

A large red graphic on the left side of the slide. It features the letters 'API' in a bold, white, sans-serif font. Surrounding the text are various white icons: a speech bubble, a gear, a cloud, a database cylinder, and a code block with '</>' symbols. These icons are connected by a network of thin white lines, suggesting a digital or API-related theme.

# API

The way to ...

- enhance your VoIP projects
- simplify integrations
- unlock new business

\* Application Programming Interface

Who am I



Christian Pauli

Product Manager API

Bachelor of science HES-SO

Telecommunications, networks and services orientation

Peoplefone family since June 2024

15 years' experience with a telecom solutions integrator

# Agenda for today



What is an API and why do we build APIs?



Our API Strategy and Use Cases

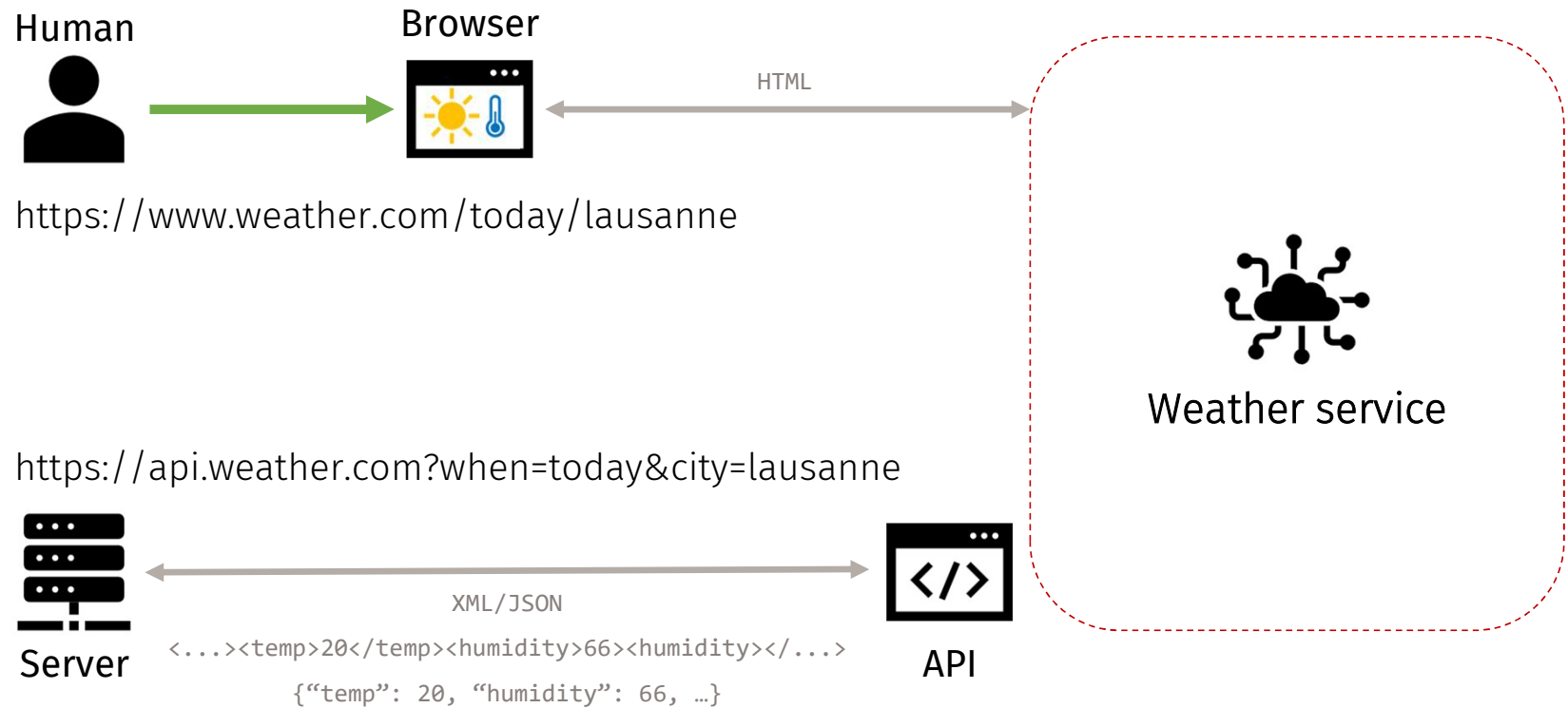


Pricing Strategy



Contact, EXPERT TALK, and Q&A

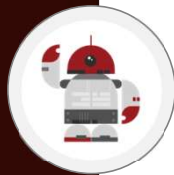
# What's an API ?



