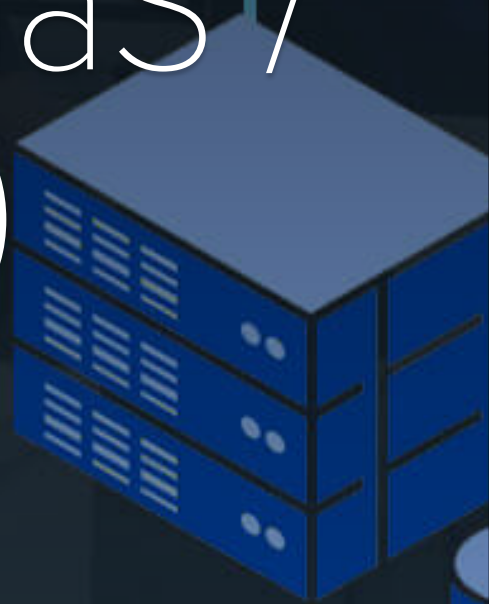




**MBaaS**

Backend as a  
Service (BaaS /  
mBaaS)

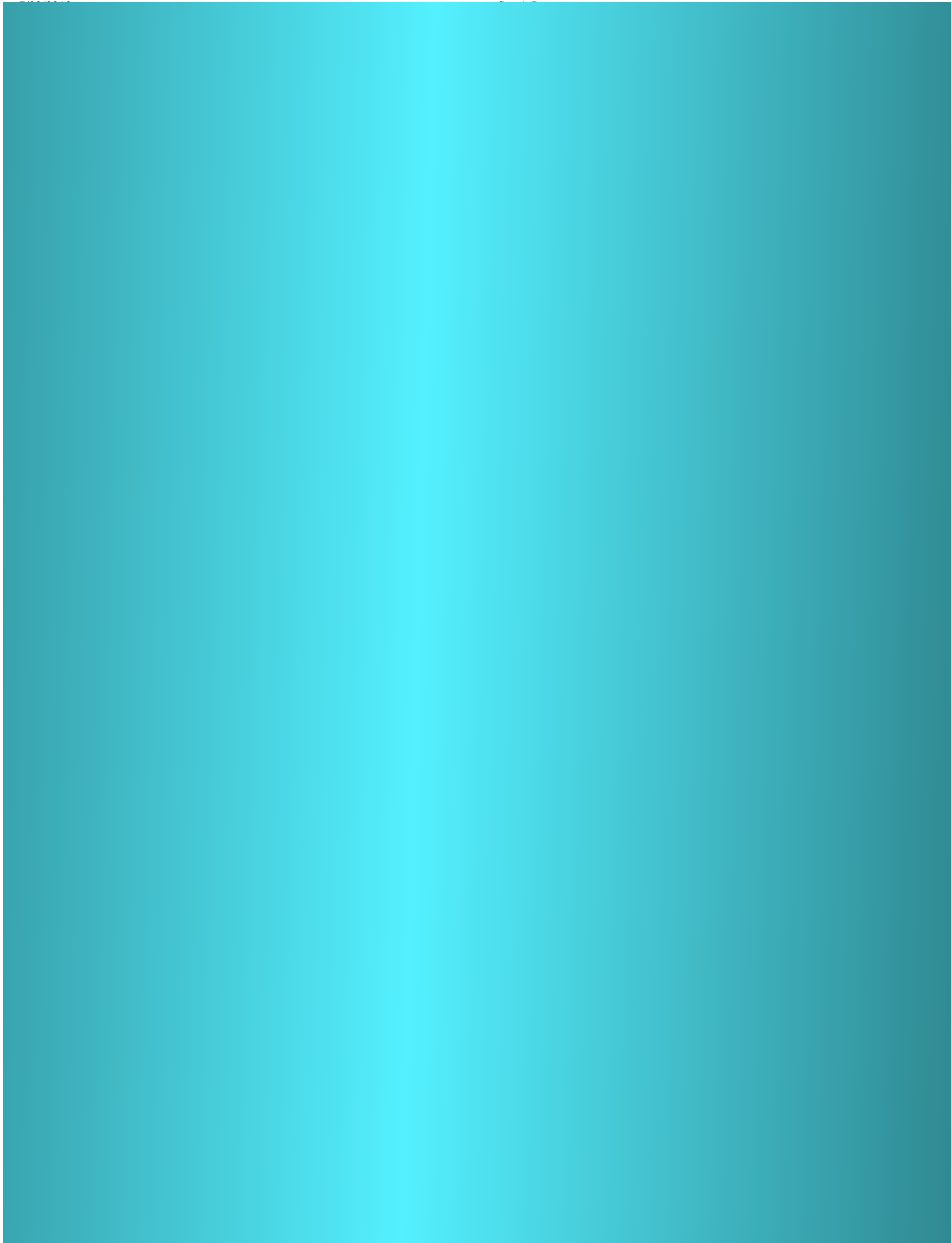


