



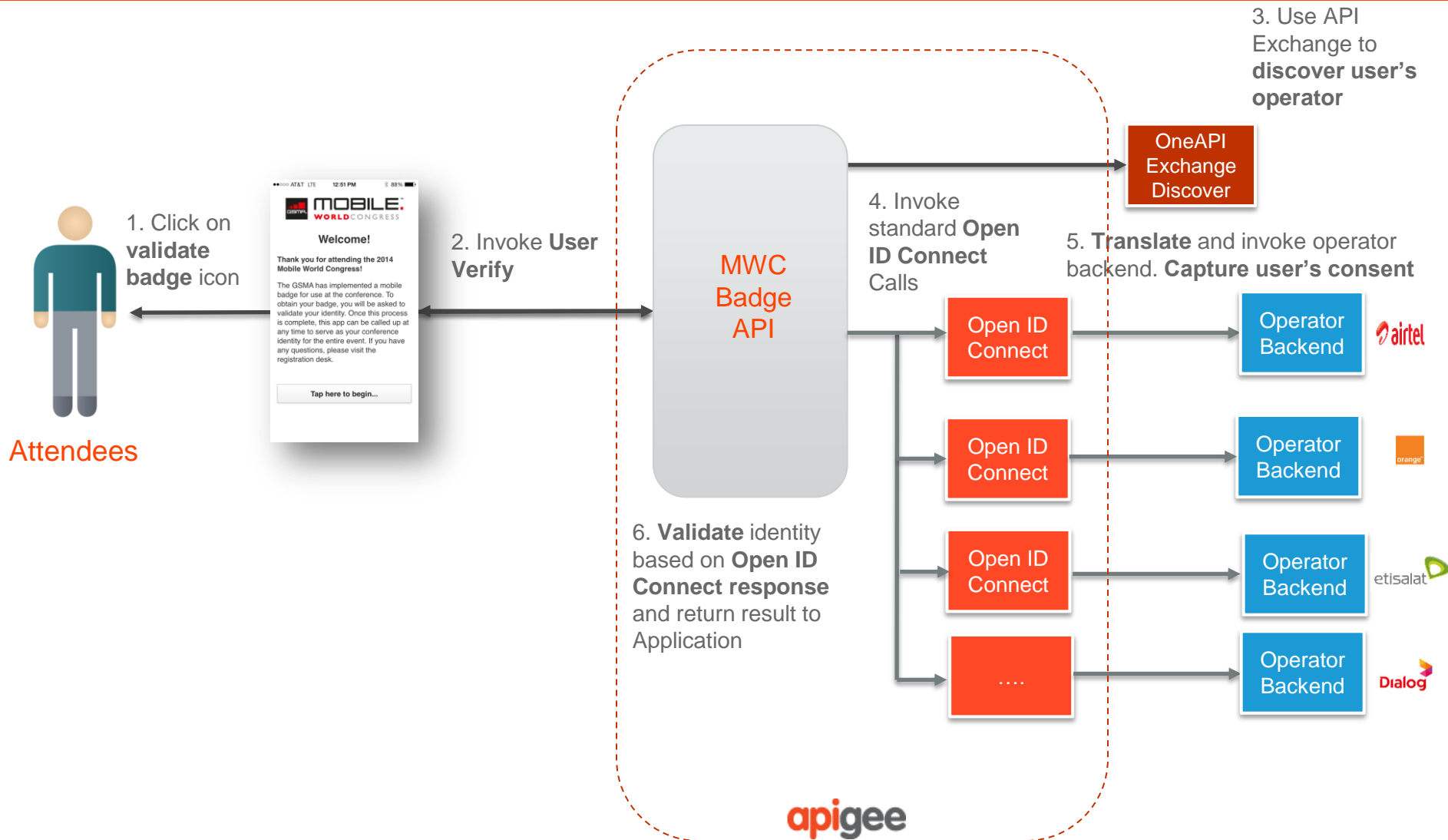
Barcelona | 24 – 27 February 2014



