### 2012 TIG Conference

# Google Apps + Google API = Your New Best Friend

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# Non-technical presentation

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## Truth-in-Presenting



APRIL 3-5, 2012

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NTC SESSION PROPOSAL

### Leveraging the Google API to Integrate Your Systems

Over the past several years, nonprofits have migrated to Google Apps to provide staff with a core set of low-cost, web-based applications. At the same time, nonprofits often continue to utilize highly-specialized, industry-specific applications necessary to meet their mission.

In the legal aid world, almost every field office uses a case management system (CMS - essentially a relational database with a graphical interface) to collect information about clients, check for conflicts, manage pro bono attorneys, and generate reports. Since many of these offices have adopted Google Apps, the need for robust integration between case management systems and Google's tools has become clear.

This session will focus on how one nonprofit leveraged various Google API options to create practical solutions for integrating select content elements of Gmail, Google Calendar, Google Docs and Google Groups into its case management system. The integration utilized open source design and coding techniques readily adaptable by others.

### laptable by others.

Takeaways

- 1. The knowledge management benefits of connecting Google Apps to other key systems
- 2. A technical overview of the Google API
- 3. Our take on using the Google Cloud, even in a fairly regulated industry like the legal profession

TRACK

IT Staff

**GUIDING THEME** 

Infrastructure Technology

LEVEL

Apprentice

TAGS

Infrastructure

Integration / APIs

Open Source

STYLE

Workshop

Voting Guide

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Return to search results

### Guided search

Click a term to initiate a search.

### Track

Communications (167) Fundraising (81) IT Staff (51)

II Stall (SI)

Leadership (104)

Program (52)

### **Guiding theme**

Communication: Build Relationships (69)

Communication: Tell Your Story (56)

Leadership: Implementing Change (35)

Fundraising: Emerging Trends in Fundraising Technologies (32)

Fundraising: Connecting with Donors (29)

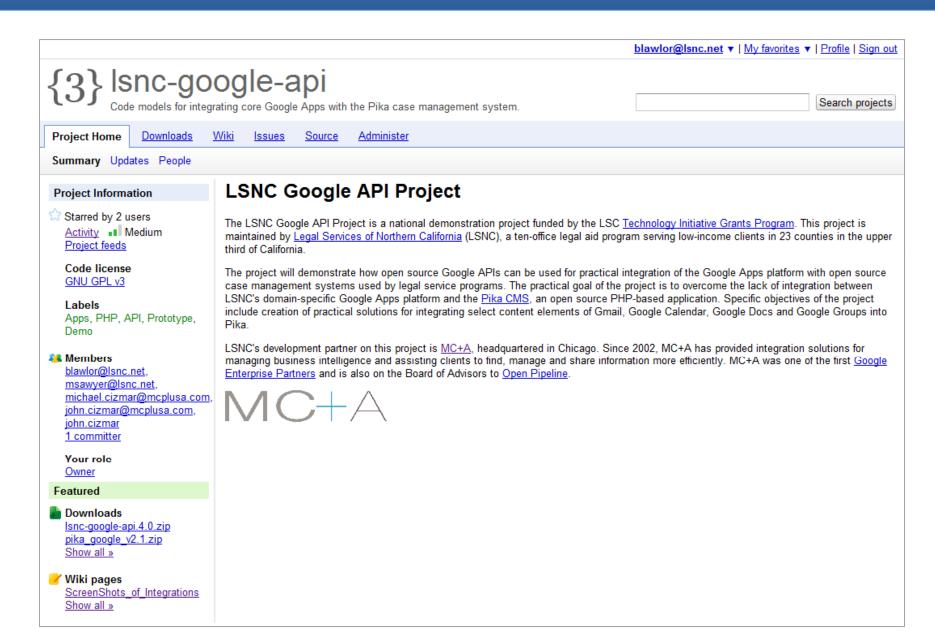
Leadership: Emerging Trends in

Technology (24)

Program: Emerging Trends in

Technology (20)

### LSNC Google API Project



### Where am I going with this?

- 1. The value of integration.
- 2. Practical **solutions** for integration of Pika CMS with Google Apps.
- Project design principles.
- 4. Overview of **Google APIs**.
- 5. **How to replicate** the LSNC Google API Project.

