



The bridge to possible

# AI Innovations with Cisco Webex

Transforming Industries through Smart Applications

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Architect, Webex Developer Relations

DEVNET-2127

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# Cisco Webex App

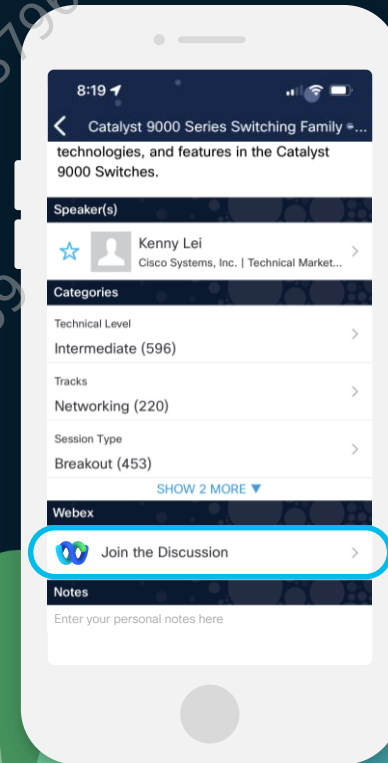
## Questions?

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.





# Agenda

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

# Webex for Developers

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# 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

# 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

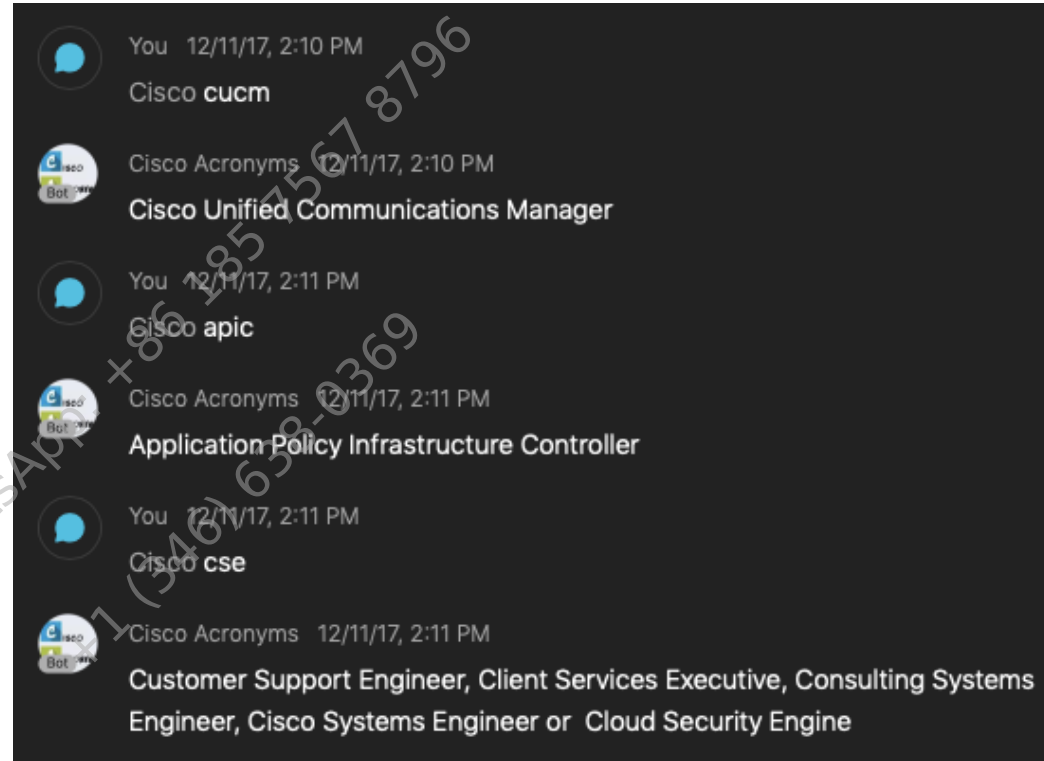


# Bots

Acts like a Webex user

Special “Bot” badge on avatar