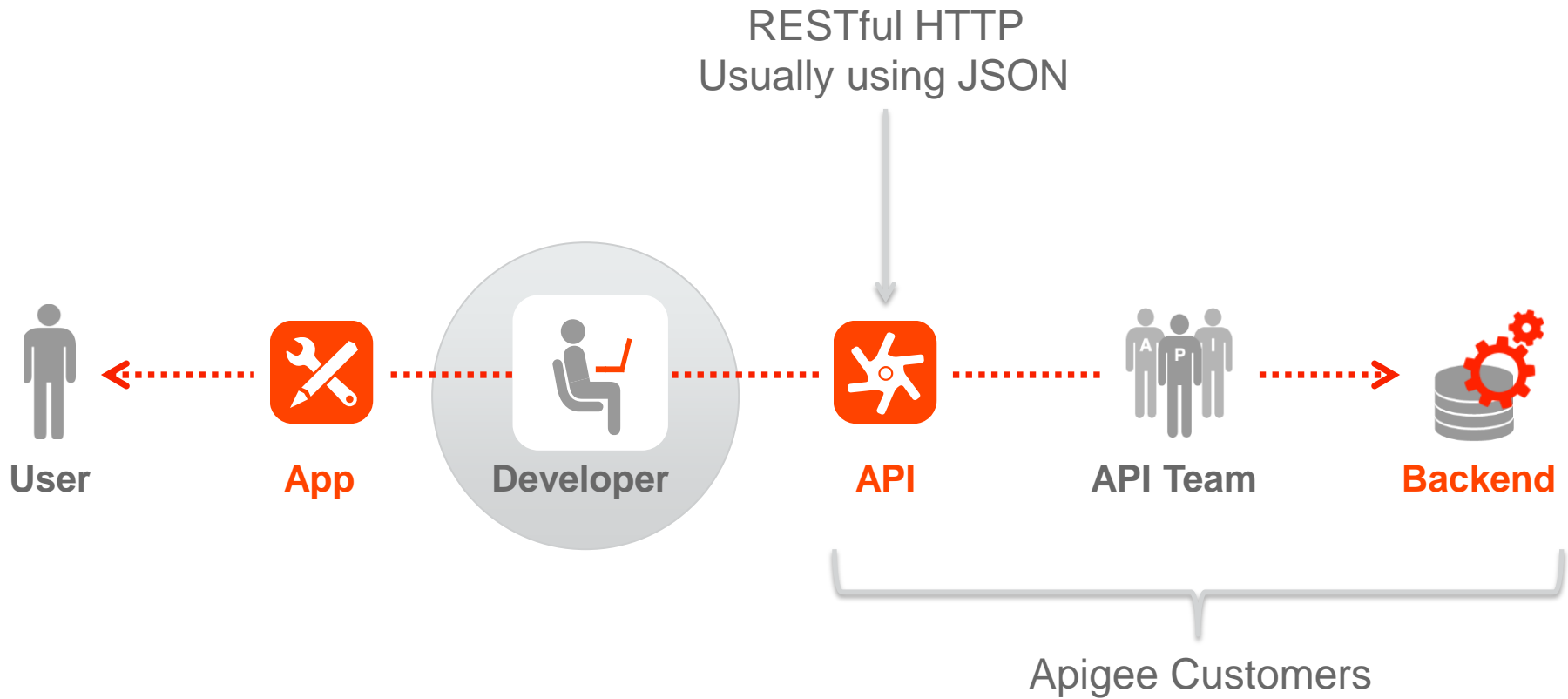
How to Build Social Apps with Operator Identity

