The bridge to possible

AI Innovations with Cisco Webex

Transforming Industries through Smart Applications

Adam Weeks
Architect, Webex Developer Relations

DEVNET-2127

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cisco Live!

Cisco Webex App

https://ciscolive.ciscoevents.com/ciscolivebot/#DEVNET-2127

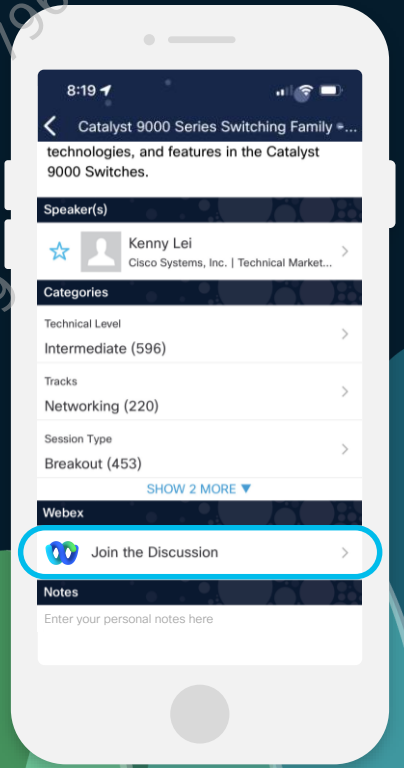
Questions?

Use Cisco Webex App to chat with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click “Join the Discussion”
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 7, 2024.



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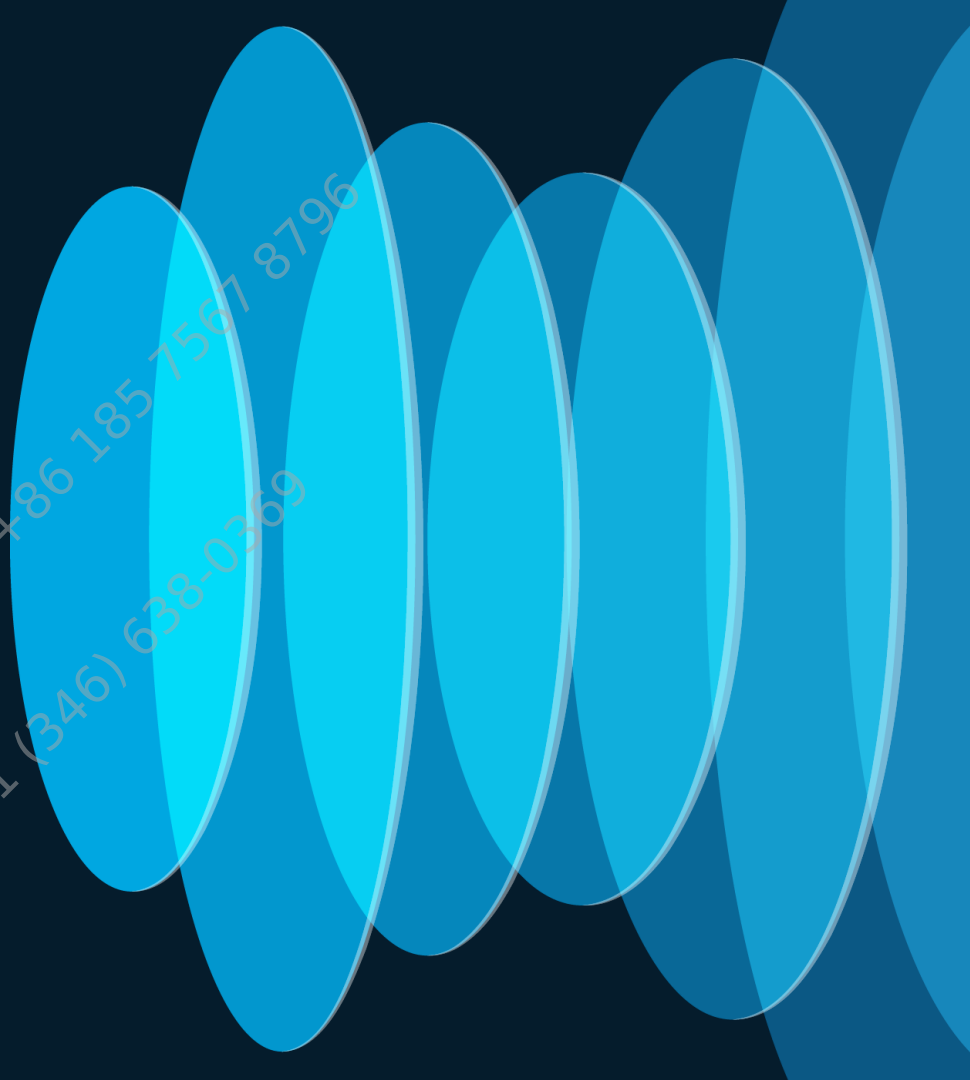
Agenda

- Webex Developer Ecosystem
- AI Technologies Overview
- Industry Vertical Examples
- Wrap Up

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Webex for Developers



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cisco Live!

What does the Webex platform offer



Integrations

Extend and optimize Webex functionality via APIs



Bots/Buttons/Cards

Automate Workflows in Webex Messaging



Developer Frameworks

Leverage Webex functionalities through our SDKs



Embedded Apps

Enhance the experience inside of Webex

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Popular Webex Integration APIs

Meetings

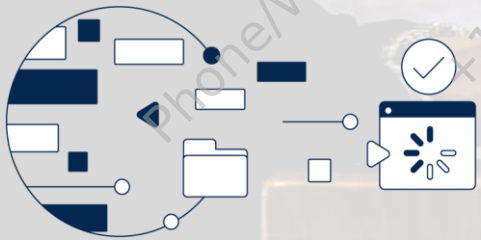
Meeting Chats
Meeting Closed Captions
Meeting Invitees
Meeting Messages
Meeting Participants
Meeting Polls
Meeting Preferences
Meeting Q and A
Meeting Qualities
Meeting Transcripts
Meetings Summary Report
People
Recording Report
Recordings
Session Types
Tracking Codes
Video Mesh
Webhooks