Functionality mostly limited to messaging and the imagination of the developer



# Webex SDKs

Add Webex Meetings and Calling features to your apps



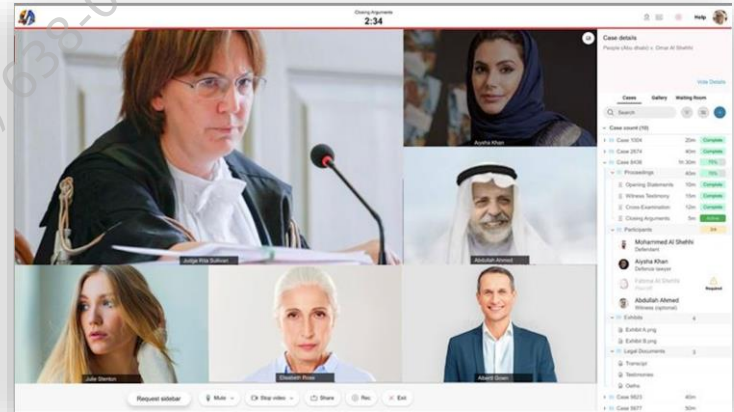
## Browser/Web

- Web Meetings SDK
- Web Calling SDK



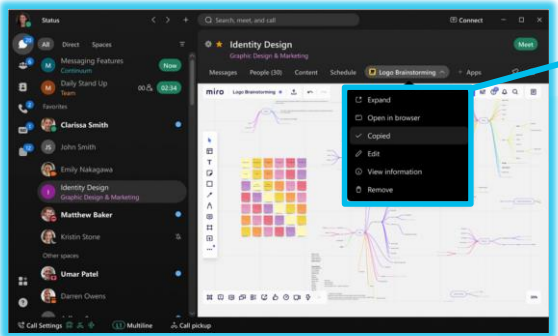
## iOS and Android

- Mobile Meetings SDK
- Mobile Calling SDK



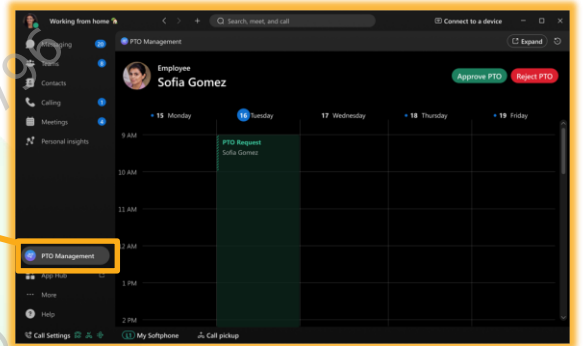
# Webex Embedded Apps

## In-Space



Control functions for the shared app

## Sidebar



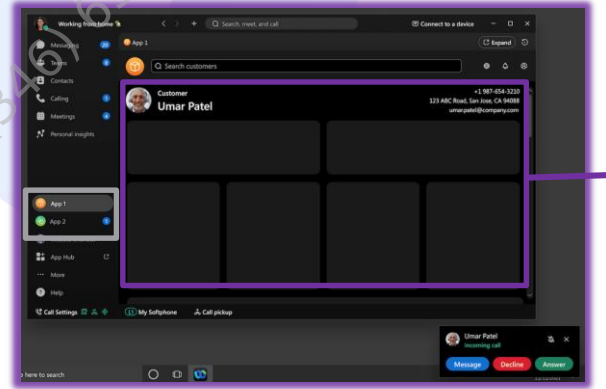
Launches from Sidebar

## In-Meeting

Can pop out & back into apps panel



## Calling Sidebar

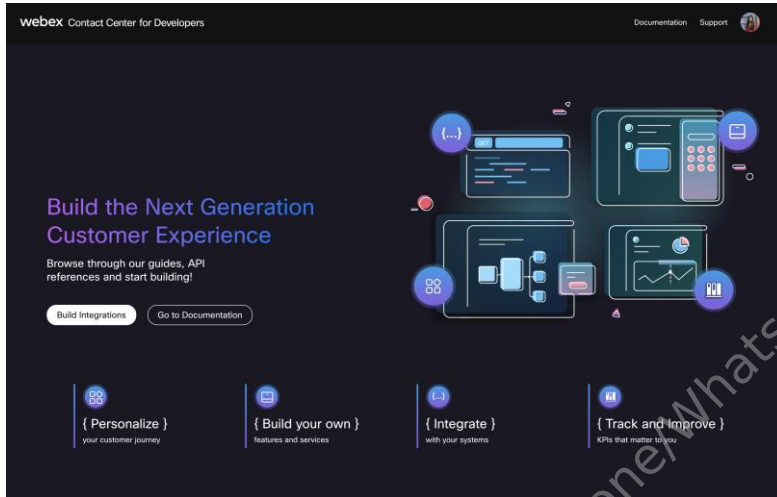


Caller information and screen pops



# 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?

① Start presenting to display the poll results on this slide.