# What's the value of integration?

Pika CMS

+

Google Apps

# What's the problem?



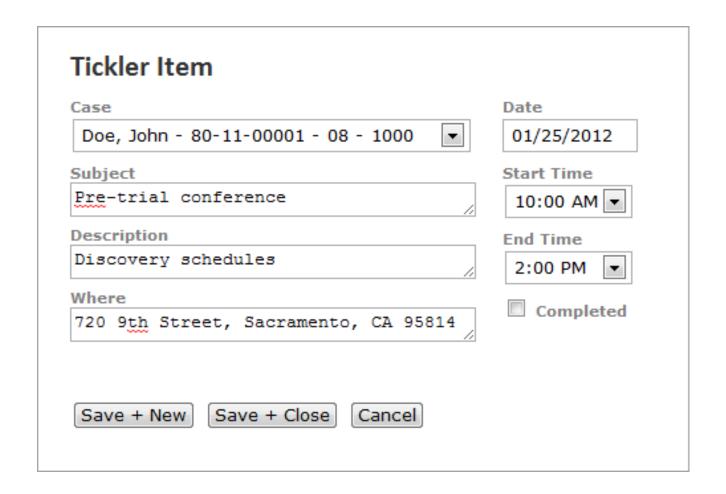
"What we've got here is... failure to communicate."

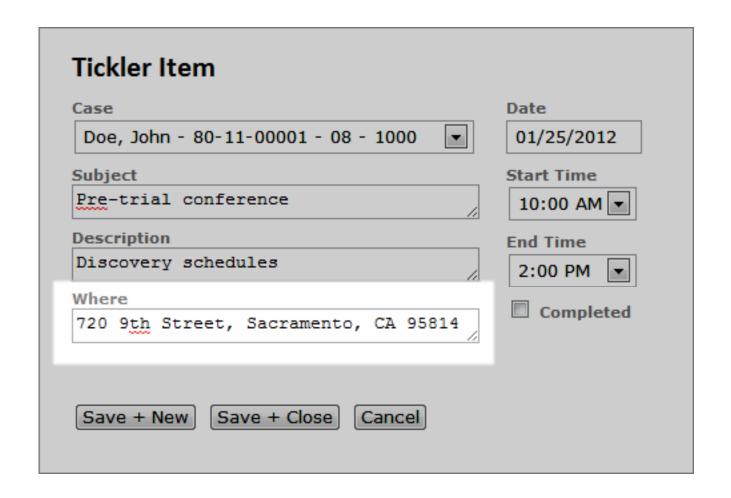
# The shift in the work paradigm

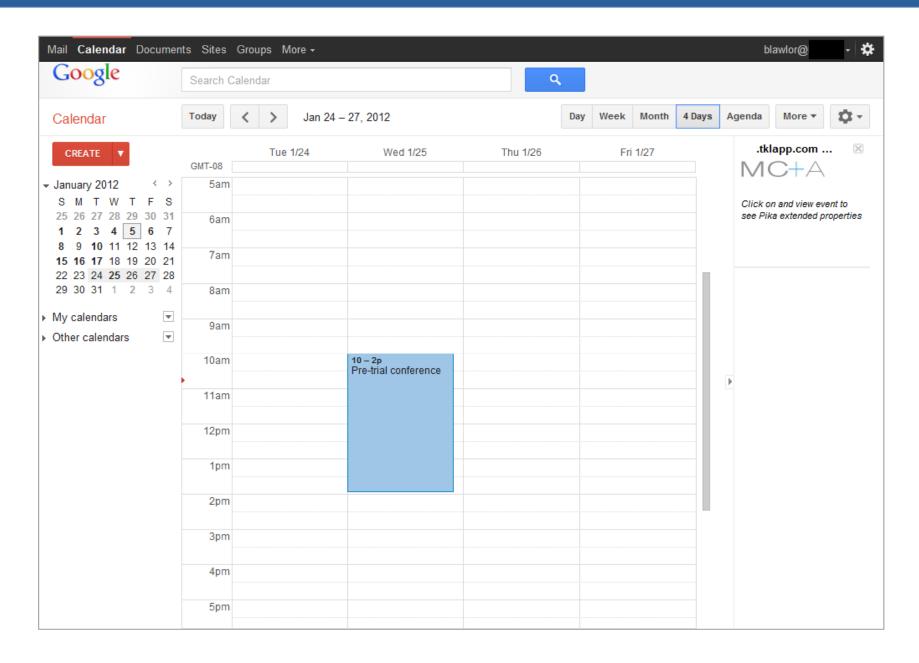
Practical, reasonable expectations among users about now common technologies working the way they need them to work.

