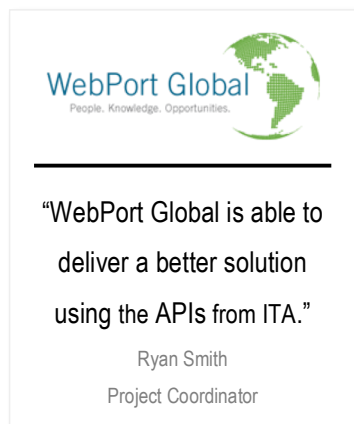


Case Study: WebPort Global and the APIs from ITA



Background

[WebPort Global \(WPG\)](#) is an online platform for businesses that offers access to a global network of business-focused people, knowledge, and opportunities. Members easily connect and collaborate with trusted peers who share complementary commercial interests.

WPG’s collaboration and business productivity tools make it a cost-effective, comprehensive resource for today’s growing businesses. For example, WPG enables members to immediately access a growing number of trade intelligence providers, credit and risk services, trade service organizations, and government agencies.

The Challenge

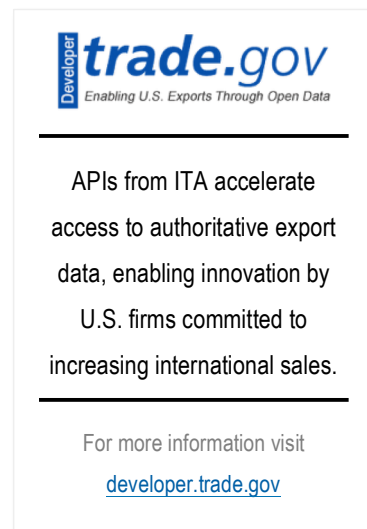
With a mission of “helping companies become successful exporters” that complements [ITA’s own mission](#), WPG centers on its vibrant online community that provides a library of rich and relevant content. WPG’s member businesses continually look for new content such as market intelligence, data resources, and educational materials that help them export more effectively. Accordingly, WPG is faced with the never ending challenge of keeping the content current and meaningful. This task becomes more difficult as new resources become available and WPG staff has to discover and manually upload them to the online community.

One of the benefits to WPG’s partnership with ITA is its access to a steady stream of valuable information and Web content about exporting. Yet, WPG members have to sift through a large quantity of content to find what is most relevant to them. In addition to keeping the content fresh and meaningful, WPG must also make it easy for members to get the right information.

Solution

When ITA began publishing its [Market Research Library via API](#), WPG moved quickly to integrate market research reports into the WebPort Global Learn library. As a result, WPG has immediately improved the service it provides its members by giving them direct access to this valuable resource. WPG has had similar results after integrating ITA’s Trade Events and Trade News into the WPG platform: member views of these important resources have increased dramatically. Furthermore, as ITA updates any of this export information, WPG members have immediate access to it.

WPG adds its own value to ITA’s content by organizing it by member preference. Using the tags ITA has built into the APIs, WPG displays only the content that is relevant to members and what they are searching for. A member who is looking for resources about a specific



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industry in a particular market receives only the content relevant to that industry and market. Not only do members see new, meaningful trade information on an ongoing basis, they have the most relevant content automatically served to them.



The screenshot shows the WebPort Global website interface. At the top left is the logo "WebPort Global" with the tagline "People. Knowledge. Opportunities." and a globe icon. To the right is a language dropdown menu set to "English" and a "Details" link. Below the logo is a navigation bar with "HOME", "CONNECT & COLLABORATE", "LEARN", and "MARKETPLACE". The main content area is titled "Knowledge Center" and contains a paragraph explaining its purpose. Below this is a section titled "MY KNOWLEDGE RESOURCES" with a table of resources.

INFORMATION	ACTION
 Agricultural Products - A Top Export Prospect for Chile Type: Link Description: Market analysis and information about the agricultural opportunities in Chile.	Go to Remove
 Agriculture Machinery & Equipment - A Top Export Prospect for Chile Type: Document Description: A PDF document which is talking about exports in Chile.	Download Remove

Benefits

WPG now provides a better service to its members. Members receive more relevant results for each search and, in turn, download more content than ever before. Instead of spending valuable time searching for information, members focus on learning more about exporting, which supports WPG's end goals.

Furthermore, because WPG staff spends less time manually entering and organizing ITA's content for their online platform, they have more time to work on customer-facing projects. As a result, WPG staff is improving their hands-on customer service all while improving their online resources.