By: Carlos Belardo

July 19, 2019

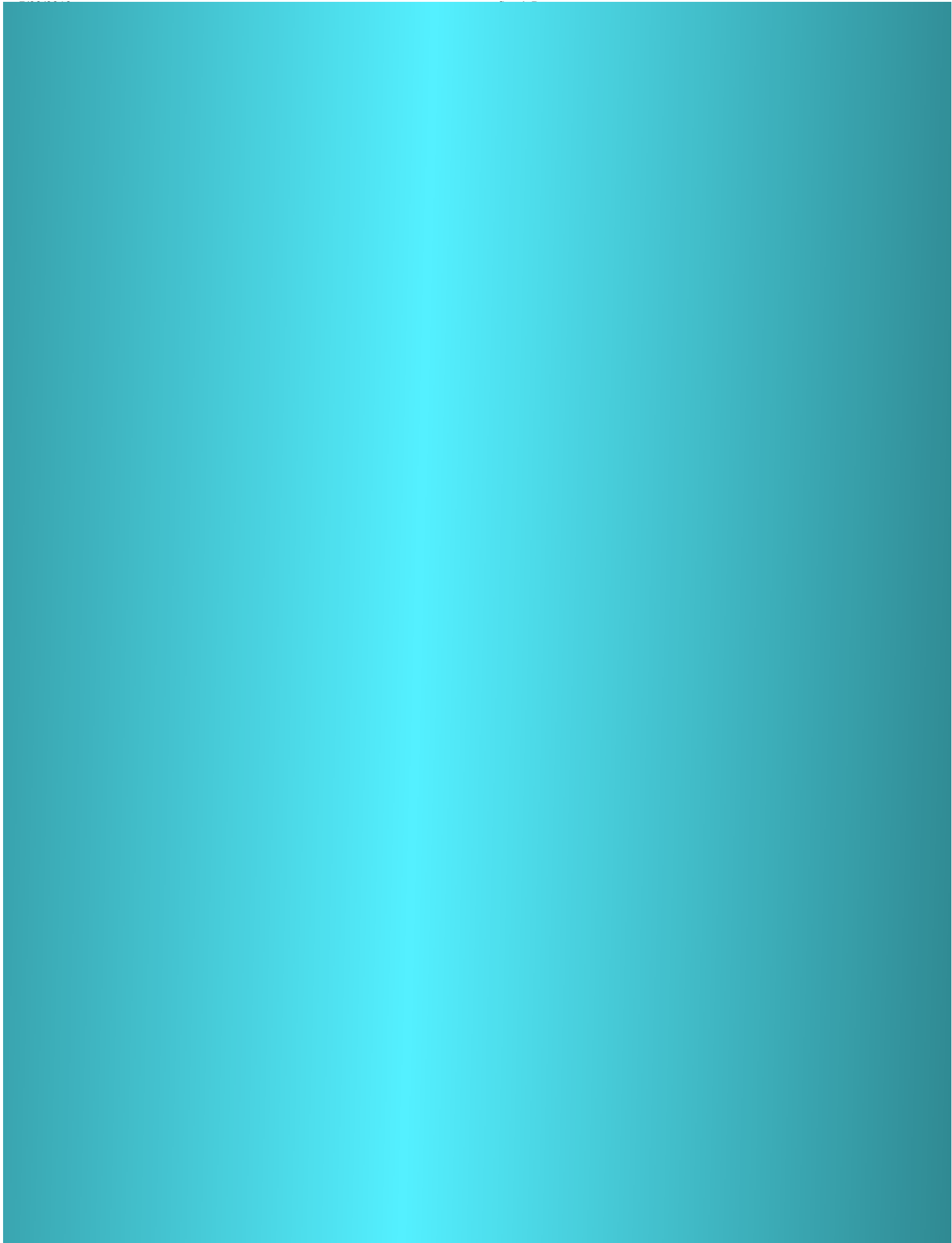
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# What is BaaS / mBaaS?