...and more

Messaging

Attachment Actions
Events
Memberships
Messages
People
Room Tabs
Rooms
Team Memberships
Teams
Tracking Codes
Webhooks

...and more



Calling

Call Controls
Locations
Numbers
People
Recording Report
Video Mesh
Detailed Call History
Device Settings
Organization Settings
Person Settings
Voice Messaging
Workspace Settings
Webhooks
Features

...and more

Admin & Compliance

Admin Audit Events
Authorizations
Events
Groups
Historical Analytics
Licenses
Locations
Meeting Qualities
Organizations
Partner Management
Partner Tags
Recording Report
Recordings
Reports
Resource Group
Memberships
Resource Groups
Roles
Security Audit Events
Session Types
Space
Classifications

...and more

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Bots

Acts like a Webex user

Special “Bot” badge on avatar

Functionality mostly limited to messaging and the imagination of the developer



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Webex SDKs

Add Webex Meetings and Calling features to your apps

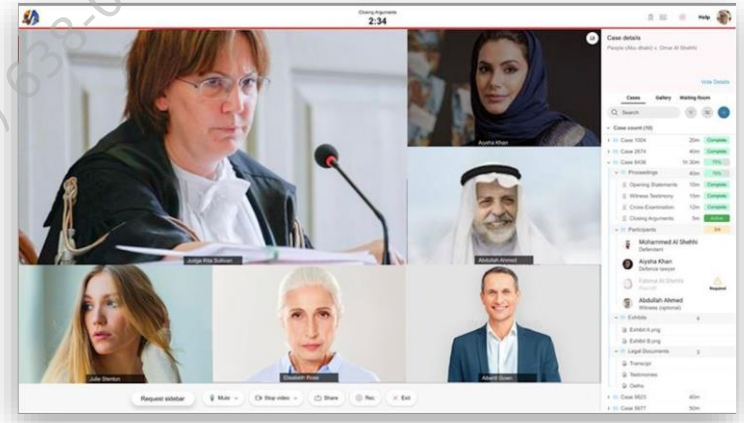


iOS and Android

- Mobile Meetings SDK
- Mobile Calling SDK

Browser/Web

- Web Meetings SDK
- Web Calling SDK

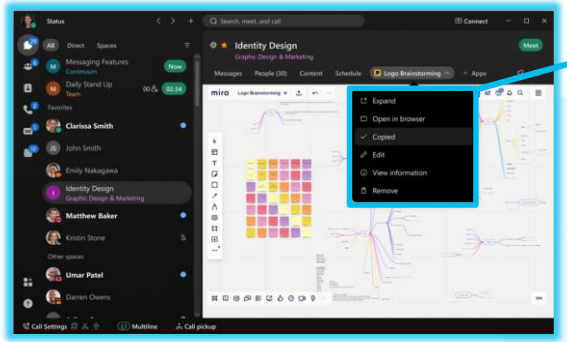


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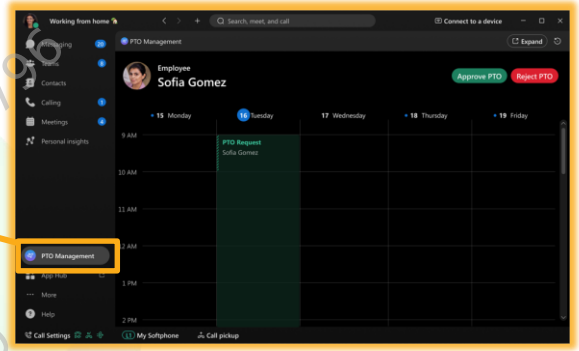
Webex Embedded Apps

In-Space



Control functions for the shared app

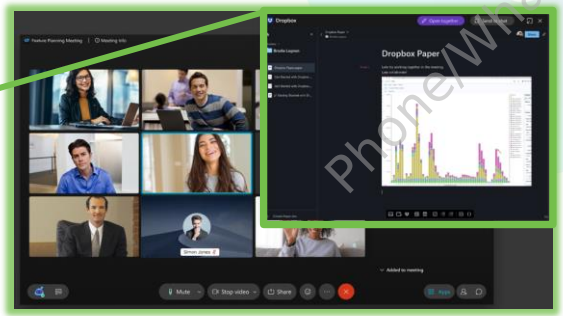
Sidebar



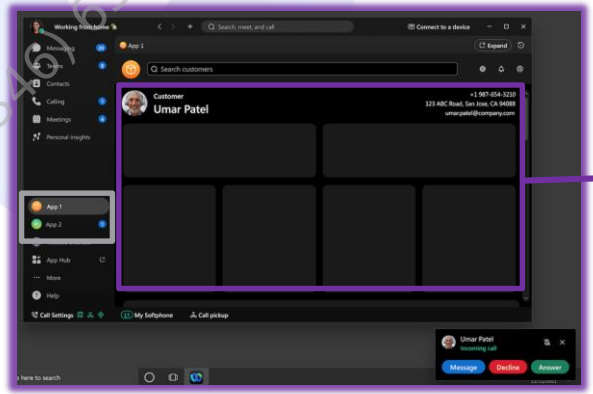
Launches from Sidebar

In-Meeting

Can pop out & back into apps panel



Calling Sidebar



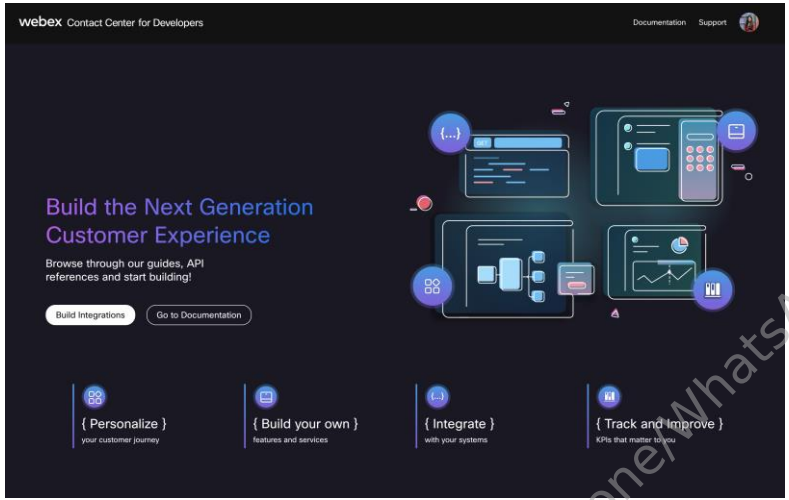
Caller information and screen pops

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Webex Contact Center for Developers

