Implementing a mobile app backend with ease using Parse

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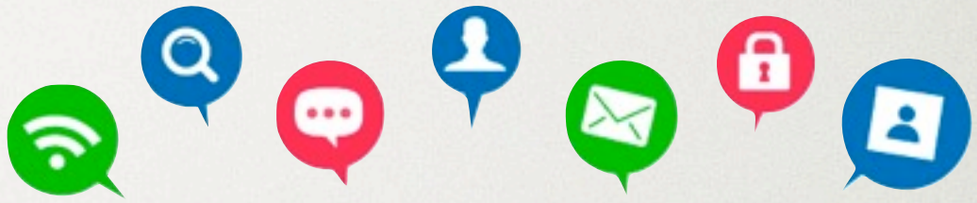
What is Parse?

- Parse is a complete backend platform for your iOS and Android applications.



- Data Storage, Push Notifications, User Management, and more!

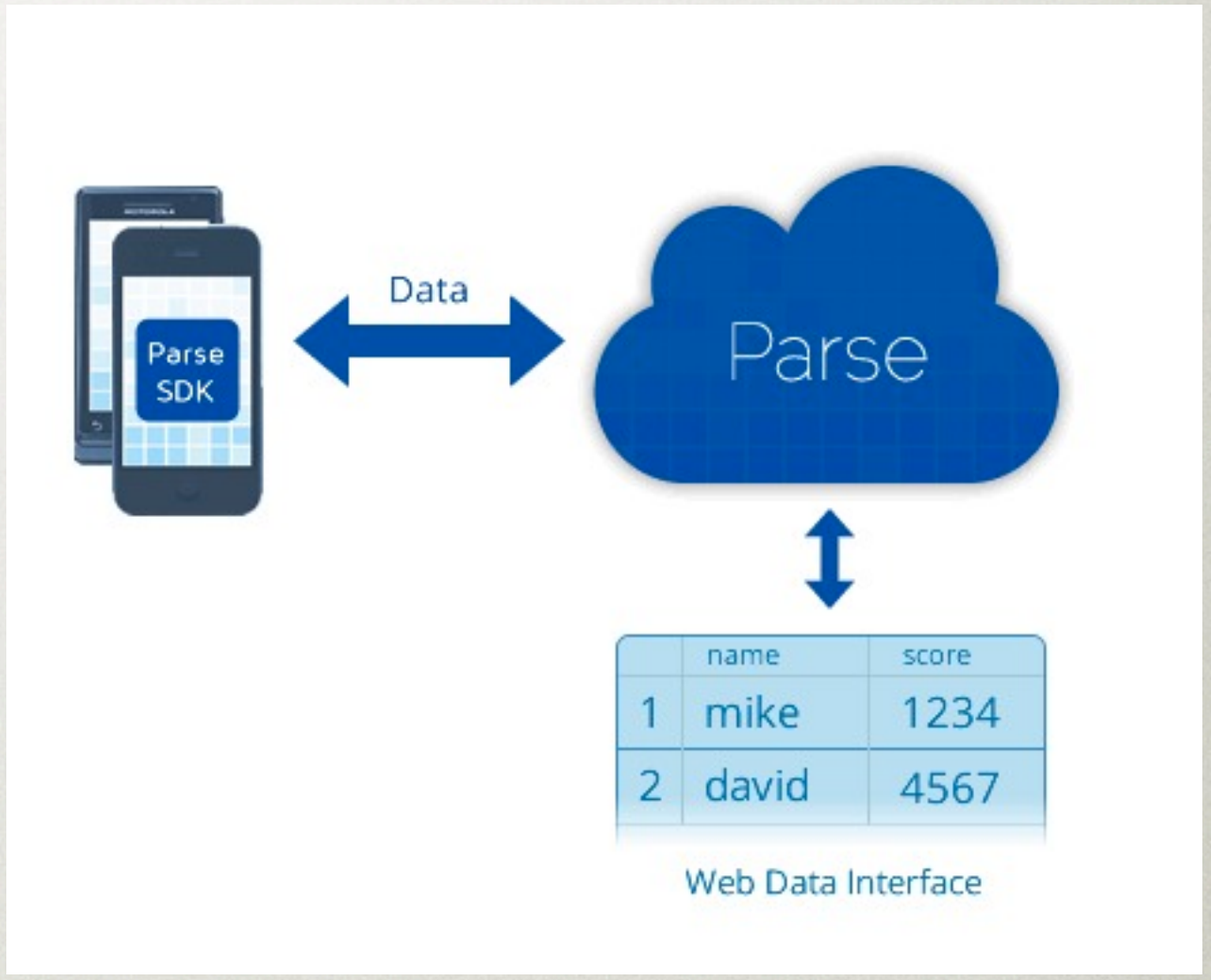
- Connect your apps to “the cloud”!

