Phone.com®
And our new API

With

Aaron Rosenthal - API Product Manager - arosenthal@phone.com

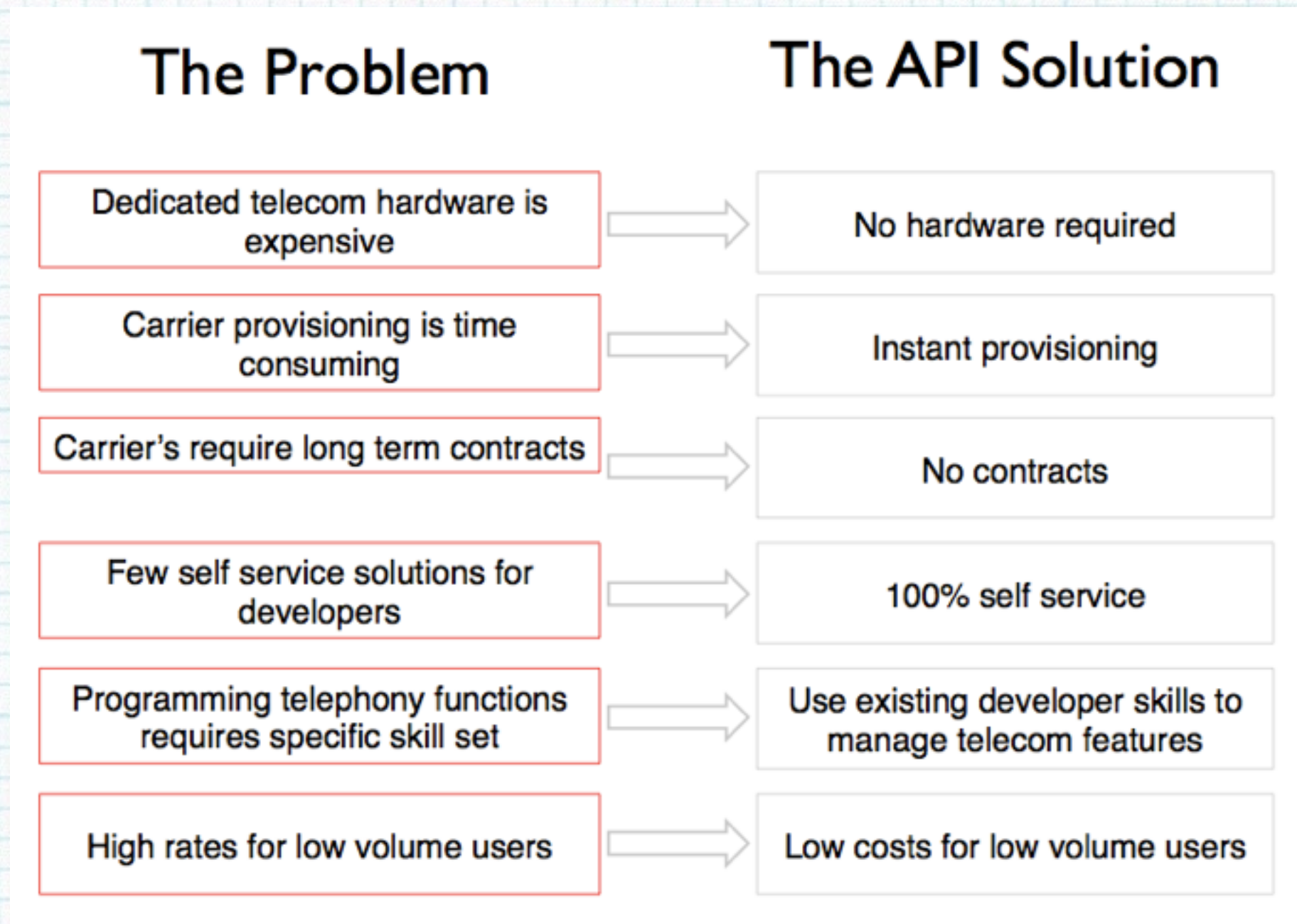**Peter Hogan-De Paul** - Developer Evangelist - peter@phone.com

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API - What is it?

- API stands for Application Programming Interface.

- APIs allow one application to utilize the features and services of another application.

- No need to re-invent the wheel!

- Our API gives developers the tools to build Phone.com's telephony features into their applications.

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APIs are the solution

The Problem		The API Solution
Dedicated telecom hardware is expensive	→	No hardware required
Carrier provisioning is time consuming	→	Instant provisioning
Carrier's require long term contracts	→	No contracts
Few self service solutions for developers	→	100% self service
Programming telephony functions requires specific skill set	→	Use existing developer skills to manage telecom features
High rates for low volume users	→	Low costs for low volume users

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General API Examples

When you take a picture with your fancy photo app, then upload to Instagram - that uses the Instagram API.

When you're searching for a restaurant on Yelp's map - that uses the Google API.

When you get a text message from your airline about an upcoming flight - that uses a communication's API - like the Phone.com API!

When you get a bank alert text - that uses an SMS API.

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Phone.com API Features

- Send & Receive **SMS**

- Create and manage **Menus**

- Create and manage **Queues**

- Create and manage **Call Handling Rules**

- Upload and manage **Media**

- Query Phone.com **Contacts**

- Query **Schedules**

- Query **Extensions**

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Using SMS in your Business

- Text messages get noticed

- Integrate with existing software

- Custom solutions

- Any Developer can use it

- Reminders, Alerts, Notifications, Communications

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Phone.com API BETA

- Currently in private beta

- SMS is free during beta

- Learn how to use the API at docs.phone.com

  - For more info or to sign-up for an invitation visit: dev.phone.com
  - Questions please email me at arosenthal@phone.com

THE END

Questions?