An Open CX Developer Platform



REST APIs to automate workflows and reports

Customize the Agent Experience with Widgets

Flow Designer custom integrations with APIs

Integrate with AI providers

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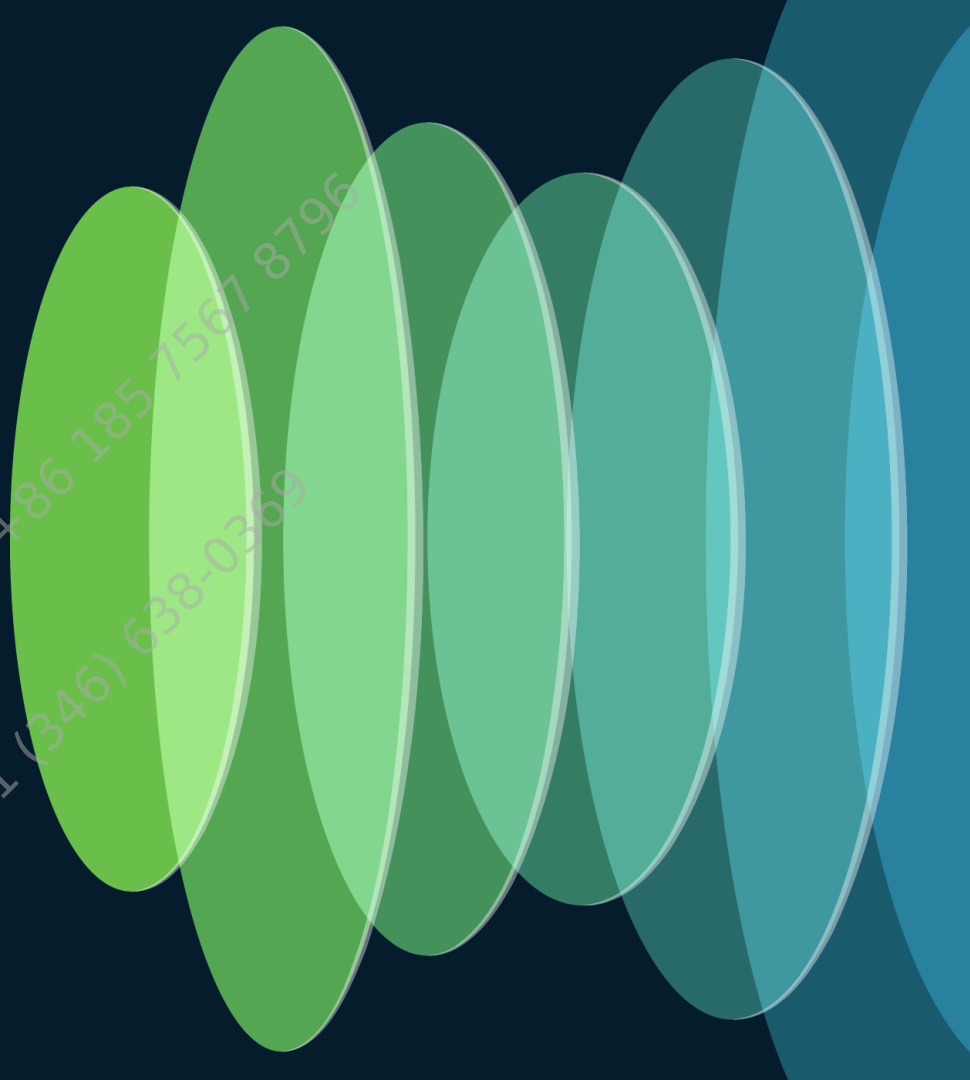


Which part of the Webex Developer Ecosystem are you interested in, or actively utilizing?

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AI Technologies



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Artificial intelligence is not a substitute for human intelligence; it is a tool to amplify human creativity and ingenuity.

Fei-Fei Li, Co-Director of the Stanford Institute for Human-Centered Artificial Intelligence and IT Professor at the Graduate School of Business

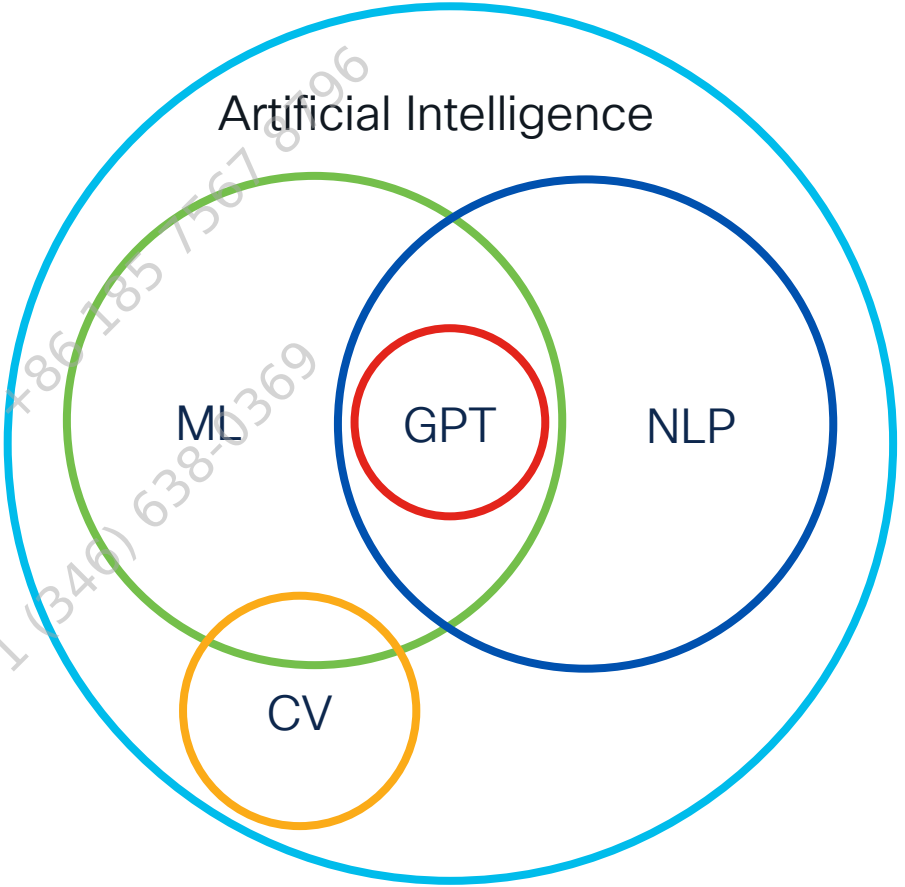
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AI Technologies