26 February 2014

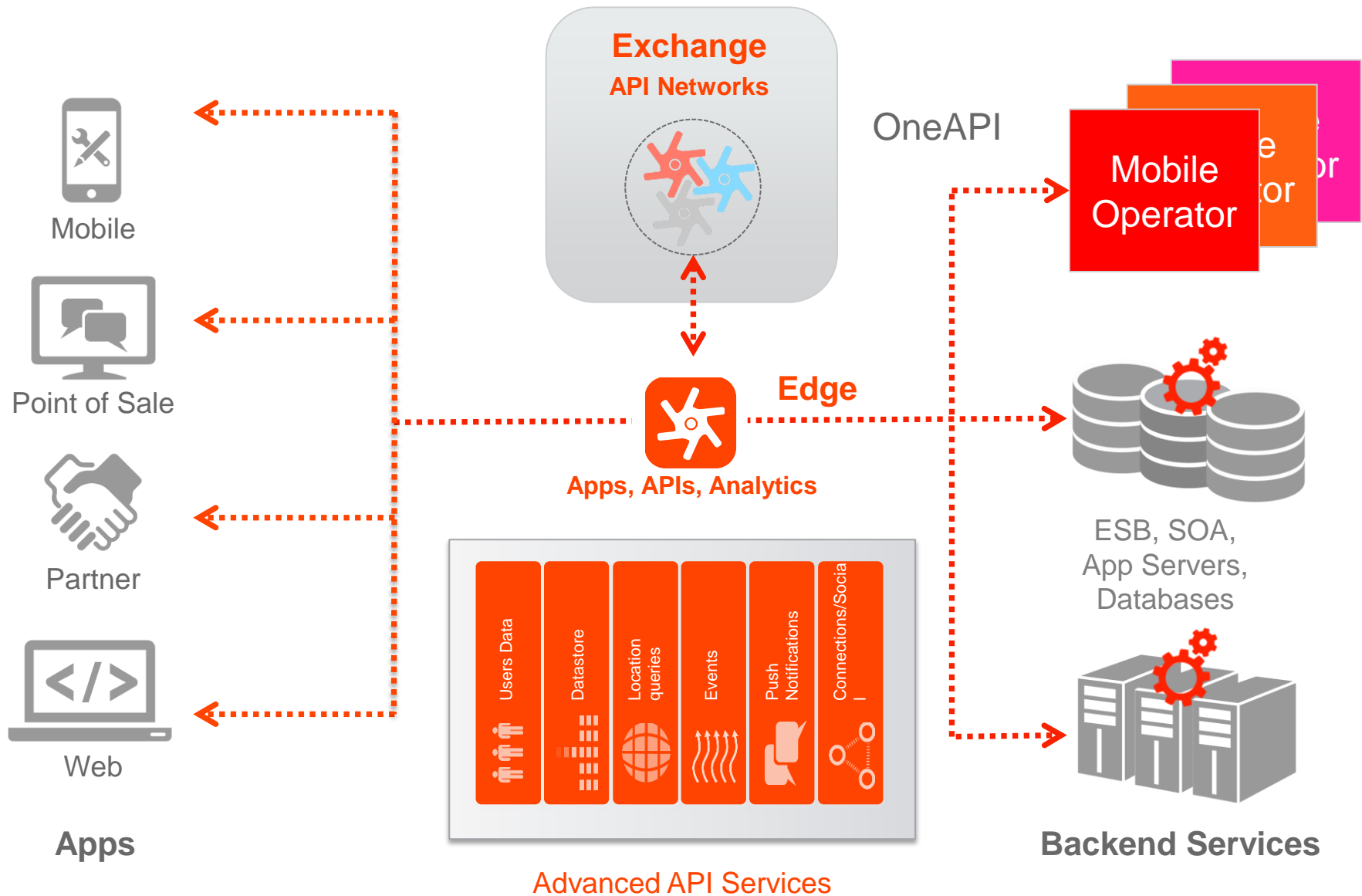
High Level Flow



Digital Value Chain

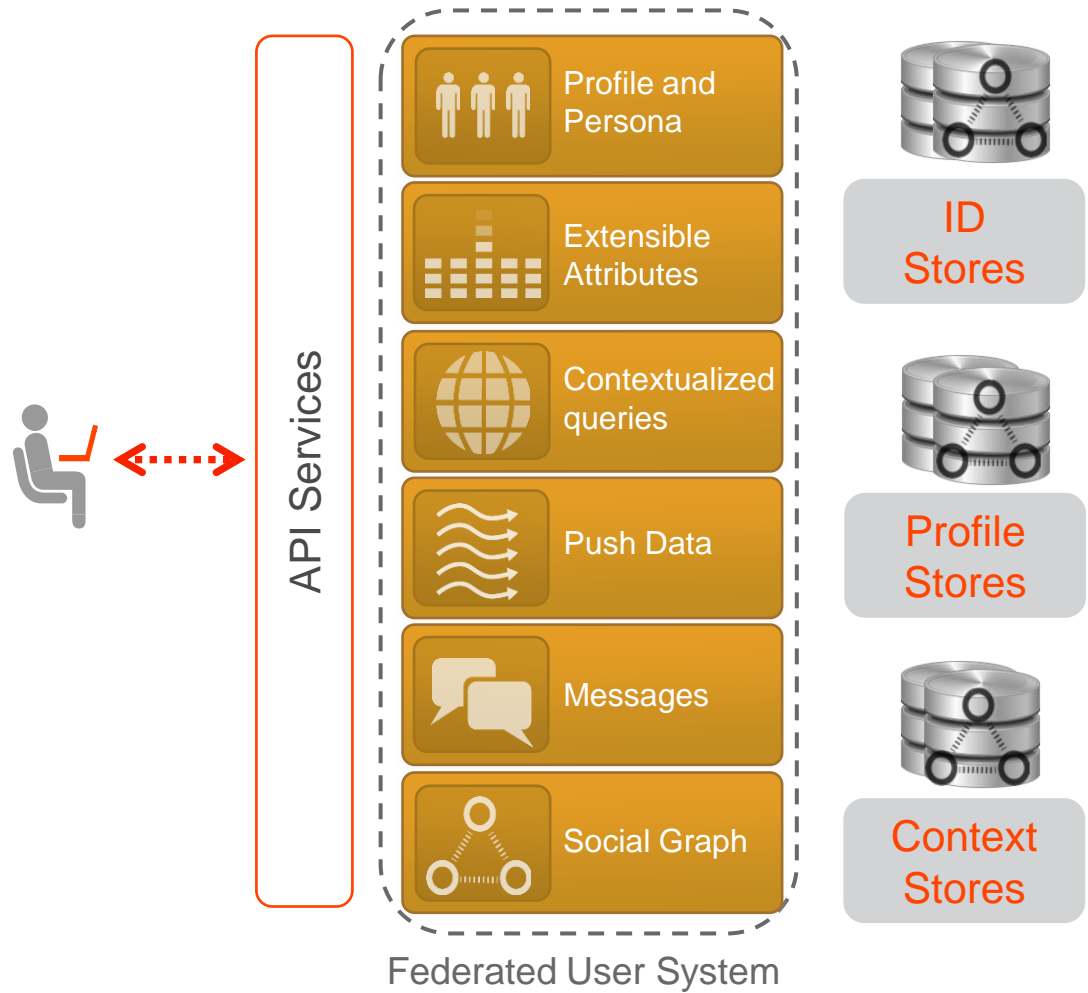


Apigee Products

