



# WebAPI

**TheWidget** Export for web

Export Guidelines for web integration

Workiva Proprietary Information

**workiva**<sup>®</sup>

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All information, content, and materials available in this document are for general informational purposes only. The content on this posting is provided "as is;" no representations are made that the content is error-free or up to date. Designers should test their design in XHTML often and keep back up files at all times.

The document shows how content from the Workiva platform can be deployed to a corporate website. This functionality is still under development and is due to be rolled out, in stages, starting at the end of 2022. Whilst Workiva will use its best endeavours to roll this solution at the end of the year, these timings cannot be guaranteed.

Please check you have the latest Widget. Go to [Design Reporting Support Hub](#) to download.

# Welcome

## Symbols

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Link to videos or webinar

## Welcome

Workiva is a cloud-based connected and reporting compliance platform that enables the use of connected data. Workiva is also a great platform for design. Follow these guidelines for the best experience for you and your client. Don't be too daunted! You will be able to create great looking reports, without worrying about out of date copy and with a small amount of time investment up front you'll be a pro in no time. The Widget is your design reference and accompanies many online video workshops to help get you started.

Workiva is flexible regarding design. Design can be achieved within the Workiva platform, exporting content to Adobe InDesign or a mixture of both.



The Widget Platform guidelines gives you all the guidance about achieving design within Workiva.



The Widget InDesign guidelines contains information about using content from Workiva but using InDesign to create the design.

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The [Widget Export for web](#) is also available.

# Welcome

## Introduction

“Your website is the center of your digital eco-system, like a brick and mortar location, the experience matters once a customer enters, just as much as the perception they have of you before they walk through the door”

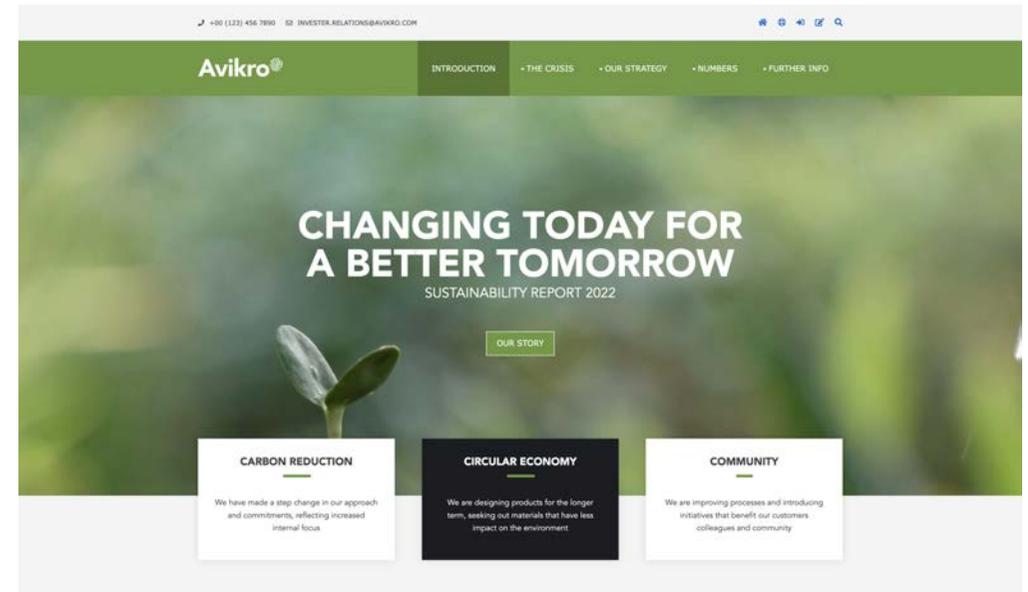
Welcome to the very first edition of *The Widget-WebAPI* where we explain how creators can export or pull content from our platform to a website or content management system in real time.

## Why do this?

There are many advantages to using Workiva for reporting. For those that do not know Workiva those advantages include collaboration, content replication (linking), data assurance and much more. Workiva has been bringing those values to reporting for over 12 years. Those formats are centered around PDF in a printed page format and latterly XHTML for ESEF also in a printed page format.

We can now bring those values to responsive design for the web and offer web designers the same opportunities that print designers have had so far. We can now export content with the highest security to web development areas avoiding “cut and paste” scenarios that present risk for clients and agencies. Clients can now view their latest content in a web layout format using web designers of their choice.

Content creators can now write content for simultaneous publishing to multiple channels. This streamlines development and increases data assurance.



It is expected that the corporate website will play a large role in hosting ESG content.



An introduction to the **WebAPI** can be found [\[here\]](#)

# Signposts

## Design Reporting Support Hub

[\[Bookmark this\]](#) so you can find it again easily! The hub contains a wealth of resources which will make your journey to structured data and design worthwhile.

## Watch a webinar!

[\[Quick look to how design works with Workiva\]](#)

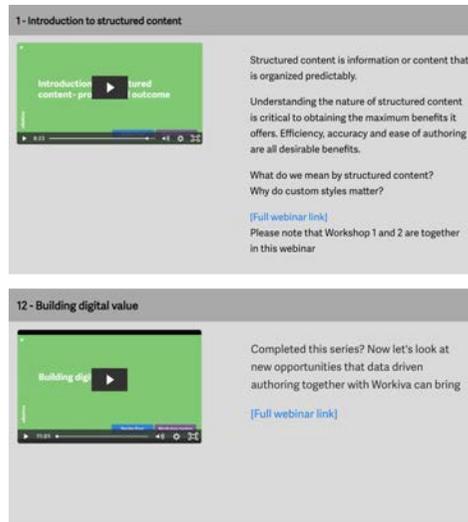


[\[See how a client and agency works together\]](#)



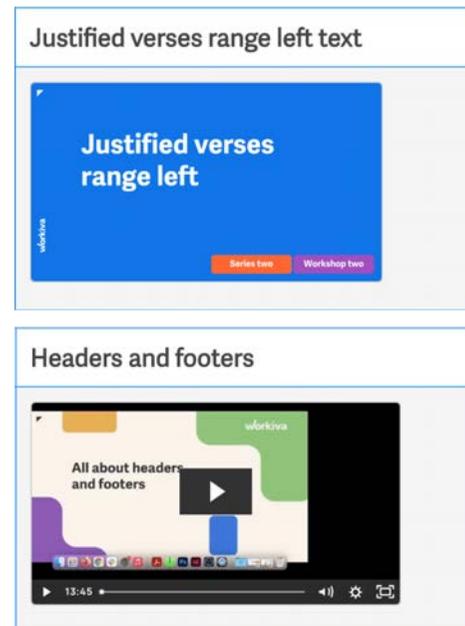
## Watch a workshop!