# AI Technologies

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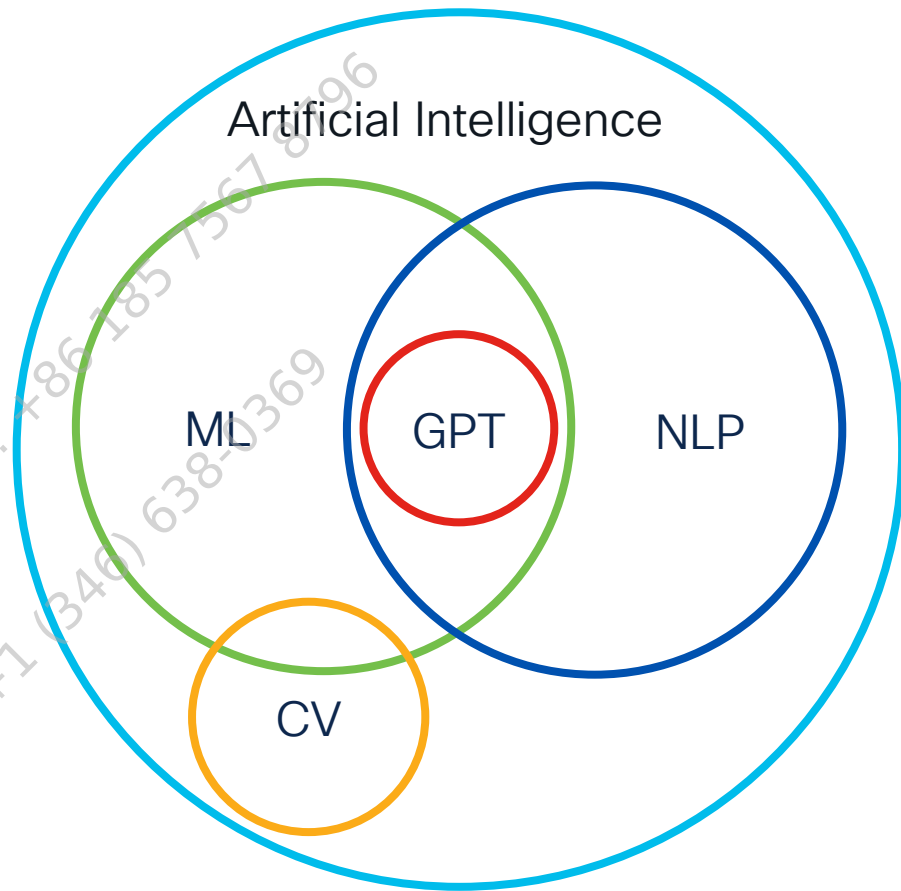
*Artificial intelligence is not a substitute for human intelligence; it is a tool to amplify human creativity and ingenuity.*

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



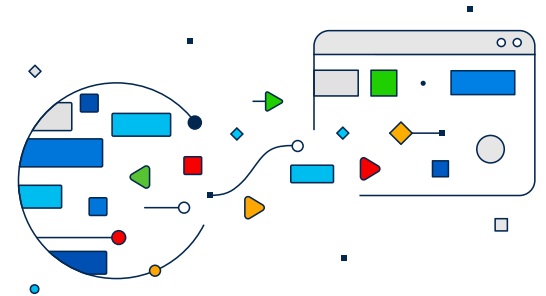
# AI Technologies

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



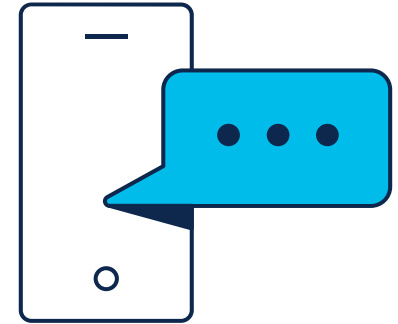
# Streamlining Operations with Machine Learning

