How we use Google Cloud Platform

@ CrowdAppz

About us

Lukas Masuch

Google+: +LukasMasuch Twitter: @lukasmasuch

Henning Muszynski

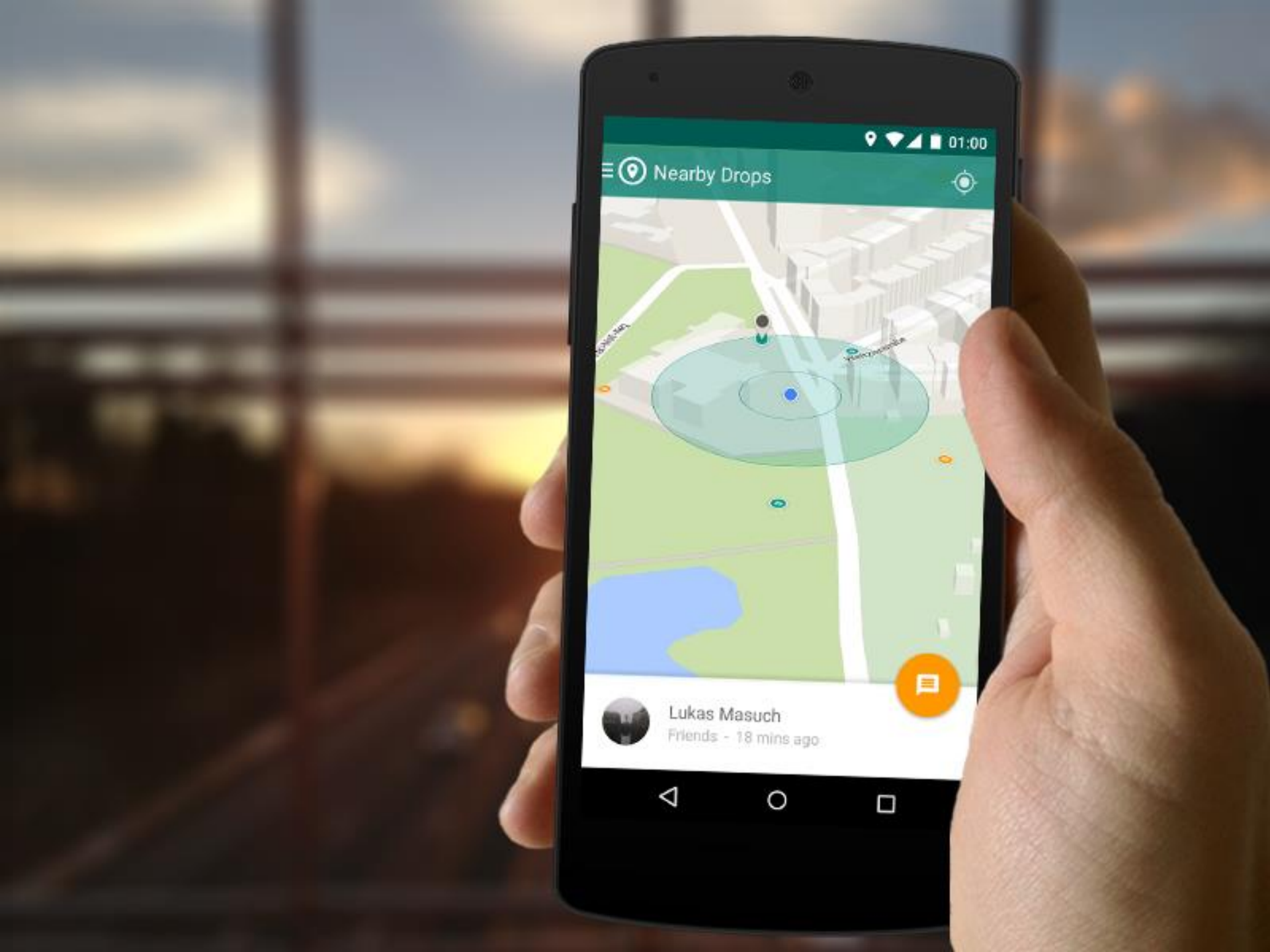
Google+: +HenningBalboa Twitter: @henningmus