# Why do we build APIs ?



Make accessible our solutions to custom integrations



Automate business workflows around voice and messaging



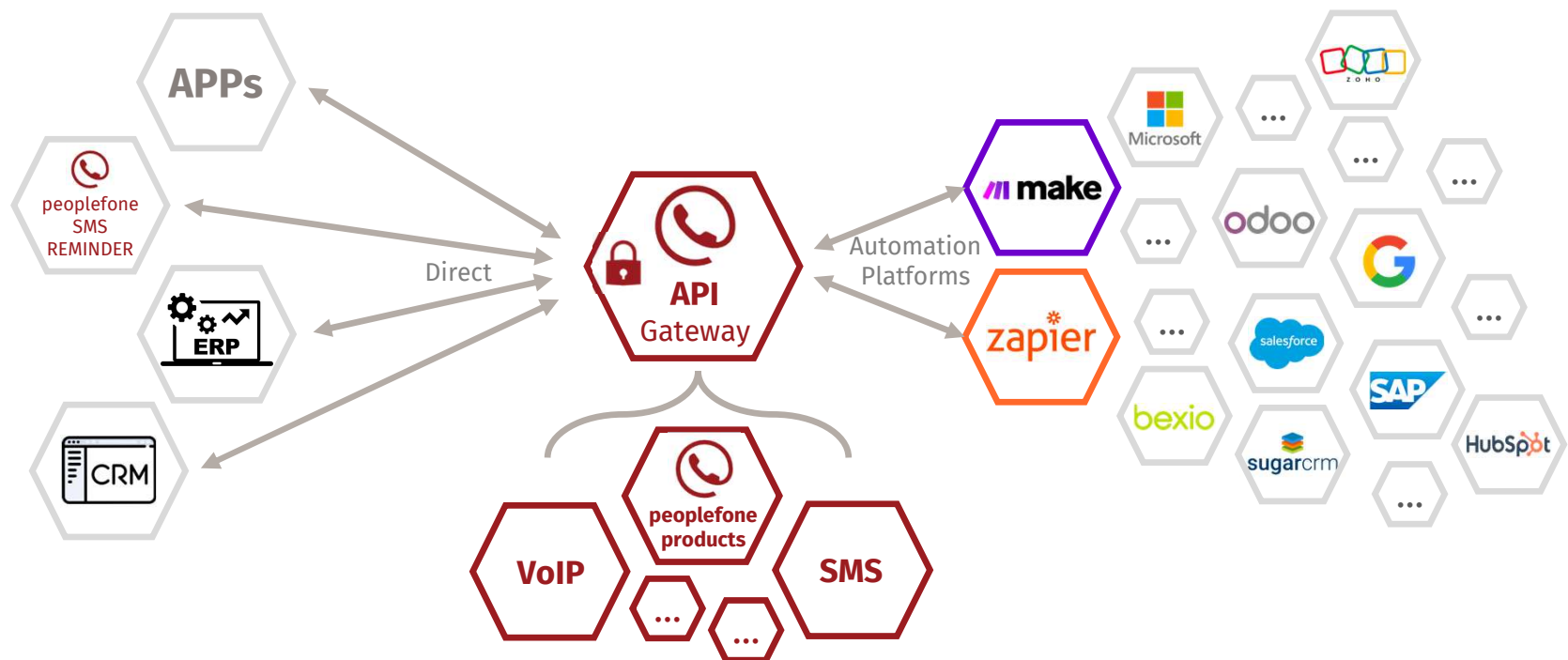
Integrate Artificial Intelligence features