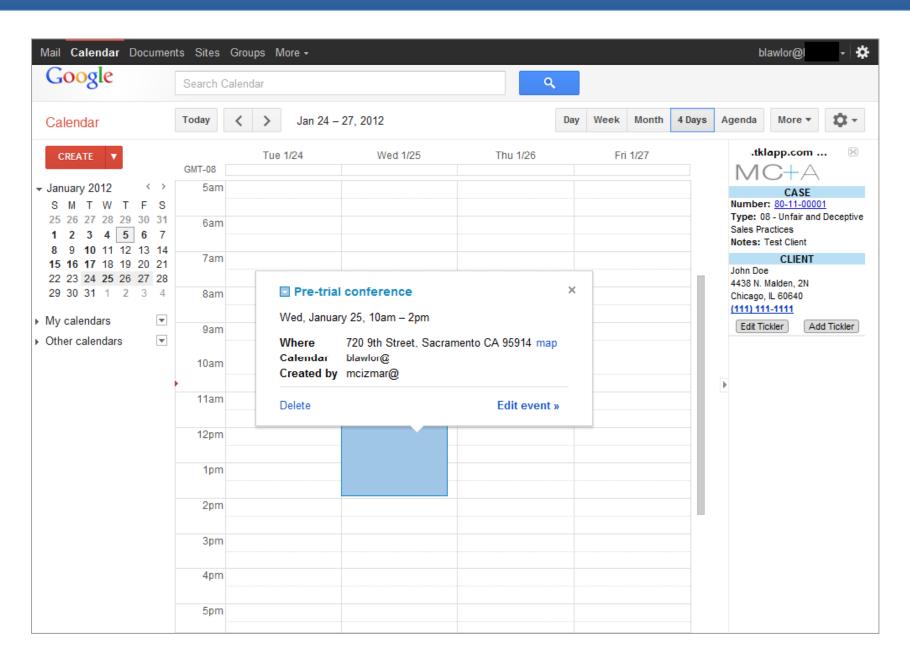
# Imagine these solutions...

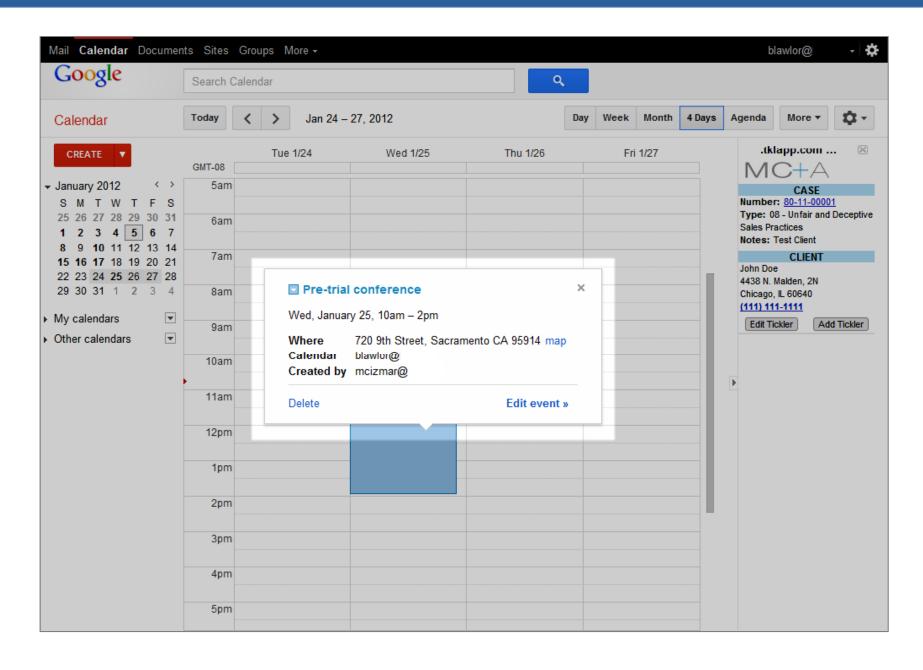
- ✓ Pika CMS ticklers ... automatically posted to Google Calendar.
- ✓ Pika CMS case documents ... automatically synchronized to Google Docs.
- ✓ Gmail option ... to post messages to Pika CMS case notes.
- ✓ Google Groups option ... to post discussions to Pika CMS case notes.

