Krish (products.snowpal.com) (00:00.822)
Hey there, hope you're doing well. In this video, we're gonna take a quick look at Snowpal APIs, at least a number of them, if not all of them. Just take it as an introduction if you will. If you don't know of the APIs that our API suite comprises, then this should serve as a good introduction. What I suggest you do is, you know, after you watch this video, when you get a chance, just go take a look at the links I'm gonna be gonna include in this video. So you get, you know, you can get more acclimated with our APIs and then find out.

figure out which ones make the most sense to you or what will serve your current or immediate needs in the short term and in the long term as well. And if you have any questions, you're more than welcome to reach out to us. Our APIs are self-serve, but we do offer professional services to help you integrate our APIs. So we're more than happy to work with you in that aspect as well. So without further ado, let me do a screen share and actually speak to some of these APIs.

Krish (products.snowpal.com) (01:02.706)
Okay, hopefully see my screen there. Let's start. This is in no particular order. So I'm going to just get started. So these are actually looks like I forgot to add include and arrow here. Let me do that. Okay, the size of these circles of these API's is not an accurate reflection of the size of the API themselves in terms of the number of endpoints the restful endpoints each of them supports.

With that said, at least, you know, I want to give a representation of which one's bigger than another. So, you know, take that as a grain of salt, but our Connoisseur API, it's got like 25 endpoints or so, that's the smallest of our APIs. Building blocks, if I'm not wrong, is one of the biggest ones. It has close to like 375 endpoints give or take. And the others, you know, they range anywhere from like 100 to 200 to 250 endpoints. So these circles should give you some, you know,

The idea is at least for them to give you some indication of what you know, how big these APIs are Now the image that's to the right of these APIs

is the postman collection. I'll include the links. But you know, they read along these lines of a content management API, it would be content management API literally, you know, dash delimited. And if you hit that, it's going to take you to content management. Similarly, if you want to go to like project management, as you probably guessed it, I'm just going to change this to project and take you to the collection for project management API. Let's say access control, I'm going to do

Access control is called access control list API. So it's access control list API.snowpal.com and so on and so forth for the other APIs as well. So all of them have postman collections for your dev teams to quickly run either on the browser or run on the native client and then hit the ground running essentially.

Krish (products.snowpal.com) (02:58.622)
Okay, that's, you know, so we have documentation presented in more than one way because we know, you know, depending on the stakeholders, we've seen that some, you know, the product teams might like a certain kind of documentation compared to your dev teams. So we have Postman collections to serve as documentation primarily for the development teams. From what you've seen the dev teams actually, you know, it's a very popular tool. And you're, if you're

Krish (products.snowpal.com) (03:28.638)

The product teams on the other hand do use postman but we have also seen that they like API developer documentation that's sort of presented a little bit differently. So we have those on our API on developer if you go to developers dot snow pile.com, you can see this documentation improves by the day. It has a list of the API's it's got examples we adding more recipes. So you can actually look at you know what some of these recipes are

We also have SDKs. I did not mention that this diagram does not include that. Excuse me.

But this, you know, with the API guide, the postman collection, the API documentation, the recipes and the reference, the combination, all of this is gonna, you know, hold you in good stead. Essentially take care of all of your needs to be self-serve. And if you need help, you're more than happy to reach out to us as well. We'd be more than happy to help you out. Either through professional services, which you can purchase on AWS Marketplace, or through other means. There's more than one way

reach out to us for help. Now let's say this is the API documentation. Let's look at some of them a little bit more. But let me just talk for a minute or two about each of these APIs. So APIs are building blocks, as you know, you know, the idea behind providing APIs is so that you can focus your you and your team can focus your core energies on actually building, solving your core customer problems and not have to reinvent the wheel.