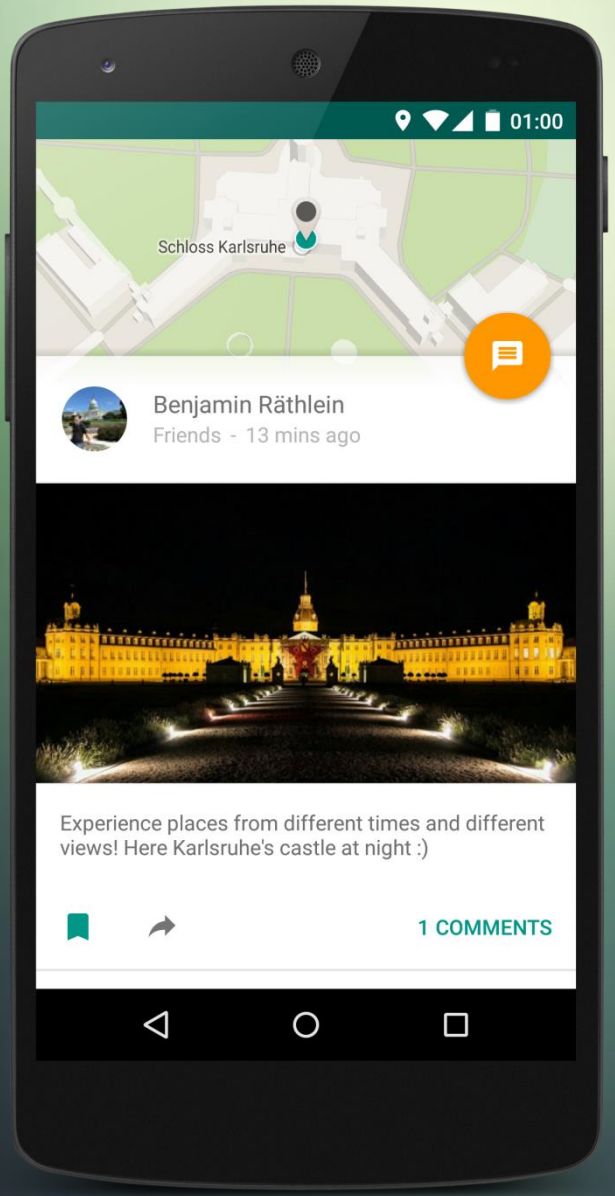
Benjamin Räthlein

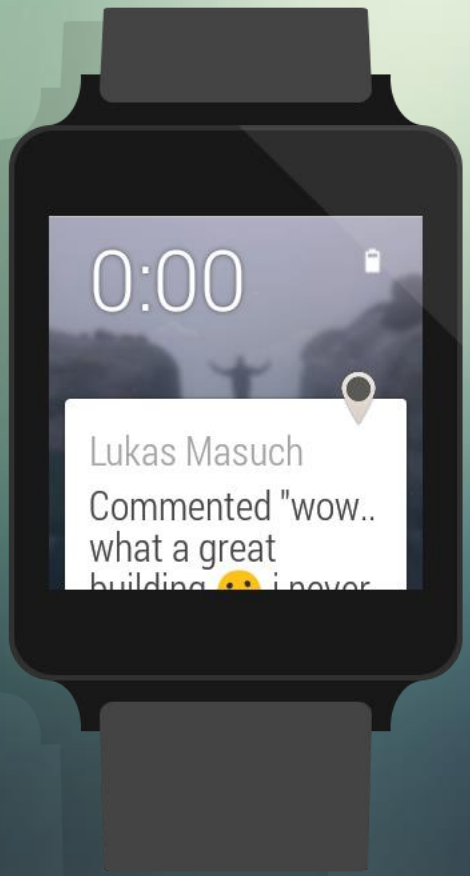
Google+: +BenjaminRäthlein Twitter: @B3nRa

