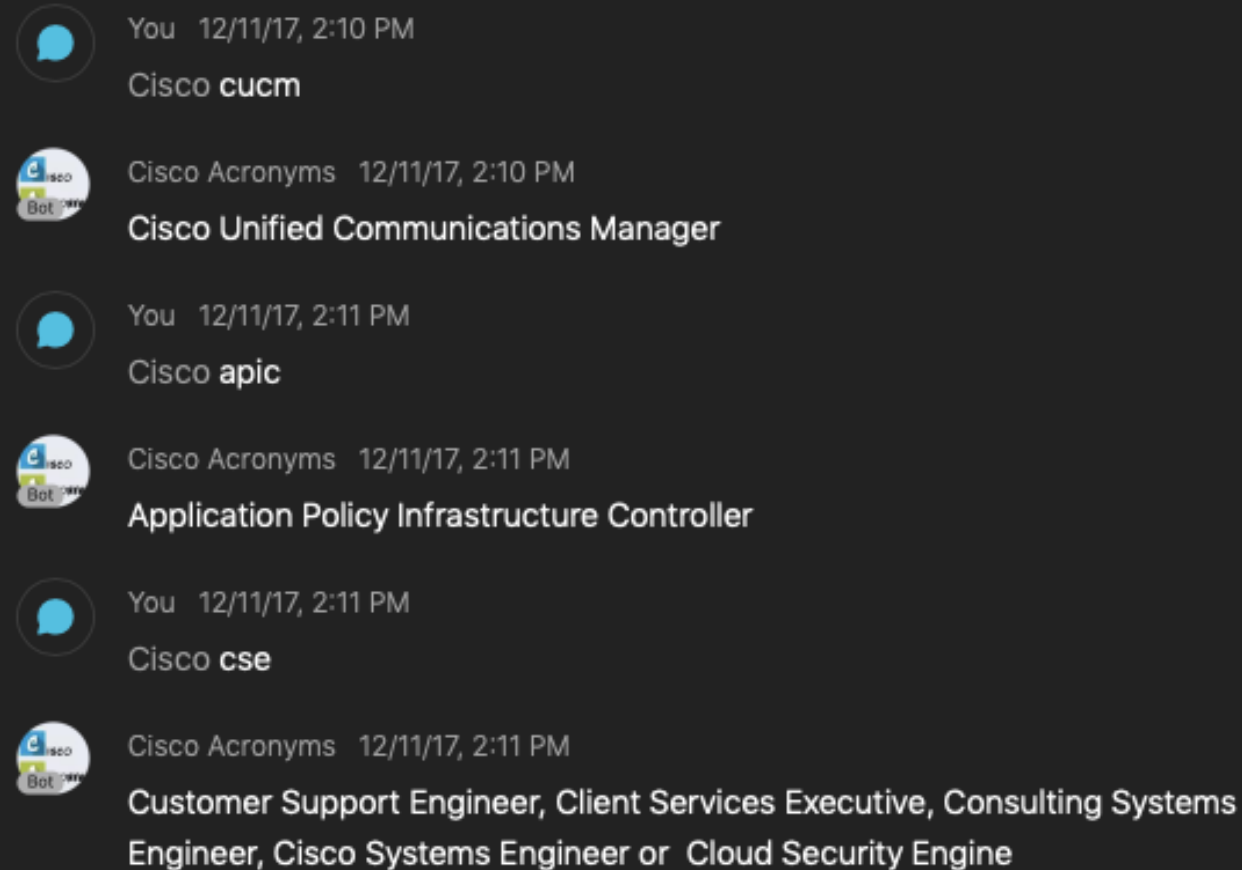
[See All →](#)

 <b>Webex Education Connector for...</b> Productivity, Education	 <b>Webex Meetings for Microsoft Power...</b> Productivity, Developer Tools	 <b>MURAL for Webex</b> Collaboration Management...
 <b>Miro for Webex</b> Collaboration Management...	 <b>Zapier</b> Platform, Productivity	 <b>Webex App for Salesforce</b> Marketing, Productivity

