# MindLink Integrations – API and Connectors
## By The Persistent Chat Company

Making Persistent Chat simpler, more secure and accessible

## What is Persistent Chat?

Persistent Chat is a communication paradigm for real-time, high volume messaging across different teams and organisations, built on the following core values.

## Persistent Chat Core Values:

- Real-time, high volume chat
- Secure, partitioned and compliant messaging backbone
- Open, standardised approach towards federation
- Transient and ad-hoc participation user experience, with persistent and searchable history
- Lightweight and flexible implementation and design

Although Persistent Chat is not a new concept, its core values have diluted over time. Many tools available today shift their focus away from real-time high volume chat and have evolved into casual, conversational, social collaboration tools. As a result, such tools are often unsuited for organisations relying on Persistent Chat in a traditional sense: for real-time high volume chat.

## Why use Persistent Chat?

Underpinned by its core values, Persistent Chat is ideal for circumstances that require teamwork and quick decisions, as events unfold. By letting organisations connect and the capacity to handle high message volumes, Persistent Chat introduces fast pace communication between different teams and organisations. Through secure and partitioned messaging; both compliance and data protection are ensured. The combined result is a trusted environment for collaboration between organisations that enables real-time coordination. It allows them, and their partners, to be more agile and responsive in urgent situations.

## The Persistent Chat Company

At MindLink, we understand and maintain the traditional concept of Persistent Chat. By building on top of the core values, we deliver best in class solutions for Persistent Chat. MindLink enables and adds value to mission-critical use cases such as incident management, shift-based teamwork and inter-organisational collaboration. Through our unique security, technology and data protection capabilities, paired with a user experience designed for high-volume messaging; we offer the tools organisations need, and users want.

## Microsoft Gold Partner



## The Business Case for Persistent Chat Integrations

### The Problem

With an increasing number of software applications deployed by business for daily use, the challenge is effectively reducing the time and effort required to obtain information necessary to make decisions.

Even the most adept users of enterprise software will need to launch applications, navigate menus, enter queries and search extensively to find information critical to complete the task at hand. This process is often time-consuming and depending on the application in use, this can also be a tedious process.

All the time spent locating information slows down the decision-making process and increases lead times. Where speed is advantageous to business, this time could be better spent on more critical matters.

### The Solution

Integrating business workflows with messaging can automate specific tasks allowing users to query and receive information from connected business systems without leaving the message window. Whether this means receiving alerts in a chatroom when an event is triggered or a constant feed of industry updates there are countless possibilities that reduce lead time and allow for faster, better informed decision making.

## Introducing MindLink Integrations
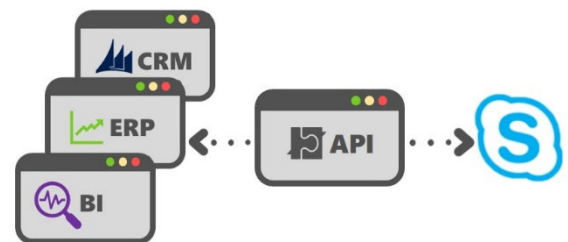


MindLink Integrations allow business systems to feed information directly into your users' chatrooms allowing them to stay up to date with events as they occur. Our integration offering consists of the MindLink Email Connector, the MindLink Social Connector and the MindLink API.

Ready-made connectors to feed emails and social media posts into the underlying messaging system or pull chatroom content to send as an email.

For more sophisticated integrations beyond email and social media, the MindLink API connects business applications to enterprise messaging to leverage communications enabled business processes.

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## MindLink API

### Real-time Coordination with Persistent Chat Integrations

The MindLink API is designed to facilitate communications-enabled business processes. By integrating business systems with messaging solutions in the form of a chatbot, users benefit from a live information feed to maintain a high level of situational awareness allowing for improved efficiency and timely decision-making.

### Reduced Human Latency and Manual Processes

Communication between business applications and users through chat can help eliminate time-consuming manual processes. Receiving relevant information in real-time by automating these processes reduces human latency and allows users to focus on the more important matters that drive results.

### Stable, Governed Integrations

By acting as an interfacing layer between business applications and messaging, the system is decoupled offering increased stability. The MindLink API's central governance capabilities include built-in provisioning and throttling mechanisms. These mechanisms control which systems can communicate with specific components, such as users or chatrooms, on the underlying chat system and control the message flow to prevent rogue systems from spamming the messaging platform.

### RESTful and Stateless

The MindLink API is a RESTful and stateless API designed with a low network and resource overhead to allow for maximum performance and reliability.

### Scalability

The MindLink API can support thousands of bots using a single instance and can support multiple instances to allow for more bots, scaling with organisational requirements.

### Flexible Deployment Configurations

The MindLink API is packaged as a stand-alone installer and is suitable for on-premise deployment as well as private or public cloud deployment scenarios.

## MindLink Email Connector

### Connect Email with Chat

The MindLink Email Connector allows emails to be sent to chatrooms and for users to send group chat messages to an email address directly from the chatroom's message input. This improves team visibility for email communications reduces manual searching.

## MindLink Social Connector

### Feed Social Media Posts and RSS Feeds into Chat

The MindLink Social Connector allows chatroom users to monitor specific RSS feeds or Twitter hashtags by feeding these posts into chatrooms. Users can stay up to date with the latest developments without the need to tab out of the conversation and search the web manually.

## Supported Scenarios

### Unified Communications Compatibility

MindLink API and Connectors support the following Unified Communications platforms:

- Microsoft Lync 2013
- Skype for Business 2015, 2019 (On-Premise Edition)
- Skype for Business Online (Office 365 Edition)
- MindLink Chat Engine

### Supported Modalities

MindLink Integrations supports the following modalities:

- Instant Messaging (MindLink API only)
- Group Chat

The Email Connector supports the following email protocols:

- POP3
- IMAP
- SMTP

The Social Connector supports the following social media:

- RSS Feeds (from any source)
- Twitter
- Other media available on request

### API Supported Programming Languages

MindLink API supports most modern, common programming languages, this includes the following:

- .NET
- Visual Basic for Applications (VBA)
- Java
- JavaScript
- C#
- And more…