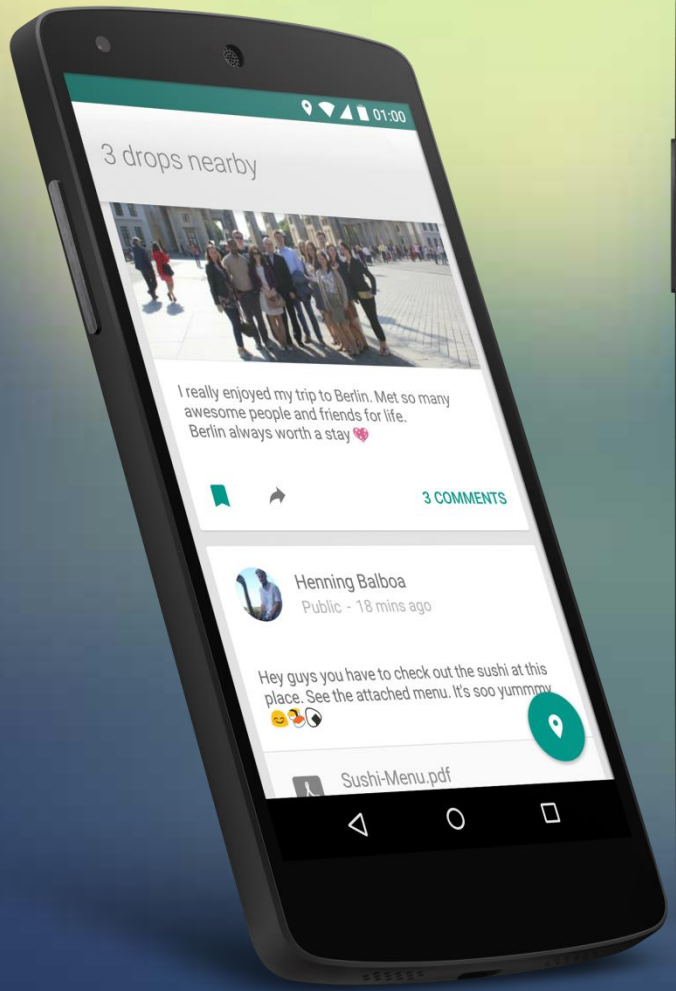
Drop

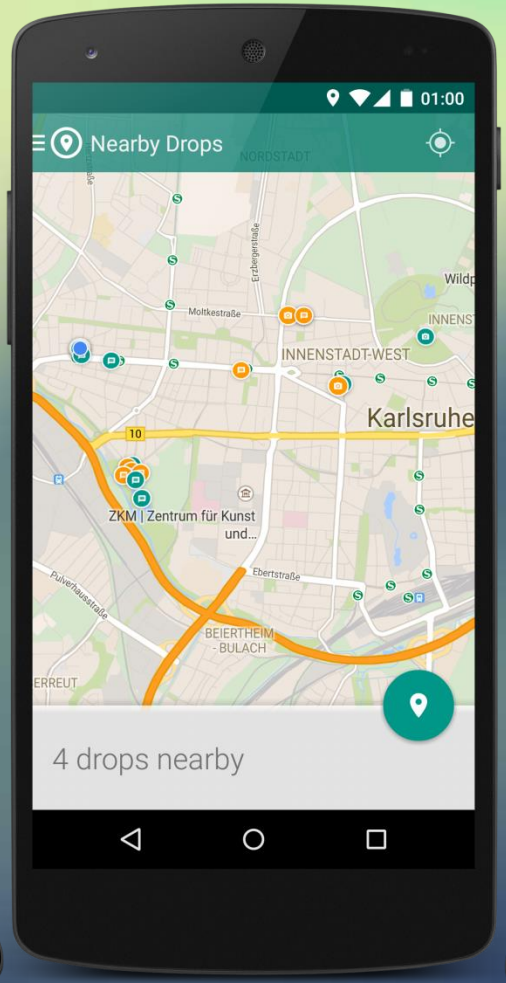
Make the world around you more social

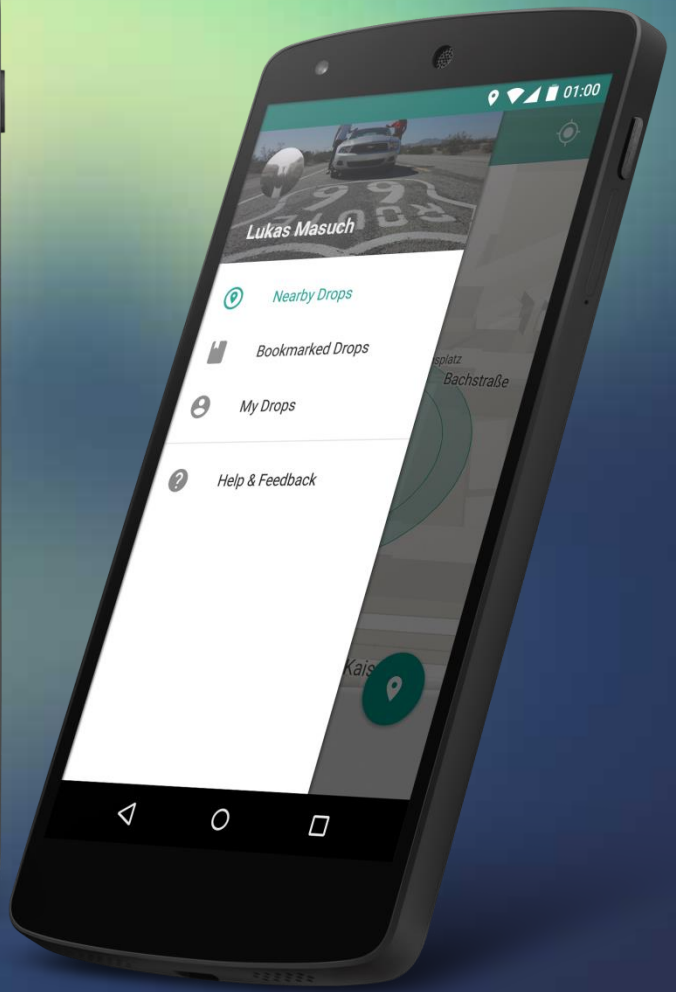

01:00
Nearby Drops
Lukas Masuch
Friends - 18 mins ago


01:00
Schloss Karlsruhe
Benjamin Räthlein
Friends - 13 mins ago
Experience places from different times and different views! Here Karlsruhe's castle at night :)
1 COMMENTS


0:00
Lukas Masuch
Commented "wow.. what a great


01:00
3 drops nearby
I really enjoyed my trip to Berlin. Met so many awesome people and friends for life. Berlin always worth a stay
3 COMMENTS
Henning Balboa
Public - 18 mins ago
Hey guys you have to check out the sushi at this place. See the attached menu. It's soo yummmy
Sushi-Menu.pdf


01:00
Nearby Drops
NORDSTADT
Moltkestraße
INNENSTADT-WEST
Karlsruhe
10
ZKM | Zentrum für Kunst und...
Ebertstraße
BEIERTHEIM - BULACH
4 drops nearby


01:00
Lukas Masuch
Nearby Drops
Bookmarked Drops
My Drops
Help & Feedback
Bachstraße

Drop

100 Reasons to use it

Discover the world around you in a new form

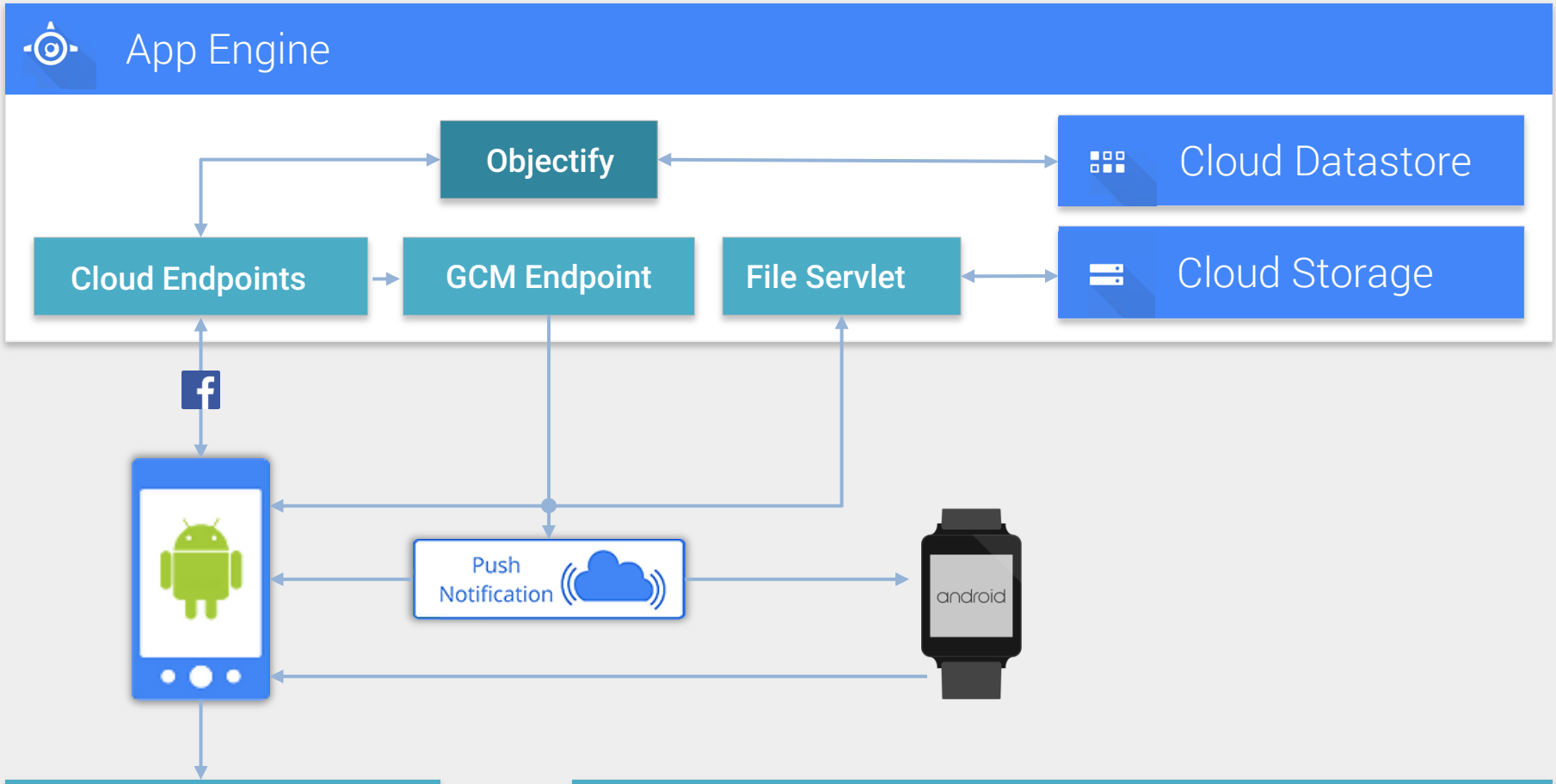
Connect your stories with their places

Leave messages for the public, your friends or only yourself

Also used for: Location-based notes, reminders, reviews, tips, file sharing, communication, guestbook or virtual geocaching

