

C15 Enhanced Integrations

A top-tier Customer Validation program extends throughout an entire organization, both contributing and consuming valuable data seamlessly and efficiently. To meet this demand, the Centercode Platform is being enhanced with a wide variety of custom integration capabilities via smart, dynamically generated on-demand API endpoints.

These new capabilities allow integration with diverse 3rd party systems with minimal effort from users or 3rd party developers. All integration methods are extended from existing Centercode features (e.g. Reporting, Data Engine, Macros, Onboarding), and are designed to offer maximum flexibility, without the need to alter the Centercode Platform itself.

C15 Integrations are offered in 7 broad types, targeting the entire Customer Validation lifecycle including user creation and onboarding, user and feedback management and automation, and extended data access and lookup. This release is scheduled for Q2 2018.

1. Data Packages

Data Packages enable external reporting (e.g. Tableau), dashboarding, data warehousing, and other archival or external data needs. This feature leverages the Centercode Reporting and Data Engines to easily select fields and build custom dynamic API endpoints for consumption by 3rd party systems. This data is made available in either JSON or CSV formats, with custom generated developer documentation.

2. Record Lookups

Record Lookups allow 3rd party systems to look up specific data in the Centercode Platform by enabling programmatic access. Similar to Data Packages, this feature leverages Centercode Reporting and Data Engines to create dynamic API endpoints intended to return data records relevant to a single Project, User, or Feedback instance in either JSON or CSV formats.

3. Webhooks

Webhooks allow the Centercode Platform to send custom data to 3rd party platforms and websites based on triggered events such as provisioning a beta product or release for a specific user. Webhooks are a new feature of User and Feedback Macros, and may be triggered (1) at User Login or Onboarding (via Notice Macros); (2) on the modification of Feedback (via Feedback Macros); (3) at a scheduled cadence (via Scheduled Macros); or (4) Manually (via Actions);

4. Data Returns

Data Returns allow Centercode users to extend the Centercode Data Engine with new custom User and Feedback fields, which are made available throughout the platform (e.g. Macros, Views/Filters, Reports) for further access and processing. This feature makes it possible to programmatically add data to the Centercode Platform from other systems such as CRMs, defect tracking, and project management tools.

5. Event Listeners

Event Listeners are a new form of User and Feedback automation which allow Centercode users to create dynamic API endpoints that enable 3rd party systems to programmatically trigger actions within the Centercode Platform. Event Listeners include three functions: (1) Execute a custom Macro; (2) Add a Comment; or (3) Add custom data (extending the Data Engine similar to Data Returns). Each of these functions are available for externally managing Users or Feedback.

6. External Feedback

External Feedback allows new instances of Feedback to be dynamically generated from 3rd party systems. This is intended to allow for not only external user feedback (e.g. web or mobile submitted), but also telematics data (e.g. crash reports, usage data). External feedback can be submitted under the context of a specific user or anonymously, via a simple JSON format.

7. External Users

External Users is a new User Onboarding Source type which allows new Centercode users to be invited or added programmatically by 3rd party systems. This feature generates a simple URL which can be called with an email address in order to initiate creating a new user.

Other Details

- All of these Enhanced Integrations types and support are being offered as a single optional Centercode Platform add-on for existing customers.
- Integration management access is controlled via new Roles and a centralized Community level API Key monitoring and management tool.
- 3rd party platforms such as [Zapier](#) may be used as a conduit between Centercode and your own system to potentially eliminate the need for any custom development effort on your part.
- Centercode Service Credits may be used for assistance in configuring custom integrations.