# Types of Webex apps

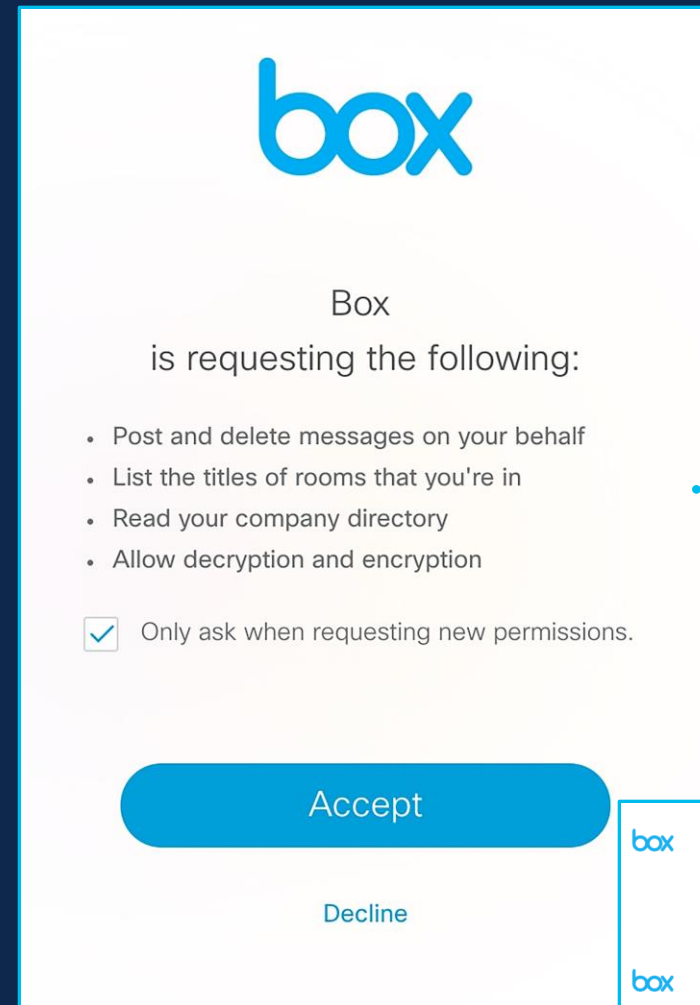
# Bot

- Acts like a Webex user
- Special “Bot” badge
- Functionality limited to Webex Messaging APIs



# Integration

- Acts on behalf of a Webex user
- Access token obtained through OAuth grant flow standard
- Users presented with a consent page that lists the permissions the integration needs to work in Webex.



**box**

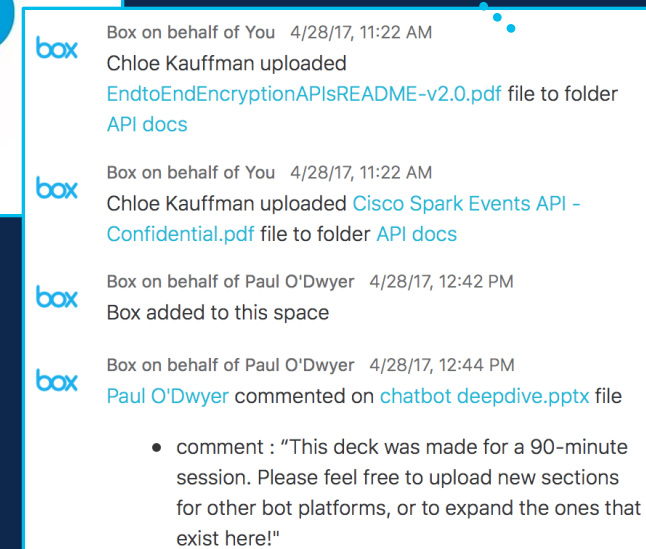
Box  
is requesting the following:

- Post and delete messages on your behalf
- List the titles of rooms that you're in
- Read your company directory
- Allow decryption and encryption

Only ask when requesting new permissions.

Accept

Decline



**box** Box on behalf of You 4/28/17, 11:22 AM  
Chloe Kauffman uploaded  
EndtoEndEncryptionAPIsREADME-v2.0.pdf file to folder  
API docs

**box** Box on behalf of You 4/28/17, 11:22 AM  
Chloe Kauffman uploaded Cisco Spark Events API -  
Confidential.pdf file to folder API docs

**box** Box on behalf of Paul O'Dwyer 4/28/17, 12:42 PM  
Box added to this space

**box** Box on behalf of Paul O'Dwyer 4/28/17, 12:44 PM  
Paul O'Dwyer commented on chatbot deepdive.pptx file

- comment : "This deck was made for a 90-minute session. Please feel free to upload new sections for other bot platforms, or to expand the ones that exist here!"

Easily *embed* Webex  
video, messaging &  
calling into your  
workflow

**Webex SDKs**



Build your own UI

**Webex Widgets**



Leverage Webex Teams UI/UX



# Embed Video Calling in Web Apps



The screenshot shows a Salesforce web application interface with a Cisco Webex Teams video call window embedded in the foreground. The Salesforce interface includes a navigation bar with options like 'Sales', 'Home', 'Accounts', 'Contacts', 'Leads', 'Opportunities', 'Tasks', 'Calendar', 'List Emails', 'Dashboards', 'Groups', and 'More'. A search bar and a 'Search Salesforce' button are also visible. The video call window is titled 'Cisco Webex Teams' and shows a meeting with two participants: Brandon Seeger and Brandon Burke. The chat window on the right displays a conversation about planning updates, with messages from Brenda Song, Giacomo Edwards, and the user. The chat messages include a link to 'www.cisco.com' and a mention of 'Dev agenda'.

# Webex Space Tabs



The screenshot shows the Webex interface for a space named "Identity Design" in the "Marketing Department". The left sidebar shows a list of spaces, including "Visualizations Usability Research", "Identity Design Marketing Department", and "Upgrade Deltas". The main area shows a message from Brandon Burke at 11:48 AM. A dialog box titled "Add an App" is open, showing options to "Add a Website" (highlighted with a blue box and a blue arrow) and "Miro". A "Check out more on App Hub" link is also visible. A second dialog box titled "Add a website shortcut to this space" is open, with a text input field for "Name the shortcut" (0/25) and a URL input field containing "https://". A "Continue" button is at the bottom right of this dialog.

