

IMPLEMENTING A MOBILE APP BACKEND WITH EASE USING PARSE

mobiledevnj

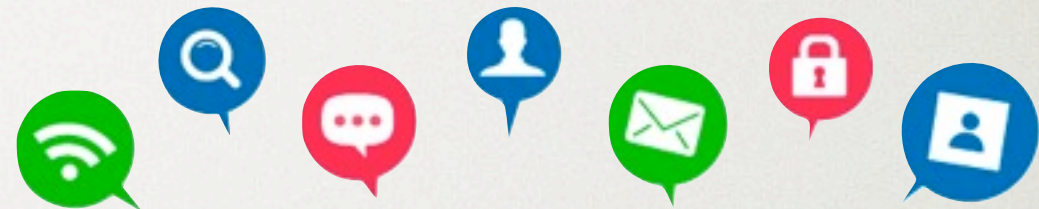
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[GITHUB.COM/PROGRAMMERDAVE](https://github.com/PROGRAMMERDAVE)

TWITTER: @PROGRAMMERDAVE

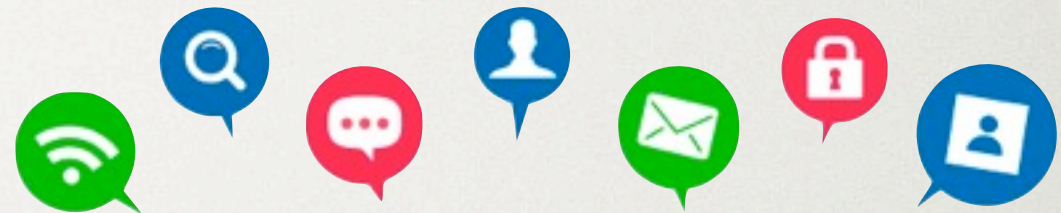
WHAT IS PARSE?

- 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”!



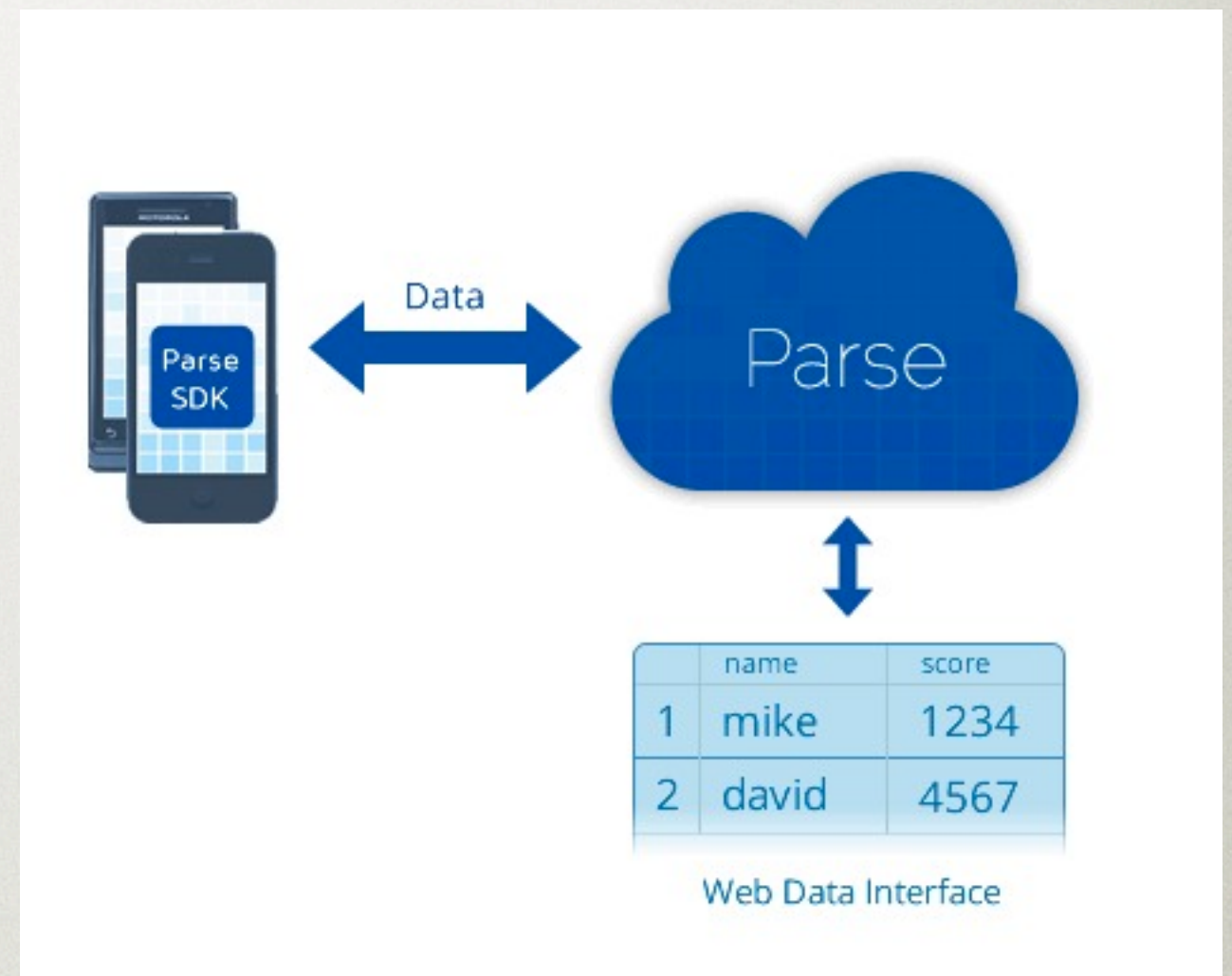
WHAT IS PARSE?