Google Cloud Platform

Google Cloud Platform



Mobile Analytics

bugsense

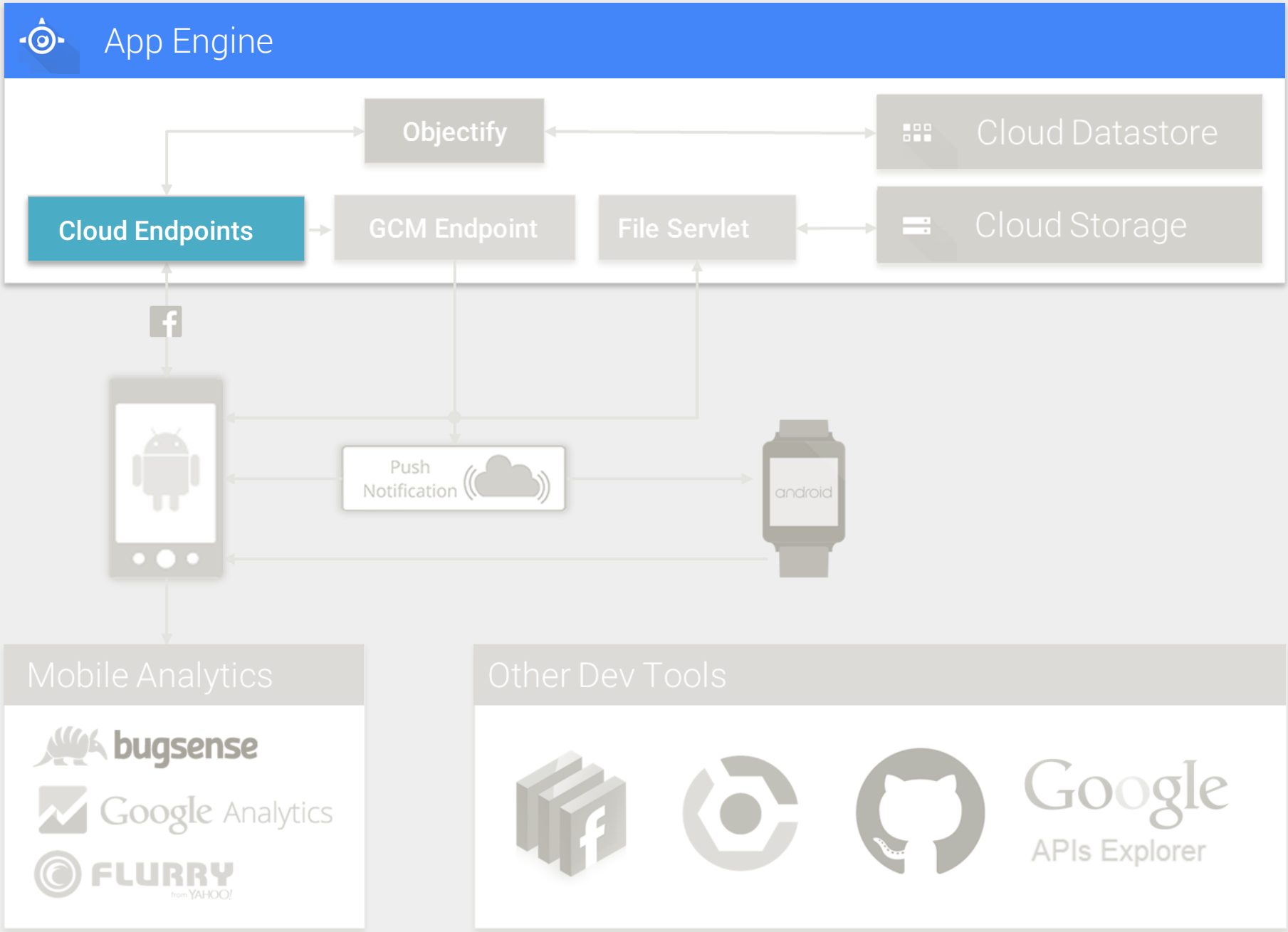
Google Analytics

FLURRY from YAHOO!

Other Dev Tools

Google Developers Console

Google APIs Explorer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Objectify
Cloud Datastore
Cloud Endpoints
GCM Endpoint
File Servlet
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Cloud Endpoint

REST has never been easier!

Automatically generate client libraries to make wiring up the client to your backend easy.

```
@Api(name="dropEndpoint", version="v0")
public class DropEndpoint {
  @ApiMethod(httpMethod="GET", path="getFile")
  public StringWrapper getImageDownloadUrl(
      @Named("authToken") String authToken,
      @Named("dropId") long dropId) {
    ...
  }
}
```

+ Annotation based

+ Easy declaration of REST methods and services

+ support for local testing

1. Annotate 2. Generate 3. Run everywhere

Really ?

Cloud Endpoint - Pitfalls

What we should have known before

Getter / Setter require to be named same as the member variables. Otherwise duplicate methods are generated