# Our API Strategy



Needs custom development

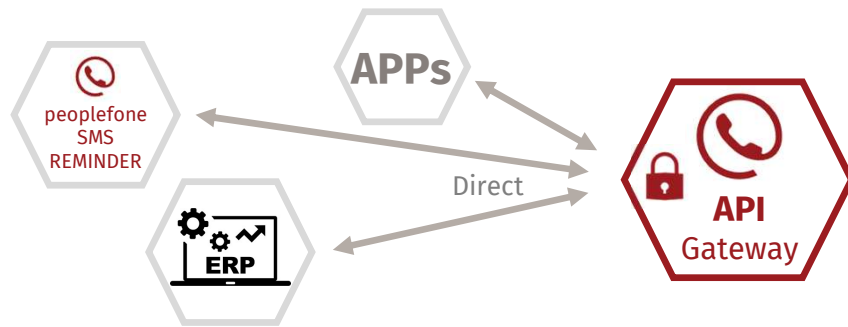
Needs only configuration  
no-code



# Our API Strategy



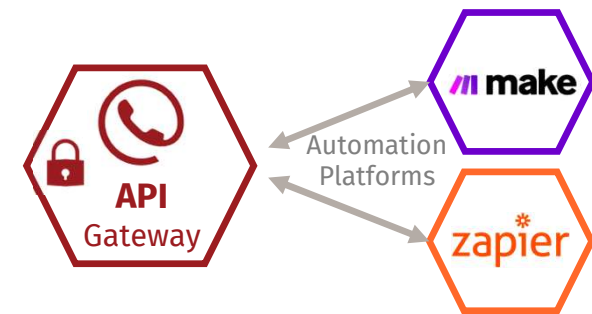
## Direct Connection



### Requirements

- A **defined workflow**
- Access to **our API documentation** (Swagger)
- Own **programming skills** in applications with APIs
- Full responsibility for **building and maintaining** the entire flow within your application

## Automation Platform



- A **defined workflow**
- An **API-ready application**
- An automation platform **account with usage skills**
- An **APP module** on the automation platform (optional but recommended)

# Automation Platform Interface



Screenshot make.com

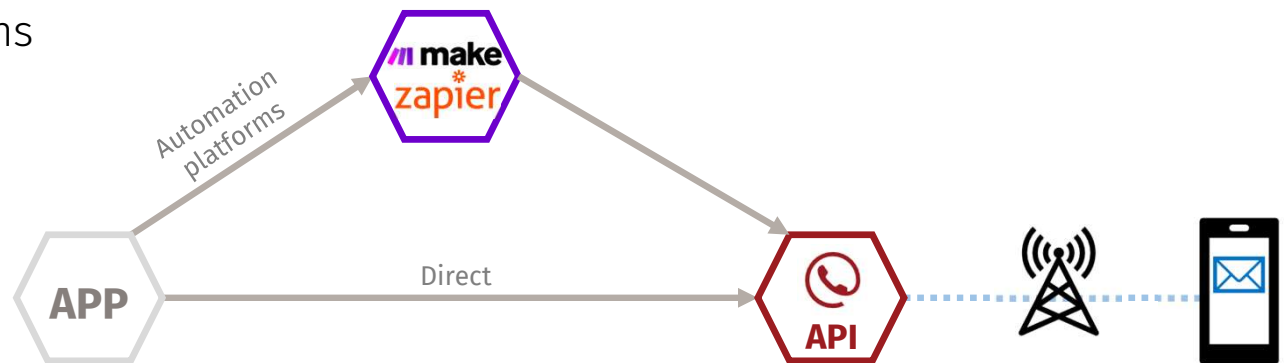
- **Visual Workflow Builder** : Drag and drop, Click and connect, no code
- **Prebuilt APP Modules** : Connect to several apps and services without custom development
- **Real-Time Monitoring** : Track execution and intuitive troubleshooting

# SMS API



Send a SMS by example:

- Reservation confirmations and reminders
- Payment reminders and order status updates
- Bulk messages for marketing campaigns
- Two-factor authentication (2FA)
- System alerts and notifications



