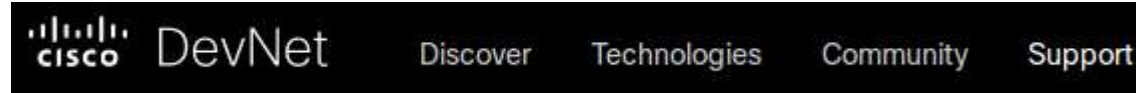# Cisco Spark + Gupshup.io

Building easy, secure, hosted 'Bot' integrations with Cisco Spark collaboration and the Gupshup.io bot platform

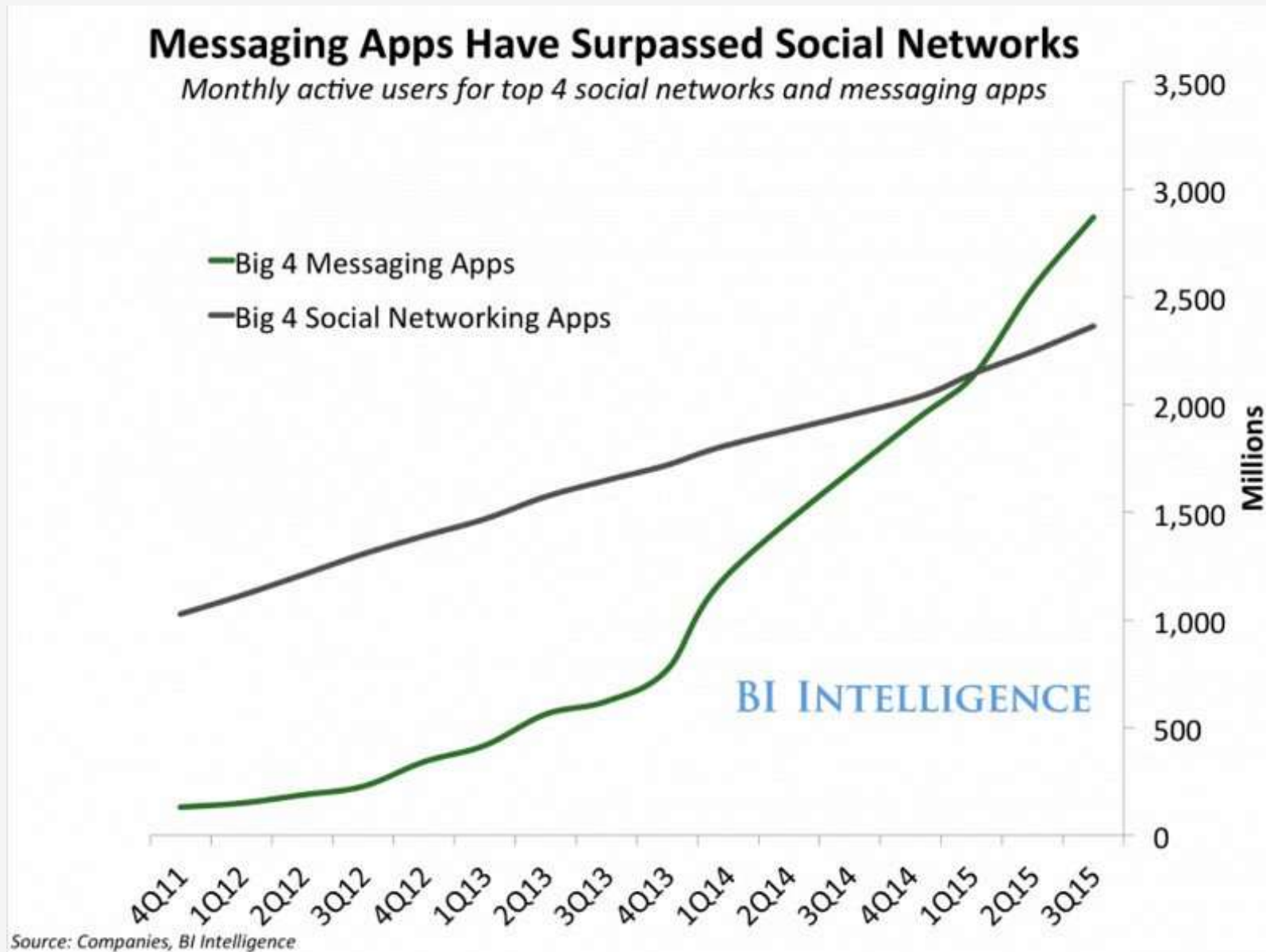# About Cisco DevNet

developer.cisco.com

Cisco's developer hub for communities, technical resources, sample code and support