- Machine Learning (ML)
- Natural Language Processing (NLP)
- Generative Pre-trained Transformer (GPT)
- Computer Vision (CV)



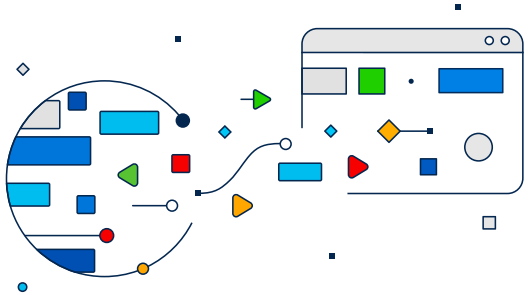
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Streamlining Operations with Machine Learning

- Understanding Machine Learning (ML)
- Predictive Analytics & Personalization
- Impact Example: Webex Meeting Analytics

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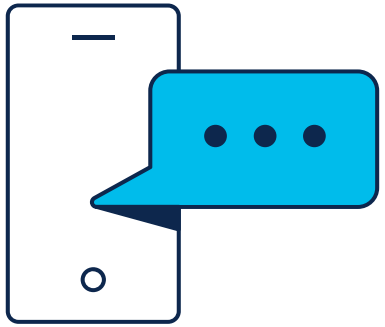


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Enhancing Communication with NLP and GPTs

- Defining Natural Language Processing (NLP) and Generative Pre-trained Transformers (GPTs)
- Applications in Chatbots, Virtual Assistants, & Text Generation
- Example: Advanced Customer Service Bots in Webex

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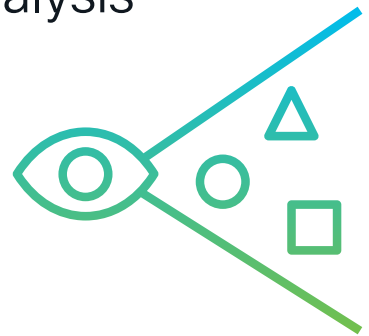


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Visual Capabilities with Computer Vision

- What is Computer Vision?
- Self Driving Capabilities, Medical Image Diagnosis, Automated Checkout
- Webex Integration Example:
  Enhancing Meeting Engagement with Sentiment Analysis

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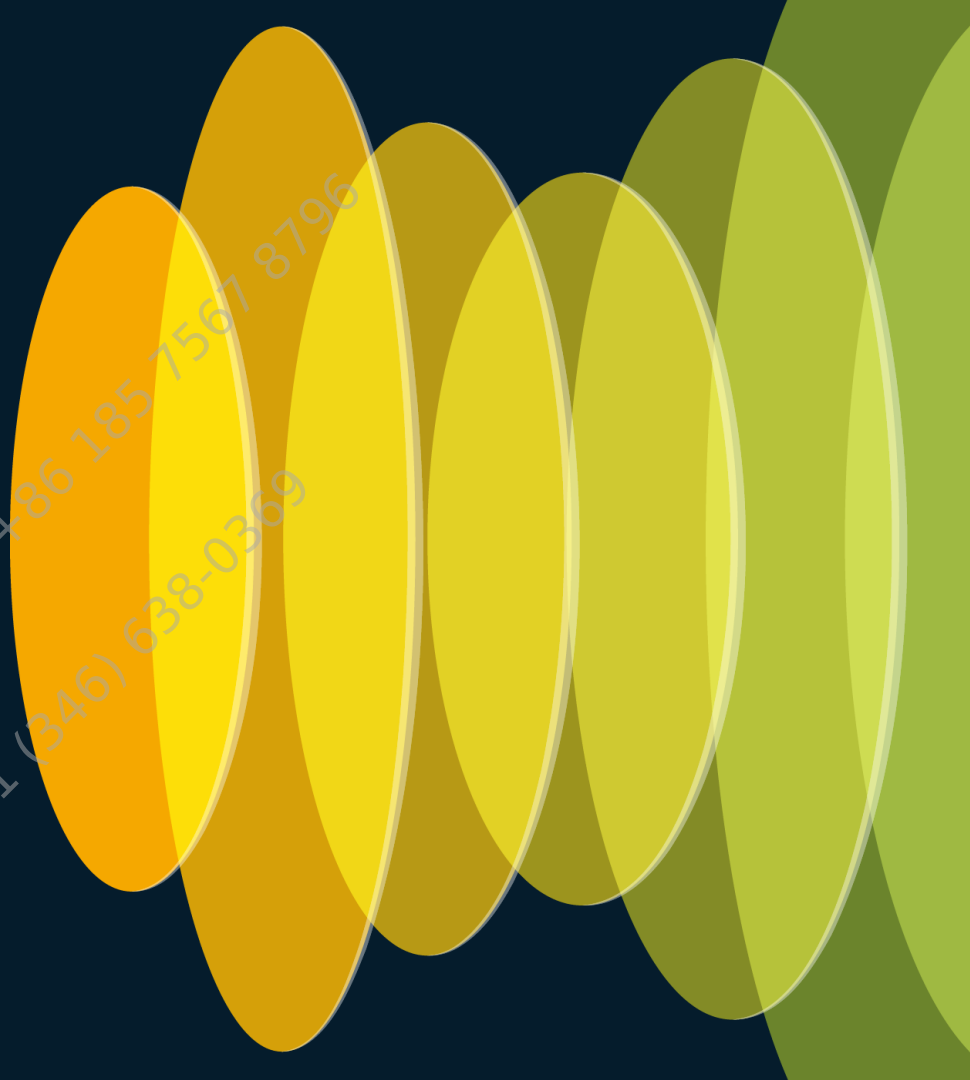


How familiar are you with the application of AI within your industry?