- 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!

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

iOS

```
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!

Dashboard

Data Browser

Push Notifications

Settings

Classes

Comment (4)

Post (18)

TestObject (30)

TestObjectWithFile (25)

User (7)

New Class

Import

Settings

+ Row

+ Column

Delete 0 Rows

Delete All Rows

Drop Class

Import...

1 - 20 of 30 rows

<input type="checkbox"/>	id	product string	productData ...	quantity number	user _User	createdAt	updatedAt
<input type="checkbox"/>	3HO79dAt5I	Candy Bars	{empty}	40	{empty}	Mon, 07 Nov 2011 08:26:03 G...	Mon, 07 Nov 2011 08:2
<input type="checkbox"/>	EqnFioOdVB	Candy Bars	{empty}	30	{empty}	Mon, 07 Nov 2011 08:26:03 G...	Mon, 07 Nov 2011 08:2
<input type="checkbox"/>	GNMkSCkLRD	Candy Bars	{empty}	20	{empty}	Mon, 07 Nov 2011 08:26:03 G...	Mon, 07 Nov 2011 08:2
<input type="checkbox"/>	YcKHpf8ntW	Candy Bars	{empty}	10	{empty}	Mon, 07 Nov 2011 08:26:03 G...	Mon, 07 Nov 2011 08:2
<input type="checkbox"/>	muOyPAbh0a	Cereal Box	{name*:upc...	1500	{empty}	Mon, 07 Nov 2011 08:22:11 G...	Mon, 07 Nov 2011 08:2
<input type="checkbox"/>	Hvh1QINja4	Cereal Box	{name*:upc...	1500	{empty}	Mon, 07 Nov 2011 08:21:57 G...	Mon, 07 Nov 2011 08:2
<input type="checkbox"/>	YubSr0G09g	Candy Bars	{empty}	40	{empty}	Sun, 06 Nov 2011 20:57:17 GMT	Sun, 06 Nov 2011 20:5