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



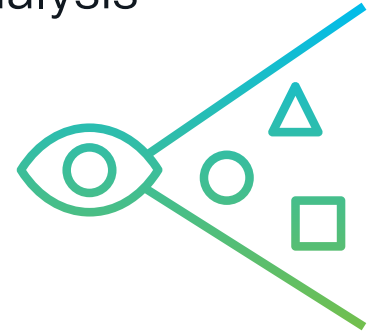
# Enhancing Communication with NLP and GPTs

- 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



# 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?

① Start presenting to display the poll results on this slide.

# Industry Verticals

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# Improving Healthcare with AI and Webex



Intelligent Patient  
Routing



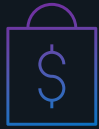
Virtual Health  
Assistants



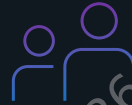
Remote Patient  
Monitoring

# AI-Enhanced Retail

Tailored Shopping and Customer Support



AI for Personalized  
Product  
Recommendations



Virtual Shopping  
Assistants



AI-Powered Customer  
Service

# AI Improvements in Finance

Security, Compliance, and Service



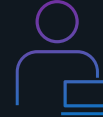
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ML Powered Fraud  
Detection



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Tracking Security with  
Webex Compliance  
APIs



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NLP Driven Automated  
Customer Service

# Manufacturing

Improving Quality via AI



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Predictive Maintenance  
with Machine Learning



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Quality Control via  
Image Recognition



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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?

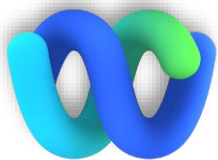
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# Wrapping Up

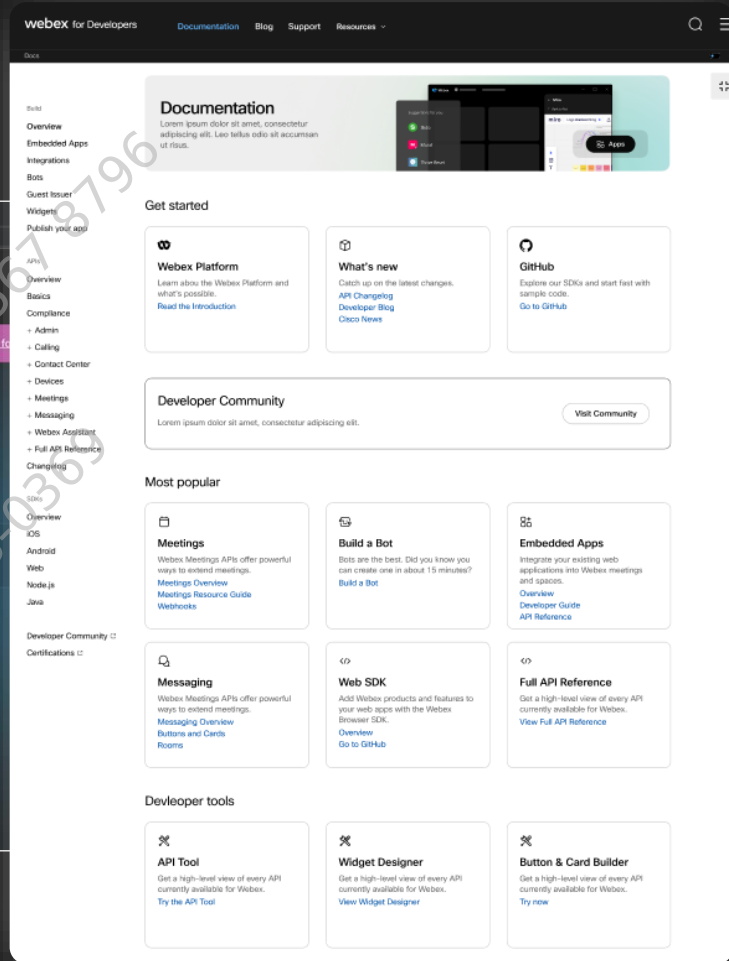
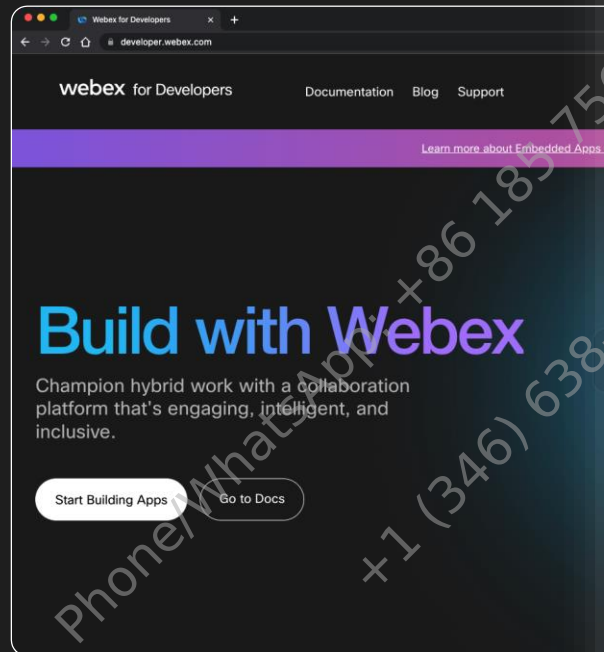
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# Webex for Developers Portal