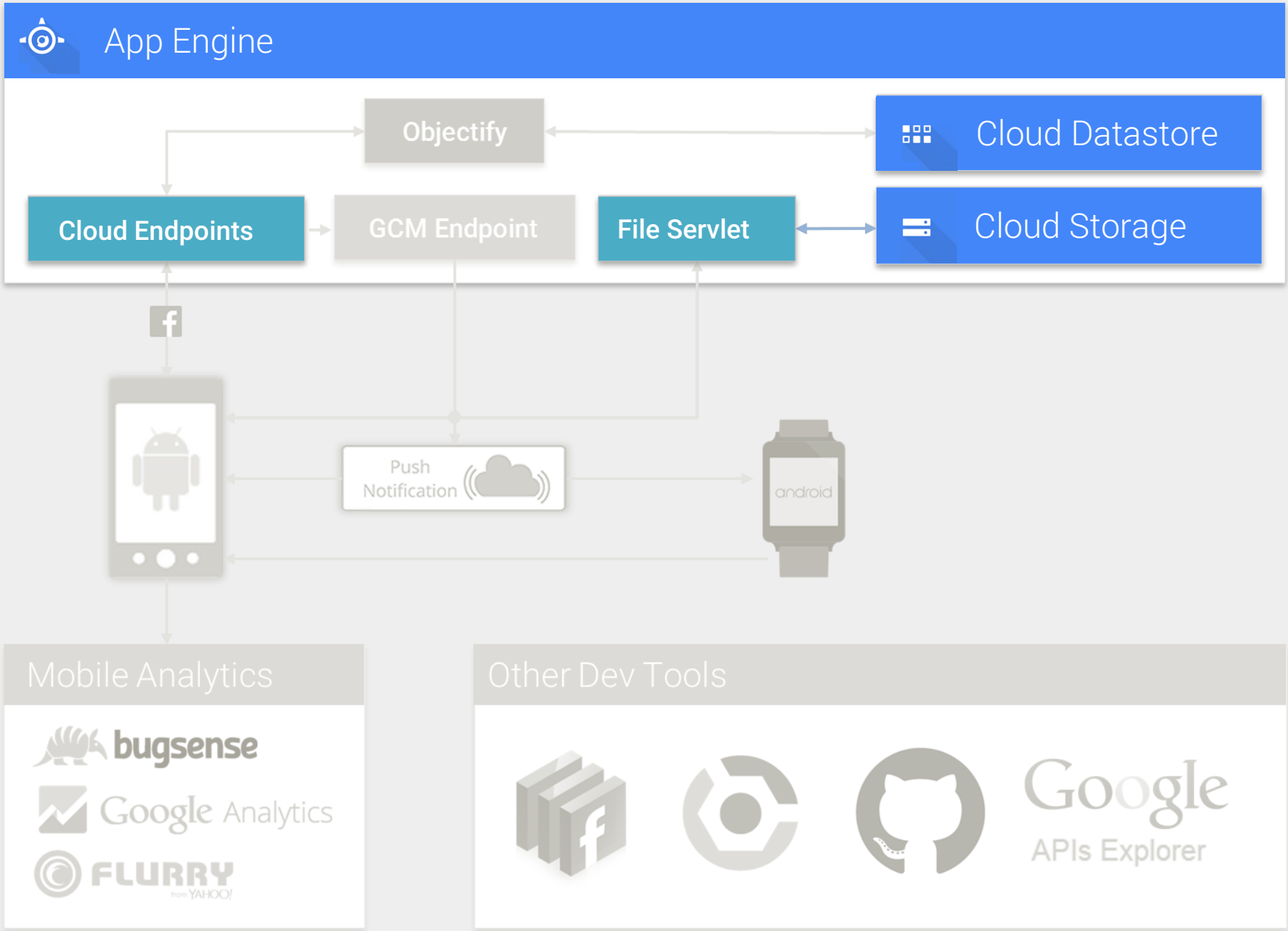
1

Endpoint methods allow only one object as parameter

No native data types are returnable. Use Wrappers!

1..2..3

Enums are neither returnable nor allowed as parameters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Cloud Datastore & Cloud Storage

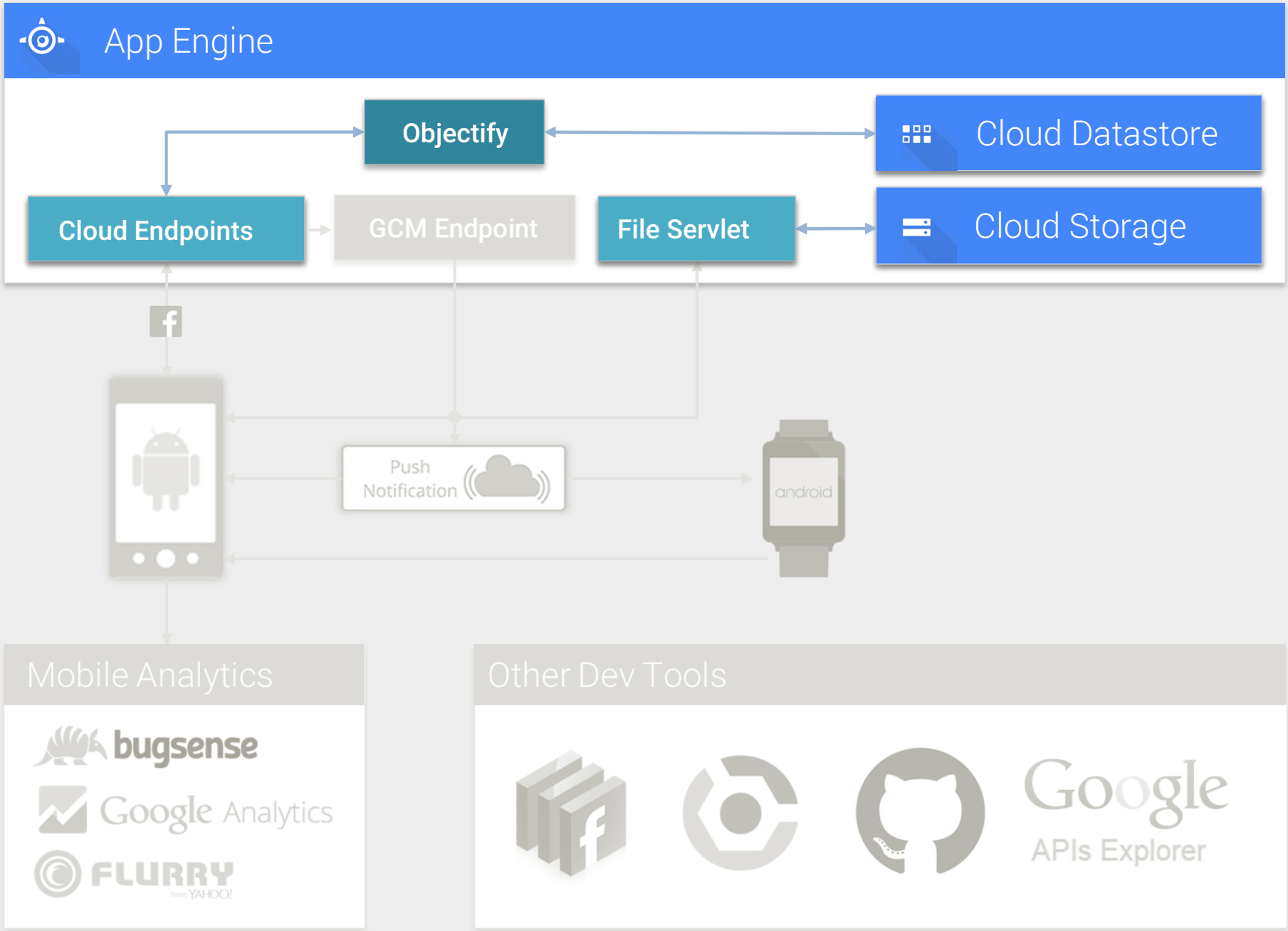
Save everything in the cloud!