Krish (products.snowpal.com) (05:02.512)
has a certain unique selling proposition, our APIs are meant to serve as fundamental building blocks. Now we have an API called building blocks that basically is, like I said, it's got close to 375 endpoints if not more. Just about anything you need, everything you need, I should say, to hit the ground running to build an application, be it a web app, a mobile app, or a microservice, you should find...

an endpoint or two or more or a directory of endpoints in this particular collection. So just go to building blocks API and you can peruse through the actual documentation to get a sense of what you know these folders are. Postman doesn't support multi-level so we've numbered it in a way so it's kind of a flat list of you see keys one through five it means they're all related but we also made the separation so you don't see like 85 endpoints

difficult to read. So we have it as a reasonable number like 10 to 15 endpoints maybe per directory. And then we scope it. So the chart related endpoints go into chats, dashboards go to chat dashboards, node related endpoints go into keynotes. So the separation is nice and clean and keeps it small. And if you're actually interested in you after subscribing to the API, if you're you know, working on one or two features, and you may focus on certain

them at least not on day one. So that's building blocks API. And before I get into the rest of the API is remember that we have postman collections, like I mentioned, we have developer documentation.

In addition to those two, we also have production apps to serve as actual references. So if you go to like snowpal.com, this is a project management platform that's built using some of these API so you can see them in live action. There's thousands of users currently on board on this platform. Similarly there are iOS device, iOS and Android apps on the app and Play Store. So you can go to ios.snowpal.com. Let me actually open a different browser.

Krish (products.snowpal.com) (07:12.718)
We have a URL read regs, I need to remove the HTTP there. Yep. So this is on the App Store, the project management app. We have a full blown native mobile app. And similarly, if you go, if

you want to check out the Android app, you'll just go to android.snowpal.com and you can check out the Android app. So that's just an example.

And since it's a URL redirect, when you're doing that, remember to not use HTTPS because it's just a convenient way to actually redirect you to the app and play stores. Okay, so let's get back to the API's. So building blocks is one and then there is content management. If you're building, you know, our API, the content management API supports three levels of content in the hierarchy, you can actually combine that with another API of ours, which

Krish (products.snowpal.com) (08:02.824)
you know, expand that and have infinite levels of hierarchy. That's a more, you know, complex, a little bit more complex topics that we'll get to it in subsequent videos. This one's a high level introduction. So the content management API is anything that you're dealing that relates to content, you can, that's probably an API that you want to certainly give a look, take a look at. Now, these APIs are fundamental building blocks. The one that is called building blocks, but even all the other ones that are actually building blocks. Content management starts with, you know,

emphasis on content management, whereas project management has something to do with, you know, it also has support for Kanban and how you present this content and bulk actions around. Let's say if I go to, I want to go to a local host just so I don't share like production data. So if I go

to a project management app. And let's say I create these are all okay, there's a project key, this test data. So take it to the grain of salt. So we have Kanban support. Now again, Kanban means that you need a lot of actions here, bulk actions, copying all of the cards from this list, moving the entire list, and so on and so forth. So for that, we have a lot of these API's that actually support this, you're adding a new project list. And then

Krish (products.snowpal.com) (09:21.144)
say reorder project list and then you just drop this project list to the top and I close it goes so you know this becomes the first one there's just a production working example of a platform that again has onboard of thousands of users and you might have a different Kanban view that solves a slightly different problem the idea behind the project management API is that it provides all the fundamental building blocks of implementing this interface imagine how complex it would be if you had to implement it but you know by

UI, UX and API side of the problems right so we are here we're giving you everything you need from a server-side standpoint that way you can focus your energies on just building what you need to do and solving your core customer problems. Project management

Let's go to Classroom API. If you're actually building something for schools or universities to satisfy the needs of tutors, an extremely noble profession teaching as we know, we at Snowpal do teaching as well, which is a different product, nothing to do with our APIs. So we respect that as much as we respect any other professions, super important, we will share your knowledge of the people. If you're building apps to cater to the education industry, Classroom APIs will let you create students, collaborate content with teachers,

assignments, projects, do grades, compare student performances, compare class performances, and hold nine yards, essentially. Conversation is an API that's, if you want to add conversations as a functionality to your app,