BaaS or backend-as-a-service is a cloud service model where developers outsource all the behind-the-scenes aspect of a web or mobile app so that only the front end has to be maintained. When developing applications baas vendors can provide pre-written software for tasks such as authentication, database management, remote updating and push notifications for example. back-end developers create and maintain the behind the scenes portions of applications so that the front end developer can focus on what the user sees and experiences. Front end developers use APIs to link the back end and the front end programs together. MBaaS or Mobile-Backend-as-a-Service is used for the development of mobile applications.



# Five BaaS Solutions.

- **Auth0** (for authentication) : Auth0 is an universal authentication and authorization platform that can be used for multiple applications like web and mobile for example. It can also provide an interface to manage user and permissions.



Auth0. (n.d.). Retrieved from  
<https://cdn.auth0.com/website/assets/modules/opengraph/1x-new-69e09d5054.png>

- **ButterCMS**(content management): ButterCMS is a blog and content manager that is used to

provide APIs and SDKs to integrate content into an application. ButterCMS also has an admin interface when needing to edit content and publishing.



ButterCMS. (n.d.). Retrieved from [https://d2wzhk7xhrnk1x.cloudfront.net/rgPM9aHoSSKnjk44TQID\\_blog-post.jpg](https://d2wzhk7xhrnk1x.cloudfront.net/rgPM9aHoSSKnjk44TQID_blog-post.jpg)

- **FormKeep**(Forms): FormKeep is an API that handles a forms post request. FormKeep has a list of services it can do including file upload, email replies, spam filtering, workflows, and csv export for example.



FormKeep. (n.d.). Retrieved from  
<https://s.cdpn.io/profiles/user/2436099/512.jpg?1538523997>

- **Moltin**(Ecommerce): Moltin's is a third party service that handles baas for eCommerce. Moltins APIs handle tasks such as inventory, shopping cats, checkout, and payments. Moltin handles many of the back-end services for retailers worldwide.