# Webex Applications: General Use Cases



Incident Management



Meetings & Scheduling



Task Management



Finance Operations



Customer Service



Polling



Content Management



Notifications & Alerts

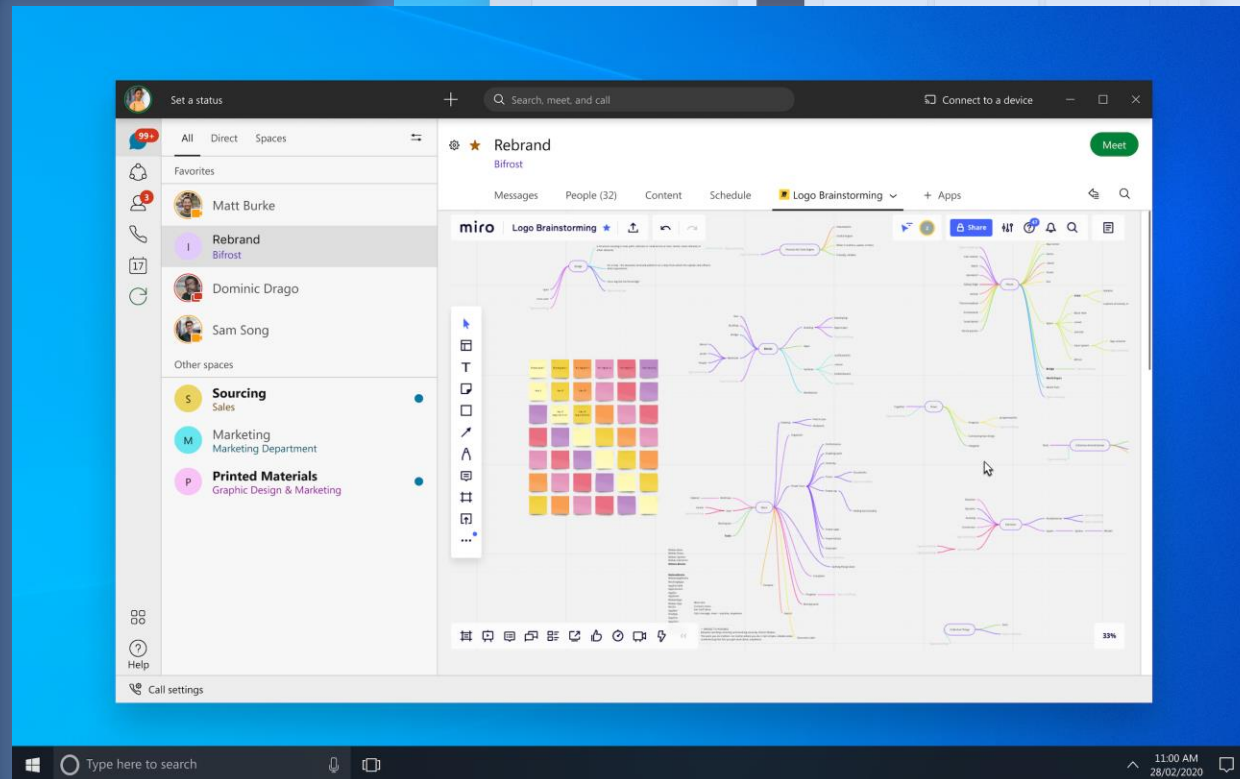
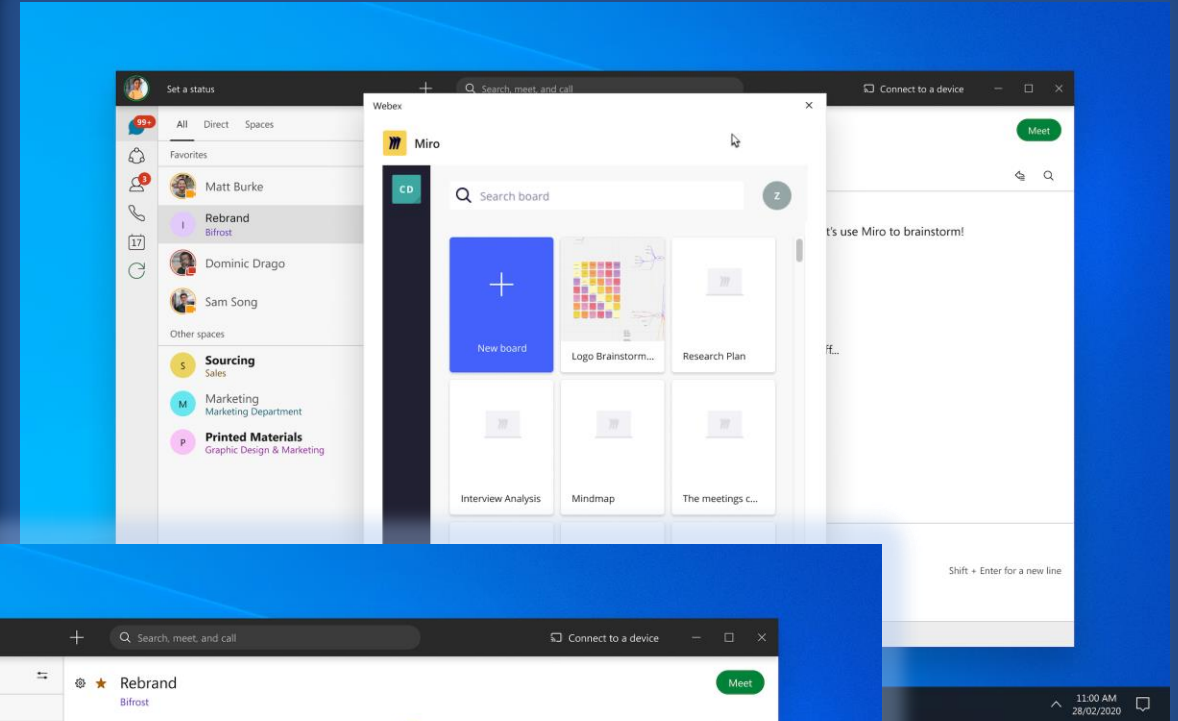
Dive into key Webex apps