David Staudt & Austin Hyland – Developer Evangelists making the world a better place for Cisco collaboration developers

Evolving messaging space

Messaging Apps Have Surpassed Social Networks

Monthly active users for top 4 social networks and messaging apps

Big 4 social networks:
- Twitter
- Facebook
- LinkedIn
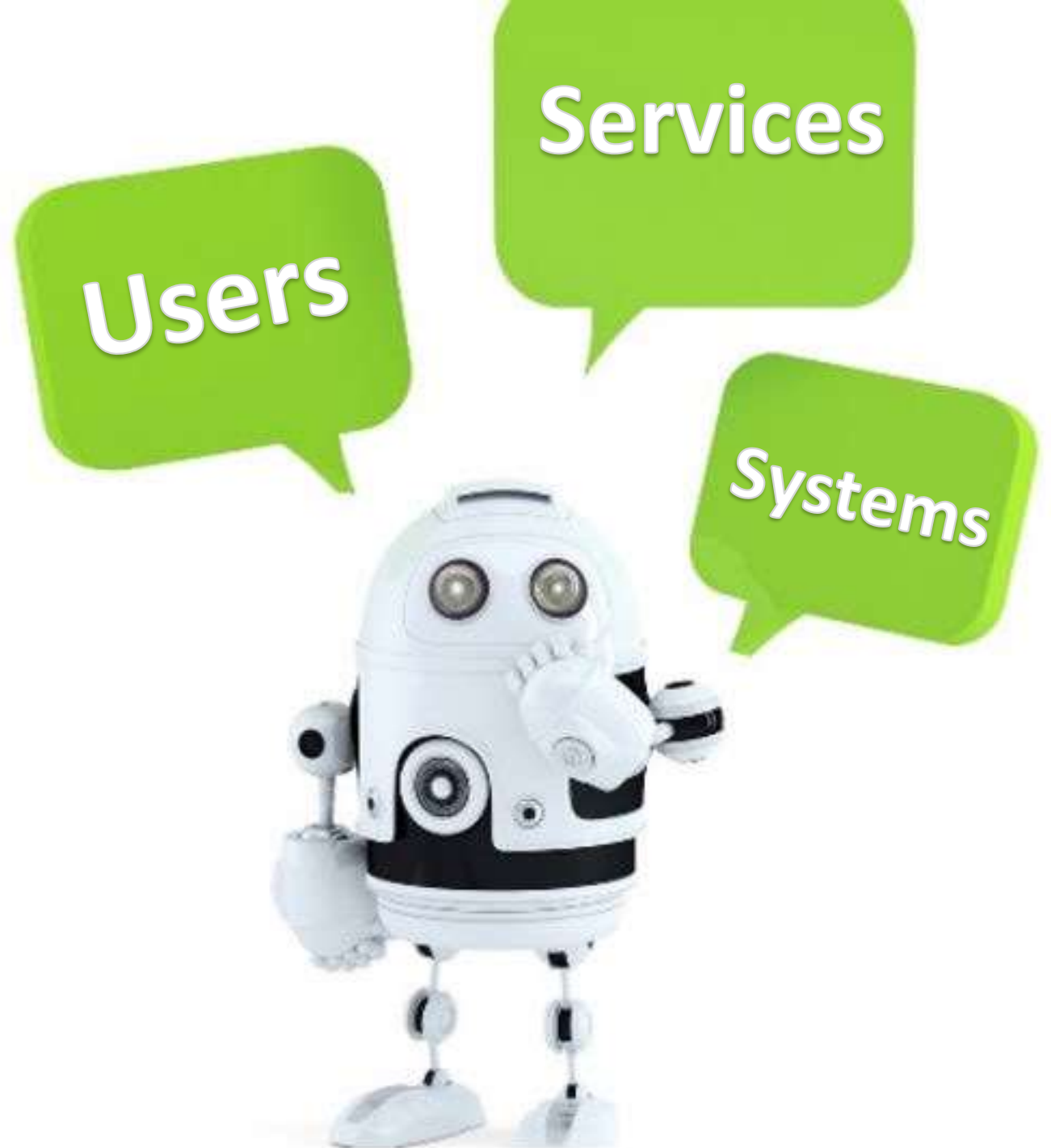- Instagram

Big 4 messaging apps
- WeChat
- Viber
- WhatsApp
- FB Messenger

Messaging Apps are opening their APIs

Chat bots?