Datastore: Store all entities
Storage: Store all files

Better database design vs. less data operations

Cloud Storage: Convenient API for Images.
Additional Servlet for Files needed.

Manageable with an easy-to-use Interface on Google Cloud Console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Objectify

The simplest convenient ORM for App Engine datastore

Enables you to store and retrieve your Object directly from Cloud Datastore. It is that simple!

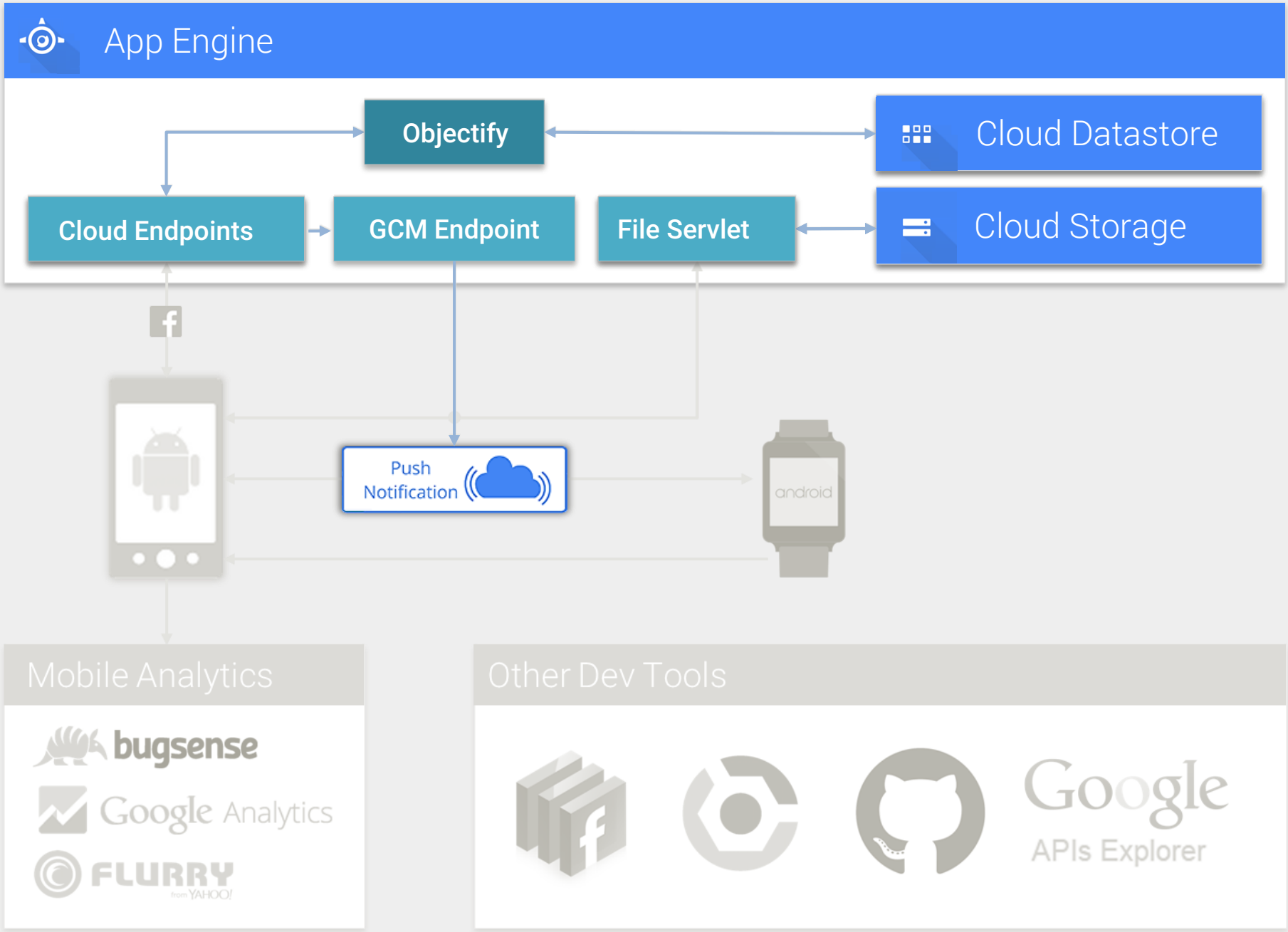
```
@Entity
@Cache
public class EntityDrop {
    @Id
    private Long id;
    @Index
    private double latitude;
    @Index
    private double longitude;
```