# External Routing

One function  $\Leftrightarrow$  Infinite scenarios

Let's look at 3 use cases

# External Routing

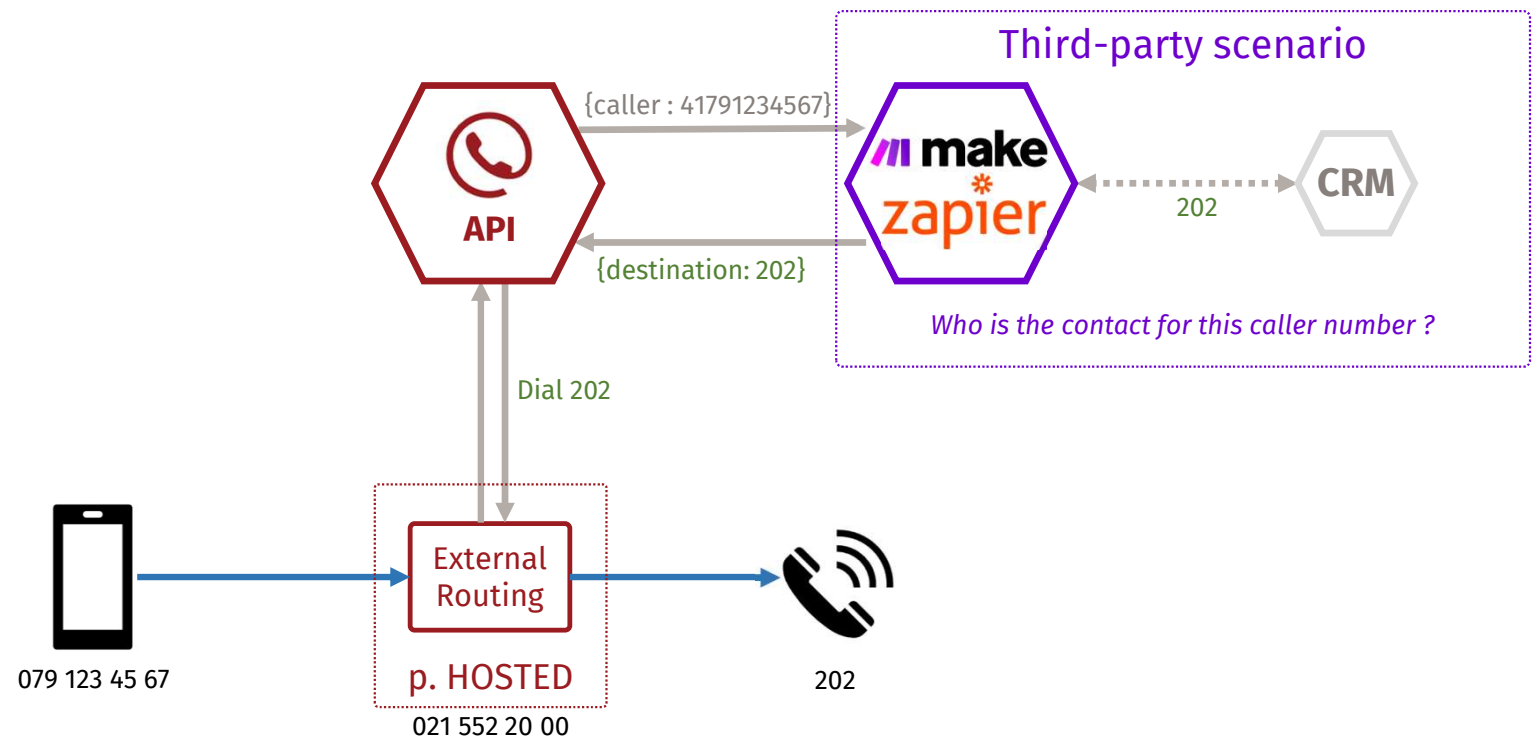
## Use case 1



Route the call to a specific resource

Example: Service Desk

- By priority,
- By language,
- By assignment



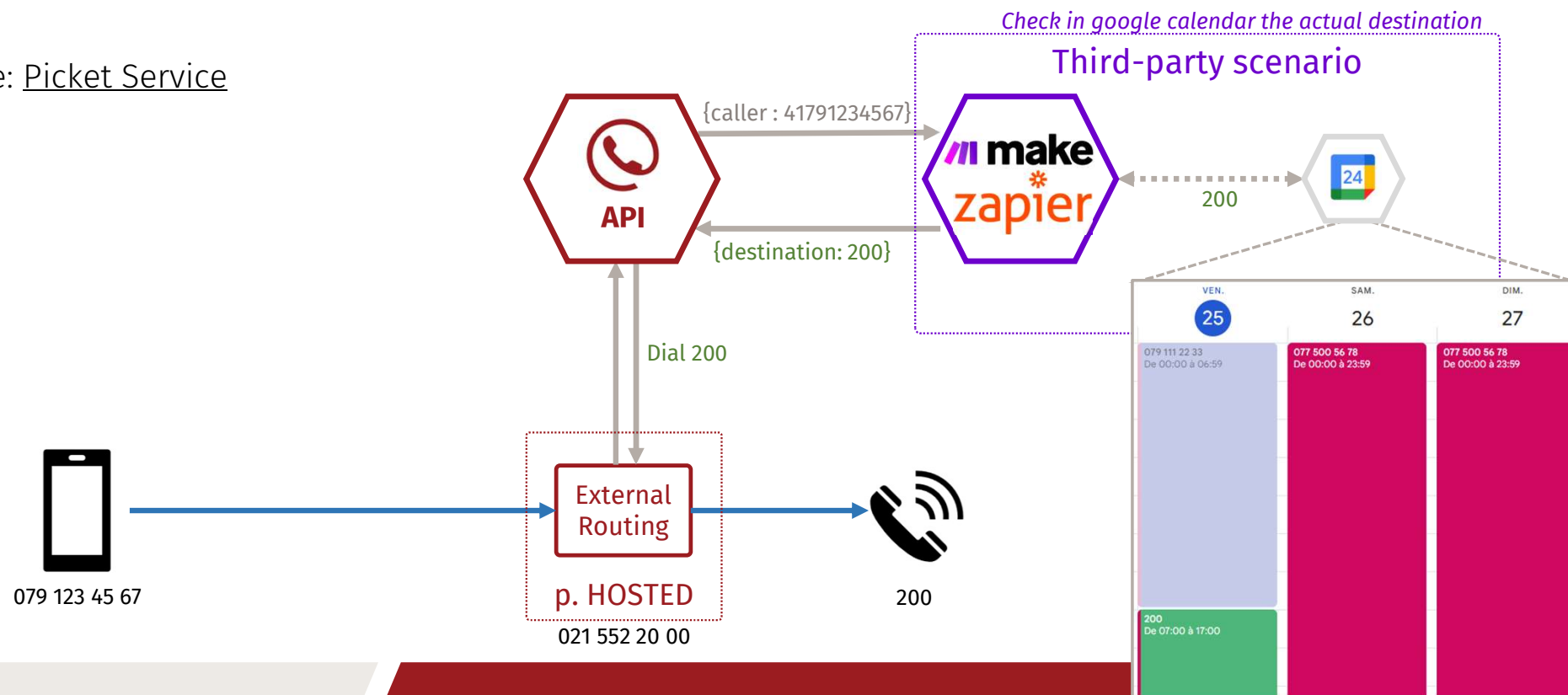
# External Routing

## Use case 2



Route the call depending on a calendar

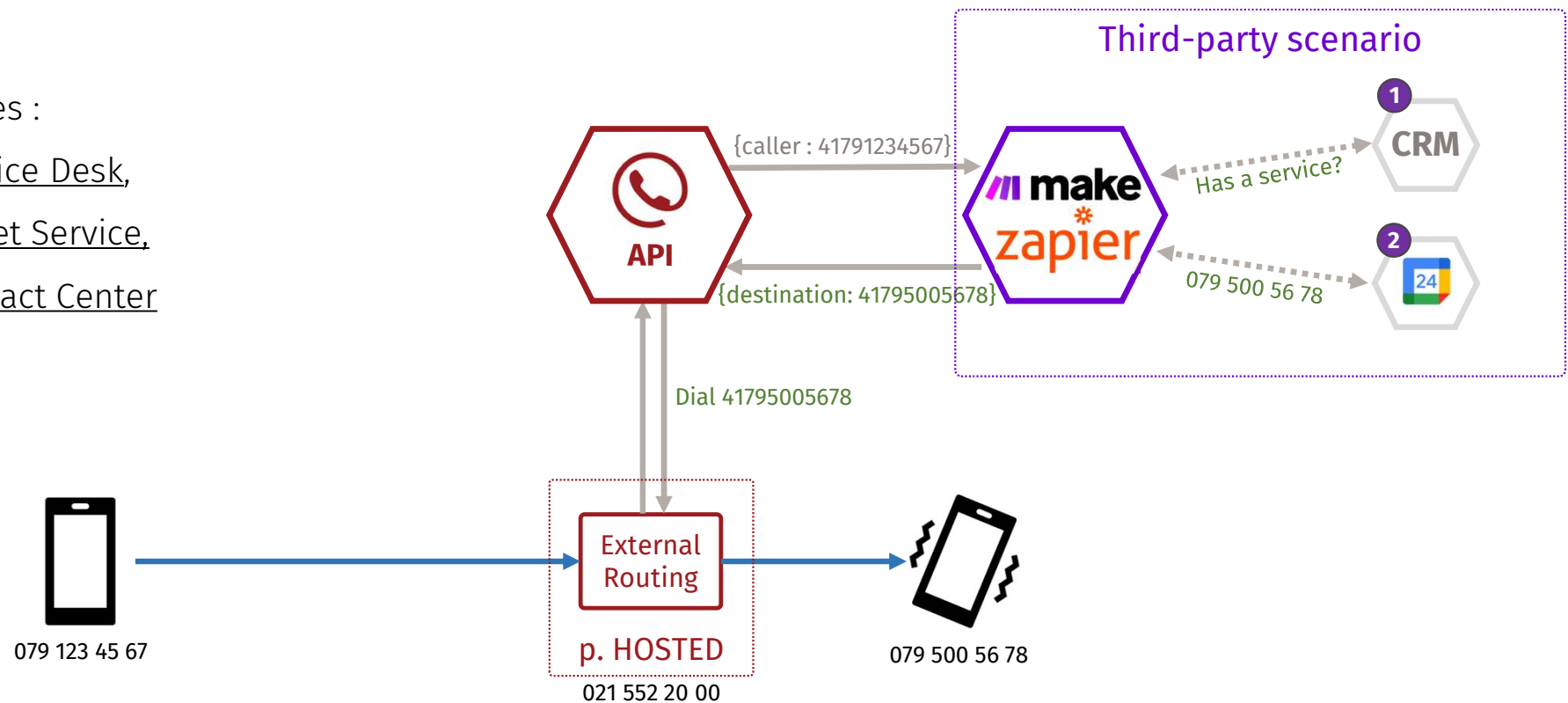
Example: Picket Service



Route the call depending a smart scenario

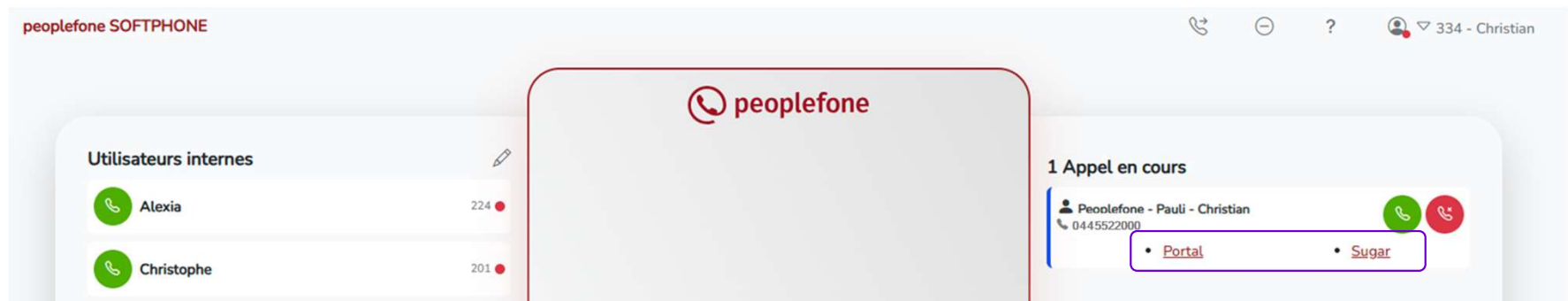
