BACKENDLESS

DIVYA SAMBASIVAN

SNEAK PEEK

- Demo
- Mobile Backend As A Service
- Backendless
- Setting up your App Backend
- Q & A

MBAAS – MOBILE BACKEND AS A SERVICE

- User Management
- Storage
- File Management
- Geolocation
- Push Notifications
- Social Itegration

WHY USE BAAS

- Efficiency Gains
- Faster Times to Market
- App Delivery With Fewer Resources
- Reduce fragmentation problems across multiple platforms and devices
- Secure and Scalable Infrastructure Stack of Common API resources

Let developers do what they do best

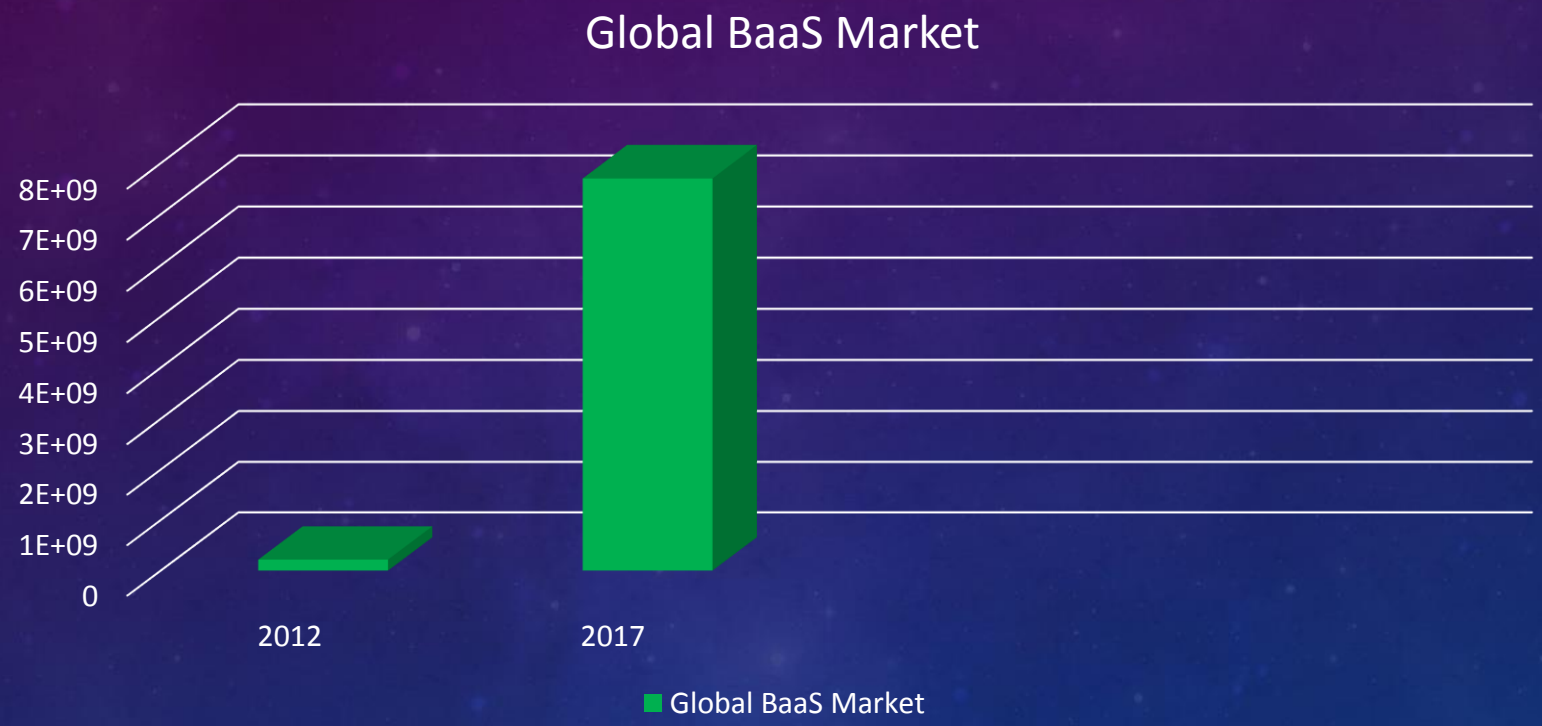
BAAS – HOW IS IT DIFFERENT FROM PAAS

- BaaS and PaaS have the same intent – to make application development easy
- However BaaS is :

