

Krish (products.snowpal.com) (00:00.822)

Hey there, I hope you're doing well. In this podcast, we're gonna take a look at one of Snowpal API, the conversation API. And we're gonna talk about some of the end points and some of the features it supports and why it would make your life much easier if you actually integrated the API rather than re-implemented your own conversation functionality if you were actually building something like that for your web or mobile applications, for instance. So let me, without further ado, let me share my screen.

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Okay, so the conversation API, you can go check out the Postman collection by going to conv This actually is the simplest of the APIs we offer, simplest meaning the smallest one. It's got like 30 endpoints, something around there, maybe 27, 28, give or take. And the idea behind this is if implementing conversations, imagine if you're doing something like LinkedIn messaging.

and you have to build a user interface and the APIs, it's always easier to do lesser than what you have to. And I reckon you're not trying to, your unique selling proposition is not conversation unless you're building a full-blown conversations app like Slack, which I doubt a lot of us are doing. The idea is you building a product and application be it on the web or mobile or a microservice that needs to have a conversation as a feature. So you have some basic support for conversations

those initial conversations you can probably go use something like Slack that is built to solving that problem singularly in the best possible manner or Teams for instance.

So you can go to snowpal.com to check this out, but because the production app, as you can imagine, I cannot share my production data. So I'm just gonna go to something that's running locally. It's the exact same thing. It's just a local version of the production application. If you go to conversations, and again, there's dev data. So just take the data of the green of salt. It has the type of features that you expect a conversation feature to have essentially.

You can go find people. Let's say I'm gonna pick Parag 2. I can go have a private conversation. I can say hello. Or I can have a group conversation with more than one person. I can pick again Parag. I can pick Parag 3. I can say go. I can type hello there.

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Just an example, so group conversations, private conversations, you can archive a conversation and you get a new message sent to you by one of those users, the conversation is gonna pop up. You can leave, which means the messages, the conversation up until that point will be preserved, but you choose to leave that group, that conversation, or you can just delete the conversation. Again, with single, one-on-one conversations, we support read receipts, et cetera. So you get the idea. Basic conversation functionality that you wanna integrate into your application.

That's what this, let's actually draw this out as we go. So it's easier to remember.

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What are some of the features we just discussed?

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conversation.

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And then you have a group conversation.

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group conversation as you know like we saw you can archive it you can leave a group conversation or you can delete there's nothing to leave one-on-one conversation so what we support here are read receipts

And there's more to it, but essentially that's what it is. And when you go back and try to send a message to an existing, to a member who you've already had a conversation with, it's gonna pull up that conversation. Similarly, if you're getting to send a message to a group of people, to a group that you've already had a conversation, you didn't leave that group, then you can again, be gonna pull up that conversation and you can continue to send messages.

basics of conversation. That's what our endpoints support. Get under it and then you have things like get under it conversations count, get user conversations, add private or group conversation, get conversations for a given user names, send messages to an existing conversation, get conversation by ID, deleting a conversation, leaving and archiving and then a few other standard endpoints to register users and create profiles and whatnot.

That's basically it as far as conversations is concerned. But the idea is when you're implementing, again, we have conversations support on both our web app and our mobile apps. And all that we, when we had to implement the user interfaces, it took us literally almost no time. Certainly not for the mobile implementation because we had done the web, we had the APIs in place and we just had to consume those end points and just, you know, add a couple of a few screens and just be done with it.

It was a very seamless process.

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But for the first time when we did not have the APIs, all the endpoints, there was a fair bit of work, quite a bit of work that needed to go even for an API that's not the biggest of our APIs. Because you need to worry about the combinations, the permutations, the combinations, the nuances, the edge cases, and you have to run the gamut essentially. And then how you take functionality and make it smaller and simpler, like put that into nine endpoints, takes a bit of skill if you know what I mean.

of this probably had more endpoints and then we could actually make it more optimal. The idea is not to actually reduce the number of endpoints so one of them does too many things and it becomes overloaded not that point not the idea at the same time we do not want to have a proliferation of endpoints because it makes it difficult to consume them as well.

Before I go and this one I'm going to say that you can go to developers dot snowpal.com to check out documentation about this and other Apis That's one place to go if you're a product owner part of the product team you might Enjoy this as a starting point if you're a developer you might enjoy postman as a starting point and once you Decide that this is the way you want to go you can go to AWS marketplace Look for this particular API after a couple of clicks within two minutes. You will actually be signed up You can you know

an API key and a product code by email and you can start hitting these endpoints. Choose a plan either by subscription, monthly, annual or by request. Some of our customers actually you know prefer to have different pricing models. They're like hey you know what can you create a private offer for us or have us you know provision your API, condensation API in our infrastructure on Azure, Google Cloud or AWS. We are like yeah sure that's totally possible we do that.

Even other customers are like, hey, we love the functionality, but we want to be able to have complete control over it. So we want to purchase a license. So it becomes part of our DevOps and platform engineering teams. So you have nothing to do with it once we purchase a license other than them purchasing upgrades, upgrade licenses, and waiting for drops, periodic drops for enhancements, bug fixes, and features. That's super doable. That's what a lot of the bigger you are as a client,

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That's where we've seen our larger clients wanting to be, which is essentially trying to get purchase licenses and manage it themselves, which is totally fine because they have their own DevOps and platform engineering teams, so they have the ability to do that. The mid-size and small organizations prefer one of the other licensing options. And if you're a startup or a solo printer, again, within the first 15 minutes, you can hit the ground running and actually make this part of your product. Imagine how cool that is. You don't have to worry about staffing.

hiring and you know supporting and training a back-end team and you can eliminate or mitigate all of those risks and costs and the spend by paying per request or by subscription. So it's your choice whatever you prefer just go with it and let us know if you have any questions we also actually have professional services products on AWS marketplace that you can actually go look up and

purchase that if you want our team to help you out with the onboarding, but it's pretty self-server as well. So you can, your dev team can do it themselves. It's your choice. With that, I'm just gonna end this recording. Thanks, bye bye.