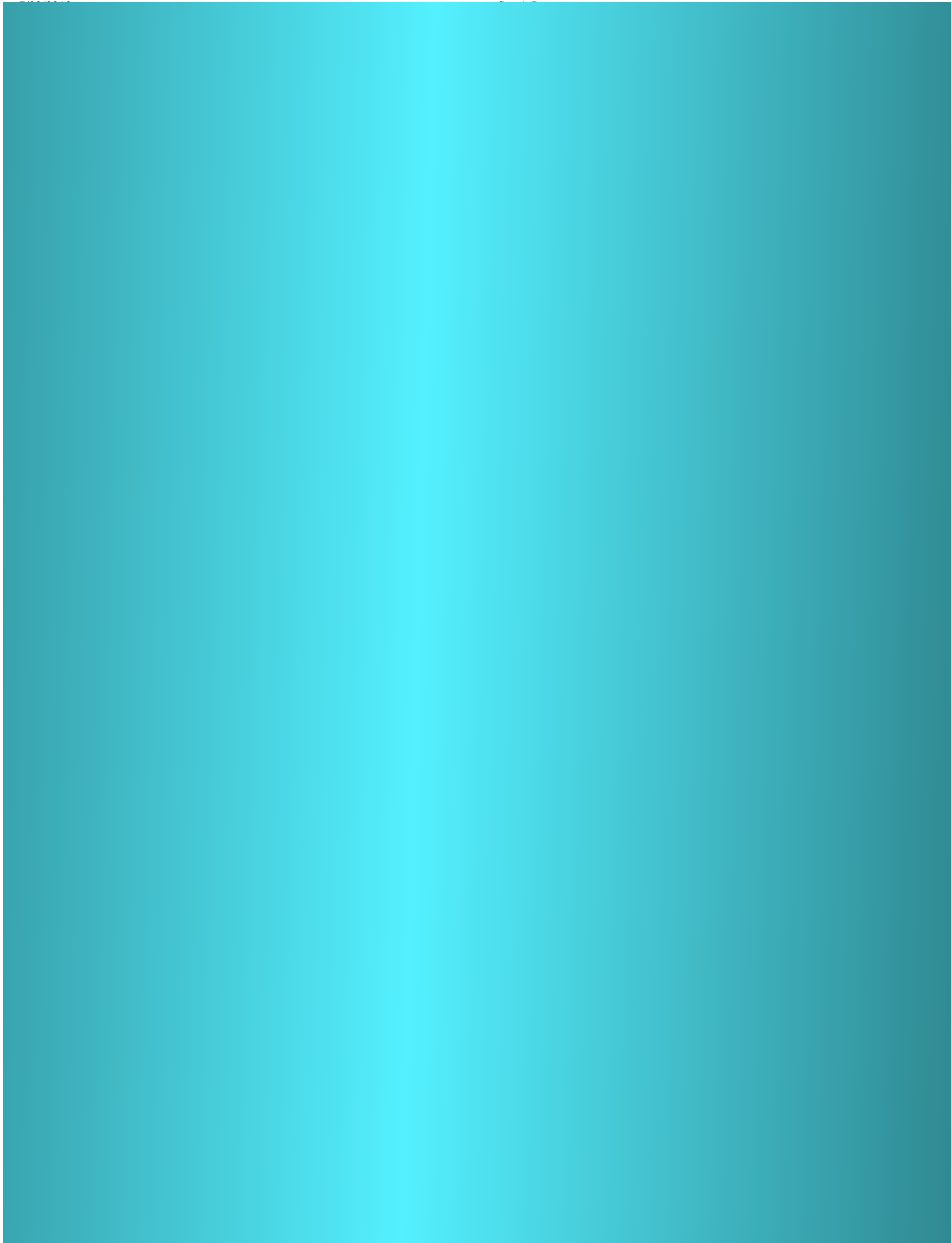
# moltin

Moltin. (n.d.). Retrieved from  
<https://ecommerceshownorth.co.uk/wp-content/uploads/2017/08/moltin.png>

- **SendBird**(messaging and chat): SendBird is a back-end service that offers SDKs that cover both the front-end and back end APIs when building a messaging or chat application. some feature that SendBird offers is one on one messaging, group chat, read receipts, spam protection and moderation tools.