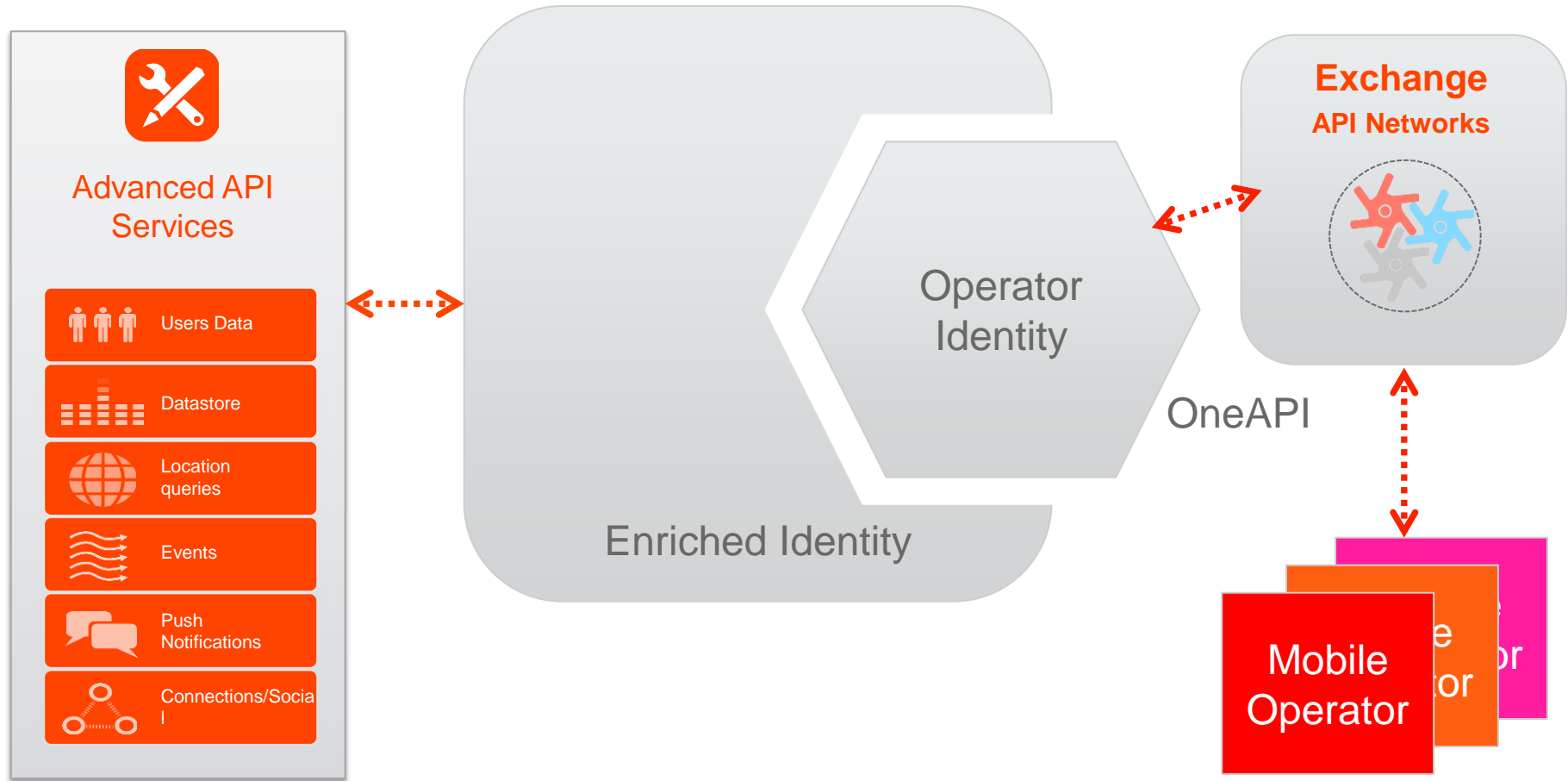


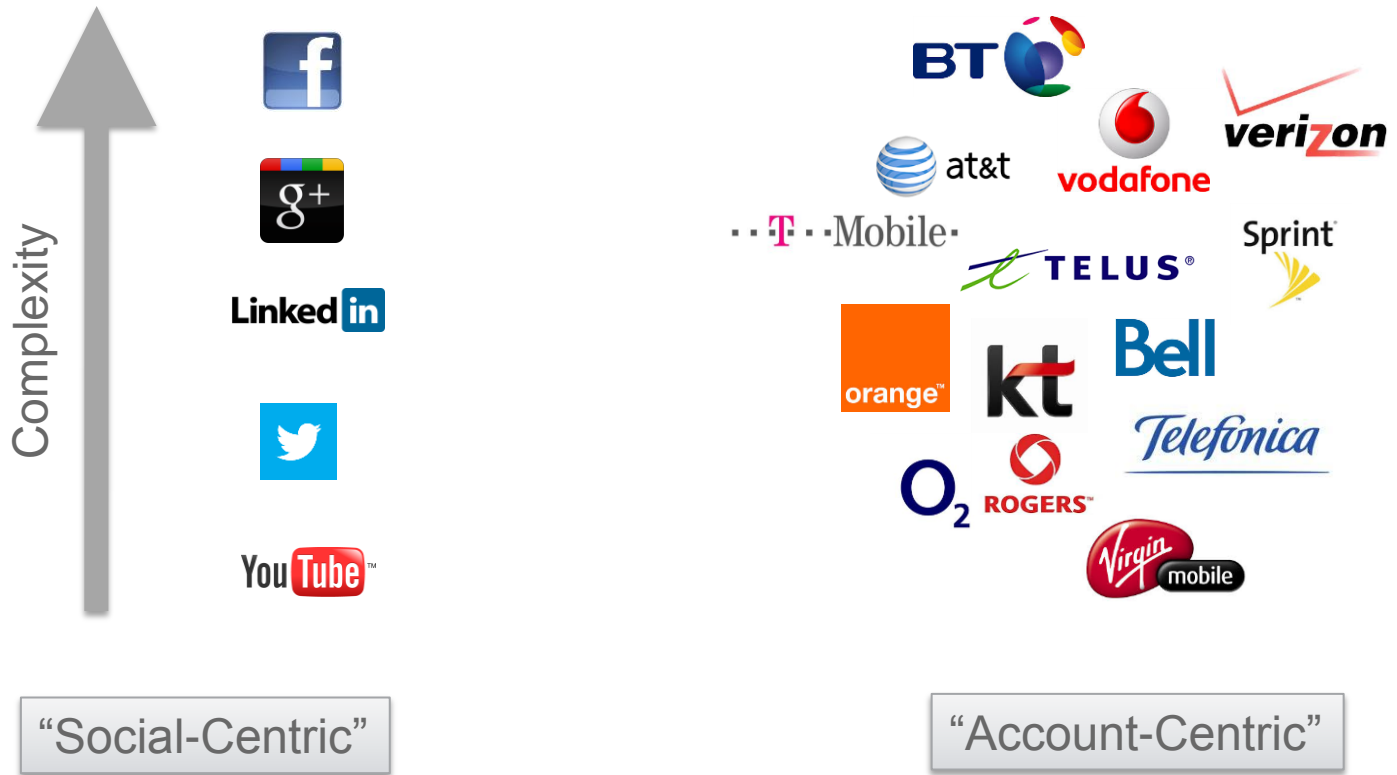
Federated Identity Exposure

- Augments existing Identity or Federated ID systems, internal and external
- Can store pointers to downstream ID, profile and context stores
- Interoperates with other Operator ID systems via API Exchange to address whole market