developer.webex.com



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# developer.webex-cx.com

## 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

webex App Hub

Build Apps Log in Sign up

Apps that amplify your work.

Search apps

**Categories**

- Analytics
- Calendar & Scheduling
- Collaboration Management
- Customer Relations
- Customer Support
- Developer Tools

**Must try** [See All →](#)

- Webex Education Connector for...**  
Productivity, Education
- Webex Meetings for Microsoft Power...**  
Productivity, Developer Tools
- MURAL for Webex**  
Collaboration Management...
- Miro for Webex**  
Collaboration Management...
- Zapier**  
Platform, Productivity
- Webex App for Salesforce**  
Marketing, Productivity

Explore at:  
[apphub.webex.com](https://apphub.webex.com)

# Parrot AI – Turn conversation into results

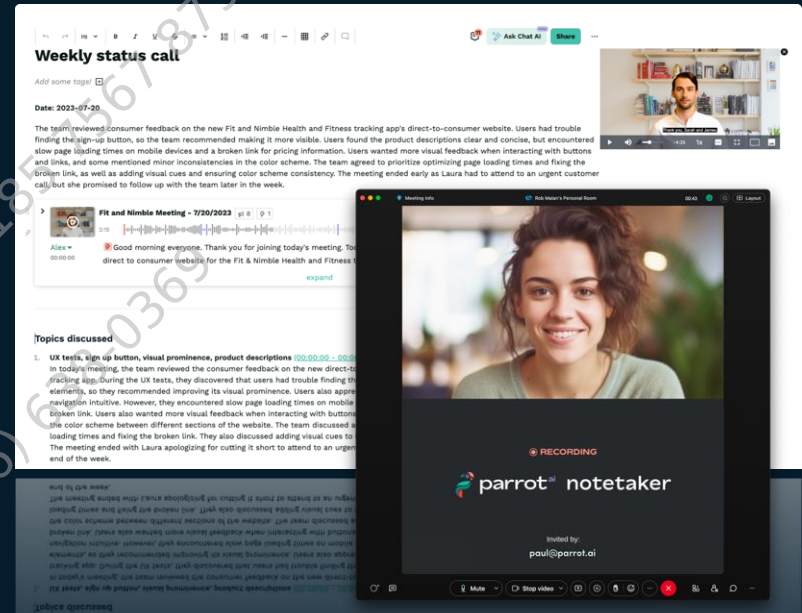


## What is Parrot AI?

- 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.