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Industry Verticals



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Improving Healthcare with AI and Webex



Intelligent Patient Routing



Virtual Health Assistants



Remote Patient Monitoring

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AI-Enhanced Retail

Tailored Shopping and Customer Support



AI for Personalized Product Recommendations



Virtual Shopping Assistants



AI-Powered Customer Service

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AI Improvements in Finance

Security, Compliance, and Service



ML Powered Fraud Detection



Tracking Security with Webex Compliance APIs



NLP Driven Automated Customer Service

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Manufacturing

Improving Quality via AI



Predictive Maintenance with Machine Learning



Quality Control via Image Recognition



Integrated Alerts and Oversight

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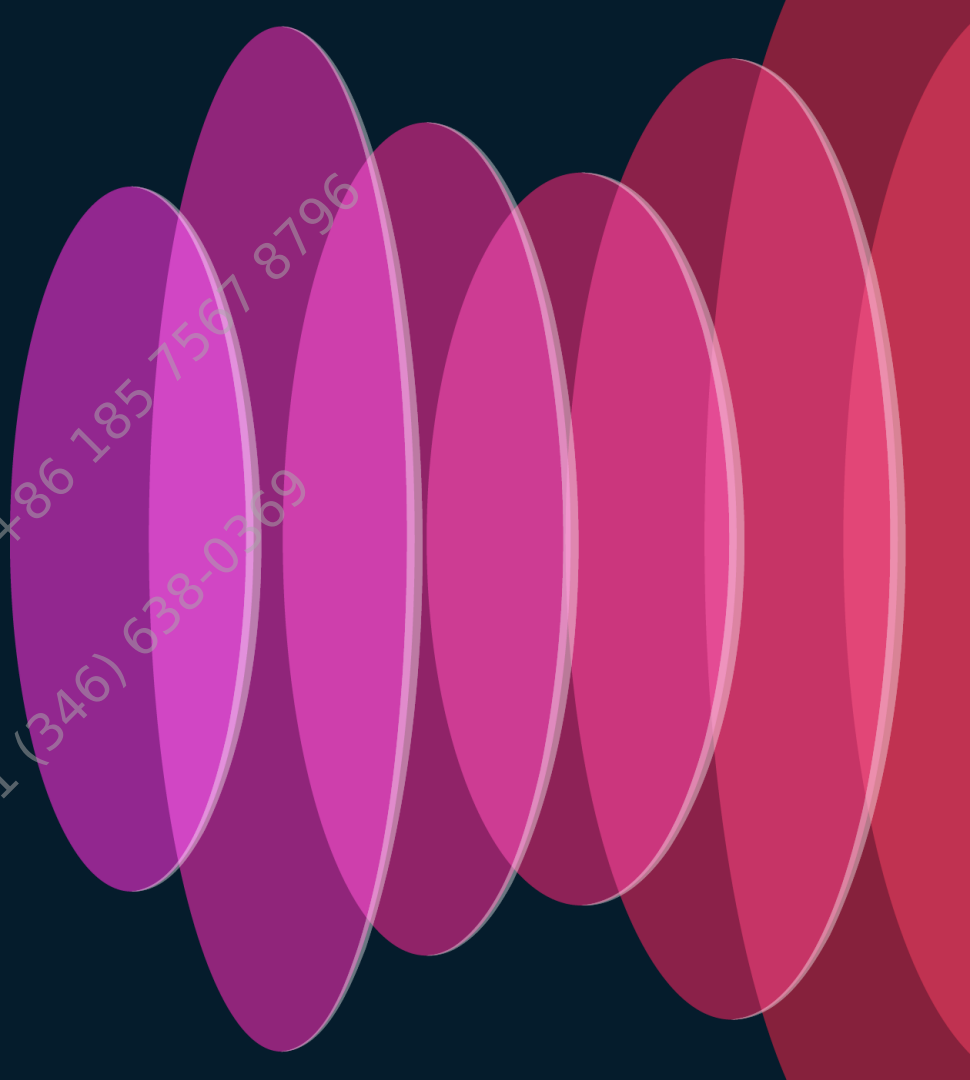


What do you see as the biggest challenge in integrating AI with communication platforms like Webex in your sector?