Users interacting via natural language with systems and services - in context
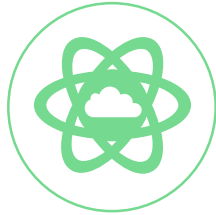
BOTS ARE THE NEW APPS

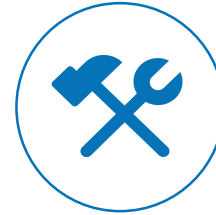# Cisco's Vision: The New Collaboration Landscape
Powered by APIs that are simple, open, easy to develop with

Embed a
collaboration service
into your offering

Access your
favorite tools
wherever you work

Build customized
solutions
for verticals

Integrate with
your existing
IT management tools

Enables Agile Businesses

Accelerate
time to market

Generate better
business outcomes

Improve employee &
customer satisfaction

gupshup

Cisco Spark – Serious Business Collaboration

- **End-to-end encryption** – data in motion and at rest

- **Business-quality voice and video** - built on rock-solid Cisco networking expertise

- **True telepresence experience** – connect with world-class desktop, room-based and immersive video experiences

- **Enterprise VoIP connections** – interop with business voice/video telephony, calendaring and web conferencing

$150 million!

Cisco Spark Innovation Fund

Unlocking the innovation that will change the way
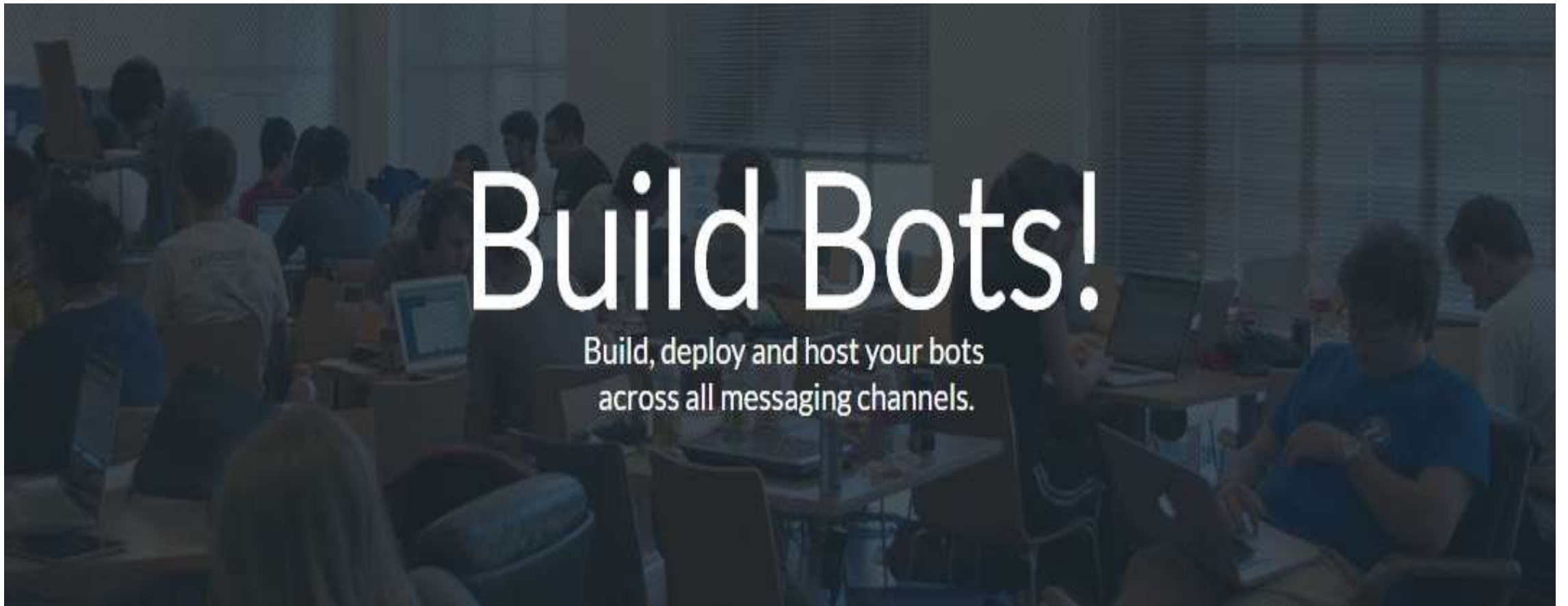we work together
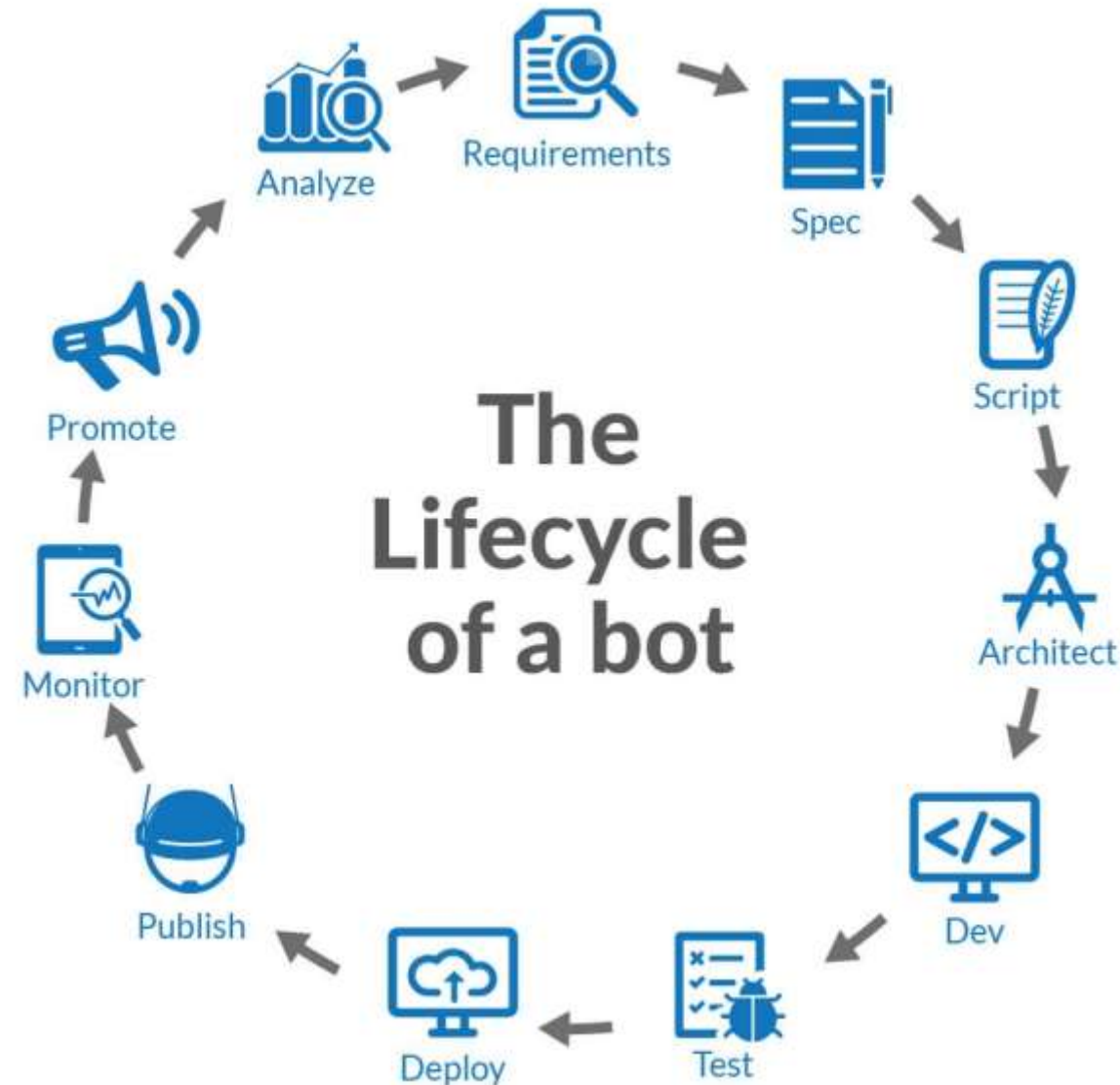
developer.ciscospark.com/fund/

Cisco Startups

Signup and get notified about Cisco's startup packages, including discounts, video equipment access and other resources:

startup.ciscospark.com

developer.ciscospark.com/fund/

Gupshup is the leading bot building platform

Gupshup offers tools for the entire bot lifecycle

DEMO