# 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](https://apphub.webex.com)



Webex Developer  
[developer.webex.com](https://developer.webex.com)  
[cs.co/WebexDeveloperCommunity](https://cs.co/WebexDeveloperCommunity)



Webex Contact Center  
[developer.webex-cx.com](https://developer.webex-cx.com)



Github  
[github.com/webex](https://github.com/webex)  
[github.com/webexsamples](https://github.com/webexsamples)  
[github.com/webexcommunity](https://github.com/webexcommunity)

# Webex Developer Featured Demos Schedule

Monday, June 3<sup>rd</sup>

11:00 AM – Our Vision,  
Your Voice: “Bring Your  
Own AI”

1:00 PM – Build  
Embedded Apps

4:00 PM – Webex  
Contact Center  
Desktop Widgets

Tuesday, June 4<sup>th</sup>

12:00 PM – Instant  
Connect

2:00 PM – Flow  
Designer

4:00 PM – AI Assistant  
Preview

Wednesday, June 5<sup>th</sup>

11:00 AM – Build and  
Use a Service App

12:00 PM – Build a  
Webex Bot

3:00 PM – Webex  
Meetings SDK

# 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*



An AI Assistant  
that works for  
Developer Portal



# Developer AI Assistant Preview

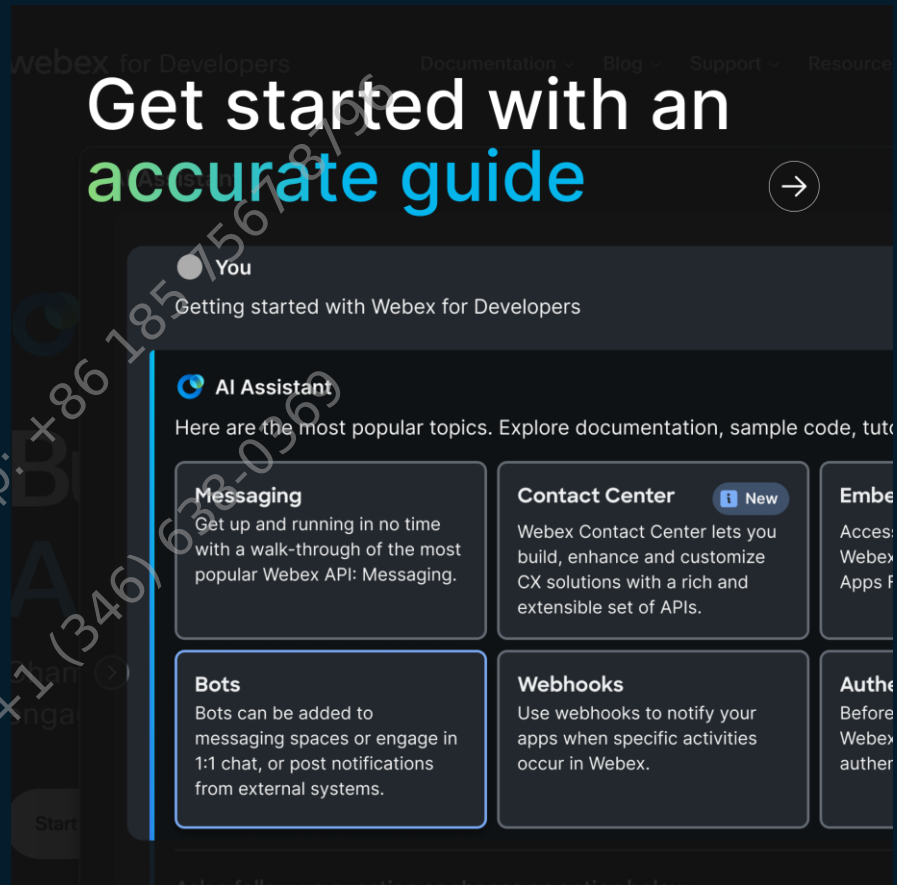
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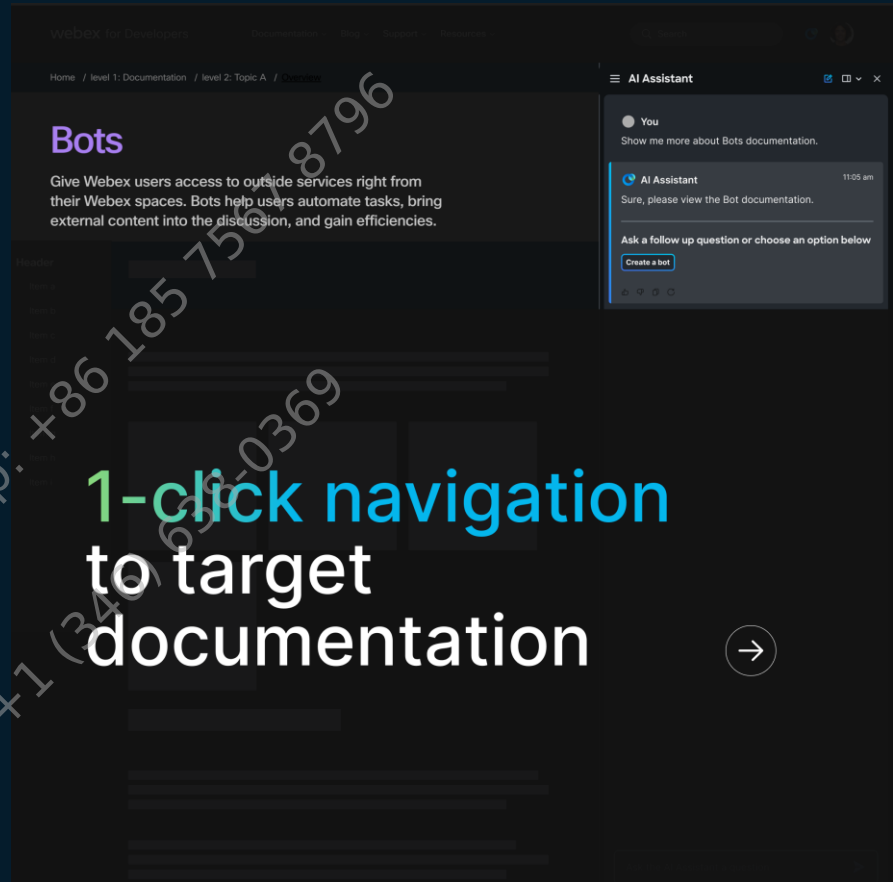
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1-click navigation  
to target  
documentation



