

Breakout Session 2

Bringing Wrike to the next level: APIs and Integrations

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Specialty:

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Session Goals:

- Gain a basic understanding of APIs and their capabilities/benefits.
- Learn to determine whether an integration for your desired application is feasible.
- Understand how to go about getting an integration built.



What Value do APIs Bring?

- More Visibility
- Operational Excellence
- Higher Adoption
- Time savings
- Process Efficiency
- Cost Savings
- Transparency



Optimize



Integrations & APIs Context

API: Application Program Interface

Effectively - APIs allow different programs / applications to interact with one another.



How APIs work



Programmer



API



Application



Examples of APIs

Copy and Pasting: Moving a snippet from Excel to Word. ([Local API](#))

Embedding a Google Map onto Facebook. ([Online API](#))








'Integrations' refer to pre-built functionality between applications and are always built on APIs.

- E.g. Wrike's Slack integration, 'login with Google+,' etc.
- Even Wrike's mobile app is built using our API!



1. Wrike's Own Integrations

- Outlook
- Cloud Storage
- Salesforce
- Slack
- G-Suite
- Jira
- MS Teams
- OKTA

	ADOBE® CREATIVE CLOUD® EXTENSION Access Wrike from inside Adobe Creative Cloud products.	Configure
	WRIKE FOR OUTLOOK Work with Wrike tasks right in Outlook with this add-in	Configure
	WRIKE OFFICE ADD-IN View tasks and upload files right from MS Office	Configure
	OFFICE TIMELINE A PowerPoint timeline maker that integrates with Wrike to transform projects and tasks into beautiful timeline and Gantt charts	Configure
	G SUITE Integrate your G Suite with Wrike	Configure
	CHROME EXTENSION Create Wrike tasks from any webpage	Configure
	SALESFORCE Accountability and 100% visibility into clients' projects	Configure



2. Middleware Options

Looking for something outside Wrike's pre-built integration? Middleware is an alternative.

Use third party applications to custom build integrations between softwares.



Middleware: Good To Know

Pros: ease of use, simplicity of integration build, support services for integration, built-in hosting of the integration

Cons: monthly subscription fees, lack of total control, not all API functionality is supported by middleware services



3. Build a REST API

Custom Development e.g. hiring an internal developer, or third party developer, to develop a custom REST integration

Pros: total control over the development process, ability to leverage 100% of the APIs power

Cons: costly, requires time of developer to write scripts and server space to host the final integration.



API Information

- **Where to go:** developers.wrike.com → documentation → methods → parameters
- **What to look for:** find the relevant feature and/or function listed under methods, and determine whether the API is capable of pushing/pulling data for this parameter
- **Example:** Can Wrike's API update custom fields?
- **Answer:** → <https://developers.wrike.com/>



API: Advanced Questions

- **Question:** I want to build a custom integration with Harvest to report on all time tracked for projects, can Wrike do that?
- **Answer:** Yes!
- **How??** Let's walk through this together in 3 simple steps...



API: Advanced Question Step 1

- **Determine whether the application you want to integrate with exposes an API**
- In this case for harvest, we will go to their website and see if they have an API (<https://www.getharvest.com/>)

TL;DR...they have an API that we can integrate with



API: Advanced Question Step 2

- **Determine the scope of the integration the client wants to build**
- In this example, the client simply wants to push time entered on a project into Harvest so they can more accurately report on their billable time
- This is possible, as it is simply a transfer of data from Wrike, and it's a feature of Harvest



API: Advanced Question Step 3

- **Determine if Wrike's API has the capability to push/pull the necessary data**
- In this example, we need Wrike's API to push time spent data to Harvest so it can be logged in Harvest
- Wrike's API can get time entries for tasks, projects, and folders
- Let's walk through this together... <https://developers.wrike.com>



API Advanced Question: Step 4!!



API: Typical Client Use Cases

AirBnB: Built a custom Salesforce integration with our API to take data inside of SFDC Opportunity fields and transfer that info into custom fields with Wrike

COMPLEX: Built a custom integration with QuickBase to duplicate Wrike templates and update Wrike task + project status inside of QuickBase



API Recap

- **APIs:**
 - Are a pre-built way to interact with other programs
 - Allow information to be pulled from and put into a platform
 - Enable rapid and scalable development of new applications
 - Use HTTP commands, object methods, and parameters to specify exactly what the programmer wants to happen
 - Are suuuuuuper cool



Questions?



Thank you!

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