# Miro for Webex



Apps & integrations

## Miro + Webex

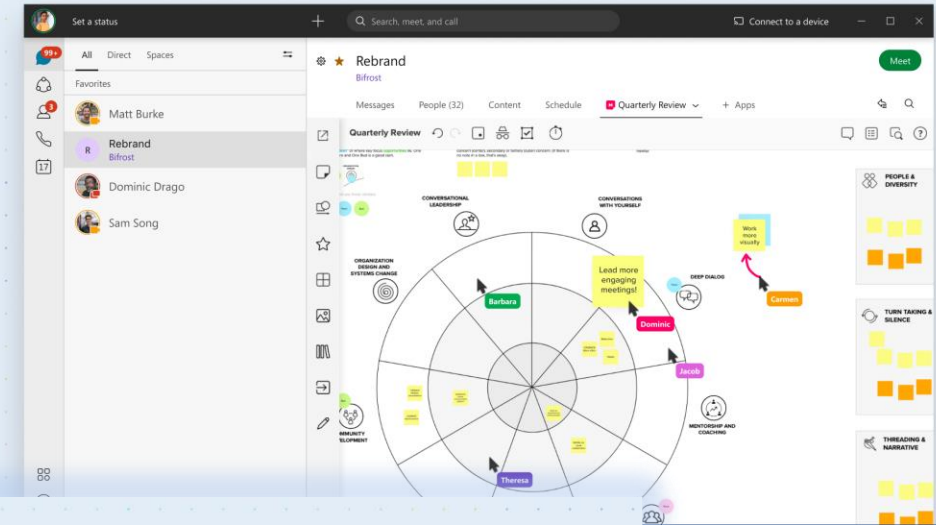
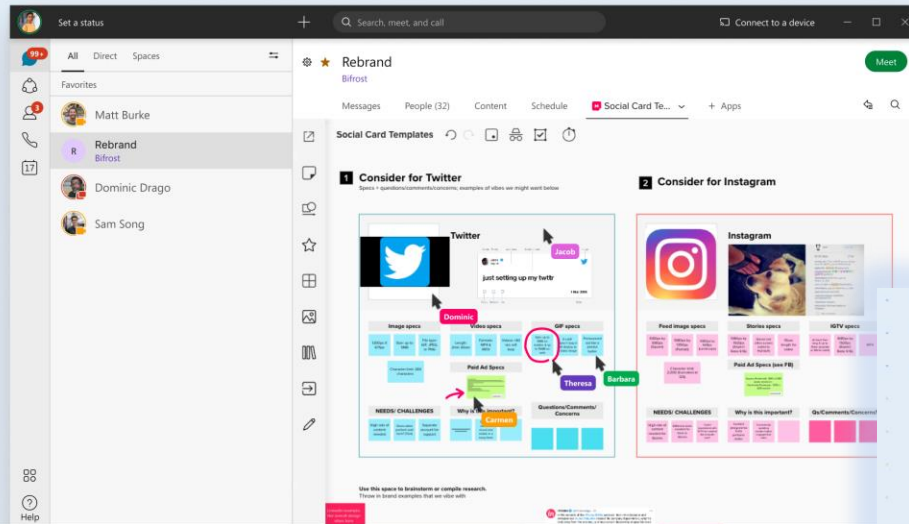


# MURAL for Webex

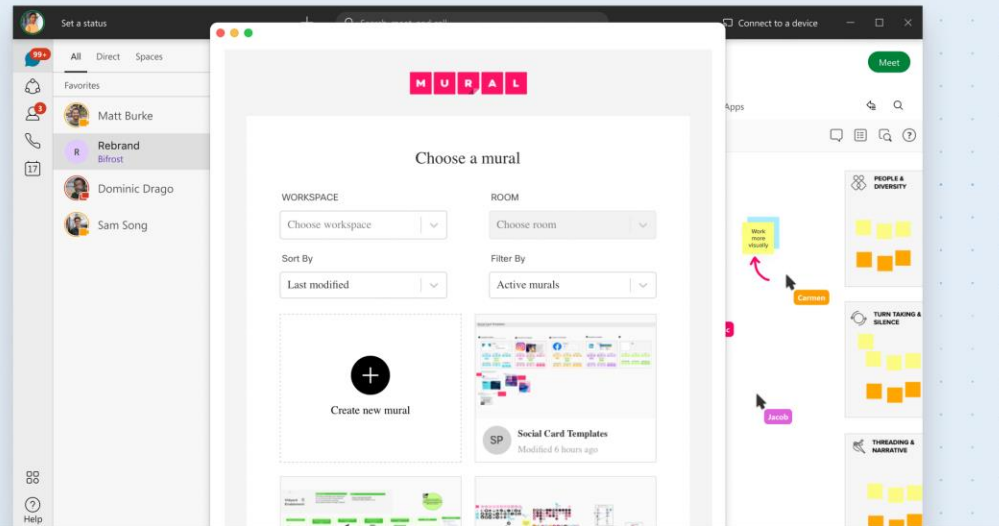


Async or in sync, visualize together in one space.