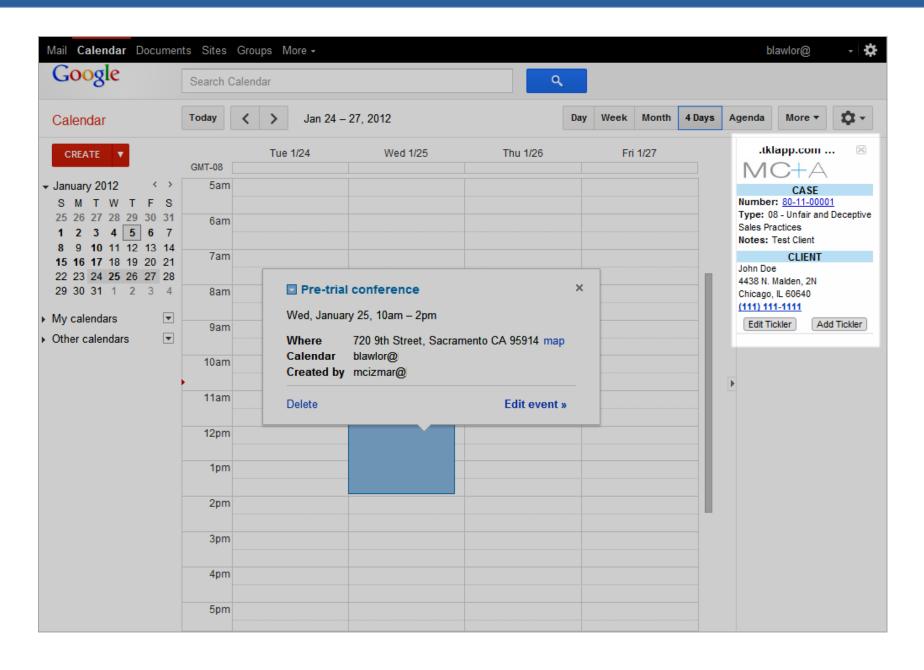




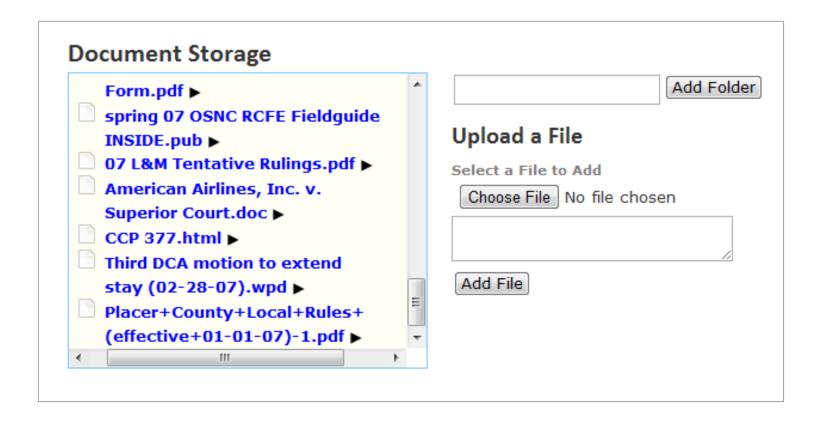




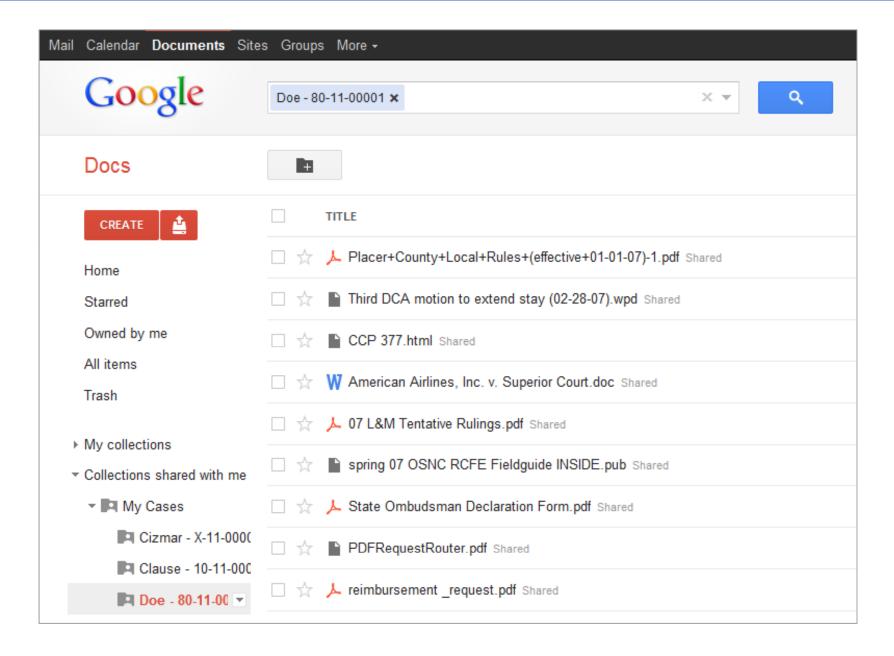


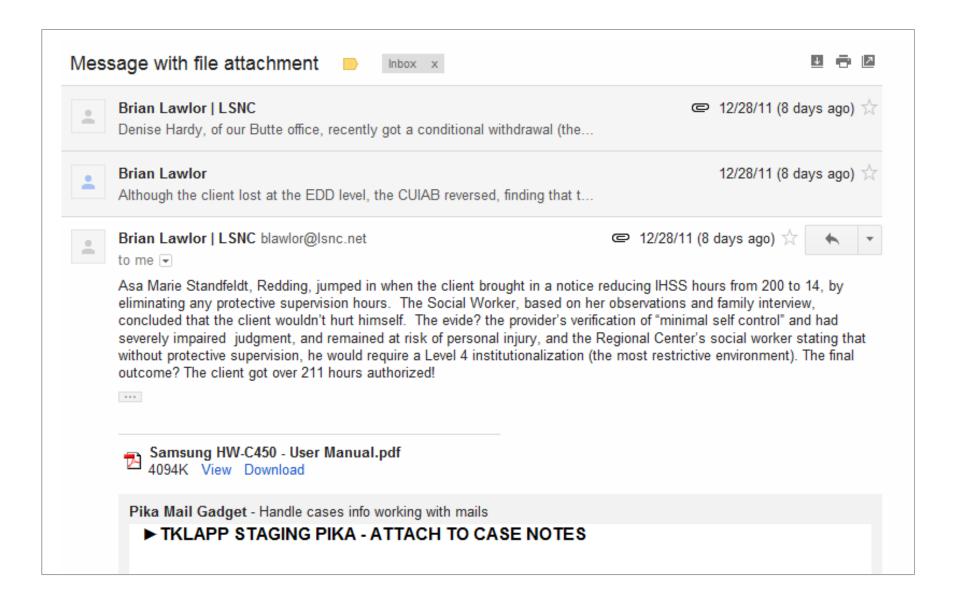


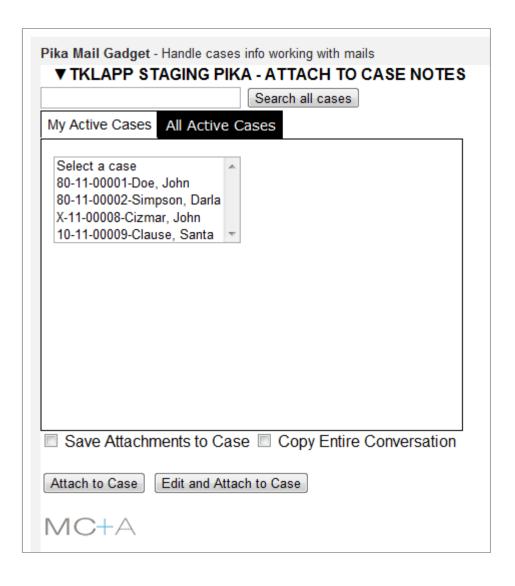
# Google Docs integration

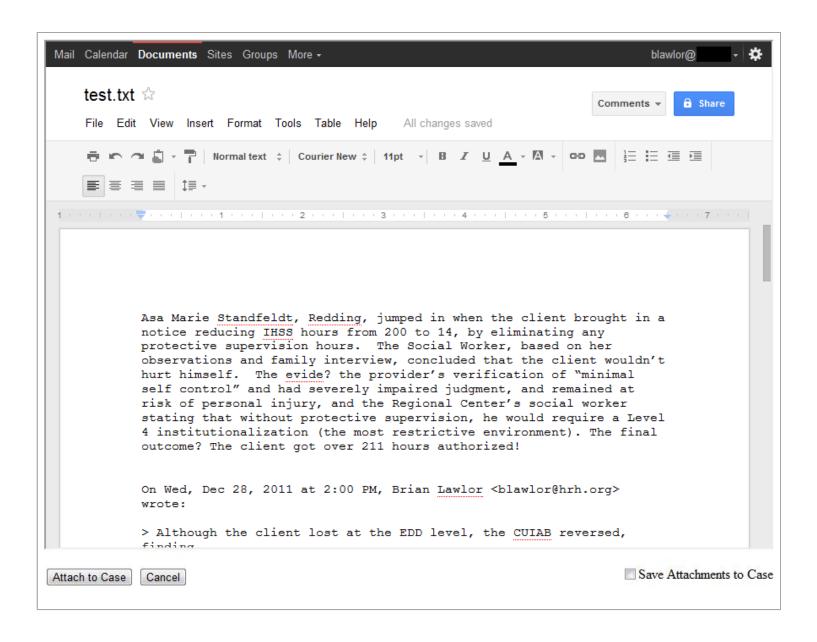