It's not to say that it's going to replace something like slack. That's not the idea The idea here is more like LinkedIn messaging where it's alright It's not the most powerful one, but it actually

works You connect with people you exchange some messages and then if they become part of a team And you get on board and then you take the conversations to slack and other more powerful platforms with the initial conversations are actually had on LinkedIn that's the idea behind supporting conversations as an API

Krish (products.snowpal.com) (11:16.31)
The project management app that I was just showing you that also supports conversations. You can add conversations very easily into the mix of things that private and group conversations and all the basics of conversational elements.

if you know what I mean, into your web and mobile applications. That's the idea behind publishing the conversation API. The status API, if you're building a Slack app to publish statuses, as an example, your team is reporting statuses on a scrum call rather than waste time in the call with eight people or seven people in the team reporting statuses, you can actually have a quick Slack app that's built. There are some out there that could be better, but if you want to get started with building a status app, whether it's a mobile app or a web app, I'm just saying

better starting place for you to build a status app essentially, we might actually do it at some point at snowpal consuming our status API to publish a slack app just as an FYI. So you might want to beat us to it by using our own API's and building something quicker. So you can you know, you can check out the status API again to do that you will just go to status API dot snowpal.com and you can look at all the endpoints and we're going

Krish (products.snowpal.com) (12:28.948)
endpoints. But like I said, some of them run most of them run into hundreds of endpoints, it's going to take lengthy videos. The idea behind this one is to just you know, sort of scratch the surface. The what else we talked about classroom conversation. Okay, we are we have a couple of more to go.

least for this first video. custom attribution. If you want to support custom attributes like text attributes, let me actually pull this up so you know what. So we go to custom attribution. And you can see the list of attributes type attribute types we support text number date file, single select multi select the nested single select.

this actually seven of them, but that is 80 to 90% of all attribute types that you should ever need. It's a very succinct list of attribute types, but it'll solve 90% of your problem because it's extremely powerful. I'll do we'll do separate videos on this. But if you want to do custom attribution, create custom attributes, add them to a bag associate these attributes or bags to resources, you will be better served best served by using leveraging our integrating our custom attribution API.

access control. There's a few other articles that we are actually beginning to write to publish on our product documentation page. So one of the page is you can subscribe to products dot snowpals.com and you can even go you know we categorize that by API's, podcasts, education, our managed services and whatnot. So subscribe to this newsletter to actually you know get notified both about technology advancements in the larger world out there and things that we are doing on a daily basis at

newsletter. So there are some articles on access control API that we wrote recently. So if you need to do any level of access control, whether it's privileges, roles, customization of these roles and privileges, teams, members, and build any, no matter how complex your access control needs are, our API should actually serve.

Krish (products.snowpal.com) (14:28.186)
most if not all of your needs. They are it's another powerful API, which serves as building block but as an access control ACL building block to building your systems. So that's an initial list we talked about here again, the developer documentation is pretty cool. You can go look up you can you know, you quickly do a search. Let's say if I go here, I want to jump to I want to look at private conversations, I'm just going to say private, it says conversations 1.3 ad private or

Krish (products.snowpal.com) (14:58.16)
let's say I'm going to a conversation API. And then I can go to one dot three add private group conversations, you can run it in postman, hit the ground running by you know, subscribing to it. Now how do you subscribe to it?

you can do it in one of many ways and we support multiple licensing models. You can pay by request or subscription by going to aws.snowpal.com and redirect you to the AWS marketplace with a list of all our products. That's one way to do it. It takes like click, click three clicks within the first five minutes you should actually be able to subscribe to it, get an API key and a product code the product code because we have multiple API products. So the product code identifies which product you have subscribed to and then the API key is unique and private to you. Please don't

So you can do that and then pay by request or by subscription or if you need a private offer, let us know we can create a private offer for you. We are beginning to create even more products. You know, we have some set of products on AWS marketplace to support different pricing models and we're adding more into the mix. You can also say, hey, you know what, we are a multi-tenant system, so you can literally use this by subscription or request. But if you prefer to actually have that in your infrastructure, let's say you're on AWS or Google Cloud Azure.

and provision our services for you in your infrastructure. Not a problem. That's one way to do it. Second way to do it. Or you could say, you know what, we're okay for you to run the request in your infrastructure, just point to our database. So we have complete control over our data. That's fine as well. That's a nuance, the second model, but let's call it 2A and 2B. Or you might say, you know what, we actually have a different DevOps team or a platform engineering team, and we want complete control over these services,

you have no control over.

