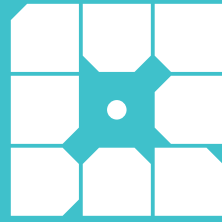




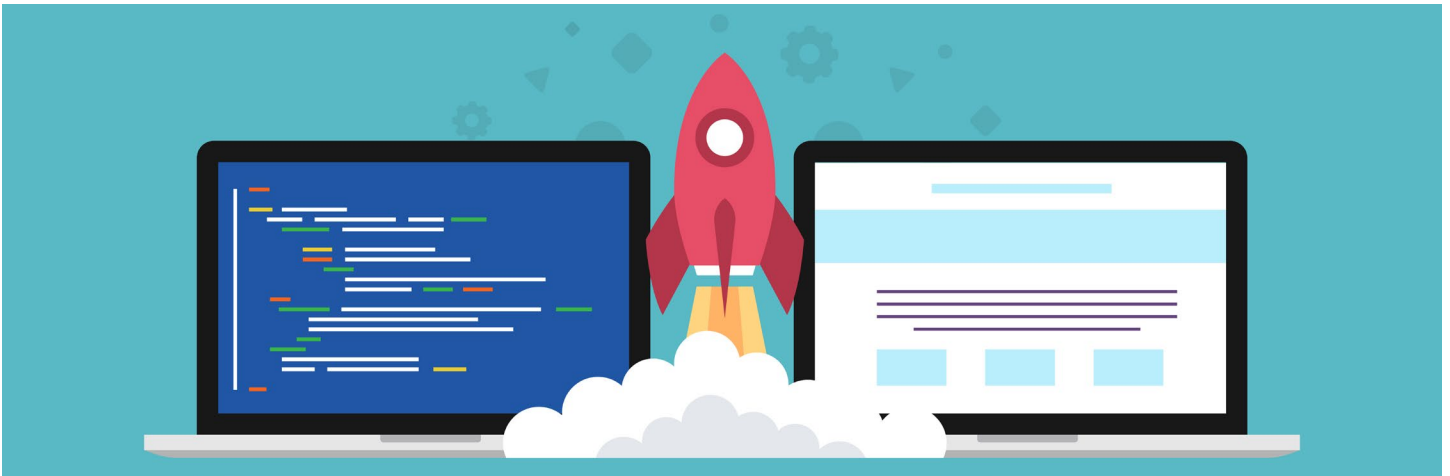
TORQUE



WPengine

# FUELING BUSINESS RESULTS WITH THE WORDPRESS REST API

WHITE PAPER



*For the uninitiated, the WordPress REST API completely decouples the WordPress core software from the frontend, allowing users to leverage the WordPress backend to power non-WordPress software and applications. This opens up endless opportunities for developers to build custom apps and integrated systems using WordPress.*

*The REST API's journey into core hasn't been easy, and it's still working its way to full inclusion. The scaffolding is already integrated in the core software, but there is a debate around whether the existing endpoints are ready to be merged.*

*The WP REST API team believes the endpoints are good enough to be merged with core, as it makes it easier for WordPress to communicate with and integrate with other platforms, while WordPress co-founder Matt Mullenweg and other contributors have said that integrating the REST API in its existing state would be premature.*

*Despite the delay, there's an increasing number of innovative use cases for the API, and it's been proven to drive real business outcomes for companies of all sizes, some of which are household names.*

*This white paper takes an inside look at some of the most creative implementations of the REST API so far.*

## The New York Times Live Coverage

NYT is one of the early adopters of the REST API and has been leveraging it for more than a year.

At WordCamp US, The New York Times' developer [Scott Taylor](#) discussed how The Times uses the WP REST API in production as "the de facto Breaking News platform."

They use the WP REST API to power Live Coverage through the API's interaction with WordPress, Backbone.js, and React.js. The API facilitates communication between a custom editor created with Backbone.js and the WordPress backend. After which, the content is displayed through a React-based application on the frontend.

## Wired.com's Slack-Powered Live Blog

In an [interview](#) with Torque Mag, Wired.com's [Jake Spurlock](#) explained how Wired leverages the REST API internally.

"We're using the REST API to power internal things. We use it for testing and different publishing methods," Spurlock said.

One example of this is a Slack-powered live blog, where the REST API will be used in conjunction with WordPress to power this for users. Through this implementation, the WP REST API would allow WordPress and Slack to interact with each other.

"We're going to have a Slack-powered live blog... everything typed in Slack will be published live on Wired.com," he said.

## Fnugg.no Displays Real-Time Information About Skiing Conditions

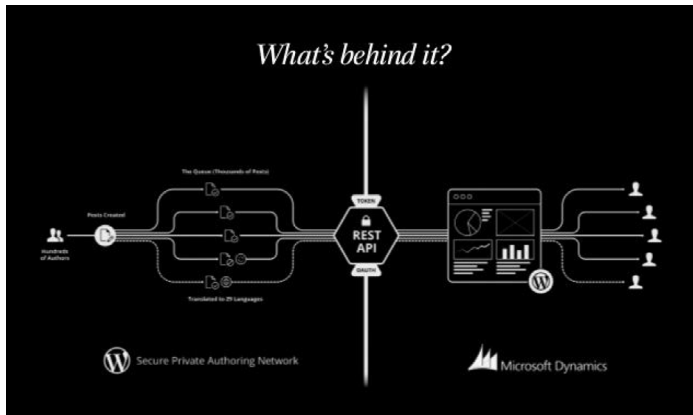
[Fnugg.no](#) provides real-time information about skiing conditions for all 208 ski resorts in Norway by leveraging the REST API to integrate other systems into WordPress.