### Google Docs integration



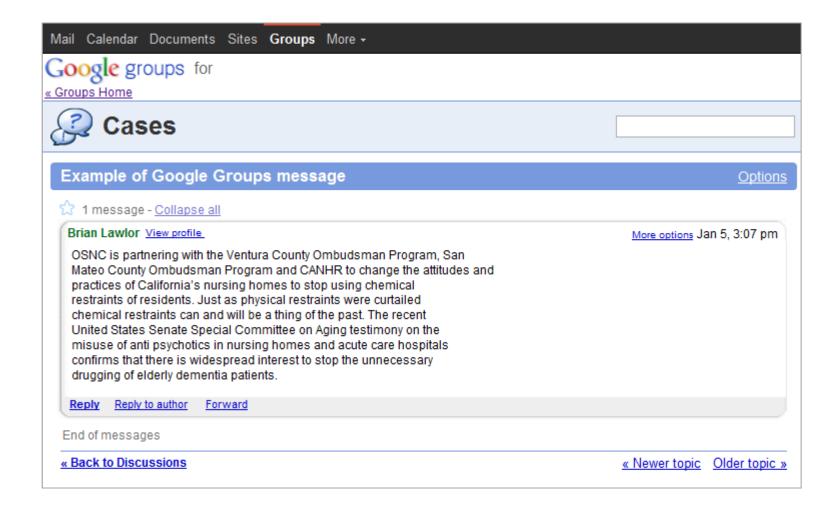




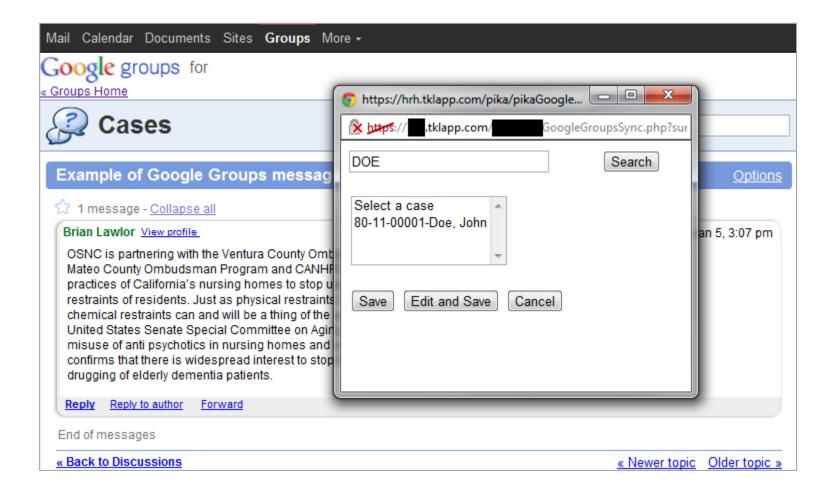




### Google Groups integration



# Google Groups integration



# Project design principles

Need
Practicality
Simplicity
Usability

# Usability - Not as simple as it looks

# Does the UX design compromise usability?

# Usability builds on Availability

# **Availability**

- ✓ Puts the data where it needs to be.
- ✓ Data gets to everyone who needs it.
- ✓ Provides shared ... share-able ... points of access.

