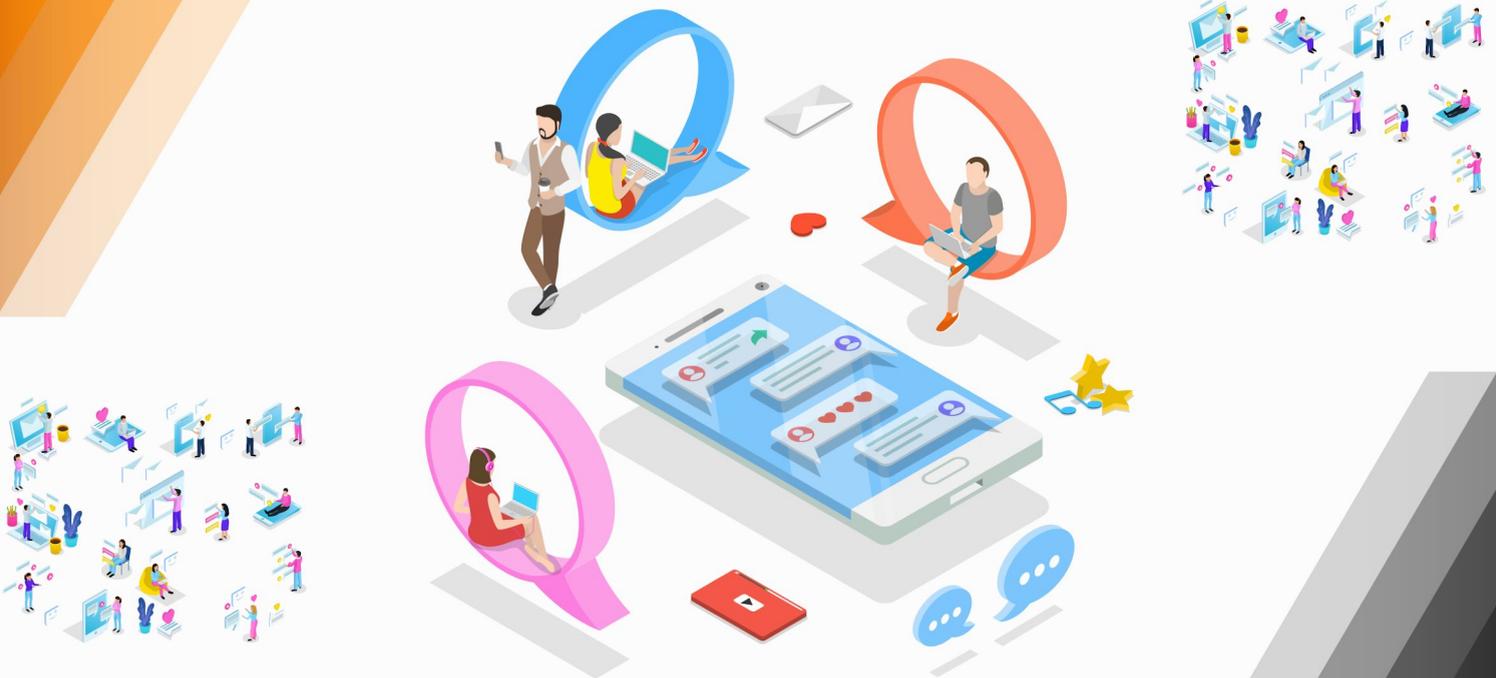


Fast and Efficient Integration For A Popular Messaging App



Executive Summary

As a popular private chat and messaging application, our client was keen on adding new integrations and plugins to improve their service offering. These integrations would help the client to optimize the overall functionality of the app and also stay ahead of the competition. The client sought HashedIn's expertise to successfully integrate their messaging platform with popular apps like Twitter, Asana, Wunderlist, and many more.

Problem Statement

The success of a messaging app depends not just on coding and launching the software. To attract more users and deliver better service, the app must seamlessly integrate with other enterprise systems and software.

After successfully launching their enterprise web service for instant messaging, our client realized the need for quick integration with popular social platforms and productivity tools. To grow the user base and stay ahead, the process of integration had to be executed quickly and effectively. To meet the challenge, they turned to HashedIn to make their app more integrated and successful.

Business Requirements

End Objective

The key objective was to integrate the messaging software with popular applications like Twitter, Asana, Wunderlist etc. The goal was to ensure that all or main parts of the App's functionality were captured directly and sent to the messaging software without actually leaving it.

Key Requirements

We developed and implemented an integration strategy that enabled the team to do the following:

- ▶ To effectively integrate their software with social platforms like Twitter.
- ▶ To successfully integrate the app with productivity tools like Asana.
- ▶ To easily operate the messaging app across the integrated systems and tools.

Our Solution Structure

In the first phase of our solution structure, we helped our client prioritize and build an effective integration strategy. The client had a list of tools that had to be integrated based on priority, ranked by user votes. The HashedIn team analyzed each app in this list to identify the functionalities that could be quickly integrated with their messaging platform.

We provided recommendations for integration based on long-term scalability and security requirements of the messaging platform. In the second phase of the project, these recommendations were implemented to achieve successful integration with over 10 popular apps, allowing the client to grow their business.

Integrations

The HashedIn team successfully helped the client integrate their messaging software with 10+ tools. The main integrations that were part of the project are as follows:

- ▶ **Twitter:** The Twitter integration allows users to configure each of the chat rooms of the messaging app to a specific Twitter handle, hashtag, or search. Tweets matching the user's criteria could be posted to their chat room.
- ▶ **Asana:** The Asana integration helps users to organize teams and tasks effectively. We also added features that allow users to subscribe to notifications and track their work directly in the messaging app.
- ▶ **Trello:** The Trello integration allows users to get updates from multiple Trello boards in their team room. They can thus track the progress of their projects easily.
- ▶ **Wunderlist:** With this integration, users can create, manage, and close their team's task on Wunderlist, without leaving the messaging app.
- ▶ **Google Drive:** This integration helps users share Google Drive documents with teams, and create new documents straight from the messaging app.
- ▶ **Google Hangouts:** The Google Hangouts integration allows users to quickly create Hangouts URLs from within the team chat rooms in the messaging platform.
- ▶ **Appear.in :** We also integrated the app with Appear.in as it provided a free video conferencing service for up to 8 users. Users can appear in a Chat room and get a unique URL pasted in that chat room to conduct video conferences.

Technology Stack

- ▶ **Back end:** Ac-flask, Python, AWS, Mongolabs, NewRelic, Logentries, Keen.io

Business Outcomes

The HashedIn team helped the client integrate their messaging app with over 10 different enterprise tools, making it easy for users to chat and collaborate across these systems using the messaging app. The key business benefits of the integration project were as follows:

- ▶ The integrations enhanced the offering of the messaging app.
- ▶ This, in turn, helped in acquiring new users and winning the marketplace.
- ▶ The improved features helped the app scale without crashing or compromising on security aspects.

HashedIn has helped many promising firms across the globe by building customized solutions to give the users a completely hassle-free experience. Kindly let us know if you have any specific problem/use case, where we can provide more information or consult you.

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