These workshops take you on a journey from an 'Introduction to structured content' to 'Building digital value' - especially for designers.



## Stuck?

We have many short videos addressing individual topics. Don't struggle or get frustrated - check out this section.



## Why not get certified?

On the Workiva Learning Hub, there are three modules for designers to receive a certification award.



## [Design Reporting: Starting off the right way]

This module is for designers new to Workiva. We introduce the power of structured content and ways designers can use Workiva. Join us on a tour of the platform as we show you the best way to start your project for best results further down the line.

## [Using Workiva and InDesign]

Module two looks at on-platform communications for designers, flowing content to Adobe InDesign while maintaining 100% data assurance, and managing exports and RGB and CMYK workflows in a way that meets your online and print quality requirements

## [Workiva, a design platform]

Here we explore using Workiva for all your design needs. Find out design tools from creating charts, using presentations, and pushing content online via the Workiva web API.

# Signposts

## Getting started guides

If you are new to Workiva and are looking for a quick guide as you get more familiar with Workiva and Design Reporting, start here with our Quick Start Guides! Available in German, Italian, Swedish, French, Spanish and English. Find them on the [Design Reporting Support Hub](#).



## The Widgets

The Widgets - Platform and InDesign Integration are your guide on how to use Workiva and best practices for the whole design process. Download the latest edition on the [Design Reporting Support Hub](#).

## Help guides

Short, visual instructional guides to aid in quick understanding of the processes. Available for download on the [Design Reporting Support Hub](#).



## General platform support

If you need support about the Workiva platform, there are many resources at [\[Workiva Support\]](#). Here there is information on XBRL, Wdata, documents and spreadsheets all the way to filing.

If you are new to Workiva, there are loads of basic guides to the Workiva platform [\[here\]](#).

## Need to contact a human?

So what do you do after you have checked all the help material? The best way to find further help is to contact the Customer Success Manager. This CSM is the person dedicated to your client's account. They can help you straight away or direct your question, if design related, to Workiva's Design Support team.

## Out of hours

If you are logged into a Workiva account, you can submit a ticket at [\[Workiva Support\]](#). A member of the Support staff will respond quickly. This support is 24/7.

# Editable XHTML

## Editable XHTML

Content exported via the WebAPI is called Editable XHTML. This export was established to fill the need for a standards based XHTML export. This facilitates a number of criteria needed by web designers in corporate web design.

The XHTML itself can be accessed also via the platform interface as shown opposite. Save As>XHTML>Advanced>Editable XHTML. This can be downloaded and opened in any ASCII text editor.

### Why do this?

Standards based XHTML is required/easier;

1. to traverse with server/client side processing
2. to add nodal IDs such as security or feature based functionality
3. to understand/read/de-bug
4. to import into an existing CMS system
5. to add client side libraries - like search engine and graphing
6. to search by Google
7. to manage SEO - Search Engine Optimisation
8. to control the XHTML by CSS
9. to add extra CSS for responsive design

### Export Options

Select the options you want to include in the exported document.

Entire Document  
 Current Section  
 Select Sections...

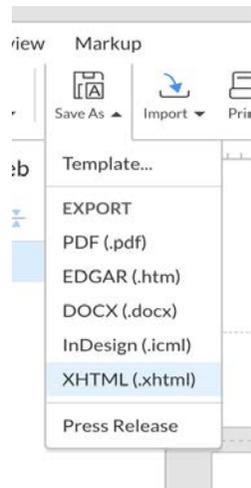
▼ Advanced

|  |  |
|--|--|
| <input type="checkbox"/> Disable External Hyperlinks ⓘ   | <input checked="" type="checkbox"/> Editable XHTML ⓘ |
| <input type="checkbox"/> Include Headers and Footers   | <input type="checkbox"/> Include IDs ⓘ               |
| <input type="checkbox"/> Reduce Image Resolution (PPI) to:<br><input type="text" value="300"/> ▼ |  |

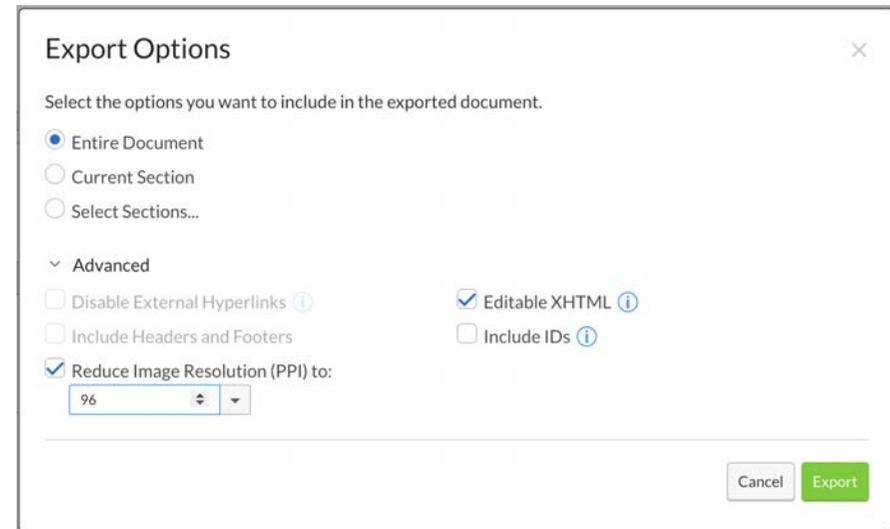
# Exporting to XHTML

## Exporting to XHTML

There are a number of html/xhtml export use cases on the Workiva platform. Take some time to understand these and what they are for.



For the purposes of exporting content to website we are referring to the export function shown opposite. Clicking this option brings up an option panel.