- Advocates associated with a Pika case record get automatic notifications of tickled events in their Google Calendars.
- Individual advocates can **personalize reminders** and **add others** to those calendar events.
- Tickled events now include **all the other Google Calendar features**, including location and Google mapping information.
- **Ease of access** from Google Calendar to the related case record.

# Google Docs integration:

- **Seamless sychronization** of case-related files to the Google Docs accounts of all advocates associated with the case.
- Advocates can do full text searches and downloads of synchronized case files from within the Google Docs without opening Pika.
- Integration enables advocates to use Google Docs to share, view, edit and/or convert case-related files.
- Editing option for Gmail + Groups integrations.

# **Gmail + Groups integrations:**

- **Ease of posting** Gmail + Google Groups messages directly to specific client case record without opening Pika.
- Option to post single message or entire conversation in Gmail directly to Pika case record.
- Option to **edit** Gmail + Google Groups messages before posting.
- Seamless posting of Gmail file attachments to Pika client case record.

The genius of the Google Apps platform is not that it is free or \$50/user/year.

The genius of Google Apps is ...

- It is easy to scale
- The apps are consumer friendly
- The apps share a unified interface
- And everything is connected

Application

API = Programming

Interfaces

"Do me a solid."

Standardized requests made by one software component to another software component to do something for it.

Each program has standardized ways of doing that. Those standardized requests are "application program interfaces" or APIs.

APIs dictate the proper way for a developer to request services from a particular program.

Google APIs enable developers to properly request data from and sync data with a Google application.

Building an application with no APIs...

"is basically like building a house with no doors. The API for all computing purposes is how you open the blinds and the doors and exchange information."

Josh Walker, Forrester Research Inc.

### Google APIs

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### Google+ Platform

Access Google+ activity streams and user profiles, build apps for Google+ Hangouts, and more.



### **Google Account Authentication**

Get access into desktop or mobile applications.

Group



### Google AdSense Host API

Generate revenue for you and your users by placing ads on your website.

Documentation - Blog - Group



### Google AdSense Management API

Get reports on your AdSense earnings and manage your AdSense inventory.

Documentation - Blog - Group



### Google AdWords API

Automate and streamline your campaign management activities

Documentation - Blog - Group



### Google Feed API

Easily mash up public feeds using JavaScript.

Documentation - Group



### Google Analytics

Track your site traffic, and write your own client applications that use Analytics data in the form of Google Data API feeds.

<u>Documentation</u> - <u>Blog</u> - <u>Group</u>



### **Google Analytics for Mobile**



### Google Apps

Extend Google Apps, integrate with other systems, or build new apps.

Documentation - Blog - Group



### Google TV Developers

Build Android, Web, and Remote Apps for Google TV. Blog - Group



### Google Health API

Manage your personal health information with Google.

Documentation - Group



### Google Identity Toolkit API

Support federated login on your site using OpenID/OAuth standards.

Documentation



### iGoogle Developer Home

Build and test your gadget in the new sandbox for iGoogle.

<u>Documentation - Bloq - Group</u>



### Google Interactive Media Ads

Google Interactive Media Ads enable publishers to request and display ads into video, audio and game content.

Documentation

Documentation



### Google In-App Payments API for the Web

Sell digital and virtual goods in your web app. Documentation - Blog - Group



### Google Java Developer Tools

Using the Eclipse IDE, quickly build and test Java GUIs and

# Google Apps APIs

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#### About Google Apps APIs

Overview

#### **Apps APIs & Tools**

- Application APIs
- Auth APIs
- Google Apps Marketplace
- ⊕ Domain Info & Management
- Resources



Google Apps provides powerful communication, collaboration, and productivity tools right from the browser. More than 3 million businesses are using Google Apps and 3,000 more sign up each day. With Google's platform, you can extend the functionality of Google Apps, integrate with other systems, or build new applications for your company and other businesses.

Most Google Apps APIs fit into three general categories: <u>Google Data APIs</u>, <u>Gadgets APIs</u>, and <u>Google Apps Script services</u>.

- Google Data APIs are based on the Atom and RSS syndication formats and the Atom publishing protocol, and also include support for <u>authentication</u>, <u>querying</u>, and <u>version</u> <u>conflict detection</u>. <u>Client libraries</u> are available in a variety of popular languages.
- <u>Gadgets APIs</u> are implementations as extensions to the <u>gadgets API</u>, which work across many of the Google Apps products.
- Google Apps Script allows you to automate tasks across many of the Google Apps products.