<https://dxstmhyqfqr1o.cloudfront.net/logos/logo-og.png>



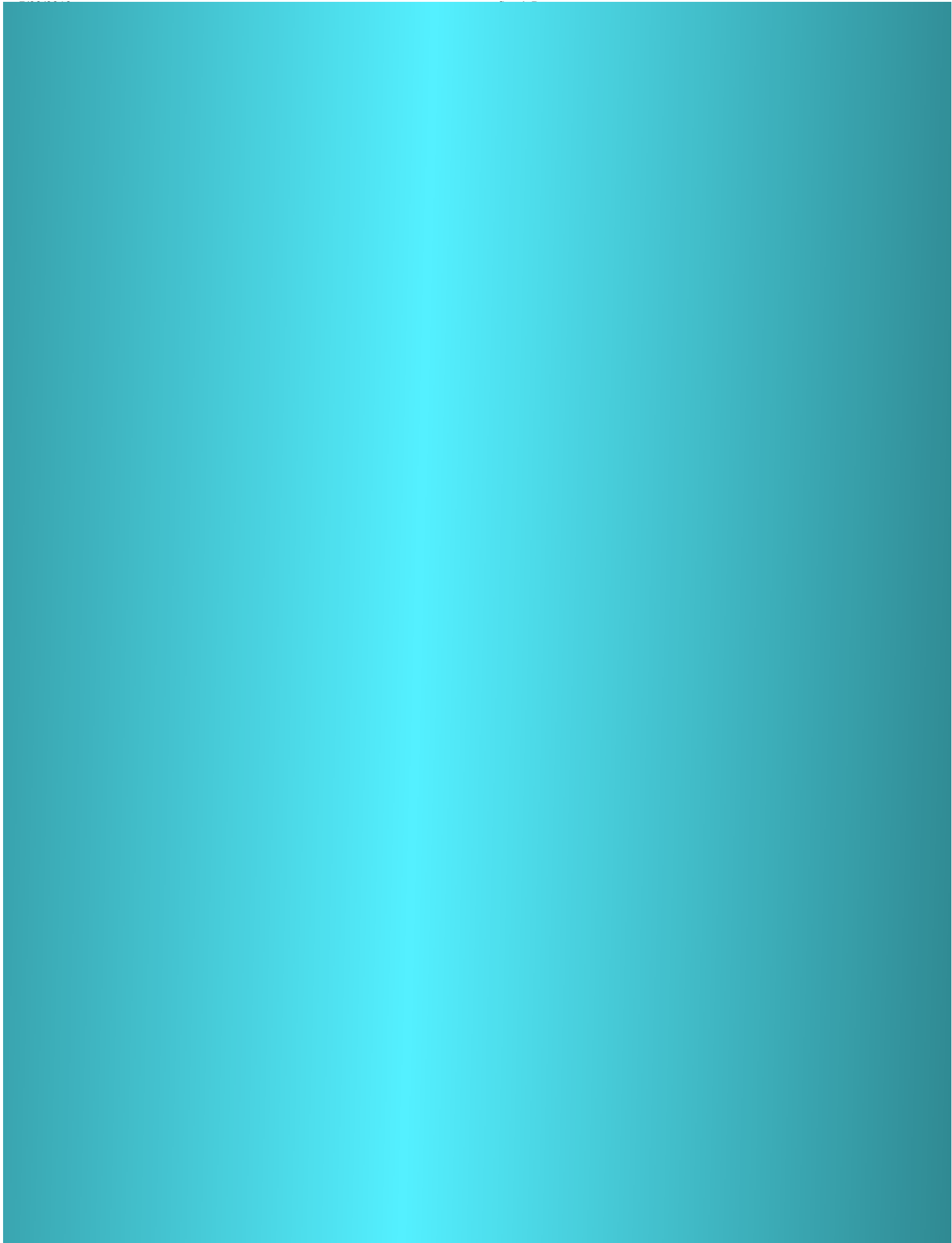
# Three Reasons To Use BaaS.

One reason a company would use BaaS would be to save time when having to create features.

Developers could spend weeks creating and developing features such as user management, data storage, queries, and searches. All this time could be cut down by using BaaS.

A second reason a company would want to use BaaS would be to save money. By choosing the right vendor for your need the need for a backend developer to code your applications and connect it to a database. For businesses starting up there are a plethora of vendors to choose from to stay within your budget.

Third reason to use BaaS is it provides a smooth user management. when linking social account the total number of users can grow without taking a hit on performance and can avoid any downtimes. the front end developer does not have to worry about scalability when using BaaS since it is all handled on the backend.