Enriching Operator Identity





See <http://developers.facebook.com/docs/reference/api/user/>



5 Filters for evaluating profile attributes:

- Does it provide value to the Subscriber?
- Is there a reasonable likelihood of Subscriber issuing a grant?
- Is it relevant in the context of a Transaction?
- Is it meaningful to the App Developer?
- Is it already stored with Operator's existing profile?

Advanced API Services Users

apigee

ps@apigee.com | Legacy Portal API Platform

DEMO10

RHYSMESAGEE

+ ADD NEW APP

SDKS AND MODULES

ORG ADMINISTRATION

GETTING STARTED

APP OVERVIEW

USERS

MONITORING

PUSH

DATA

Collections

ACTIVITIES

CONFIGURE

SHELL

Collections (need help?)

New Collection

[/activities](#)

[/assets](#)

[/devices](#)

[/folders](#)

[/groups](#)

[/roles](#)

[/users](#)

☐ CREATE

☒ READ

☐ UPDATE

☐ DELETE

Path

Query

Limit

Delete Entity(s)

<input type="checkbox"/>	Name	UUID	
<input type="checkbox"/>	Messagee User 2	04c3e22a-9970-11e3-a9e4-6b9ab6f64396	View Details
<input type="checkbox"/>	Messagee User	e2fd086a-996f-11e3-94bc-ad4cbe05a811	View Details

Where there's a UI, there's also an API!

© Apigee 2013

Simple REST verb invocations...

Get Alan's user record with just a URL

```
curl -X GET "https://api.usergrid.com/<org>/<env>/users/alanguirand"
```

Get Alan's user record by MSIDN

```
curl -X GET
```

```
"https://api.usergrid.com/<org>/<env>/users?q|select%20*%20where%20phone%3D'1-604-841-2109'"
```

Get Alan's user record with the query language and 'username'

```
curl -X GET
```

```
"https://api.usergrid.com/<org>/<env>/users?q|select%20*%20where%20username%3D'alanguirand"
```

Demo



Posts and Followers

The screenshot shows a web browser window with the URL `demo10-test.apigee.net/web-server/le.html#page-messages-list`. The application interface includes a top navigation bar with a "Logout" button, the username "user-test-1", and a "Settings" gear icon. Below this is a "Compose Message" button. A tabbed interface shows "My Stream" as the active tab, with "All Posts" as an alternative. The message stream contains eight posts from various users, including "user-test-2" and "user-test-1", with timestamps ranging from "15 minutes ago" to "2 days ago". Each post is preceded by a blue circular icon with a white 'G'. The footer of the application displays the copyright notice "© Apigee".

The screenshot shows a web browser window with the URL `demo10-test.apigee.net/web-serv...`. The application interface is similar to the first screenshot, with a top navigation bar showing "Logout", "user-test-3", and "Settings". Below is a "Compose Message" button. The "My Stream" tab is active, displaying a message stream with eight posts. The posts are from "user-test-3" and "user-test-1", with timestamps such as "just now", "3 minutes ago", and "2 days ago". Each post is preceded by a blue circular icon with a white 'G'. The footer of the application displays the copyright notice "© Apigee".

Apigee Advanced API Services Provides...

- A RESTful, highly-distributed, no-SQL data store
 - Collections
 - Entities
 - Nested attributes
 - Key-value pairs of structured and unstructured data
 - Support for Collection and/or Entity-based relationships
- Push Notifications
 - Apple iOS
 - Google Android
- Location Services
- Access to social graphs
- Security: user management, UBAC, RBAC, token-based
- Easily integrated with our gateway directly or by callout policy
- JavaScript, iOS Native and Android Native (Java) SDKs

References

GSMA OneAPI

<http://www.gsma.com/oneapi/>

Apigee

<http://apigee.com>

<http://apigee.com/docs/>

<http://apigee.com/about/api-best-practices>

Sign up for a free account

Questions



Thank you



24 February 2014