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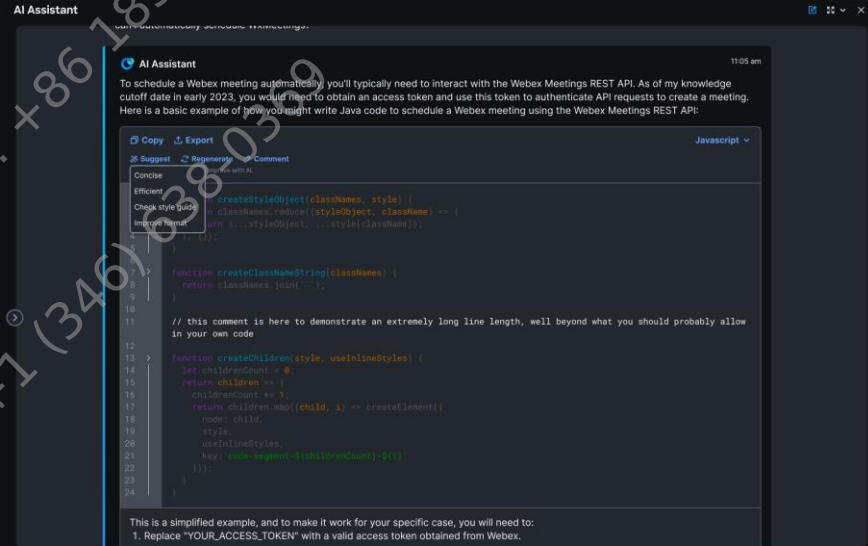
Day: Tuesday, June 7

Time: 4:00 PM

Place: Webex for Developers booth #12

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## Editing and interacting with the AI-generated code



The screenshot shows the AI Assistant interface with a chat window. The chat window contains the following text:

To schedule a Webex meeting programmatically, you'll typically need to interact with the Webex Meetings REST API. As of my knowledge cutoff data in early 2023, you would need to obtain an access token and use this token to authenticate API requests to create a meeting. Here is a basic example of how you might write Java code to schedule a Webex meeting using the Webex Meetings REST API:

```
function createStyleObject(classNames, style) {
  return classNames.reduce((styleObject, className) => {
    return { ...styleObject, ...style[className] };
  }, {});
}

function createClassNamesString(classNames) {
  return classNames.join(' ');
}

// this comment is here to demonstrate an extremely long line length, well beyond what you should probably allow
// in your own code

function createChildren(style, useInlineStyles) {
  let childrenCount = 0;
  return children => {
    childrenCount += 1;
    return children.map((child, i) => createElement({
      node: child,
      style:
        useInlineStyles
        ? { ...createStyleObject(classNames, style) }
        : {}
    }));
  };
}
```