# Three BaaS Solutions With Pros And Cons(From above list)

Auth0

## **Pros**

1. Different sign-on options for app users
2. Login with social media
3. Log in to desktop, mobile, and tablet devices

## **Cons**

1. Can be expensive

ButterCMS

## **Pros**

1. Better Organization
2. Performance
3. Fewer Mistakes

## **Cons**

1. Cross-cutting Concerns Across Each Service
2. Higher Operational Overhead.

# **SendBird**

## **Pros**

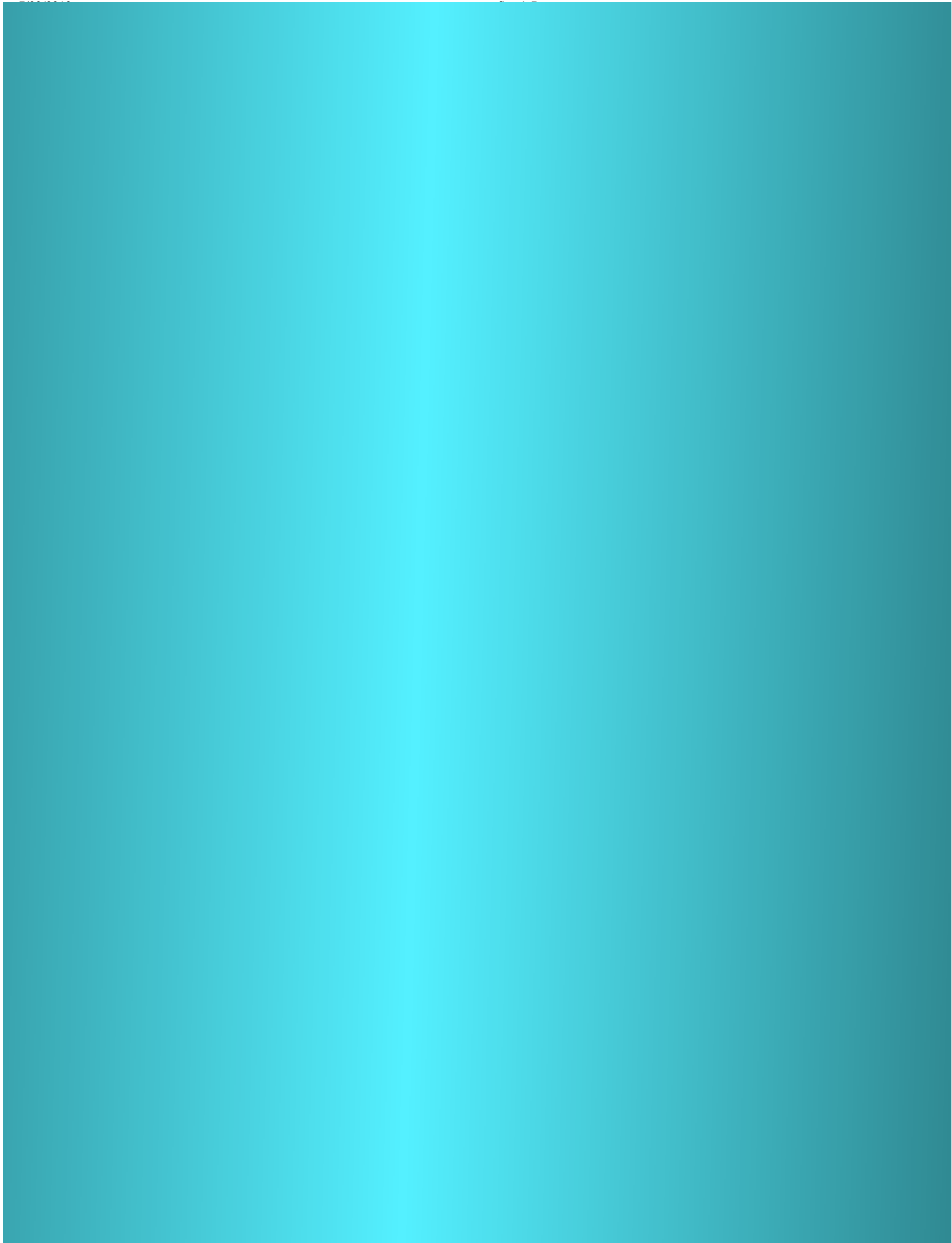
1. fast speed
2. Plug and Play
3. Price
4. Ease of use