What is Parse?

- Native SDKs for iPhone and Android.
- Full REST API
- Never worry again about setting up servers to store your mobile app's data.

Data Storage

- Easy to store and retrieve data.
- File Support with a few lines of code.
- Query Caching is simple.



Data Storage

Extremely simple to store
and retrieve data!

```objc
PFObject *post = [[[PFObject alloc] initWithClassName:@"Post"] autorelease];
[post setObject:@"Hello World" forKey:@"title"];
[post saveInBackground];
```

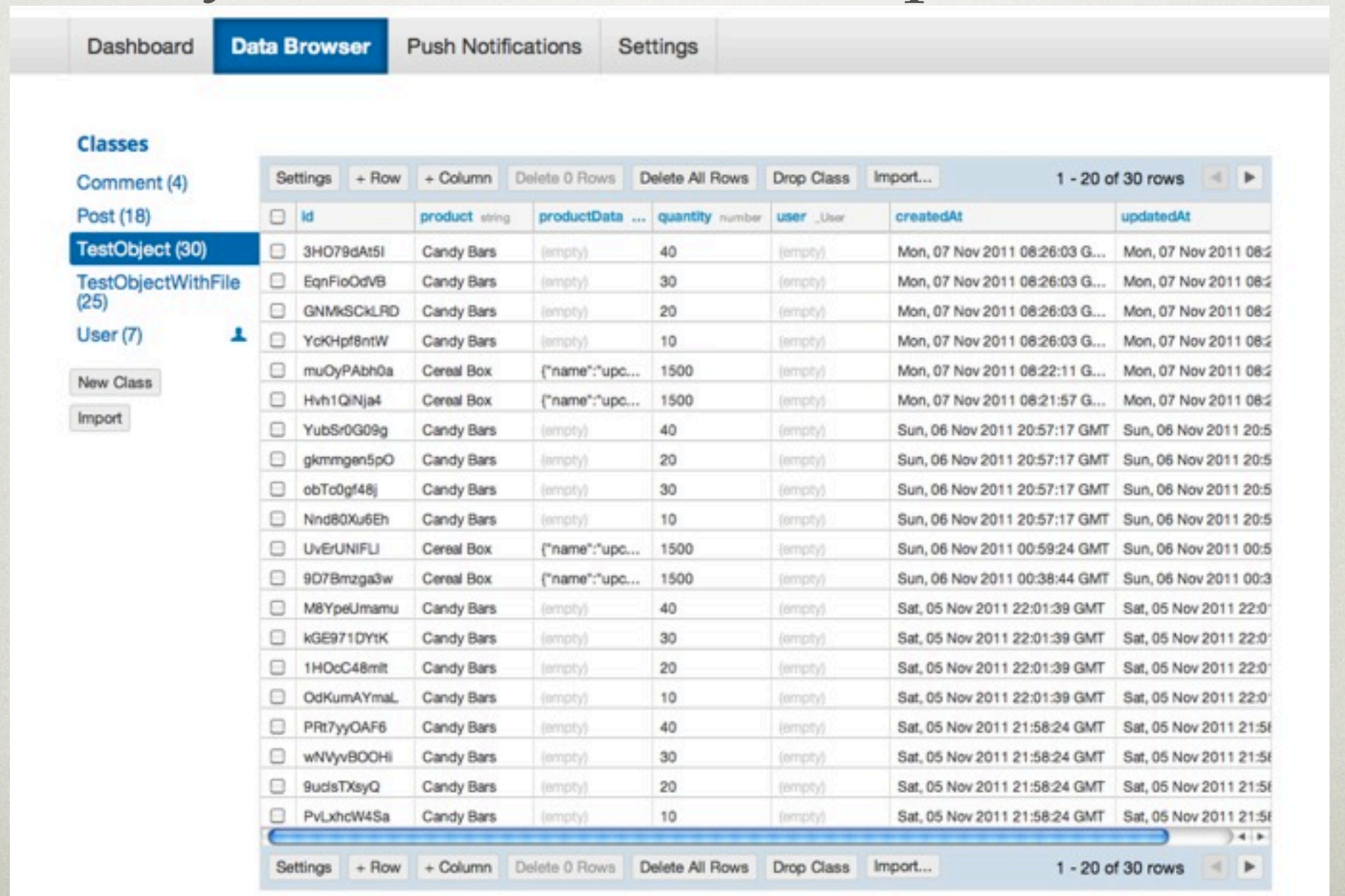
iOS

```java
ParseObject post = new ParseObject("Post");
post.put("title", "Hello World");
post.saveInBackground();
```