Unleash imagination in collaborative work.

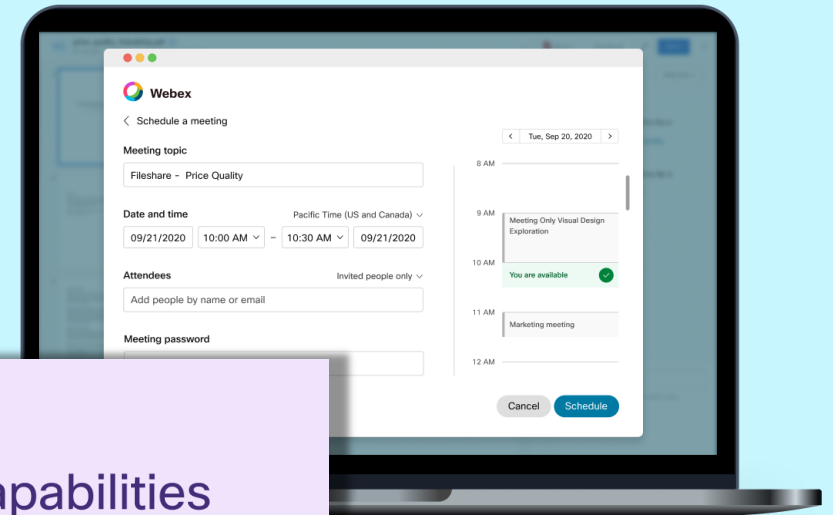
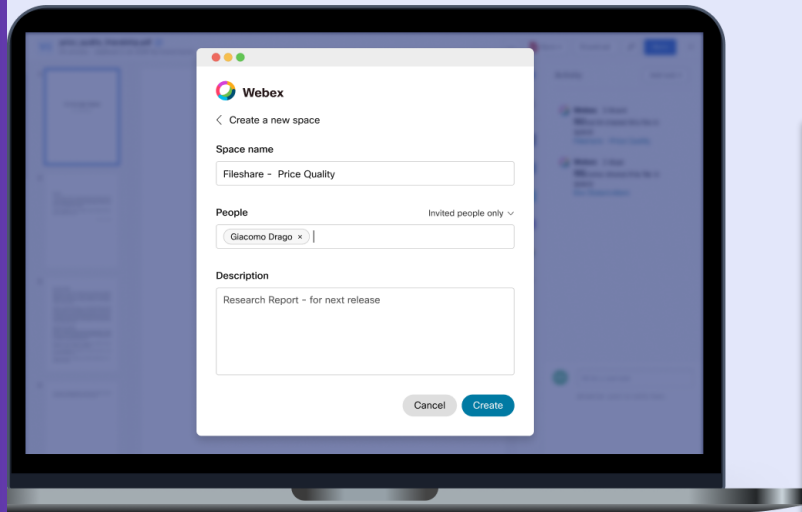


Get everyone on the same tab.