+ Annotation based

+ Easy caching and indexing

+ Human-friendly query interface

It just works like a charm!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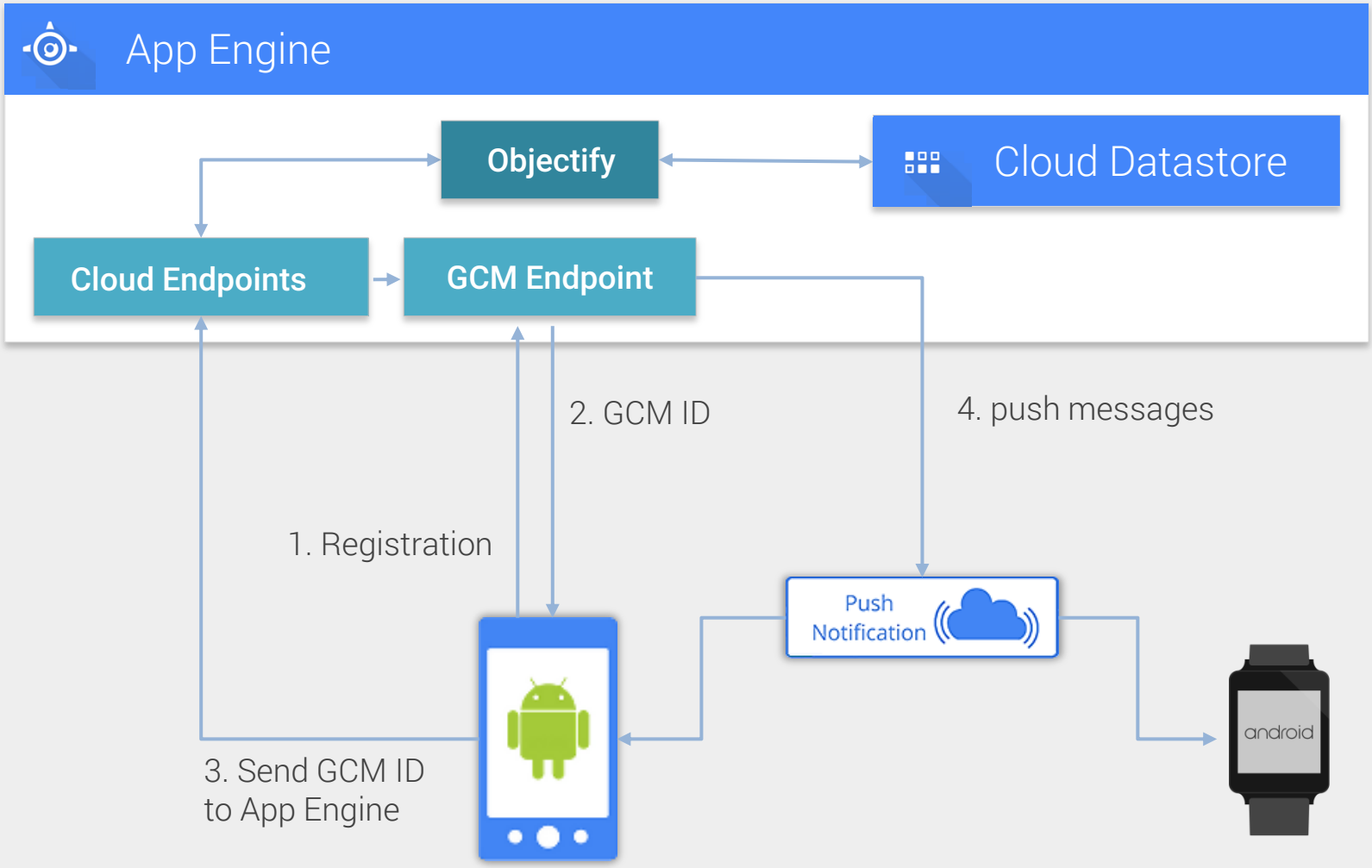
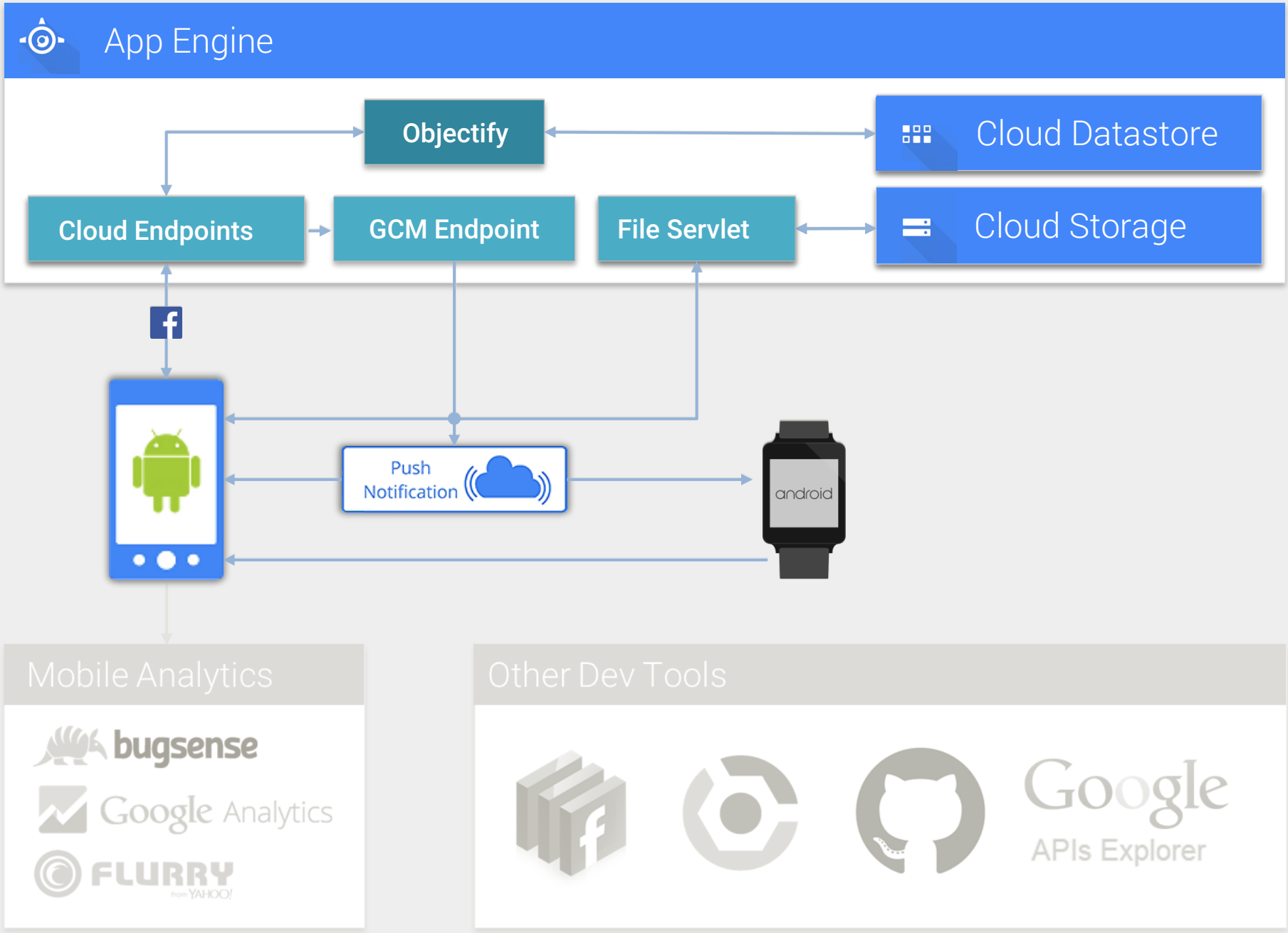
Google Cloud Messaging - Users want to be notified!