Data Storage

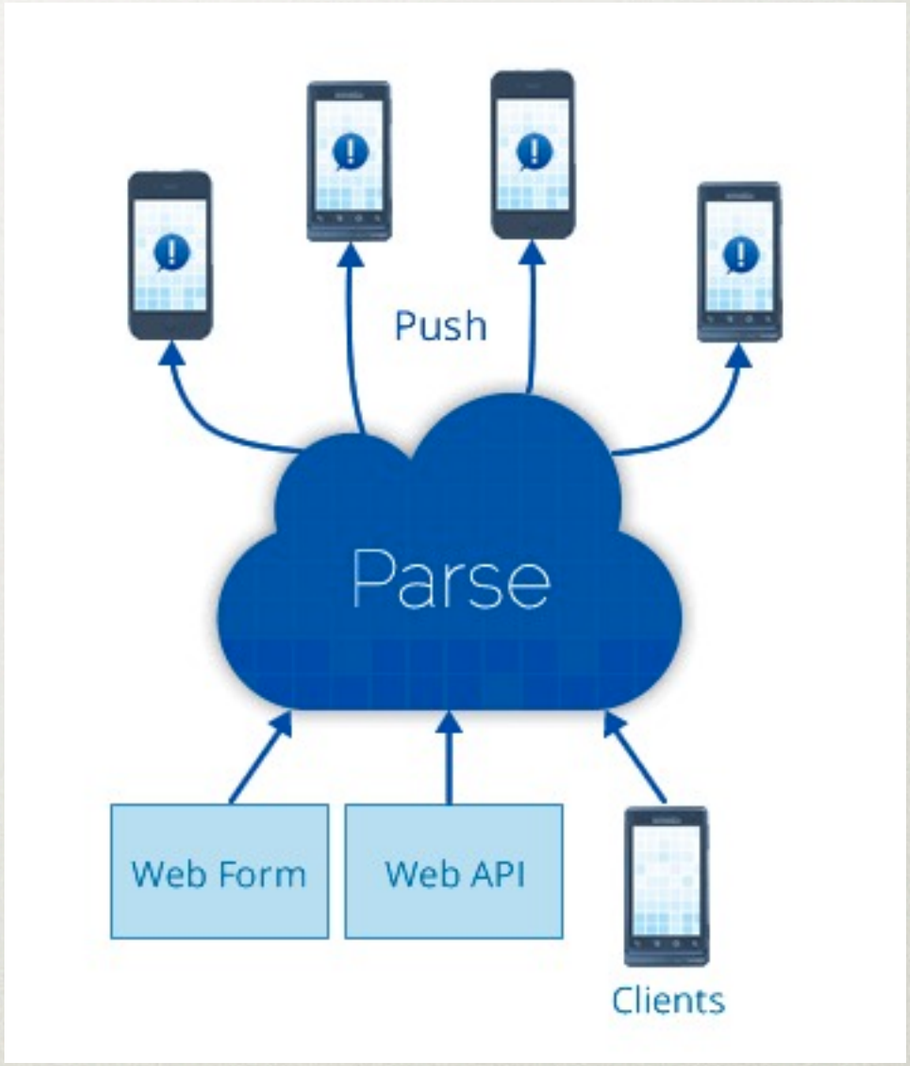
Data Browser in dashboard.

Easy to see, add, and import data!