Krish (products.snowpal.com) (16:43.542)
the services when we start leveraging them, meaning you don't know when the requests are made, how many are made, where the data is persisted. So we just wanted to be part of our ecosystem. That's fine as well. You can purchase commercial licenses for one or more APIs, hit us up and we'll let you know how you can go about that. And then you can basically take purchase license and purchase upgrade, you know, maintenance and upgrade licenses as well. If you wanted to, we highly recommend you do so. So every time you publish upgrades, you can, you know, benefit from those upgrades, bug fixes, enhancements, features,

and whatnot. So there's multiple licensing models, but you can start with AWS Marketplace.

What else? Let's quickly talk about the steps here. I just put together a quick table here, take it with a grain of salt. You would review the APIs, you know, look at the postman collections and developer documentation, assign it to somebody in your team. Here I'm saying it's Chris, it's in progress. And then pick APIs of interest, you might want to start with one, two or more APIs and add others into the mix because IAPIs are built to work independently, but collectively they add a lot more value. You know, it's almost like watching an episode

But if you watch the whole series, you probably want to probably appreciate a bit appreciated a bit more if you're a fan of the series In other words, we are as you can tell so the API is work independently and they work collectively as well So you use them as it makes the most sense to you Subscribe to the API. So like I said purchase a license or you know, get the API key However, you want to do it do that and then import the postman collection after you receive the API in the product code You can import the collection and you know

Again, if you're licensing it, you would need the API key. But if you're subscribing through a traditional backend as a service, then you'll get the API key and the product coding and implement the collection for your dev team to start work. And then literally you can hit the ground running, build your web app, mobile app or microservice by focusing on your core customer problems. This way you're not spending time reinventing the wheel. Imagine having to build this, not necessarily to this extent, so it's this robust or scalable and extensible.

Krish (products.snowpal.com) (18:49.87)
sized variant of this It is going to take a sizable amount of time and money and it's probably the time money and effort You would be better off spending someplace else Hopefully right hopefully that makes sense Here go take a look at the guides here. We are improving these guides. We have tutorials We have blogs that speak to a lot of these API's You know, we have videos podcasts plentiful documentation You know as you can tell it's colorful. So it doesn't make for a boring

read. We try to make it as interesting as possible as well. It's one thing to make it you know, it's not a boring Google Doc, as you can tell. We have different representations of the API's. So different people like to see differently. So this one, for instance, actually gives you the count I can see it says 350 plus content management is 300 plus project management is 250 plus endpoints. Classroom is also 250 plus endpoints conversation

Krish (products.snowpal.com) (19:49.504)
as endpoints, custom attribution is 35 but it's actually very...

You know a packed set of 35 endpoints that are very powerful Access control is 75 endpoints and that list is that number is growing so you can get you know overall I think if you add all of these together, it's like 1500 endpoints give or take so you can literally build Most of what you want without having to staff hire Spend train a back-end team you may or may not even have one a back-end team if you don't You probably shouldn't probably do it unless you know build that team unless it's needed

not when you're building your MVPs and perhaps not even later. If you have a team, maybe they have, I'm pretty sure they have other more important things than bigger fish to fry. So they don't want to, you don't need to reinvent the wheel so you can use their APIs to actually power your systems. That's.

Basically what I wanted to cover in this in this quick video, I mean quick for me it turns out to be like 20 minutes. Hope that made sense. But if you have more questions, certainly hit us up and we are more than happy to help you out. Thanks. Talk to you soon.