The path that is exported via the **WebAPI** is the same as checking the *Editable XHTML* checkbox. Further options are;

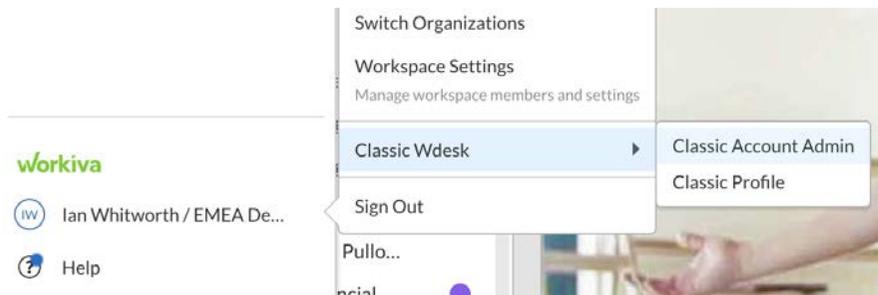
**Include IDs** - these export IDs associated with our content on platform such as tagging and comments.

**Downscale image PPI** - If your content contains hi-res imagery then this option reduces the size of those images to more acceptable web sizes.

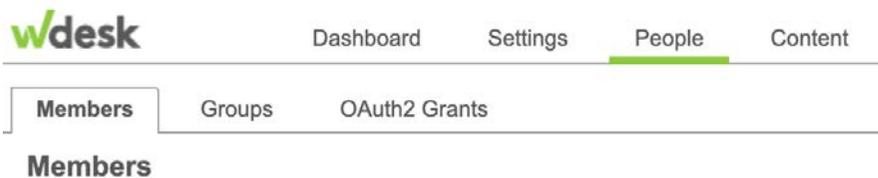
# Your first WebAPI

## Your first WebAPI pull

It is essential that you have access to the "Classic Account Admin" area of the workspace as shown below. Alternatively someone else could create these credentials for you.



**Step1:** You will want to access the **Classic Account Admin**. Once there select the "People tab" and then **OAuth2Grants**.



**Step 2:** Click **Add a Grant**

**Organization:** EMEA Demo Library  
**Account Number:** 74405019356  
**Account Name:** Avikro 2.0

[+ Add a grant](#)

## Developers hub

More information that will interest developers can be found at

<https://developers.workiva.com>

## Workiva has a number of APIs

- Platform API
- Admin API
- Identity and Access Management (IAM) API
- Spreadsheets API
- Wdata API
- Chains API

# Your first WebAPI

### Add An OAuth2 Grant

**Grant Name:\***

**Username:\***

**Scope:\***

**Expiration:\***

**IP Whitelist:**

\*required

**Step 3:** Fill in the relevant details to obtain the following. You will get and need these items.

1. **Client ID**
2. **Client Secret**

Scope refers to the actual APIs the grant will cover.

### Edit OAuth2 Grant

**Client ID:**

**Client Secret:**

**Grant Name:\***

**Username:\***

**Scope:\***

**Expiration:\***

**IP Whitelist:**

\*required

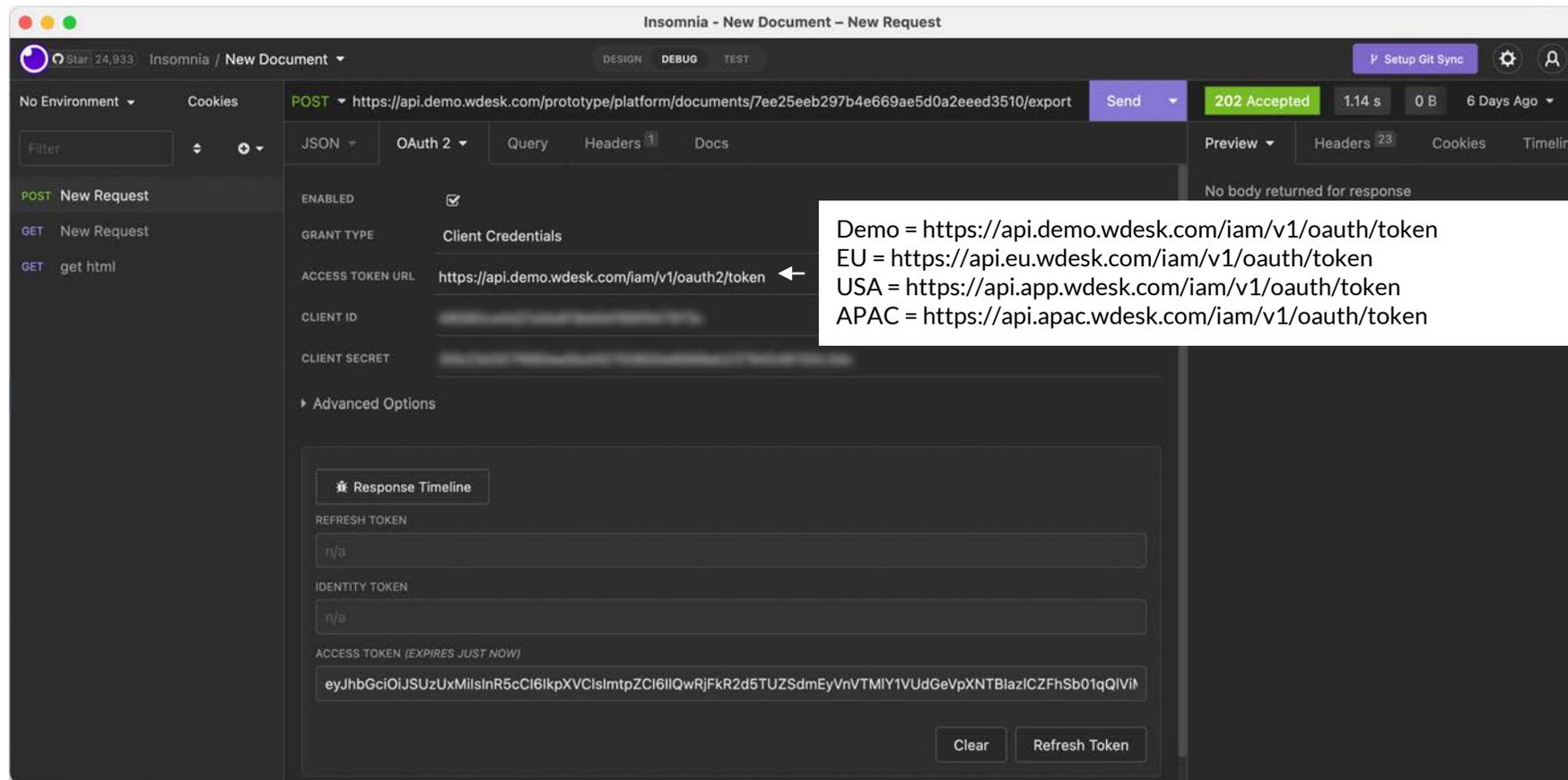


You can a video showing this process at [\[here\]](#)

