

# Delivering Capability: Winning Apps With the FreeConferenceCall.com API

## Case Study

### VictorOps Case Study Summary



#### Challenge

VictorOps needed a quality API that would deliver a simple and effective conferencing tool to users.



#### Solution

The FreeConferenceCall.com API was integrated into the VictorOps platform as an add-on feature.



#### Result

VictorOps stands a step above the competition, offering users a collaborative tool that can be used to navigate any issue — anywhere, anytime.

In today's seemingly limitless API universe, developers largely rely on identifying a capable framework rather than reinventing the wheel. But with so many APIs to choose from, finding a quality fit can be challenging.

### Introducing the Players

VictorOps is the real-time incident management platform focusing on incident lifecycle management and collaboration for IT and DevOps teams. The solution combines the power of people and data to solve IT problems in real-time. The VictorOps platform seamlessly orchestrates team situational awareness, incident creation, escalation, notification and remediation with team members, regardless of physical location or time of day. Co-founders and industry leaders Todd Vernon, Bryce Ambraziunas and Dan Jones head up VictorOps.

## The Challenge: Finding a Platform That Can Fight Everyday Fires

Co-founder and COO Bryce Ambraziunas positions VictorOps as a company that provides its customers with a winning combination — the right people and the right data in one solution. In his experience, a key factor in delivering a solution that works is a company’s responsiveness to the end-user. In fact, as Ambraziunas relates, “The idea to integrate audio conferencing into the VictorOps platform was driven specifically by customer demand.”



*Reviewing server status with the VictorOps Web Command Center*

For an audio conferencing tool to meet the standards of this high-performance real-time platform, it would have to be fire-fight-ready and provide the capacity for colleagues to have a group discussion in a hurry. Software Architect Charlie Wanek, senior member of the VictorOps team, was tasked with building this unique management solution. As Wanek explains, “In keeping track of IT infrastructure, there’s always something going on — and sometimes you need to get people on the phone in order to work through the issues.”

## Picking a Winning Solution: On the Lookout for a Quality API

API quality and design are critical for developers in terms of the API’s learning curve, potential for productivity and the ability to anticipate errors. A bad API means a longer development cycle and a higher defect rate.

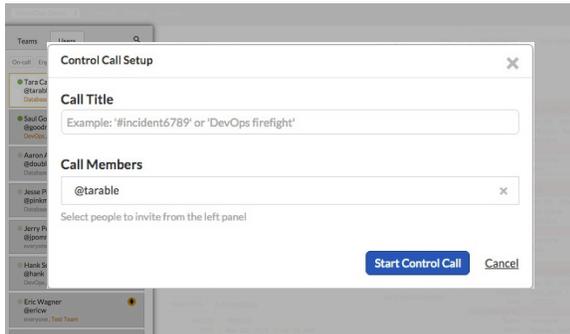
So how did VictorOps select an API that would serve its purpose? The team looked for a reliable and well-established company to work with. Ambraziunas asserts, “We chose FreeConferenceCall.com as our integration partner because it is the long-standing innovation leader in the conferencing space. In addition, FreeConferenceCall.com provided outstanding API support that allowed us to bring this feature to market well ahead of schedule.”

Wanek adds that the FreeConferenceCall.com API was simply the best solution with respect to both quality and cost, and it offered a strong design and appealing fixed rates.

## Pain-Free Integration

According to Wanek, the entire integration process was straightforward and remarkably easy. FreeConferenceCall.com uses Swagger for coding to the API, which Wanek describes as a “clean and non-nerdy way of documenting an API, allowing you to exercise the API before writing any code.”

# Delivering Capability: Winning Apps With the FreeConferenceCall.com API



Control Call allows users to share time sensitive data via SMS, email, push notifications, posts to the incident timeline and voice conferencing.

## It's All About Results

What did the end product look like? Wanek describes it as “a tool that allows people to collaborate and then gets out of the way.” So, while the VictorOps product starts with notifications, alerts and on-call schedules, it now goes a step beyond the competition — providing a broader range of tools to collaborate and interact within a team. With just a couple of clicks, users can create a Control Call to interact with colleagues via the interface or mobile app. In the interface, a telephone icon allows users to invite colleagues to a unique meeting. The mobile app provides a push notification that automatically dials and enters access codes.

The VictorOps team has experienced the benefit of the API integration firsthand. Wanek states, “We use our own product to deal with our product.” For VictorOps users, the Control Call feature has been well-received and is proving to be a strong value-add. Ambraziunas adds, “Integrating Control Call to our platform was a game changer for our customers who desire voice communication

during a real-time critical incident. With the addition of Control Call, we allow our customers to share time sensitive data via SMS, email, push notifications, posts to the incident timeline and voice conferencing. This lets them collaborate more effectively, getting everyone on the same page to better solve the problem.”



*We chose FreeConferenceCall.com as our integration partner because it is the long-standing innovation leader in the conferencing space. In addition, FreeConferenceCall.com provided outstanding API support that allowed us to bring this feature to market well ahead of schedule.”*

Bryce Ambraziunas  
Co-founder and COO  
VictorOps

After all, Wanek notes, whether you're facing a firefight, a problem that needs solving or hashing out potential issues, FreeConferenceCall.com is the optimal choice: “You can type into an instant messaging platform and interact via keyboard, but at some point, you've just got to talk as a group.”

**If you're interested in learning more about FreeConferenceCall.com For Developers, visit [www.freeconferencecall.com/developers](http://www.freeconferencecall.com/developers).**