Business update & outlook

Feb 2021, Matthew O'Riordan
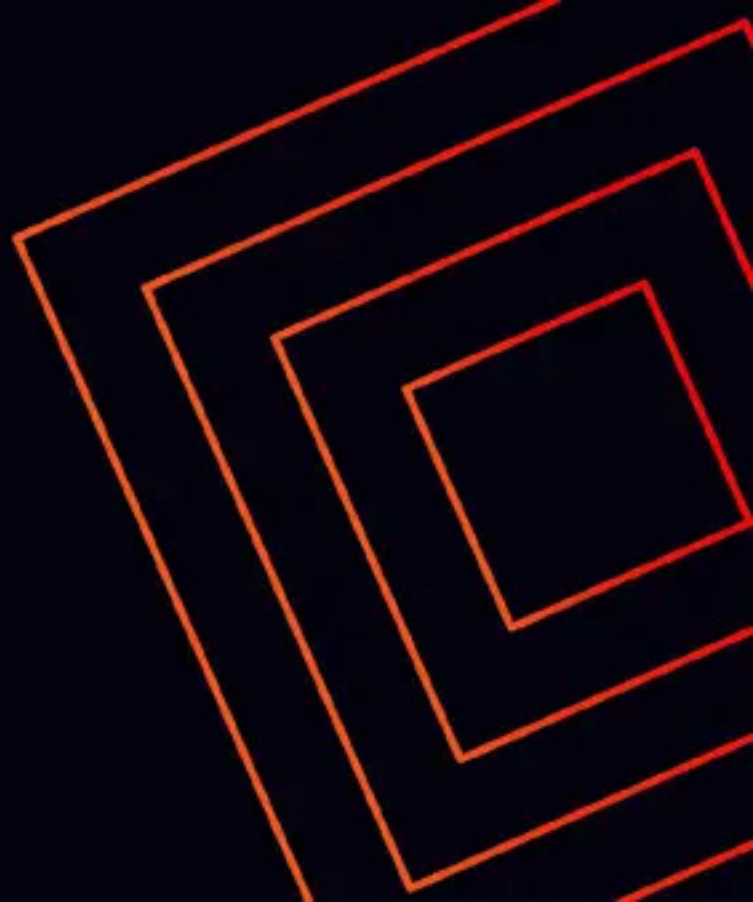
2020 saw our vision rapidly materialise

Realtime is no longer an add-on.

Realtime interactions now underpin the applications we rely on every day for work, learning and play.

We're in the midst of a realtime revolution

Consumers now expect their everyday digital experiences to happen in realtime.

By 2025 it is estimated that 30% of all global data will be realtime data vs. the fraction it makes up today.

As such, synchronized data in realtime is business critical for many organisations.

But this is a hard, complex problem.

Chat

Multi-user spaces

GoldStar

Gamification

Device management

Many solutions existed (and still exist) to augment applications with simple low-latency realtime updates.

Low-latency alone wasn't enough for the next wave of applications, where *realtime data is intrinsic* to the experience.

Developers need realtime with:

- **Dependability**
- **Scalability**
- **Proximity**
- **Simplicity**

Ably is architected
around four pillars of dependability,
for realtime communication at the edge,
delivered as a cloud-native pub/sub platform.

1. **Predictable Performance**

2. **Integrity of Data**

3. **High Scalability of Service**

4. **Reliability of Infrastructure**

Mathias Verraes
@mathiasverraes

There are only two hard problems in distributed systems: 2.
Exactly-once delivery 1. Guaranteed order of messages 2.
Exactly-once delivery

8:40 PM - Aug 14, 2015

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How Ably's platform generates business value

- Accelerated product innovation and time to market

- Removes the user experience and brand risk that comes with business critical realtime requirements

- Future-proof infrastructure to deliver digital experiences in realtime

Ably is an enterprise realtime communication platform to build, deliver and scale live experiences, which removes the need for complex infrastructure.

It powers applications like driver tracking on maps, IoT device communication, remote collaboration, internet-scale events and business-critical chat.

Ready to accelerate

2021 »

We're entering the decade of distribution

- Local-first development
- Data processed near/at the edge
- Centralized single source of truth impractical
- Necessary shift to distributed computing

In the decade of distribution

Ably will be the *realtime data fabric* enabling distributed applications, devices, clouds and organisations to synchronize their data.

Next stop.

Realtime experiences for a billion people each month.

That's a wrap.

Questions?

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Appendices

Platform offering in more detail

Pub/Sub messaging
Channels
Presence
Messaging
Guaranteed ordering
Idempotency & exactly once semantics
Message data compression
Guaranteed delivery
Stream resume
Message history
Multiprotocol
Websockets
MQTT
Server-Sent Events (SSE)
Ably-hosted queues
AMQP
STOMP

Integrations
Webhooks
Custom
Zapier
IFTT
Serverless Functions
AWS Lambda
Microsoft Azure Functions
Google Cloud Functions
Cloudflare Workers
Streaming
AWS Kinesis
RabbitMQ
AMQP
Apache Pulsar

Push Notifications
Direct publishing
APNS
FCM
Broadcasting

Streaming data sources
Free streaming data sources
Transport
Finance
News
Weather
Social media

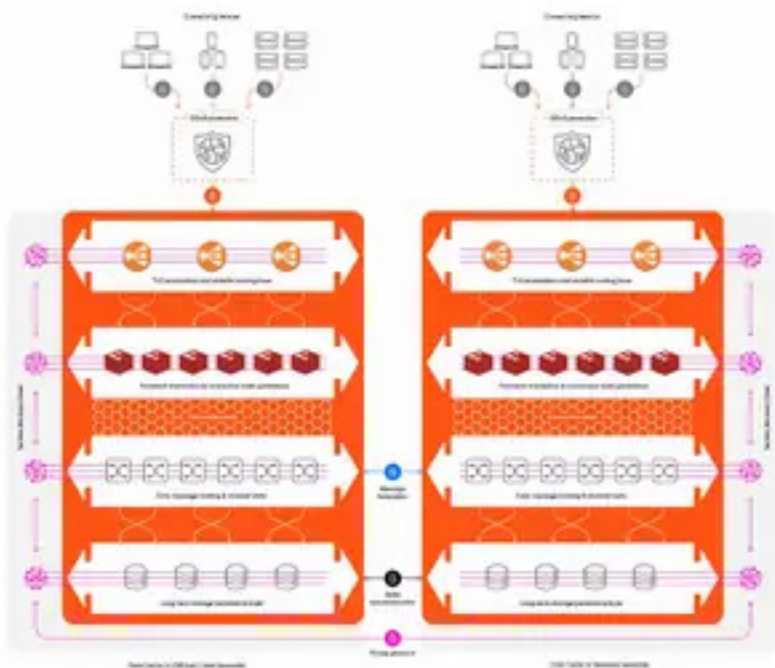ably.com/pub-sub-messaging

ably.com/platform

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go.ably.com/using-ably-at-scale

ably.com/four-pillars-of-dependability

Ably's platform architecture

The ecosystems we support

Open & proprietary protocols

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- WebSockets
- MQTT
- Server-Sent Events (SSE)
- HTTP
- STOMP
- AMQP
- Pusher compatible (proprietary)
- PubNub compatible (proprietary)

Third-party integrations

ably.com/integrations

- Webhooks
  - Zapier
  - IFTTT
- Serverless functions
  - AWS Lambda
  - Microsoft Azure Functions
  - Google Cloud Functions
  - Cloudflare Workers
- Messaging middleware
  - AWS Kinesis
  - AWS SQS
  - RabbitMQ
  - Apache Pulsar