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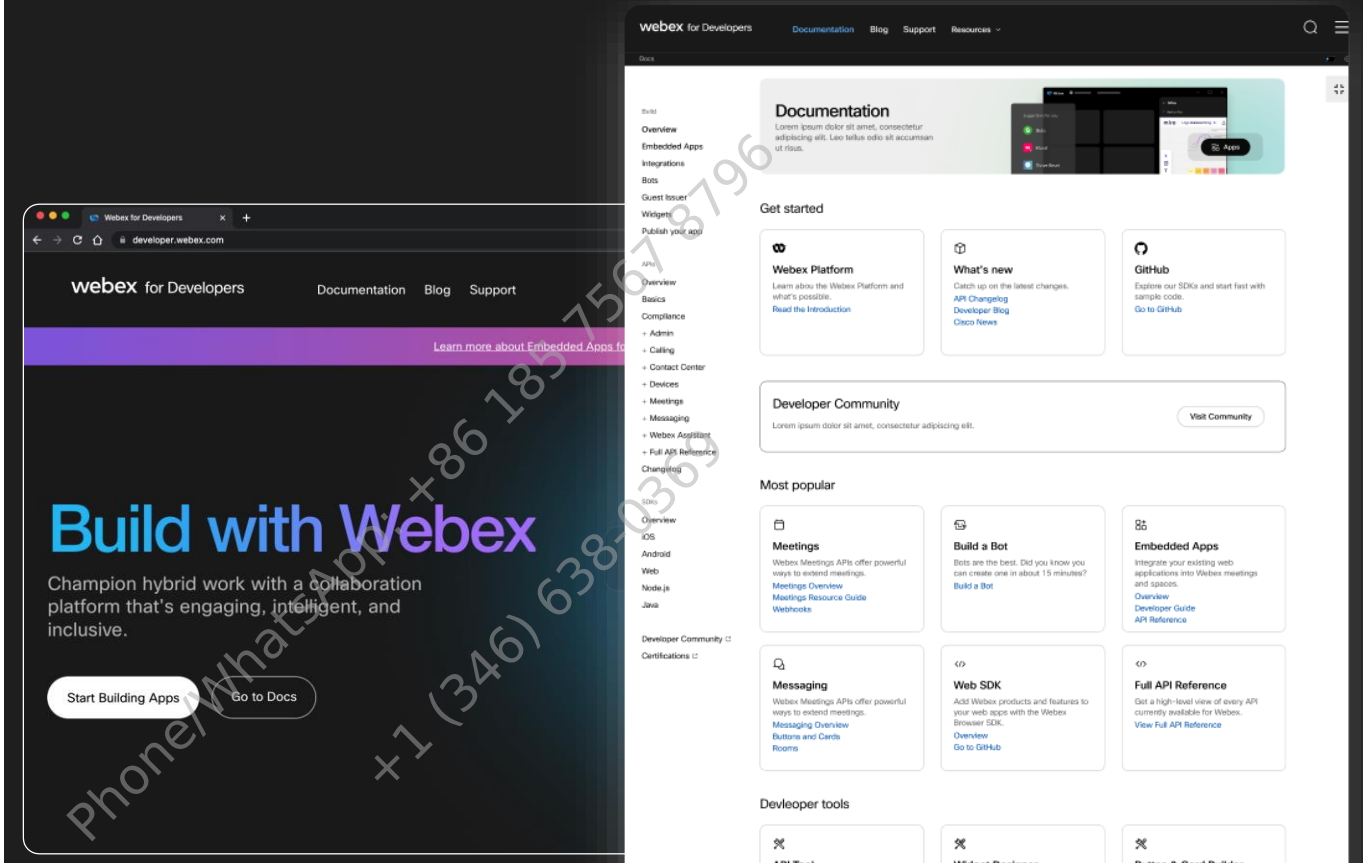
Wrapping Up



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Webex for Developers Portal

developer.webex.com



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developer.webex-cx.com

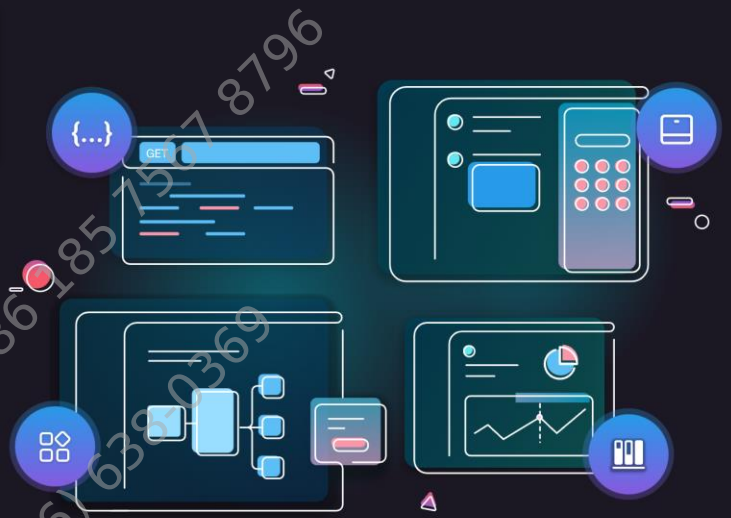
webex Contact Center for Developers

Documentation Support

Build the Next Generation Customer Experience

Browse through our guides, API references and start building!