# Hello World - Insomnia

## Hello World - Insomnia

One of the easiest ways to understand the way the **WebAPI** works is to use a program like **Insomnia** or **Postman**



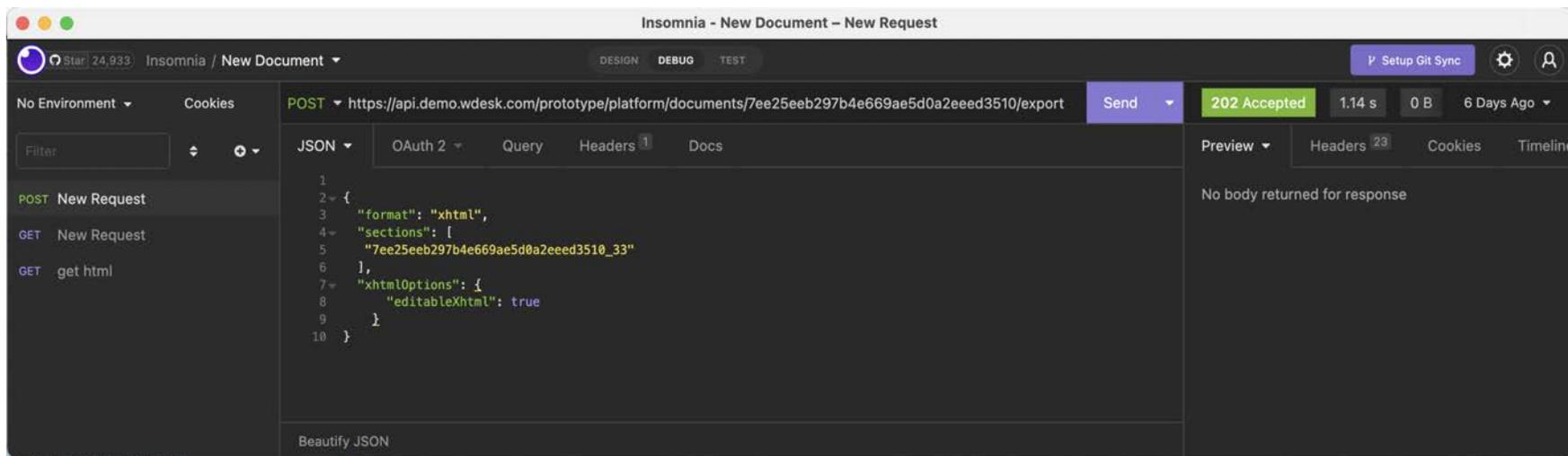
You will need the **Access Token URL** in addition to the **Client ID** and **Client secret** as shown above. You will also need to refresh the Token every 10mins whilst in Insomnia. You will not need to do that once you are in a programming language like Golang or C#.

# Hello World - Insomnia

You will also need the API url of your production area. The sample here is in the Workiva demo and is <https://api.demo.wdesk.com/prototype/platform/documents/---document id---/export>

The **document ID** can be obtained by looking in the address bar of the document in the workspace shown in red below. The blue shows the **section ID**.

[demo.wdesk.com/a/QWNjb3VudB8xNTUwNzc5MjM5/doc/46a9a8bf003640a3803c2255d1baf437/r/-1/v/1/sec/46a9a8bf003640a3803c2255d1baf437\\_4](https://demo.wdesk.com/a/QWNjb3VudB8xNTUwNzc5MjM5/doc/46a9a8bf003640a3803c2255d1baf437/r/-1/v/1/sec/46a9a8bf003640a3803c2255d1baf437_4)



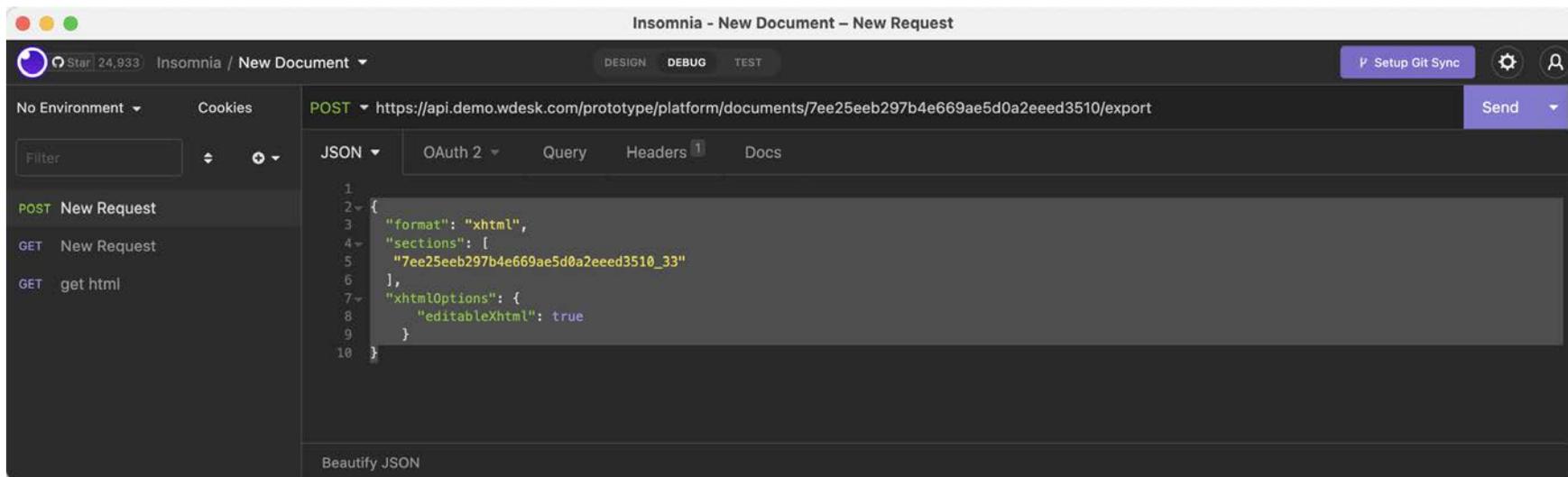
The next stage is broken down into three steps

# Hello World - Insomnia

**Step 1:** We need to do a POST request sending a JSON file.

```
{
  "format": "xhtml",
  "sections": [
    "7ee25eeb297b4e669ae5d0a2eed3510_33,7ee25eeb297b4e669ae5d0a2eed3510_34"
  ],
  "xhtmlOptions": {
    "editableXhtml": true
  }
}
```

The important parts here are the comma separated list of **sections IDs** and the **editableXhtml:true** flag. The latter flag pulls the more appropriate version of XHTML for web developers. Other flags will be arriving in the near future.