<input type="checkbox"/>	gkmmgen5pO	Candy Bars	{empty}	20	{empty}	Sun, 06 Nov 2011 20:57:17 GMT	Sun, 06 Nov 2011 20:5
<input type="checkbox"/>	obTc0gf48j	Candy Bars	{empty}	30	{empty}	Sun, 06 Nov 2011 20:57:17 GMT	Sun, 06 Nov 2011 20:5
<input type="checkbox"/>	Nnd80Xu6Eh	Candy Bars	{empty}	10	{empty}	Sun, 06 Nov 2011 20:57:17 GMT	Sun, 06 Nov 2011 20:5
<input type="checkbox"/>	UvErUNIFLI	Cereal Box	{name*:upc...	1500	{empty}	Sun, 06 Nov 2011 00:59:24 GMT	Sun, 06 Nov 2011 00:5
<input type="checkbox"/>	9D7Bmzga3w	Cereal Box	{name*:upc...	1500	{empty}	Sun, 06 Nov 2011 00:38:44 GMT	Sun, 06 Nov 2011 00:3
<input type="checkbox"/>	M8YpeUmamu	Candy Bars	{empty}	40	{empty}	Sat, 05 Nov 2011 22:01:39 GMT	Sat, 05 Nov 2011 22:0
<input type="checkbox"/>	kGE971DYtK	Candy Bars	{empty}	30	{empty}	Sat, 05 Nov 2011 22:01:39 GMT	Sat, 05 Nov 2011 22:0
<input type="checkbox"/>	1HOcC48mIt	Candy Bars	{empty}	20	{empty}	Sat, 05 Nov 2011 22:01:39 GMT	Sat, 05 Nov 2011 22:0
<input type="checkbox"/>	OdKumAYmaL	Candy Bars	{empty}	10	{empty}	Sat, 05 Nov 2011 22:01:39 GMT	Sat, 05 Nov 2011 22:0
<input type="checkbox"/>	PRT7yyOAF6	Candy Bars	{empty}	40	{empty}	Sat, 05 Nov 2011 21:58:24 GMT	Sat, 05 Nov 2011 21:5
<input type="checkbox"/>	wNVyvBOOHl	Candy Bars	{empty}	30	{empty}	Sat, 05 Nov 2011 21:58:24 GMT	Sat, 05 Nov 2011 21:5