Build Integrations | Partner with us



{ Personalize }
your customer journey

{ Build your own }
features and services

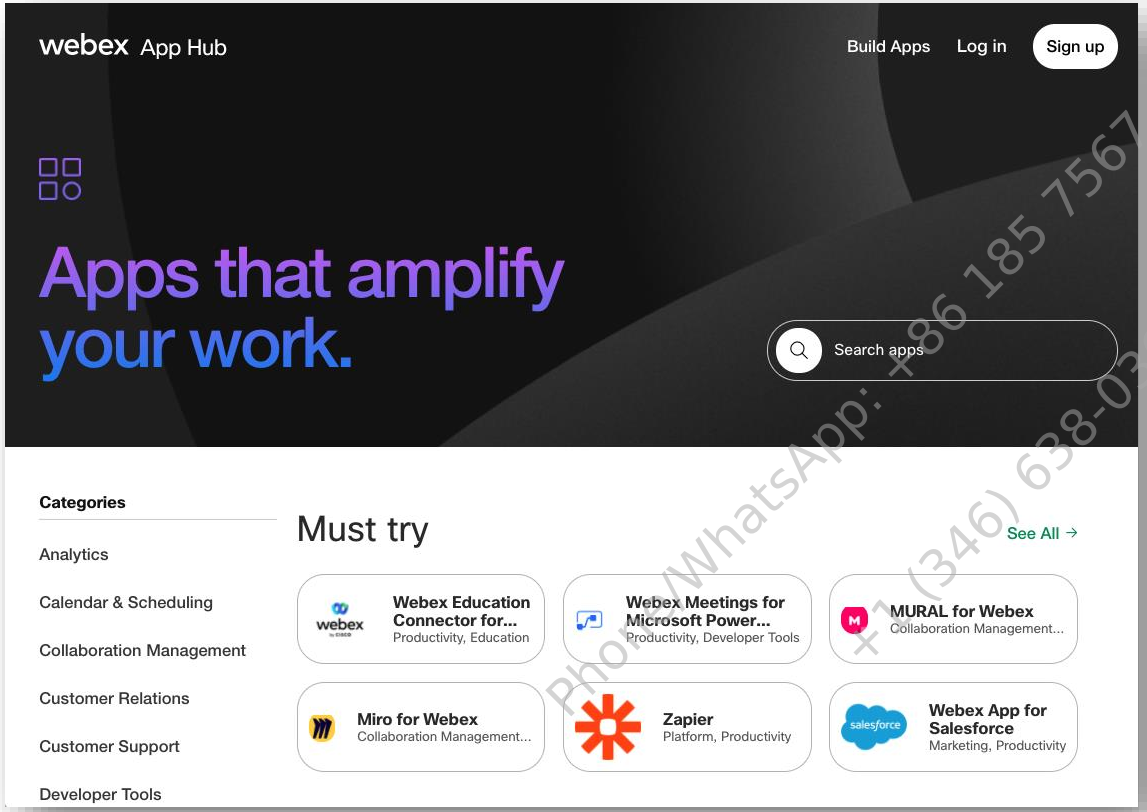
{ Integrate }
with your systems

{ Track and Improve }
KPIs that matter to you

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Webex App Hub



Explore at:
apphub.webex.com

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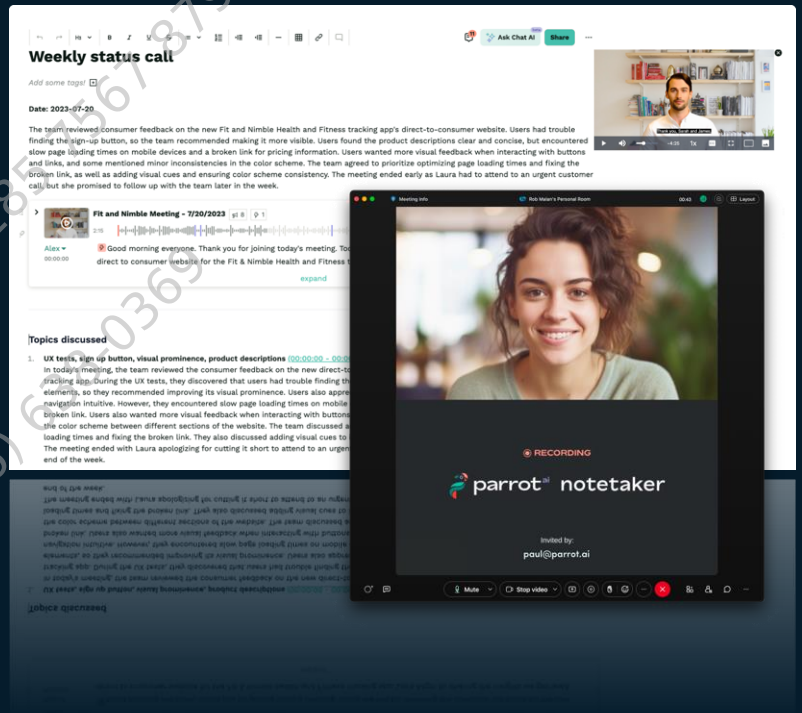
Parrot AI – Turn conversation into results

What is Parrot AI?

- Turn conversations into results. Parrot AI records everything seen and heard in meetings, transforming that information into knowledge that can be applied across your team and organization.
- Our AI Assistant can brainstorm ideas with you, recall slides and draft follow-up emails, proposals, user stories, research reports and more.

Value to Customer:

- Know everything your team and organization knows. Intelligently capture and organize conversational knowledge from Webex.
- Do your best work with an AI thought partner by your side.
- Find what you need to know, when you need to know it using AI-assisted search.
- Built by a team of security veterans, Parrot AI has security, privacy and governance designed in.



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Next Steps: Unleashing Potential with AI and Webex

- Create a Webex Developer Account
- Build Your Fantastic Integration
- Utilize AI Tools in Your Integration
- Publish Your App
- Profit???

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Resources



Webex App Hub

apphub.webex.com



Webex Developer

developer.webex.com

cs.co/WebexDeveloperCommunity



Webex Contact Center

developer.webex-cx.com



Github

github.com/webex

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Webex Developer Featured Demos Schedule

Monday, June 3rd	Tuesday, June 4th	Wednesday, June 5th
11:00 AM – Our Vision, Your Voice: “Bring Your Own AI”	12:00 PM – Instant Connect	11:00 AM – Build and Use a Service App
1:00 PM – Build Embedded Apps	2:00 PM – Flow Designer	12:00 PM – Build a Webex Bot
4:00 PM – Webex Contact Center Desktop Widgets	4:00 PM – AI Assistant Preview	3:00 PM – Webex Meetings SDK

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Developer AI Assistant Preview

A Webex for Developer Booth Demo!