So now that can be sent by pressing the **Send** button and will return a header. You are looking for a 202 response. So the request has been accepted but is still processing.

# Hello World - Insomnia

Insomnia - New Document - New Request

Star 24,933 Insomnia / New Document

DESIGN DEBUG TEST

Setup Git Sync

No Environment Cookies

POST https://api.demo.wdesk.com/prototyp Send 202 Accepted 1.67 s 0 B Just Now

Filter

POST New Request

GET New Request

GET get.html

JSON

```
1 {
2   "format": "xhtml",
3   "sections": [
4     "7ee25eeb297b4e669ae5d0a2eed3510_33"
5   ],
6   "htmlOptions": {
7     "editableXhtml": true
8   }
9 }
10 }
```

OAuth 2 Query Headers 1

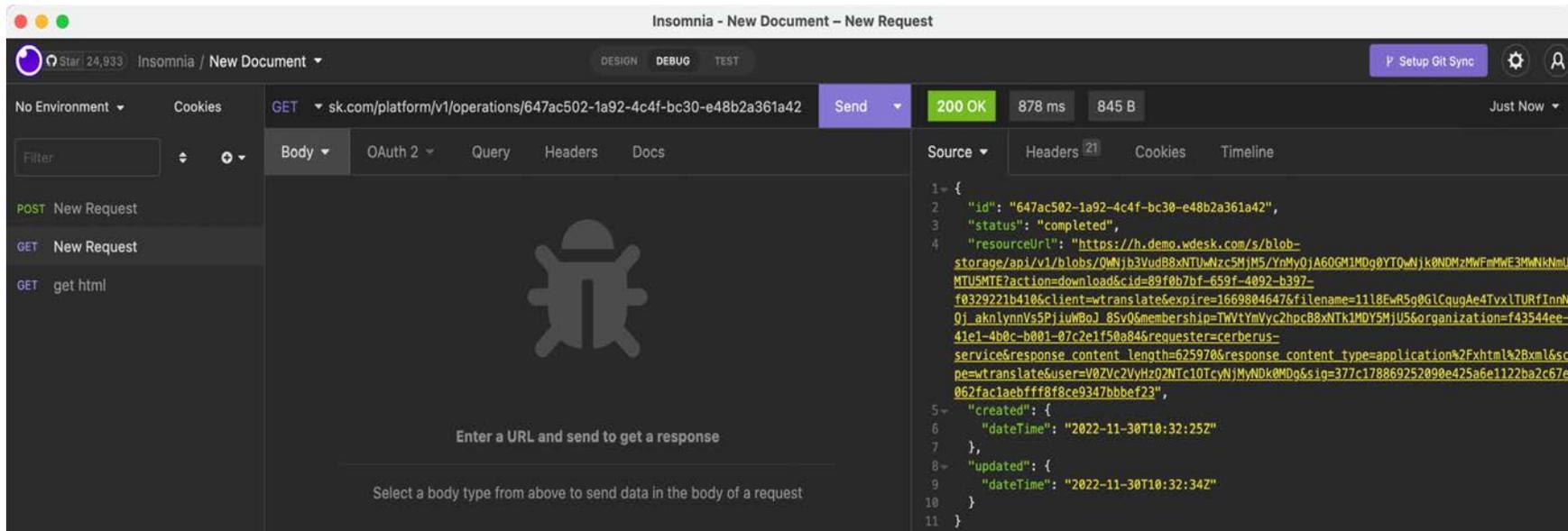
Preview Headers 23 Cookies Timeline

| NAME                                | VALUE   |
|-------------------------------------|---|
| content-type                        | application/json  |
| content-length                      | 0   |
| location                            | <a href="https://api.demo.wdesk.com/platform/v1/operations/8a86392d-76c5-4ee6-b20c-5da722018cf6">https://api.demo.wdesk.com/platform/v1/operations/8a86392d-76c5-4ee6-b20c-5da722018cf6</a>   |
| date                                | Tue, 29 Nov 2022 15:57:42 GMT   |
| x-amzn-requestid                    | d132a40b-f737-42f4-8a90-60672b1ca11e  |
| cf-ray                              | 771c8a5e7de45a6f-IAD  |
| content-security-policy-report-only | default-src 'self' data: *.wdesk.com *.google-analytics.com https://embed-ssl.wistia.com https://app.pendo.io https://support.workiva.com https://fast.wistia.net; img-src 'self' data: blob: *.wdesk.com *.google-analytics.com https://cdn.pendo.io https://app.pendo.io https://pendo-static-5073055586713600.storage.googleapis.com https://data.pendo.io https://v2assets.zopim.io https://static.zdassets.com https://support.workiva.com; object-src 'self' blob: *.wdesk.com *.google-analytics.com https://embed-ssl.wistia.com; script-src 'self' 'unsafe-eval' *.wdesk.com *.google-analytics.com https://ajax.googleapis.com https://gov-bam.nr-data.net https://js-agent.newrelic.com https://app.pendo.io https://pendo-static-5073055586713600.storage.googleapis.com https://cdn.pendo.io https://pendo-static-5073055586713600.storage.googleapis.com https://data.pendo.io https://support.workiva.com 'sha256-zkcQTxCWSUK7lVrVAMOUlRFBY2TsYZLZhiXauWEXUqY='; worker-src 'self' blob;; style-src 'self' 'unsafe-inline' *.wdesk.com https://app.pendo.io https://cdn.pendo.io https://pendo-static-5073055586713600.storage.googleapis.com https://support.workiva.com; connect-src 'self' *.wdesk.com:*.wdesk.com:*.google-analytics.com https://gov-bam.nr-data.net https://app.pendo.io https://data.pendo.io https://pendo-static-5073055586713600.storage.googleapis.com |

Beautiful JSON

# Hello World - Insomnia

**Step 2:** Copy the location header in purple on the screenshot above and paste that in the address bar of Insomnia. Now do a GET request.