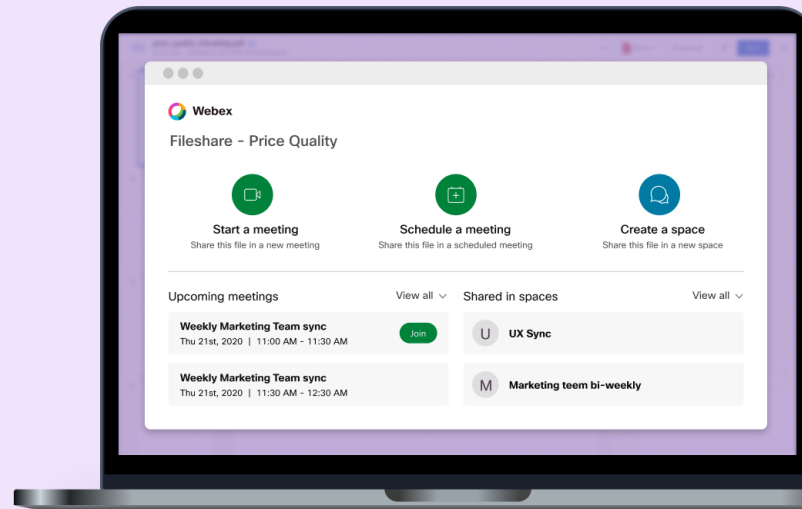


Start or schedule a Webex meeting

Share content in a Webex space



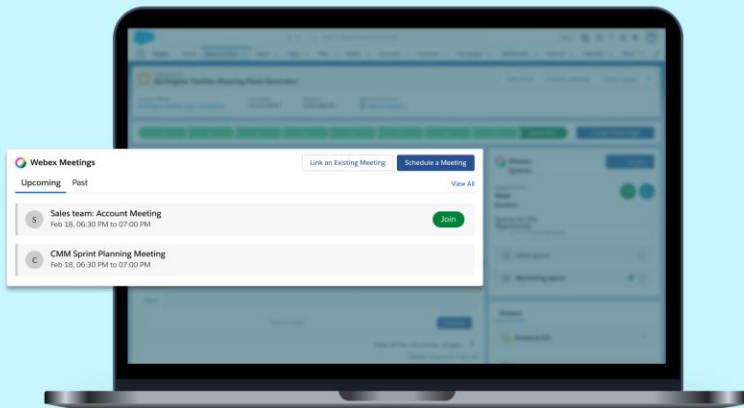
Easily access Webex capabilities



# Webex for Salesforce



View and join meetings associated to any record



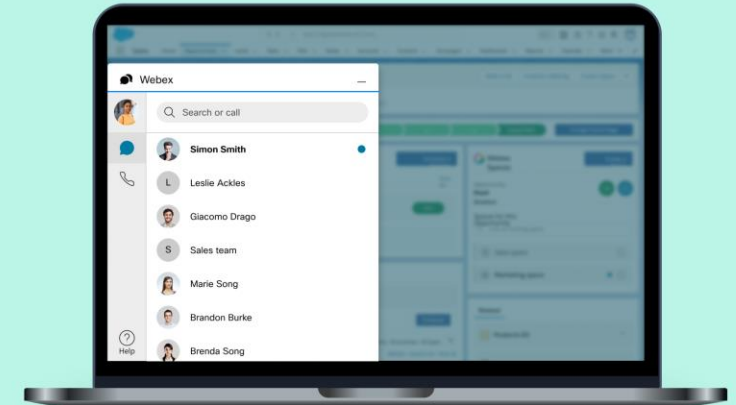
## MEETINGS

When a meeting is created in Salesforce, it appears in a Webex Meetings Widget. Users can record the meeting and attach both recording and transcript to the Salesforce record.

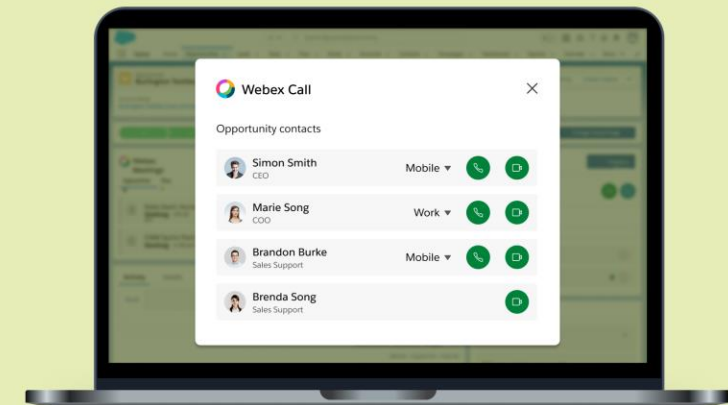
## MESSAGING

The Messaging component provides easy access to the relevant Webex spaces and their history, directly from Salesforce.

