

# Welcome

## Xandr Bidders

A bidder is a "decisioning brain" that calculates real-time auction bids using an algorithm and parameters such as user data, recency, location, etc. and plugs into one or more inventory sources using real-time bidding (RTB) APIs. Clients with existing bidders can plug in to the Xandr (formerly AppNexus) real-time platform to expand their access to premium and unique sources of supply and engage in transparent and technologically advanced media buying.

The documentation you'll find here will help you navigate the Xandr software in support of bidders. This includes information on using our API services, integrating bidders, and the OpenRTB protocol. You can browse through the help resources we've provided here to learn more.

### Getting Started

- [The Big Picture](#)  
An overview of the Impression Bus, Tags, auctioning, and more.
- [Integrate a Bidder](#)  
Learn how to integrate a bidder with Xandr.

### Technical Details

- [Impression Bus API](#)  
A reference of the API services available to bidders.
- [Bidding Protocol](#)  
A description of the current Xandr implementation of the OpenRTB protocol.

### Current Customers

If you are a current Xandr customer, you can [log in](#) using your wiki credentials to see more information and resources available to you.

### Additional Resources

- [Console API](#)
- [Industry Reference](#)
- [Cloud Services](#)
- [Mobile SDK](#)