## **Cons**

1. Infrequent service interruptions and bugs
2. used primarily for start up level

### 3. lack of flexibility

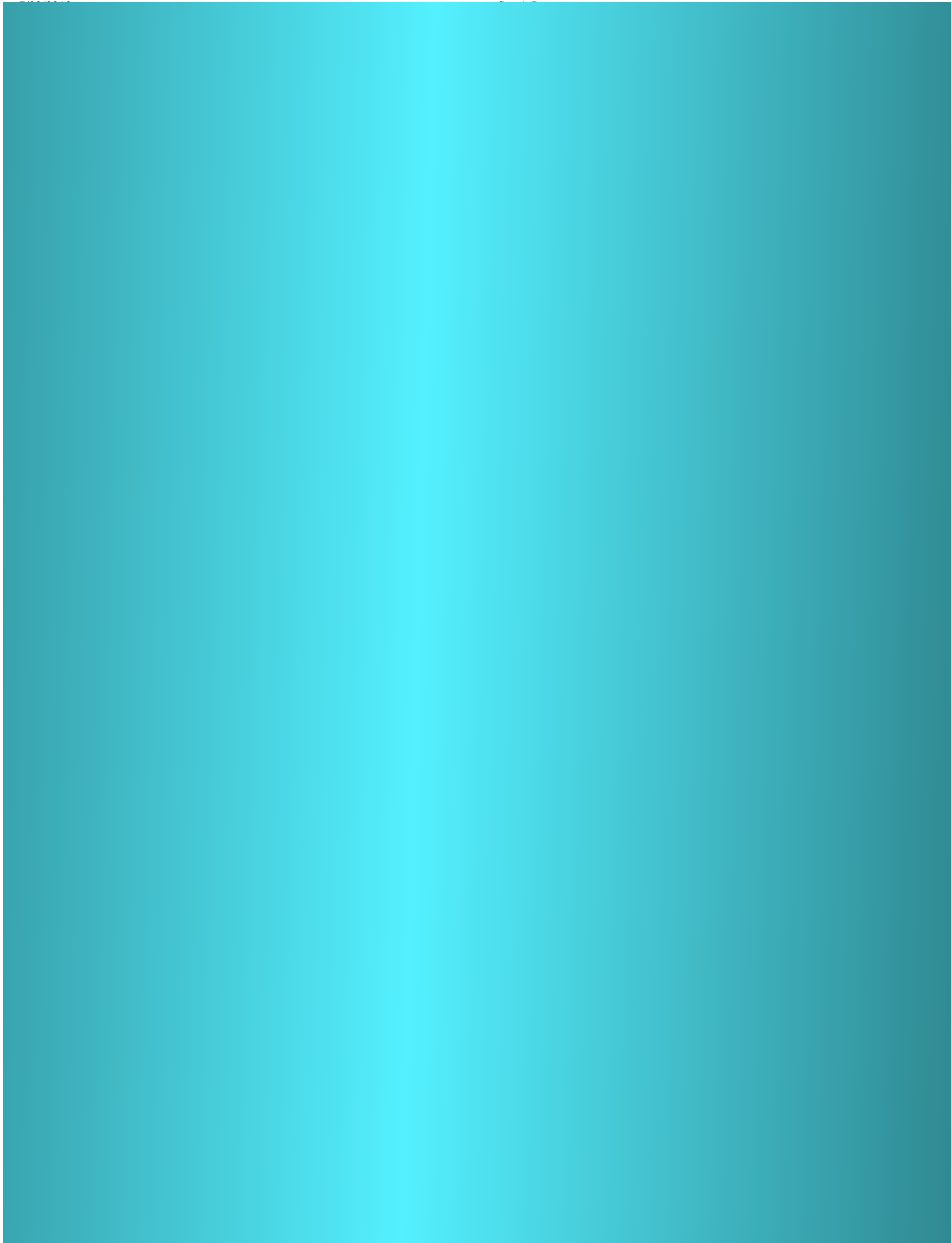




# App Example, With One BaaS Solution, And Three Reasons Why

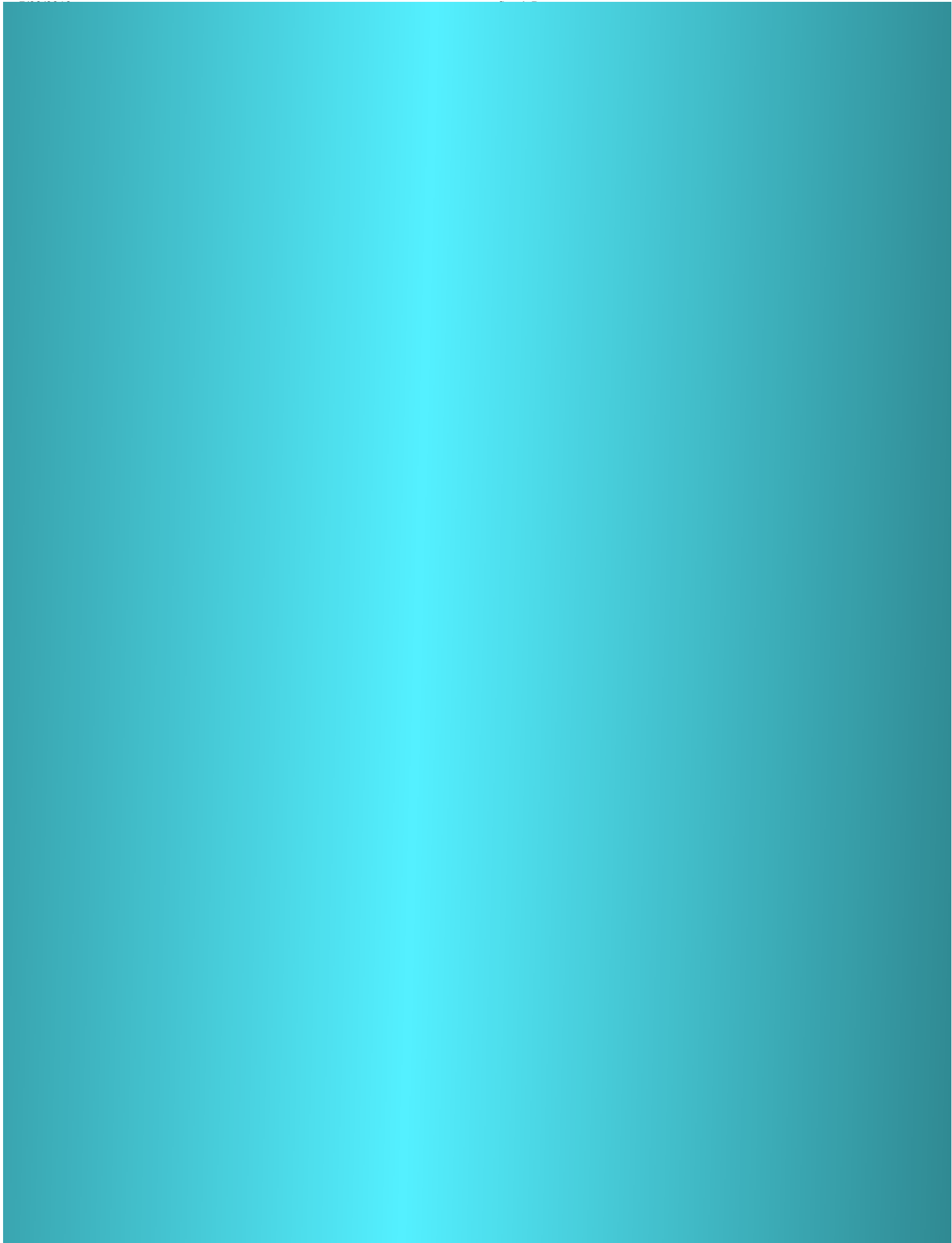
## Moltin

Moltin could be used for making an shopping app. The reason it could use Moltin would be for easy transactions. The second reason Moltin would be good for a shopping application would be for its scalability. Moltin has a cloud-based architecture that scales horizontally. The final reason Moltin would be great for a shopping application would be for its security which when handling a users money is one of the most important aspects to consider.



# One Company Using Baas And Why.

One company using BaaS is Twitch. Twitch is a streaming service popular among the gaming community. The way Twitch.Tv uses fire base is by having their entire traffic go through firebase and they are developing an IM service on Firebase. The reason they are using it is because of Firebases scalability.



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