Collaborate with your team



Call relevant numbers and contacts



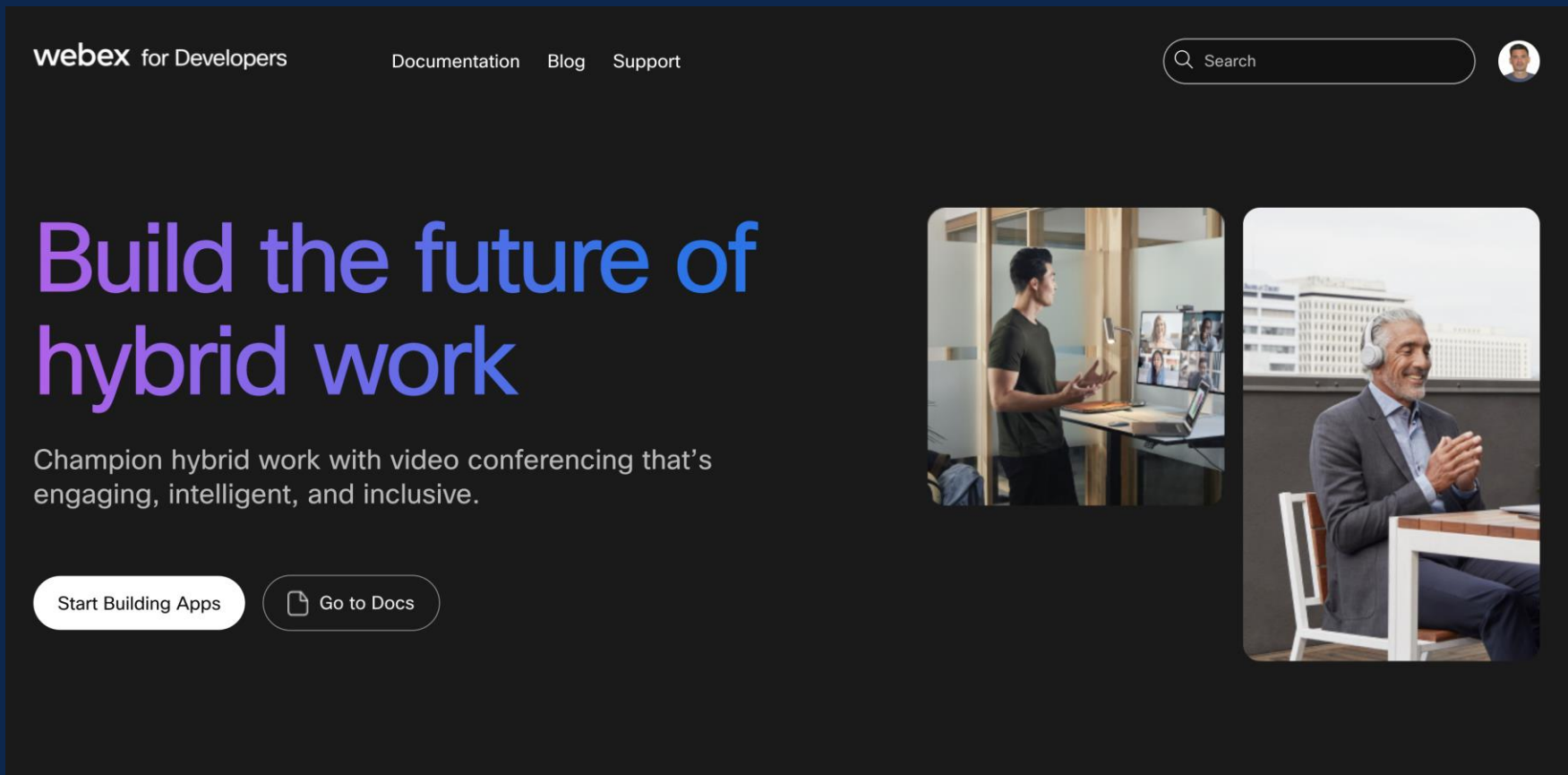
## CALLING

Users may quickly call their contacts, in-context, or dial any number through the global dialer.



# Building Webex apps

# Webex for Developers Portal



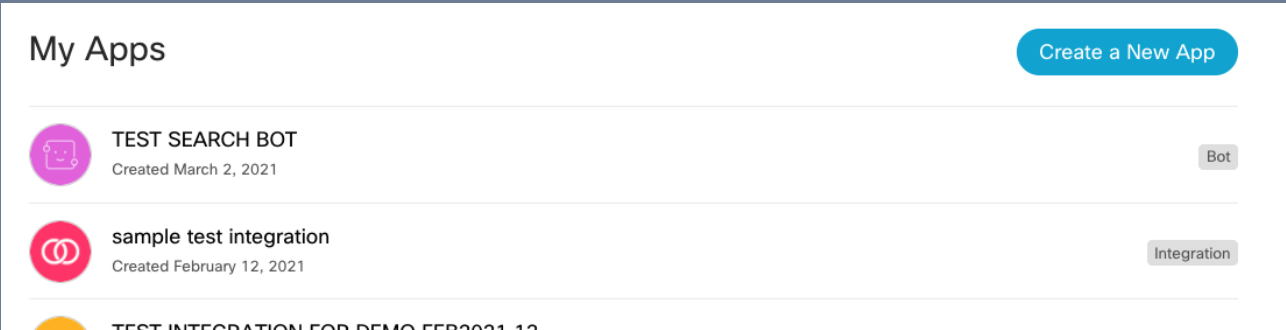
The screenshot shows the Webex for Developers Portal homepage. At the top left, it says "webex for Developers". To the right are links for "Documentation", "Blog", and "Support". A search bar with a magnifying glass icon and the text "Search" is on the right. Below the navigation is a large heading "Build the future of hybrid work" in a light blue font. Underneath is a sub-heading "Champion hybrid work with video conferencing that's engaging, intelligent, and inclusive." At the bottom left are two buttons: "Start Building Apps" and "Go to Docs". On the right side of the main content area are two images: one of a man standing at a desk with a video conference on his monitor, and another of a man sitting at a table wearing a headset and smiling.

- Interactive API Docs
- Tutorials & Guides
- Demos
- SDK Resources
- App Management
- Support

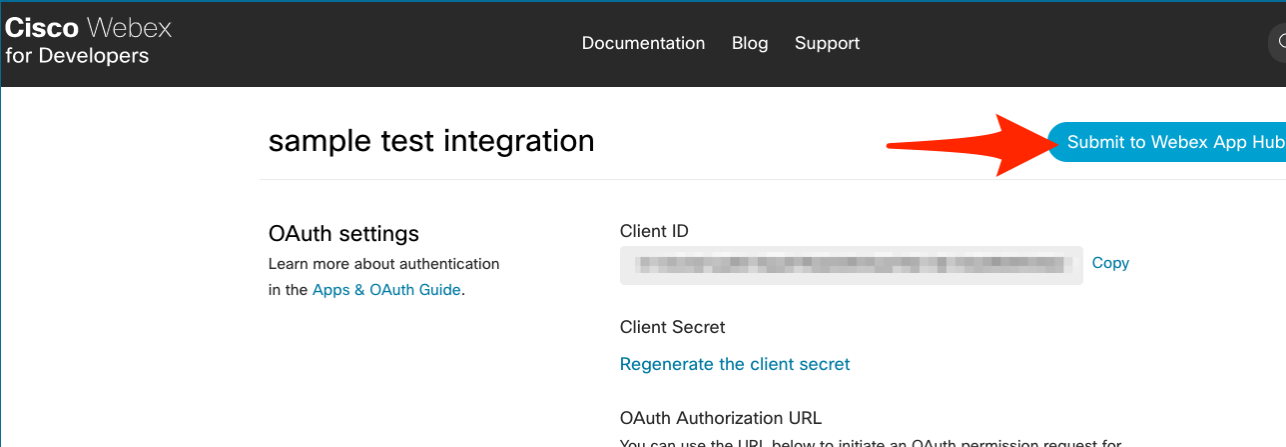
[developer.webex.com](https://developer.webex.com)