The screenshot shows the Insomnia REST client interface. The top bar indicates the current document is "Insomnia - New Document - New Request". The main area shows a GET request to the URL "sk.com/platform/v1/operations/647ac502-1a92-4c4f-bc30-e48b2a361a42". The response status is "200 OK" with a response time of "878 ms" and a body size of "845 B". The response body is displayed in the "Source" tab, showing a JSON object with the following structure:

```
1 {
2   "id": "647ac502-1a92-4c4f-bc30-e48b2a361a42",
3   "status": "completed",
4   "resourceUrl": "https://h.demo.wdesk.com/s/blob-storage/api/v1/blobs/0wNjb3VudB8xNTUwNzc5MjM5/YnMyOjA60GM1MDg0YT0wNjk0NDMzMWFnMWE3MMNkNmU2MTUSMTE?action=download&cid=89f0b7bf-659f-4092-b397-f0329221b410&client=wttranslate&expire=1669804647&filename=1118EwR5g0G1CqugAe4TvxLTURfInnN2Oj_aknlynnVs5PjiuWBoJ_85v0&membership=TWtYmVyc2hpcB8xNTk1MDY5MjU56organization=f43544ee-41e1-4b0c-b001-07c2e1f50a84&requester=cerberus-service&response_content_length=625970&response_content_type=application%2Fhtml%2Bxml&scope=wttranslate&user=V0ZVc2VvHz02NTc1OTcyNjMyNDk0MDg5s1q=377c178869252090e425a6e1122ba2c67e1062fa1aebfff8f8ce9347bbbef23",
5   "created": {
6     "dateTime": "2022-11-30T10:32:25Z"
7   },
8   "updated": {
9     "dateTime": "2022-11-30T10:32:34Z"
10  }
11 }
```

You should now get a 200 response with a **resourceURL** in the source tab.





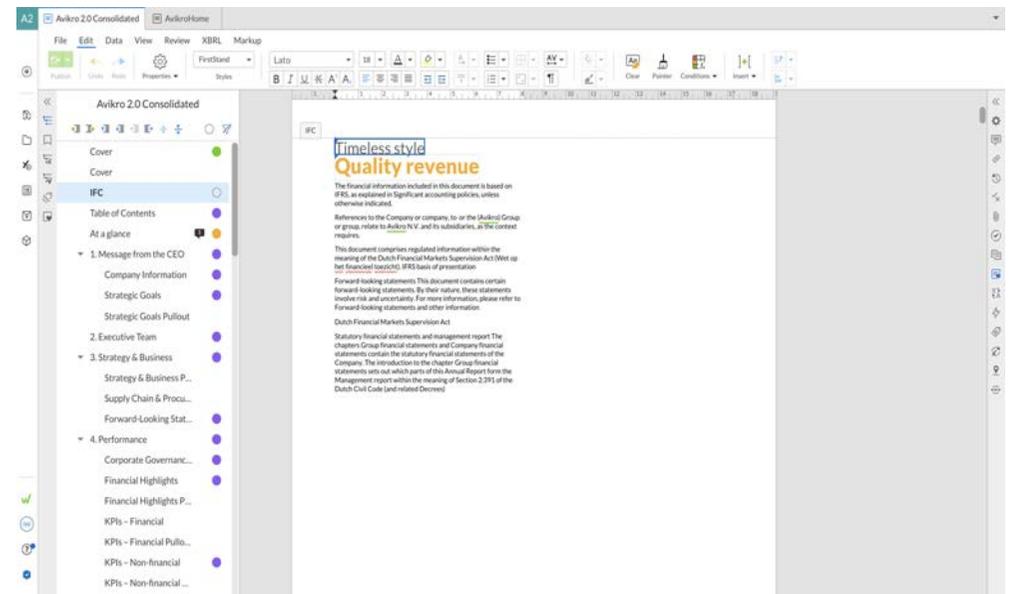
# Organising output

## Organising output

The Workiva platform has powerful linking capabilities and we would encourage users of the **WebAPI** to use those capabilities to marshal content for web extraction.

There are considerable advantages to this approach depending on the use cases. You may be acquiring data from multiple sources. You may have content that is only for the website mixed in with other content used for other publishing channels.

Linking mixed content to a holding document also has another advantage. It can dramatically reduce the footprint being downloaded.

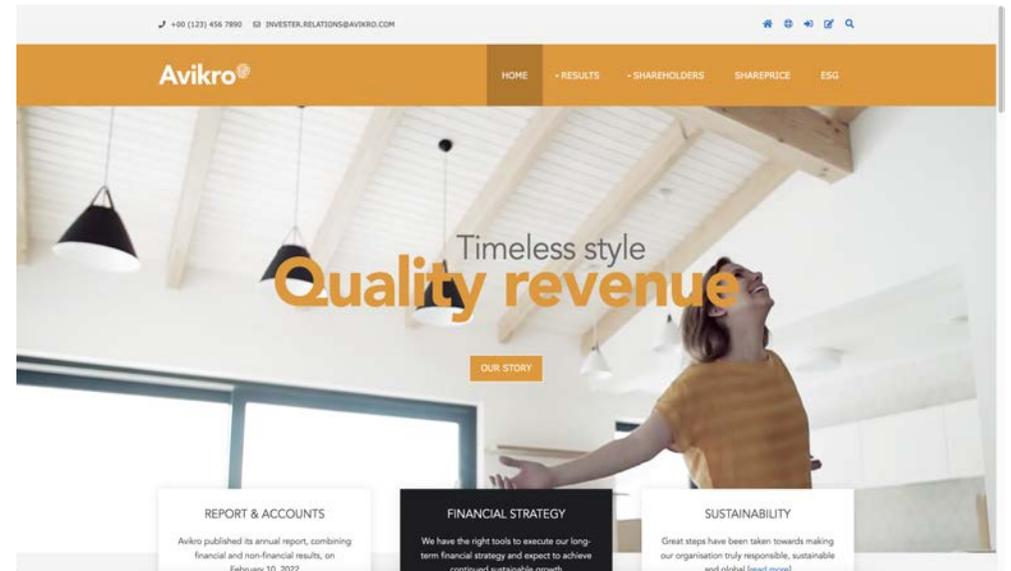


The content from this page is being linked to a holding document (shown on the next page).