Built by [Making Waves](#) and powered by [WP Engine's](#) managed WordPress platform, Fnugg.no uses a combination of the REST API and the Google Maps directions API to calculate the distance between users and resorts and between the resorts themselves. Similarly, the service is also integrated with a third-party weather API to display weather conditions.

The WordPress REST API facilitates these integrations and allows the resorts to enter their content and their data on a WordPress backend, which is then displayed beautifully for skiers on the frontend.

## Microsoft Dynamics AX

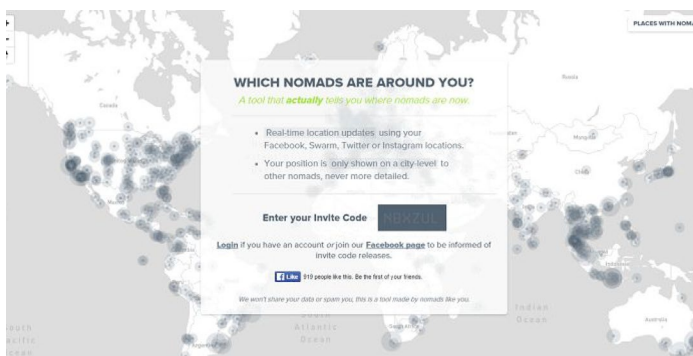
Microsoft Dynamics, in collaboration with WordPress agency [WebDevStudios](#), leverages the REST API as an interface for displaying WordPress content inside its application.



People from all over the world can create content in WordPress, which is subsequently filtered through the REST API and then translated, managed, and displayed within Microsoft Dynamics.

## Nomadbase

[Nomadbase](#) from [Human Made](#) is a tool that shows real-time location updates using your social media accounts. It uses an entirely JavaScript frontend that talks to WordPress on the backend.



When you register and store something on Nomadbase it all goes into the WordPress database, which is then displayed inside the application.

## StoryCorps

StoryCorps worked with agency [10up](#) to create [StoryCorps.me](#), a downloadable application to easily interview, record, and share stories with the world directly from your mobile phones.

It uses the WP REST API to allow the website frontend and iOS and Android applications to talk to each other. All content recorded in the phone is subsequently synced from the app to the WordPress backend via the REST API, which allows users to access stories uploaded in the app on the account on the website.

StoryCorps.me illustrates the scalability of the REST API and WordPress, as the application was featured on the homepage of Google last Thanksgiving.

“So for those who are wondering if the REST API and WordPress can scale, only high enough to be linked from the homepage of Google,” Mullenweg said during last year’s State of the Word.

## Calypto

[Calypto](#), the new WordPress.com, uses a custom REST API to facilitate communication between multiple WordPress sites, meaning you can easily manage several WordPress sites from one dashboard.

Calypto’s implementation of the REST API allows it to leverage the WordPress core software on the backend to power a 100 percent React.js frontend. This creates a more scalable technology, where the WordPress core software powers a more dynamic frontend.

## The New Guggenheim.org

The Guggenheim in April relaunched [Guggenheim.org](#) with a fresh design powered by a new CMS. WordPress was the obvious choice for several reasons, [according to Laura Kleger](#), who oversees the foundation’s online projects.

“We chose WordPress for a few reasons—among them, the broad pool of developer resources, the excellence of the content administration interface, the rapid update release cycle, the ease of extending functionality, and the CMS’s deep taxonomy,” she said.

To meet the website's advanced needs, the Guggenheim.org's development vendor, [Alley Interactive](#), recommended a headless implementation of WordPress that leverages the WP REST API to allow the WordPress software to serve content on the backend to a AngularJS-built frontend.

"As noted by [others](#), this approach is superior to the standard WordPress templating approach for achieving some of the more exciting possibilities in user experience today," Kleger said.

## Conclusion

These are just a few examples of how the WordPress REST API is fueling adoption of WordPress and creating noteworthy business outcomes.

Allowing the core software to be used on the backend to power a non-WordPress frontend creates a more dynamic and scalable experience. As illustrated in this white paper, many WordPress development agencies such as Alley Interactive, WebDevStudios, and 10up are experiencing great success with the API.

As the debate about the REST API's inclusion into core continues, there are sure to be more innovative implementations and integrations as the REST API shapes the future of WordPress.

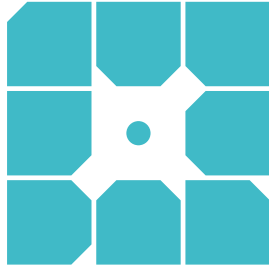
Want to learn more about the WordPress REST API? Download our ebook, [The Ultimate Guide to the WordPress REST API](#). Or, if you're just getting started with the API, check out our white paper, [The WordPress REST API: An Untechnical Guide for Non-Developers](#).



## **About Torque**

*Torque is a news site featuring all things WordPress. We are dedicated to informing new and advanced WordPress professionals, users, and enthusiasts about the industry. Torque focuses primarily on WordPress News, Business, and Development, but also covers topics relating to open source and break-through technology. Torque made its debut in July 2013, at WordCamp San Francisco, and has since produced valuable content that reflects the evolution of WordPress, both as a platform and a community. Torque is a WP Engine publication, though maintains complete editorial independence.*

[torquemag.io](http://torquemag.io)



## **About WP Engine**

*WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.*

[www.wpengine.com](http://www.wpengine.com)