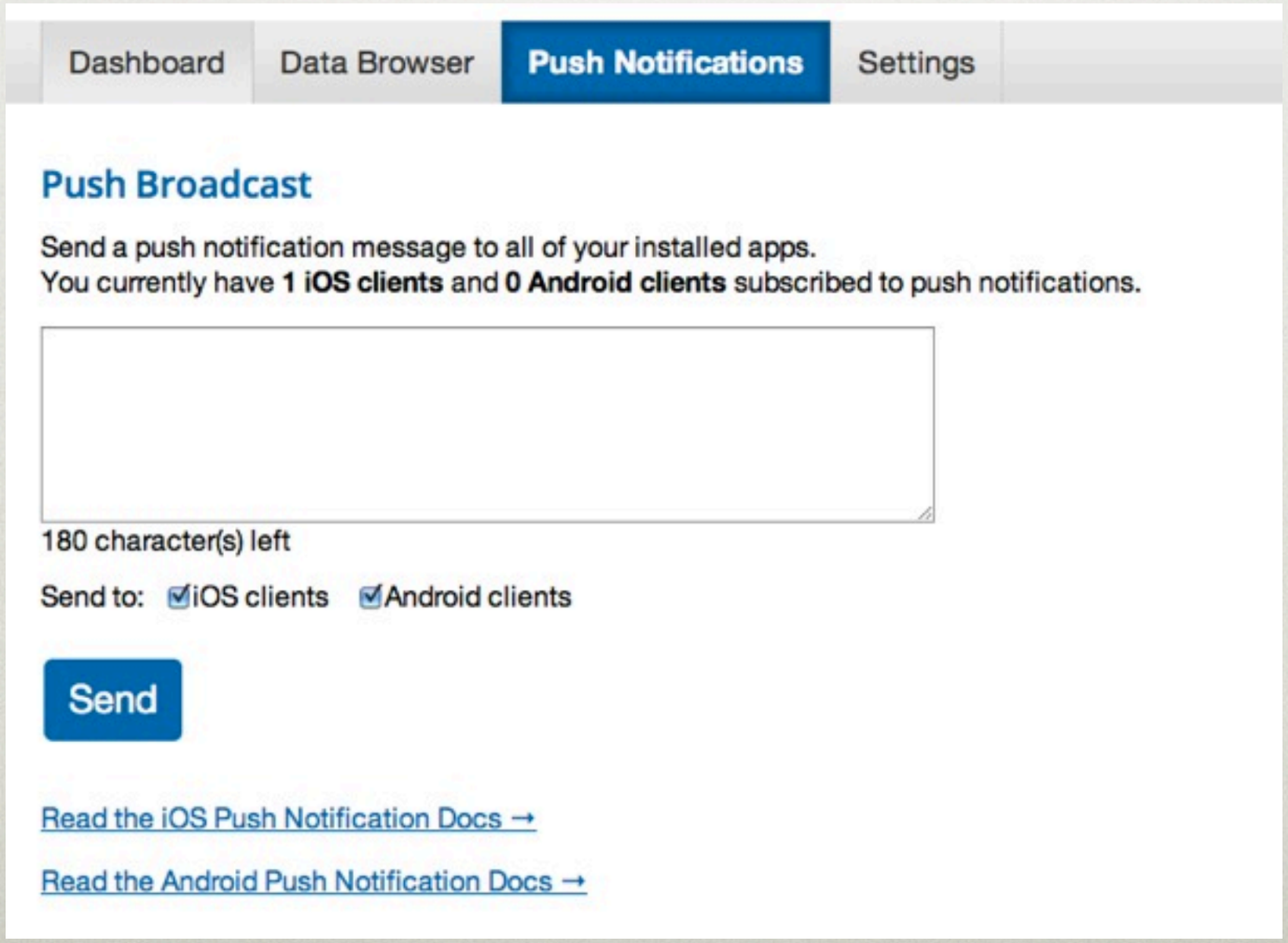
Push Notifications

- Push notifications are a tricky endeavor for both the iOS and Android platforms.
- Parse simplifies push notifications so that you can notify your app users through a consistent and easy-to-use interface.



Push Notifications

Push Notifications Dashboard.
Quickly send out a global notification!



Push Notifications

Extremely simple to send and
receive Push Notifications!