# Organising output



This is the holding document. The actual **WebAPI** is set up on this linked document because we are using content from a report and content that only exists on the website.



The final responsive web page

# Post production

## Post production

It is envisaged that the entire output will not be required every time XHTML is pulled. Consider the following. The first pull will bring the CSS, fonts, XHTML and any images that are present. To avoid images see [organising output](#). But as any web developer knows the CSS and fonts do not need to be dynamic.

## Flags

Whilst we await “flags” within the JSON file that can omit non-dynamic items we can triage such items with post processing by only taking a document fragment - the <body> tag child items. This can be done on a second pull of XHTML. So in summary;

1. Take everything on first pull and extract CSS, images, fonts into static areas of webpage
2. On subsequent pulls extract just the doc frag between <body> tags

Whilst this methodology does not reduce download weight at the moment it will get users used to a **two-step** approach. Ultimately we will have flags that can omit such items prior to download.

## Walking the document fragment

It is also expected that web developers may want to adjust parts of the XHTML styling to fit in with previously built CSS. Typically, programmers will “walk the DOM” (Document Object Model) and make adjustments based on some kind of logic. They may want to reduce the number of styles used for instance. The way this is done will vary enormously from language to language and developer to developer.

So don't always expect to see exactly the same XHTML in an output appearing on the webpage.

## What is a node?

Consider the code fragment below and the ways of matching nodes (syntax may vary according to the language you are using).

```
<div class="D1">  
  <p class="Heading1">Text item1</p>  
  <p class="Bodytext"><span class="Bold">Text item2</span></p>  
  <p class="SubHeading2">Text item3</p>  
  <p class="Bodytext-12345678">Text item4</p>  
  <p class="Bodytext">Text item5</p>  
</div>
```

Node div = all of the code

Node D1 = all of the code

Nodes p = all p elements

Nodes div/\* = all child items of D1 (or div)

Node p[1]::text = Text item1

Node p[Heading1] = <p class="Heading1">Text item1</p>

*\*Note the pluralisation of the word node*

To remove the numbers on node p[4] and make the class Bodytext, there are a number of techniques you could use.

- conditional statement using length or testing character after
- regular expression
- XSLT

Once a loop is set up to iterate through the code (the pluralisation) conditions can be set to achieve certain aims like replacement of class. Similar things can also be achieved with client side DOM libraries like JQuery. This is a large subject and the above is very high level, so happy code walking!

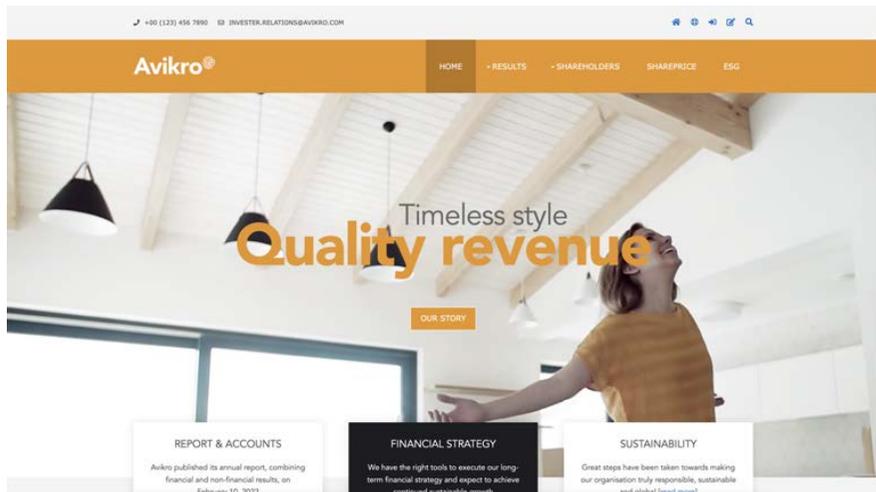
# Responsive layouts

## Responsive layouts

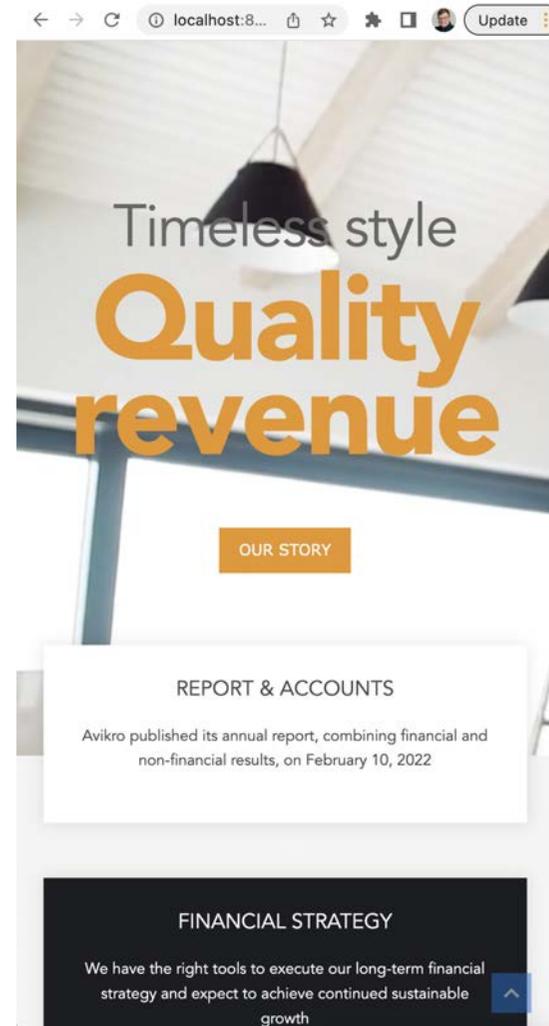
One of the main reasons for exporting for web usage is the ability to show content in a device independent way. Mainly mobile and tablet display. The previous section described content filtering and this section builds on that idea.

## Modifying CSS for responsive design

CSS coming from Workiva will be by its very nature using absolute measurements, in other words, it is created to describe a printed page. The editable XHTML path is deliberately kept as simple as possible in order to aid web developers evolve that CSS into a fully **responsive** paradigm. This is why the total separation of CSS from XHTML is important. There is no inline styling within Workiva editable XHTML output.