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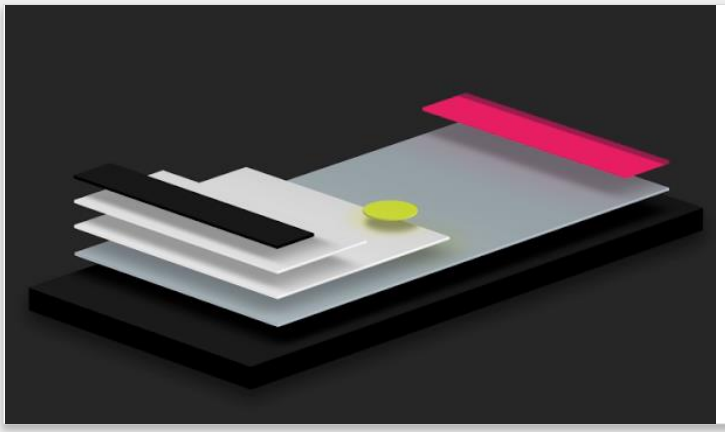
Material Design

Your choice for beautiful design!

Visual language based on the behavioral of paper and ink.

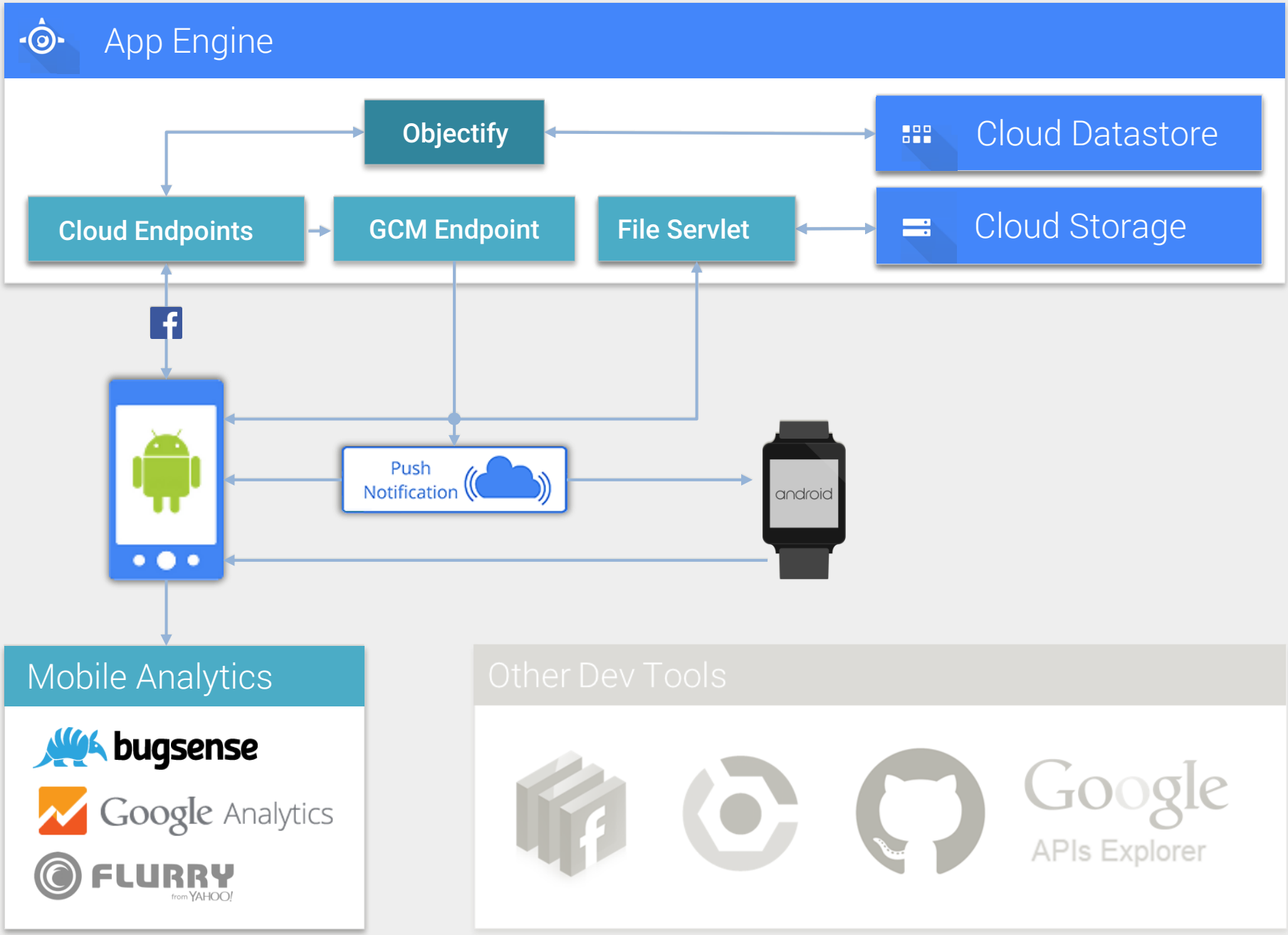
Aims to surprise and enlighten the users in equal measure.



Key Fundamentals: Lighting, shadow, depth, animations and transitions

Unified experience across platforms, device sizes and input methods

Meaningful and appropriate Motion serving to focus attention and maintain continuity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Why should I do mobile analytics?

User Acquisition / Retention

(Realtime)
Usage Information

Insights into
User Behaviors

(Realtime)
Bugtracking

Performance &
Trend Reports

Measure Impact
of Changes

Downloads are not the only thing you should track!

Drop – Closed Beta Release

Be the first to explore a new social experience!

goo.gl/76rn6Y

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