<input type="checkbox"/>	9udsTXsyQ	Candy Bars	{empty}	20	{empty}	Sat, 05 Nov 2011 21:58:24 GMT	Sat, 05 Nov 2011 21:5
<input type="checkbox"/>	PvLxhcW4Sa	Candy Bars	{empty}	10	{empty}	Sat, 05 Nov 2011 21:58:24 GMT	Sat, 05 Nov 2011 21:5

Settings

+ Row

+ Column

Delete 0 Rows

Delete All Rows

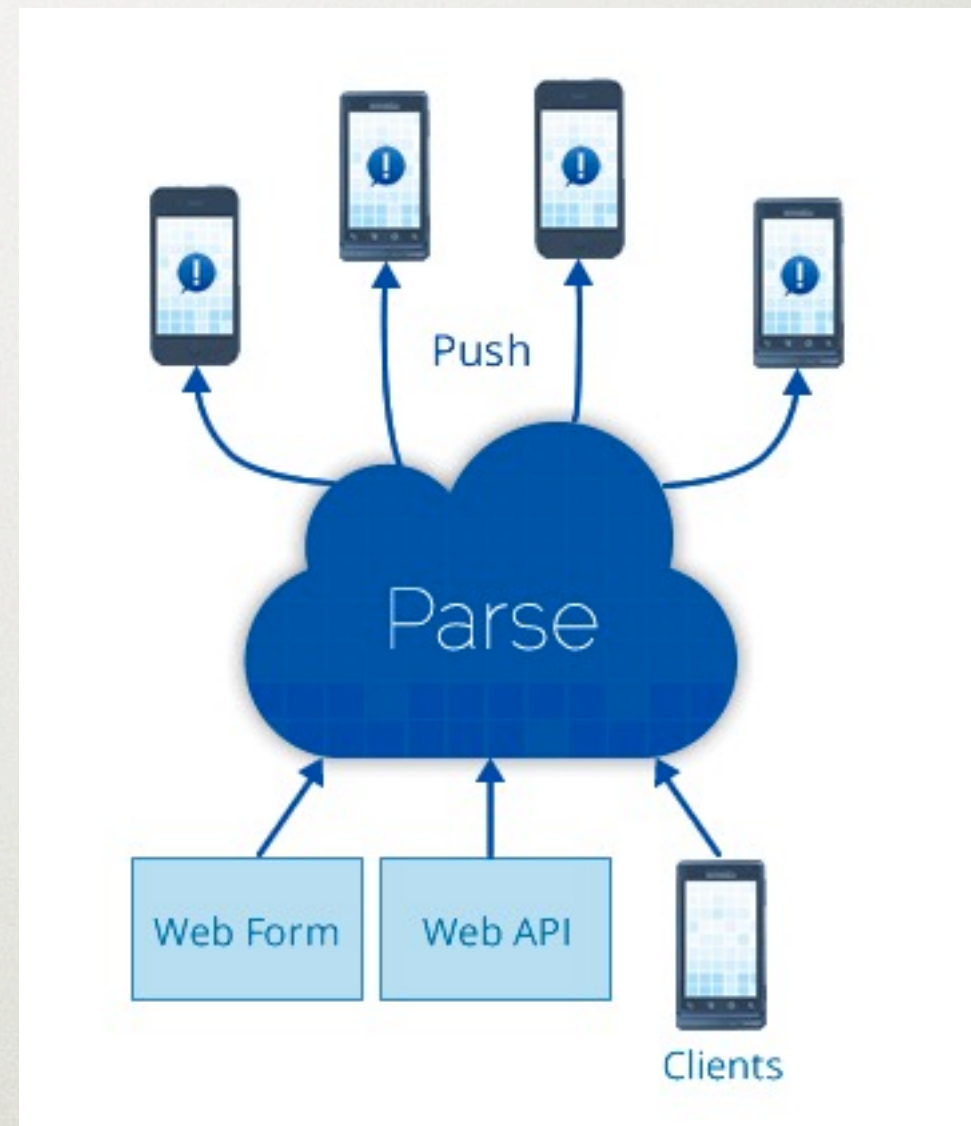
Drop Class

Import...

1 - 20 of 30 rows

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!

Dashboard

Data Browser

Push Notifications

Settings

Push Broadcast

Send a push notification message to all of your installed apps.
You currently have **1 iOS clients** and **0 Android clients** subscribed to push notifications.

180 character(s) left

Send to: ☒ iOS clients ☒ Android clients

Send

[Read the iOS Push Notification Docs →](#)

[Read the Android Push Notification Docs →](#)

PUSH NOTIFICATIONS

Extremely simple to send and
receive Push Notifications!

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

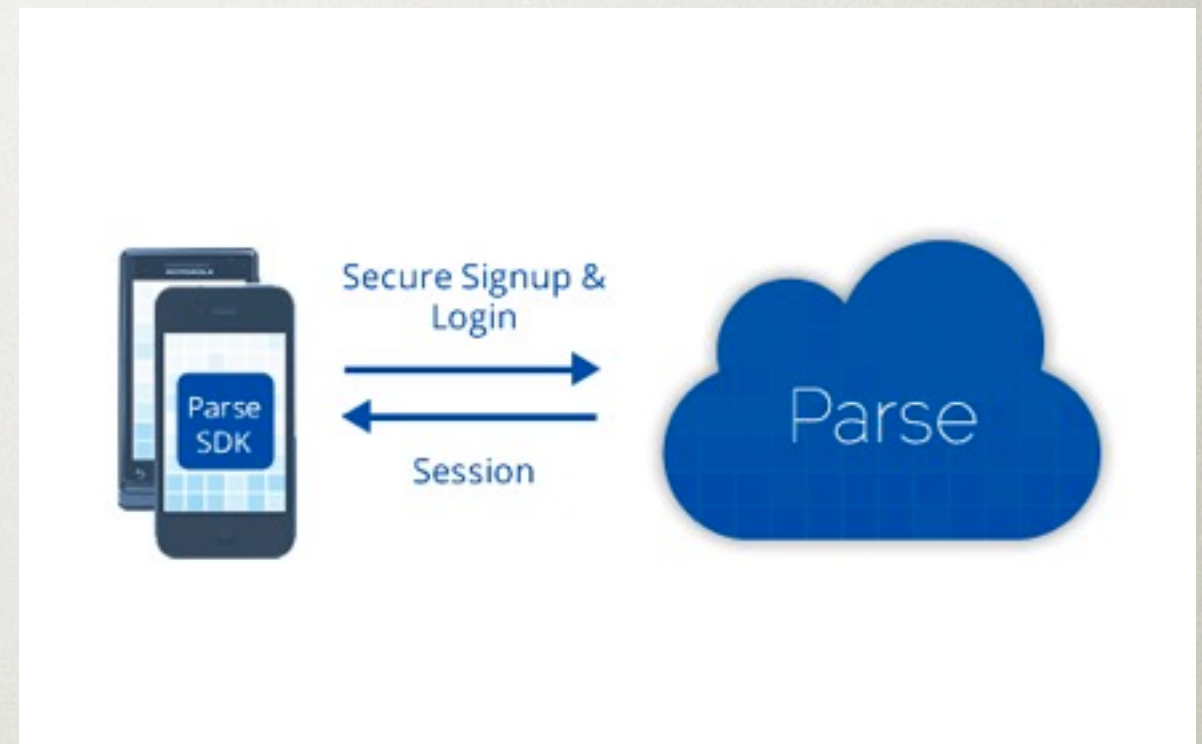
iOS

```
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!

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

iOS

```
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)

```
[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

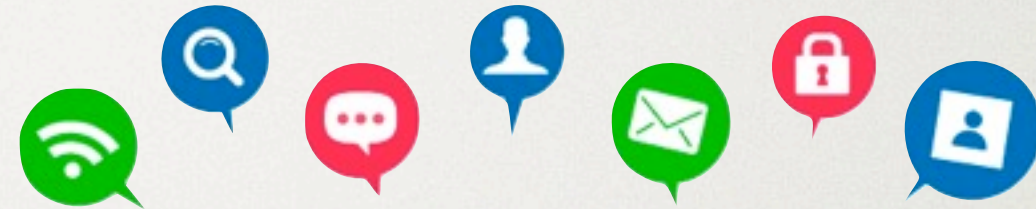
It's always free to get started. No credit card required.

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**