# Submitting to the Webex App Hub

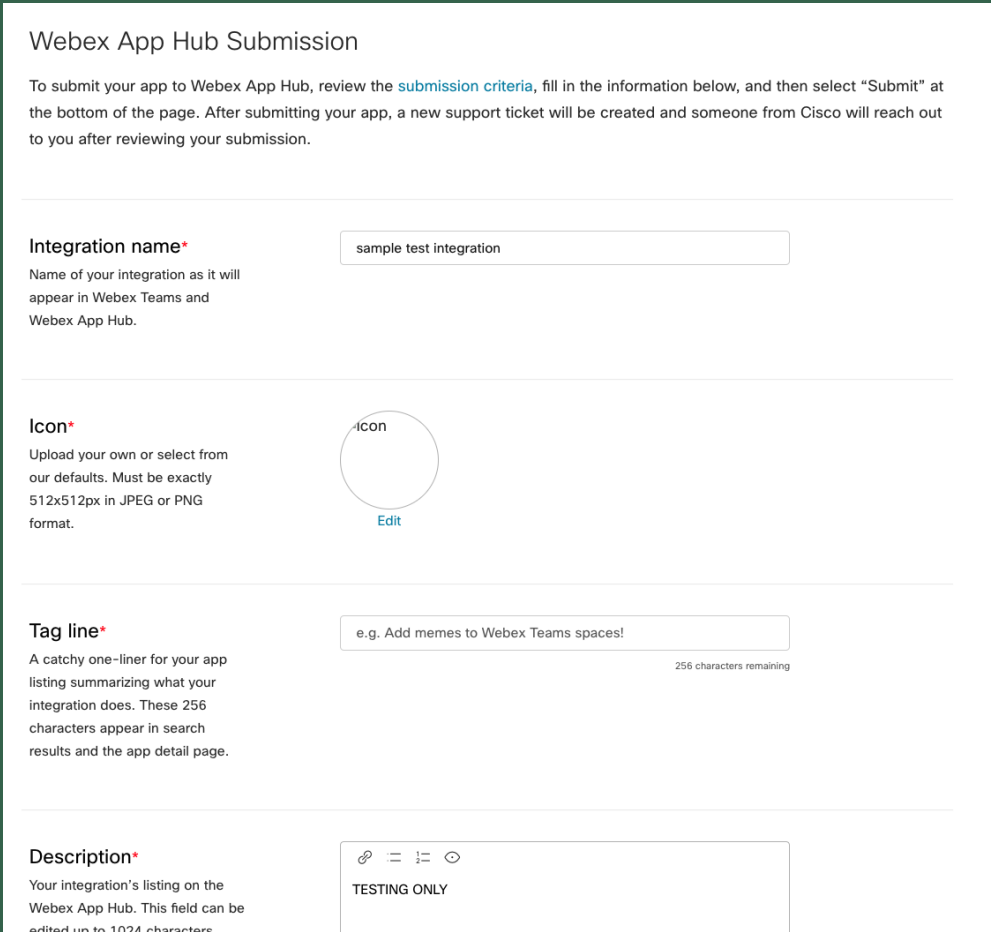
1. App must first be provisioned in [developer.webex.com/my-apps](https://developer.webex.com/my-apps)



2. Submit from the bot or integration settings page:



3. Complete all fields in the form:




**Webex App Hub Submission**

To submit your app to Webex App Hub, review the [submission criteria](#), fill in the information below, and then select "Submit" at the bottom of the page. After submitting your app, a new support ticket will be created and someone from Cisco will reach out to you after reviewing your submission.

**Integration name\***

Name of your integration as it will appear in Webex Teams and Webex App Hub.

**Icon\*** 

Upload your own or select from our defaults. Must be exactly 512x512px in JPEG or PNG format. [Edit](#)

**Tag line\***

A catchy one-liner for your app listing summarizing what your integration does. These 256 characters appear in search results and the app detail page. 256 characters remaining

**Description\***

Your integration's listing on the Webex App Hub. This field can be edited up to 1024 characters.

# Webex App Hub Submissions Checklist

## App Submissions **must have**:

- ✓ Valid entries in all the submission fields
  - Use name and email of the developer who is submitting the app.
  - Do not use distribution emails (i.e. [supportdesk@acme.com](mailto:supportdesk@acme.com))
- ✓ A privacy policy that explains how you handle user data
- ✓ A clear description pointing out the benefits of the Integration or Bot
- ✓ An onboarding process and active customer support model
- ✓ Responds appropriately to common initial commands, like: "hi," "help," or "hello"
- ✓ A monitoring process to ensure Integration or Bot remains functional
- ✓ All features fully operational and tested (no tests or demo bots)
- ✓ NO third-party advertisements.
  - If your integration or bot requires fees or subscriptions, please include all pricing details in the description
- ✓ NO grammatical errors, foul language, or obscene images in the submission fields or rendered messages in Webex
- ✓ NO Cisco trademarks in the app title or logo without express permission from Cisco

Thank You!