This is a simplified example, and to make it work for your specific case, you will need to:

1. Replace "YOUR\_ACCESS\_TOKEN" with a valid access token obtained from Webex.

# Developer AI Assistant Preview

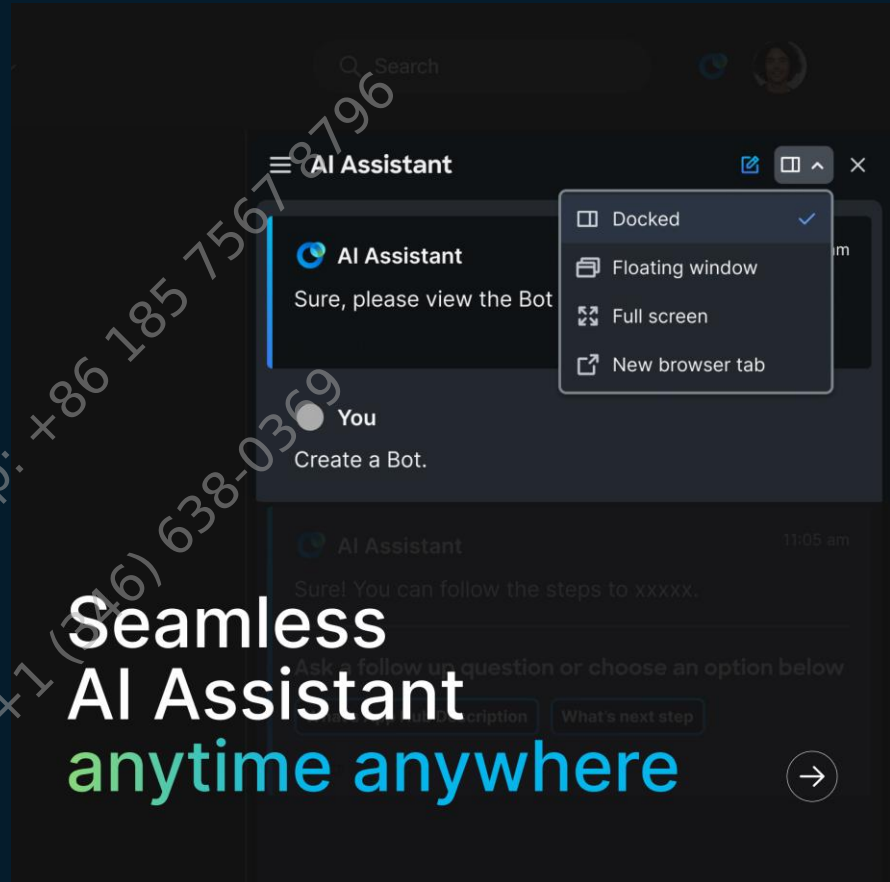
*A Webex for Developer Booth Demo!*

Day: Tuesday, June 7

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Place: Webex for Developers booth #12

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# Developer AI Assistant Preview

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Day: Tuesday, June 7

Time: 4:00 PM

Place: Webex for Developers booth #12

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Join the Webex  
for Developers  
booth demo to  
learn more!



# Complete Your Session Evaluations



Complete a minimum of 4 session surveys and the Overall Event Survey to be entered in a drawing to **win 1 of 5 full conference passes** to Cisco Live 2025.

---



**Earn 100 points** per survey completed and compete on the Cisco Live Challenge leaderboard.

---



Level up and earn **exclusive prizes!**

---



Complete your surveys in the **Cisco Live mobile app**.

# Continue your education

- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](http://www.CiscoLive.com/on-demand)

Contact me at: [adweeks@cisco](mailto:adweeks@cisco) on Webex

# Continue your learning journey after the event with Cisco DevNet!

- Personalized learning modules
- Live interactive tooling
- Other resources



**Scan to get started**

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# Thank you

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