#### Google Apps APIs



#### Application APIs

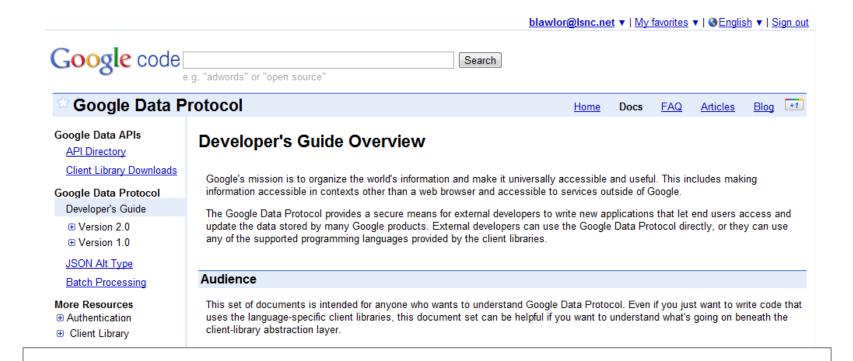
Google Application APIs allow developers to write applications that access Google Applications such as Gmail, Calendar, and many others using Google Data APIs, Gadgets, and Google Apps Script.



#### Auth APIs

Google Apps and its APIs support a number of methods for performing authentication and authorization of users.

# Google Apps APIs



"... use these APIs to write client applications that give end users new ways to access and manipulate the data they store in Google products."

# Google APIs – 3 Takeaways

- What you can do with one service may not be possible with another.
- APIs are versioned, so there may be limitations on upgrading.
- If a service works with an API, it will continue to work.

# Replication – LSNC Google API Project



#### Replication – Pika CMS



# Replication – Other CMS applications

- LSNC project provides the **blueprint**.
- Work with a developer.
- Google API stuff is the same.
- Where is your data calendar, documents, etc. - stored?
- Synchronize the data.

# Replication – Do it better

# "Not bad for a first effort, but I have a better idea..."

#### 2012 TIG Conference



Tuesday October 25 2011

#### HTML5. Get some. Free.

Generously, the full content of Jeremy Keith's HTML5 for Web Designers has been posted online. This was the first in a series of short, readable, nutrient-dense web design and development books published by A Book Apart.

I referenced the book a year ago when the current redesign of this site was in play, which included the incorporation of several of the new HTML structural, semantic elements. The book, only a year old, remains a worthy read. And now you can do it for free.

Tags: a book apart, html5, jeremy keith

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Social Utility, +/- 25% Fascinating, insightful post by Daniel Tunkelang (once at Endeca, then Google, and now LinkedIn) analyzing why it is the social utility of Google apps has faltered. Also, read-worthy comments.

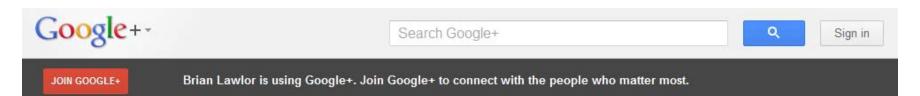
Ahem! Are You Talking to Me? (Or Texting?) David Carr's latest musings about the attractions and distractions of modern technology that make us so ı't get

Von't Call

A trenchant take on how shifts in technology, work from



#### 2012 TIG Conference





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#### **Brian Lawlor**

Just a guy doing a job for justice

Posts About Photos Videos



Brian Lawlor - Jan 1, 2012 - Public

**Text Messaging Is in Decline in Some Countries** 

Perhaps to the chagrin of cellphone carriers, signs point to a continuing decline in text messaging in several parts of the world, including Finland, Hong Kong and Australia. Is the United States next...

(7)

(3)



Brian Lawlor - Jan 1, 2012 - Public

New ABA summary of technology's impact on legal ethics

On December 28, 2011, the American Bar Association's Commission on Ethics 20/20 released a broadly worded summary of how varied technologies impact the ethical practice of law. This report is a helpful distillation of several issues being thrashed out within the profession. The most prominent of these for legal services / legal aid attorneys is the discussion of how technology impacts the ethical duty of client confidentiality. Hopefully the ABA will follow the Commission's recommendation

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http://svy.mk/TIGEval

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