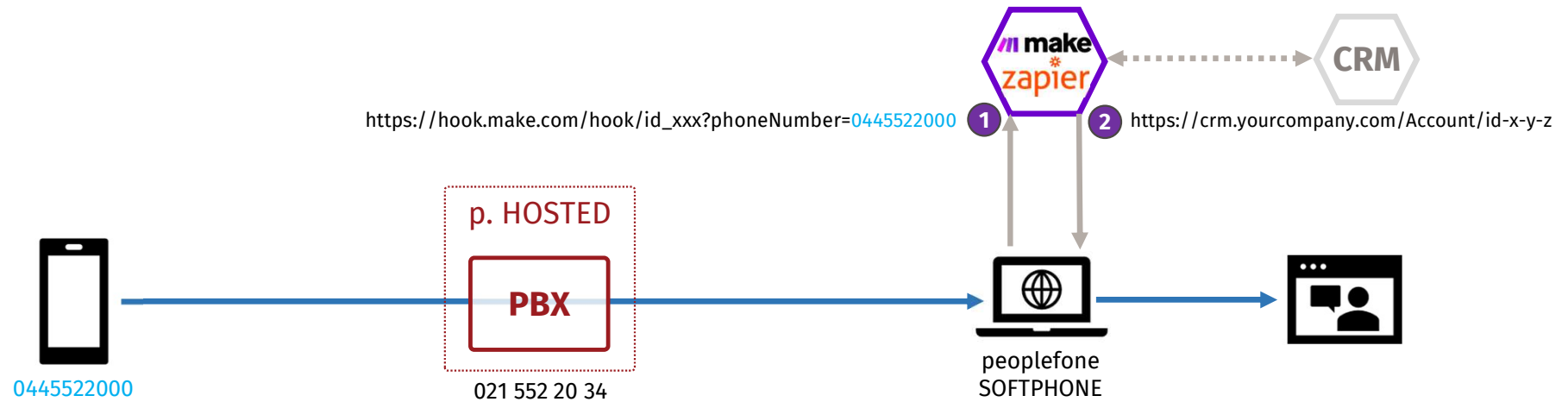
Examples :

- Service Desk,
- Picket Service,
- Contact Center



# peoplefone SOFTPHONE Opener

BETA



# API Pricing Strategy



Access price\*  
(monthly)

+

Service fee

	API Functions	Free	Light 5.-	Full * 10.-	Service price
<i>All prices in CHF</i>					
Configuration	PBX	●	●	●	0.-
Messaging	SMS	●	●	●	SMS list price
	WhatsApp		●	●	WhatsApp list price
Telephony	External Routing			●	Service subscription 5.- / month + Setup CHF 0.01 / call
	Missed Call Notification			●	Setup CHF 0.01 / call
	Queue			●	Included in service subscription
Reporting	Call History	●	●	●	0.-
-	Timeline of a single call			●	Setup CHF 0.01 / call
AI	Call Assistant		●	●	By time usage
	Other services ...			●	By user, by call or by usage

\* Included in peoplefone HOSTEDplus

**Note:** Function names and prices are examples and may be adjusted, limitations may apply




## Christian Pauli

Product Manager API

- Got an integration idea ?
- Scope the need / Create a PoC / Test the API

[development@peoplefone.ch](mailto:development@peoplefone.ch)

More information and documentation: <https://peoplefone.ch/developer>  
(only in English )

## Upcoming EXPERT TALK



Join us to discover how APIs can transform your VoIP solutions with **live demos** and **real-world use cases**.

- In German      **Thursday June 26, 09:00**
- In French      **Friday June 27, 09:00**



Good news



**6 months free** for the first 10 partners



**EXPERT TALK** (End of June) – participation required



Max. **3 clients** per partner

BETA  
Version

Thank you for your attention

Questions?

> EXPERT TALK <