Day: Tuesday, June 7
Time: 4:00 PM
Place: Webex for Developers booth #12

In World of Solutions



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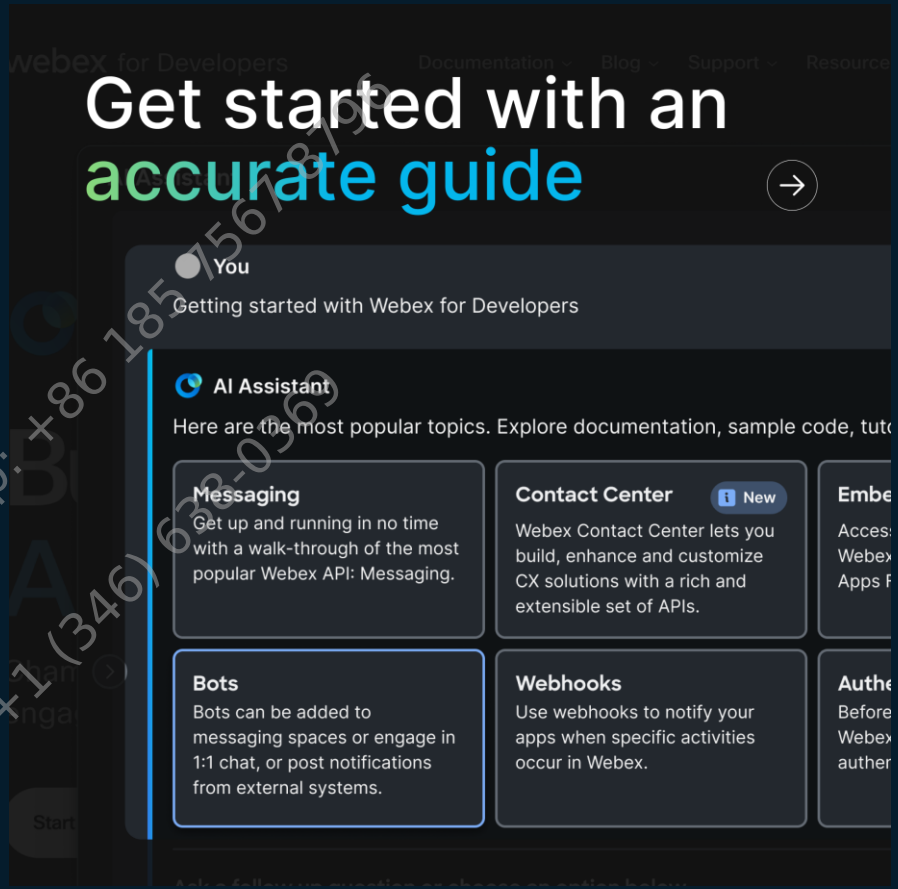
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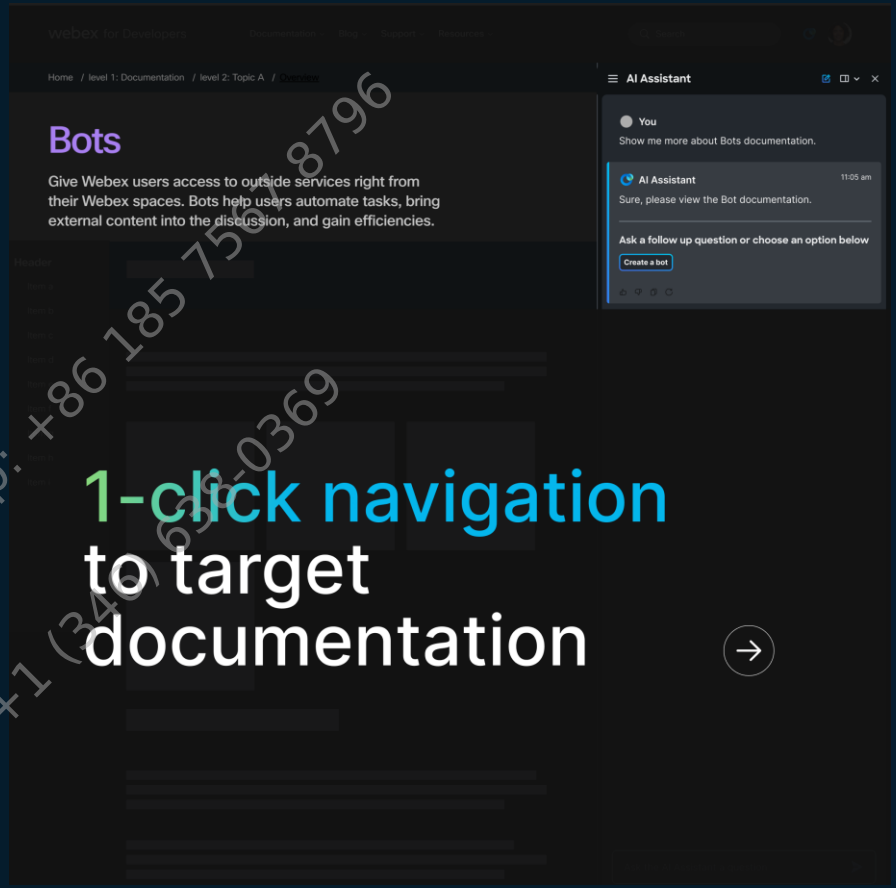
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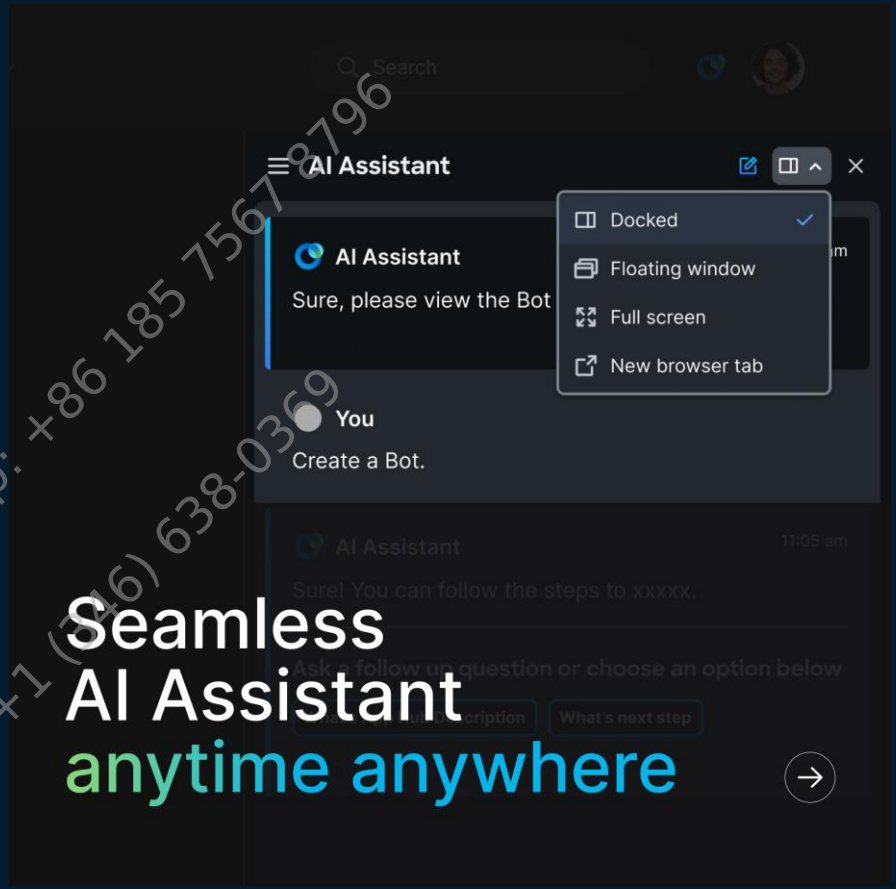
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DevNet

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Scan to get started

The bridge to possible

Thank you

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