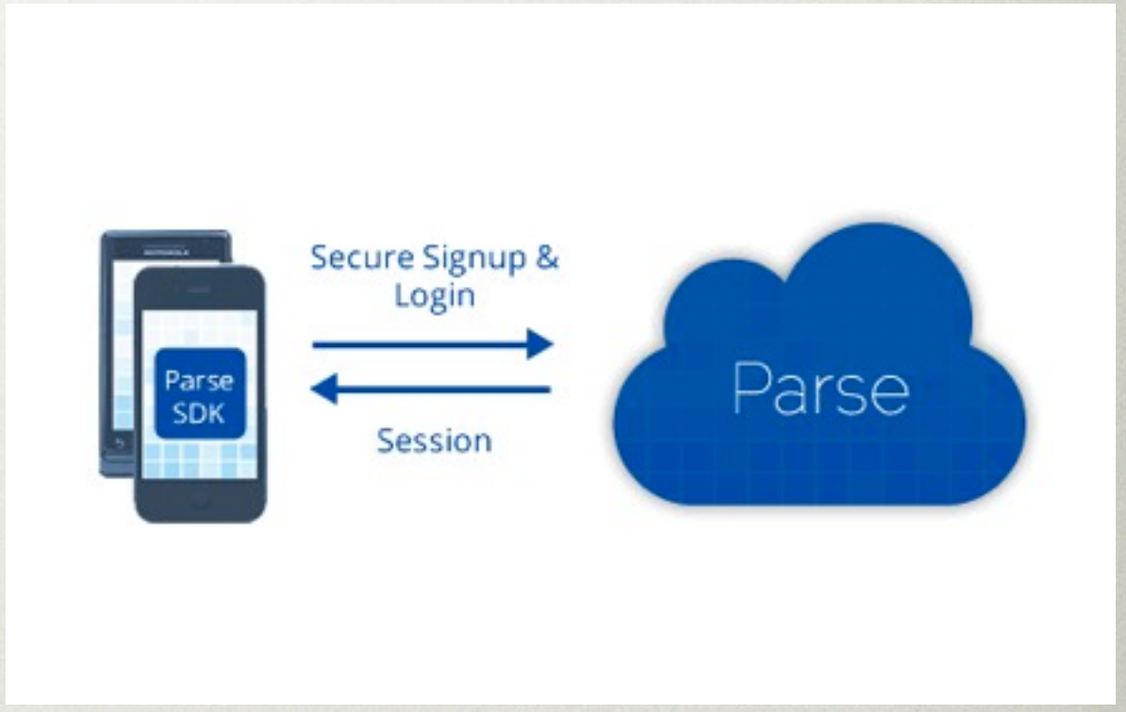
```objc
[PFPush sendPushMessageToChannelInBackground:@"giants_scores"
                                 withMessage:@"Giants win 5-2!"];
```

iOS

```java
ParsePush push = new ParsePush();
push.setChannel("giants_scores");
push.setMessage("Giants win 5-2!");
push.sendInBackground();
```

User Management

- User management system lets you quickly add user accounts to your app without having to code a full authentication system yourself.
- SDK provides methods to securely sign up and log in your users.
- Very secure.



User Management

Quickly and securely sign
up users to your service!

```objc
PFUser *user = [[[PFUser alloc] init] autorelease];
user.username = @"Mario";
user.password = @"peach";
[user signUp]
```

iOS

```java
ParseUser user = new ParseUser();
user.setUsername("Mario");
user.setPassword("peach");
user.signUp();
```

Social Integration

- User management system lets you quickly add user accounts to your app without having to code a full authentication system yourself.
- SDK provides methods to securely sign up and log in your users.
- Very secure.

Social Integration

Easy to connect Facebook
with a user account!

(Android is coming very soon as well as Twitter)

```objc
[PFUser logInWithFacebook:permissions block:^(PFUser *user, NSError *error) {
    if (!user) {
        NSLog(@"Uh oh. The user cancelled the Facebook login.");
    } else if (user.isNew) {
        NSLog(@"User with facebook id %@ signed up and logged in!", user.facebookId);
    } else {
        NSLog(@"User with facebook id %@ logged in!", user.facebookId);
    }
}];
```

iOS

Pricing

Pricing

Parse is entirely free during our private beta. After we come out of beta, our pricing will be as shown below*.

	Starter	Basic	Premium	Pro	Enterprise
Data Objects	50,000	100,000	600,000	2,000,000	Contact us for details enterprise@parse.com
API Requests per month	200,000	400,000	2,500,000	7,000,000	
Push Notifications per month	1,000,000	2,000,000	Unlimited	Unlimited	
Support	Email	Email	Email	Email	Email + Phone with 24hr turnaround
	Free	**$9** / month	**$49** / month	**$99** / month	**Contact**

It's always free to get started. No credit card required.

Sign up for the Beta

Other Great Features

- Great documentation!
- Excellent developer support
- They have raised $7 Million in funding up to date.
- Great blog!
- They're hiring, so send out your resumes!
- I wrote a Titanium Module for their API! :)

Questions?

www.parse.com

Go get your free beta account