Website display



Mobile display

# Import into CMS

## Importing content into vendor CMS

There is a desire and expectation that web design vendors will want to take the Workiva **WebAPI** content into their own Content Management Systems (CMS).

There is also an expectation that the **ContentAPI** can provide a way of such CMS *puppeteer-ing* of our content in reverse, so to speak.

There are many advantages to importing our content in such CMS, as vendors can deploy that content to web staging areas with their own client side development technologies like search engines and graphing libraries.

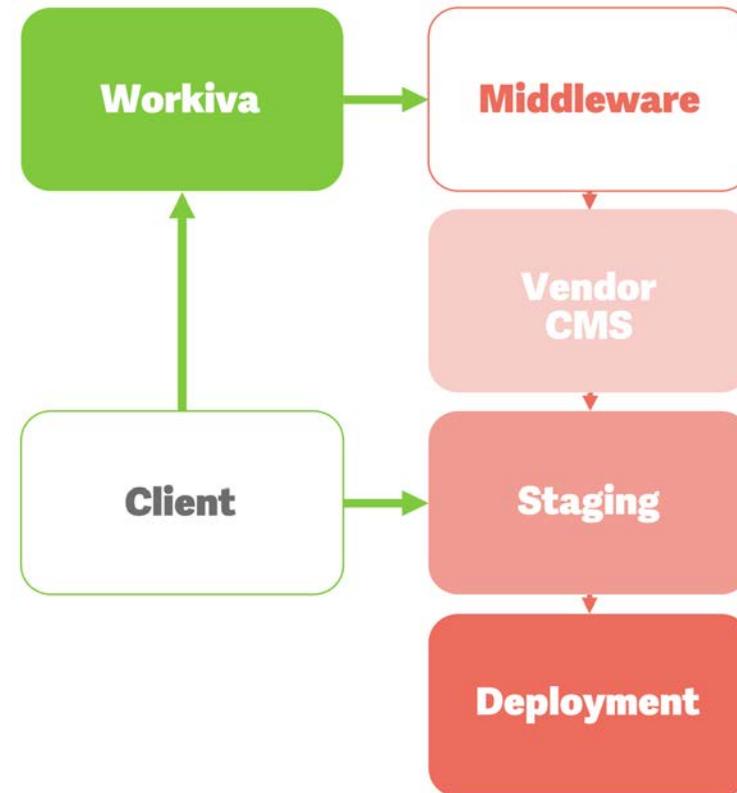
This will require some **middleware** that can perform that importation at regular intervals or when prompted. In its simplest form a web page can be established that performs the *pull* and uploads the content into a vendor database.

Moving further on, macros can be written that ping Workiva servers and detect change and perform that action if they see a change. This is not proven yet and it's early days.

### A sliding scale

Assessing the use of the **WebAPI** means contrasting the effort on platform with the effort in post-production. As responsive layouts are highly desirable and a financial driver for such activity it is expected that the information given thus far is most suitable and can be summarised as an advanced toolbox.

At the other end of this scale is the presentation of non-responsive content in XHTML format. A great deal more can be completed on platform at this end of the scale.



# Summary

## Summary

### Bringing reporting assurance to the web

Workiva is known for data assurance, collaboration and linked content. We are now in a position to bring this to web development. Clients can now use Workiva to effectively author web content on their corporate website. In terms of reporting much of this content is shared with print and PDF. Workiva can make web publishing easier, more assured and with the same oversight attributed to traditional reporting channels.

The **WebAPI** is about to come out of beta and be available in workspaces very shortly (Q4 22). If you would like to discuss the **WebAPI** implementation then please contact [ian.whitworth@workiva.com](mailto:ian.whitworth@workiva.com) at the Design Centre of Excellence here at Workiva.

If you are a traditional design reporting agency with limited web backend experience then still do please contact us, as we can help you navigate this unfolding landscape with partnership opportunities.

If you are a multidisciplinary design reporting agency with deep web experience then we would love to hear from you and show you the possibilities with our new technologies.

Avikro®

INTRODUCTION • THE CRISIS • OUR STRATEGY • NUMBERS • FURTHER INFO

### Consolidated Group Income Statement

For the year ended 31 December 2020

|   | 2020        | 2019        |
|---|-------------|-------------|
|   | (€ million) | (€ million) |
| Revenue                                 | 19,242      | 15,393      |
| Cost of Sales                           | (12,316)    | (9,853)     |
| Gross Profit                            | 6,926       | 5,540       |
| Gain/loss from financial investments    | (582)       | (442)       |
| Other operating income                  | 466         | 533         |
| Operating Profit                        | 7,040       | 5,632       |
| Other operating expenses                | (680)       | (544)       |
| Other income (expense) net              | 40          | 32          |
| Impairment                              | (1)         | (1)         |
| Profit before tax                       | 6,399       | 5,119       |
| Taxation                                | (202)       | (162)       |
| Profit from continuing operations       | 6,196       | 4,957       |
| Profit from discontinued operations     | —           | —           |
| Profit for the period                   | 6,196       | 4,957       |
| Basic earnings per ordinary share       | 0.36        | 0.29        |
| Basic earnings per ordinary share       | 0.36        | 0.29        |
| Net result                              | 0.36        | 0.29        |
| Diluted earnings per ordinary share     | 0.35        | 0.28        |
| Diluted earnings per ordinary share     | 0.35        | 0.28        |
| Average shares outstanding (thousands): |             |             |
| Basic                                   | 1442000     | 1,153,600   |
| Diluted                                 | 1470000     | 1,176,000   |
| Dividend per ordinary share             | 0.04        | 0.03        |

Financials can now be shown on website with all the data assurance that Workiva offers and as part of a multi-channel publishing workflow.

# Contacts

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Written and designed by the Design Centre of Excellence, Workiva

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# Contacts

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## Support contacts

For questions, reach out to your Customer Success manager, or our Support Team.

### 24/7 Helpdesk

United Kingdom - +44 8000885141 France - +33 801840098 US - 1-877-934-8435

From Europe: 00-800-5005-0080 From the US: 1-800-706-6526

A full list of our global support telephone numbers can be located here Or email our Support Team directly via [support@workiva.com](mailto:support@workiva.com)

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