  Purely Backend Service

  Optimized for Mobile Services

MARKET FORECAST



The global BaaS market is estimated to grow from $216.5 million in 2012 to $7.7 billion in 2017 - ***Global Advancements, Business Models, Technology Roadmap, Forecasts & Analysis (2012 – 2017)*** *published by MarketsandMarkets*

File Management

uploads, sharing & downloads

Versioning

run multiple versions

Geolocation

put it on the map

backendless

Push Notifications

push to iOS, Android and Windows Phone

Analytics

usage data & dashboards

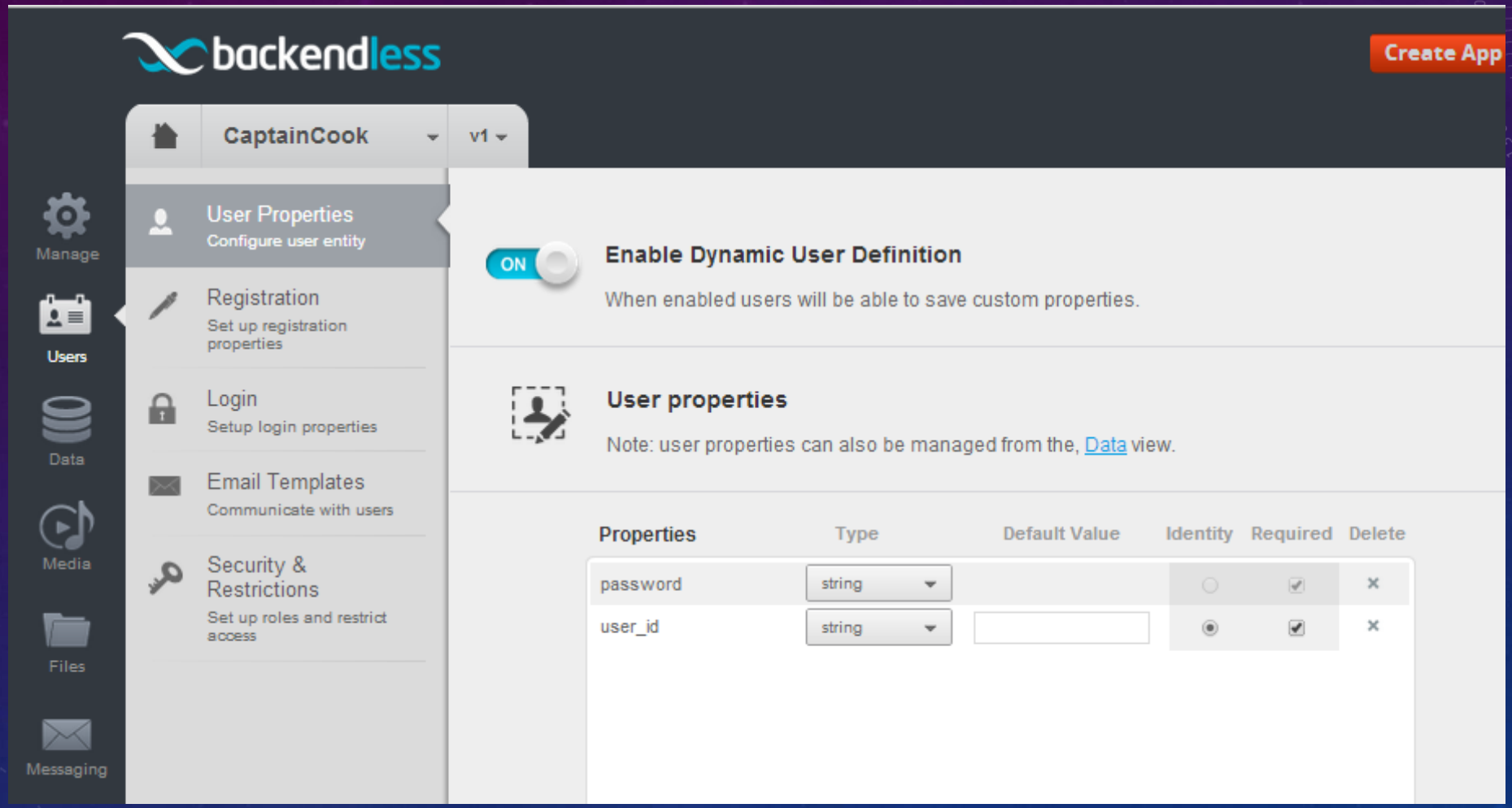
Media Streaming

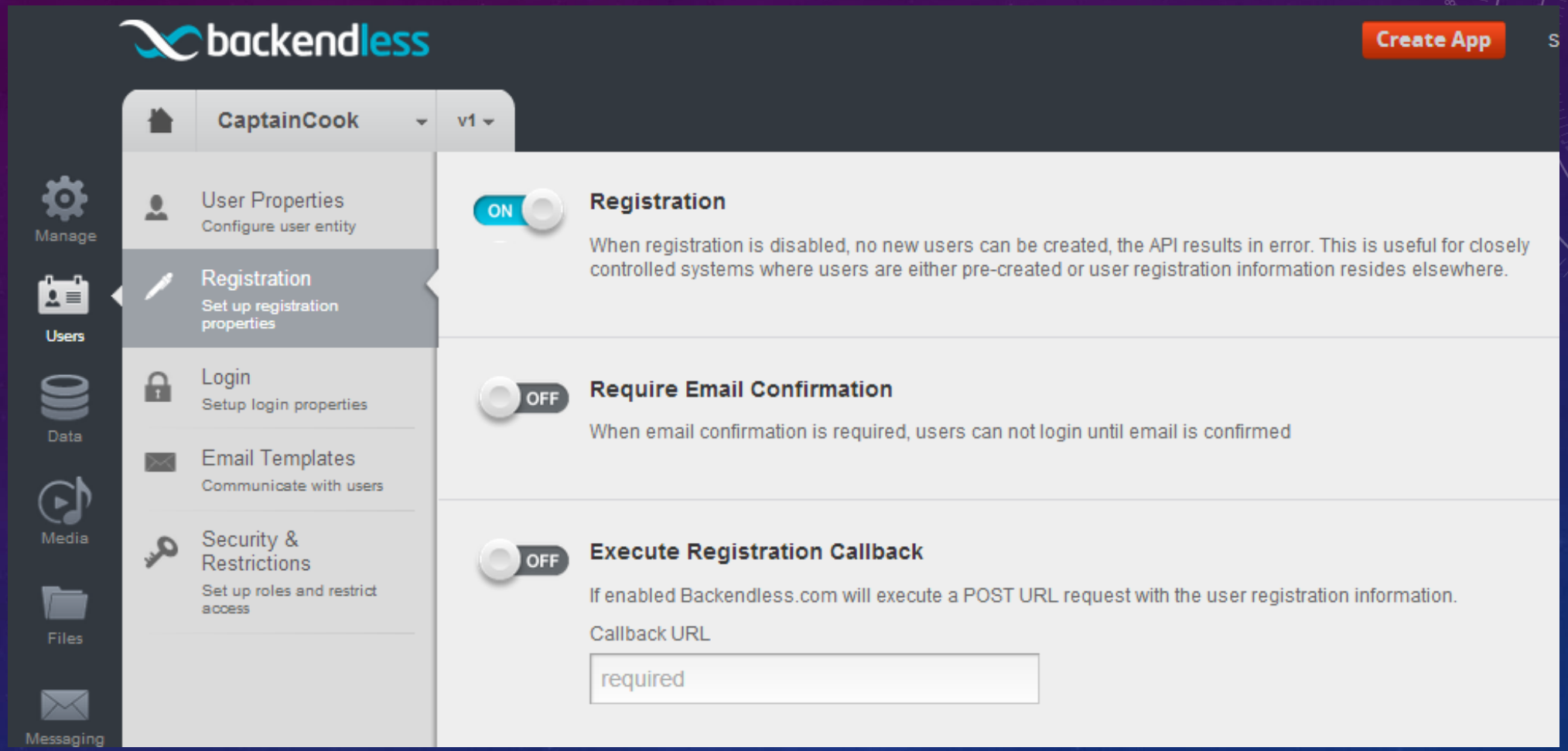
on-demand & live

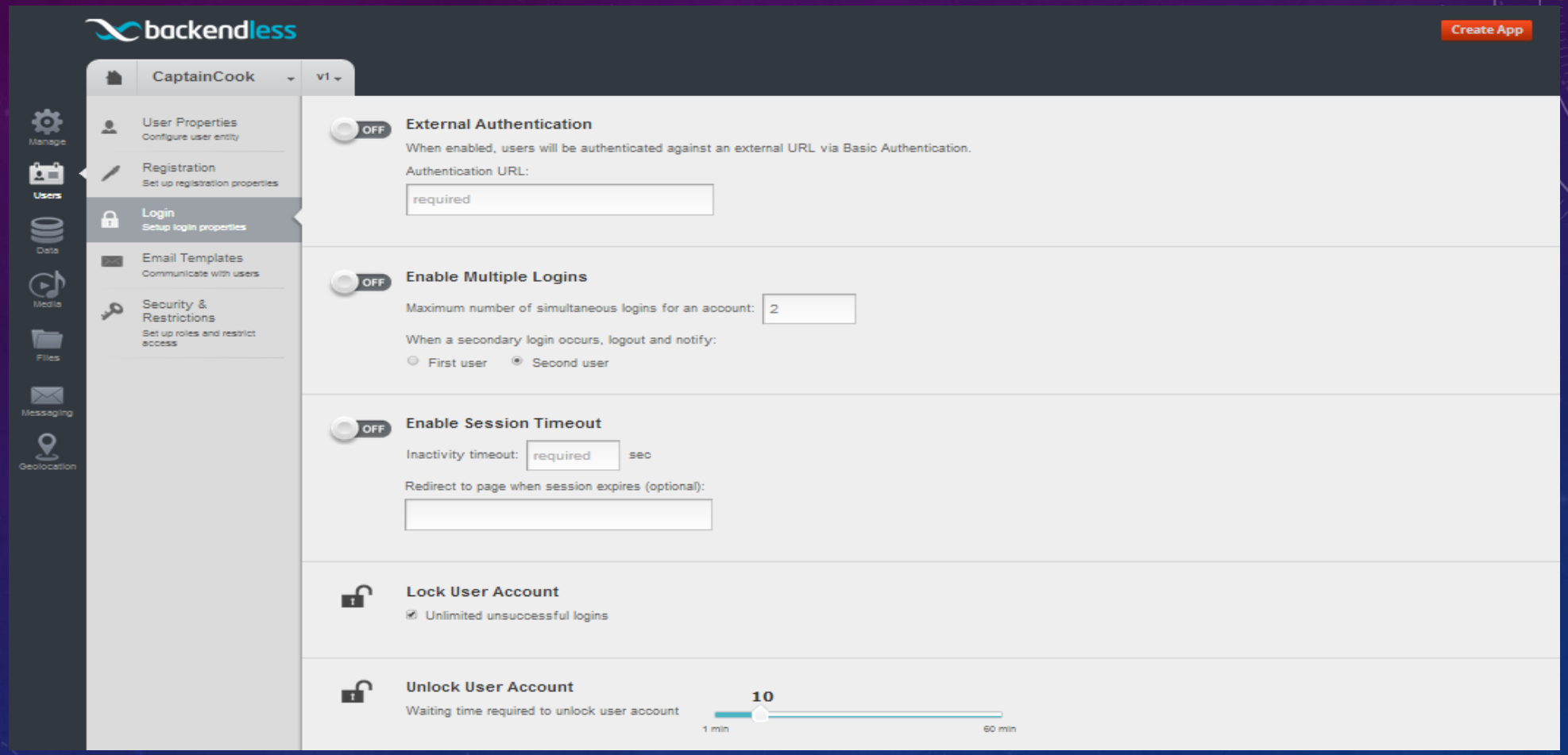
User Management

user registration, login, logout

USER MANAGEMENT




backendless
Create App
CaptainCook
v1
Manage
Users
Data
Media
Files
Messaging
User Properties
Configure user entity
Registration
Set up registration properties
Login
Setup login properties
Email Templates
Communicate with users
Security & Restrictions
Set up roles and restrict access
ON
Registration
When registration is disabled, no new users can be created, the API results in error. This is useful for closely controlled systems where users are either pre-created or user registration information resides elsewhere.
OFF
Require Email Confirmation
When email confirmation is required, users can not login until email is confirmed
OFF
Execute Registration Callback
If enabled Backendless.com will execute a POST URL request with the user registration information.
Callback URL
required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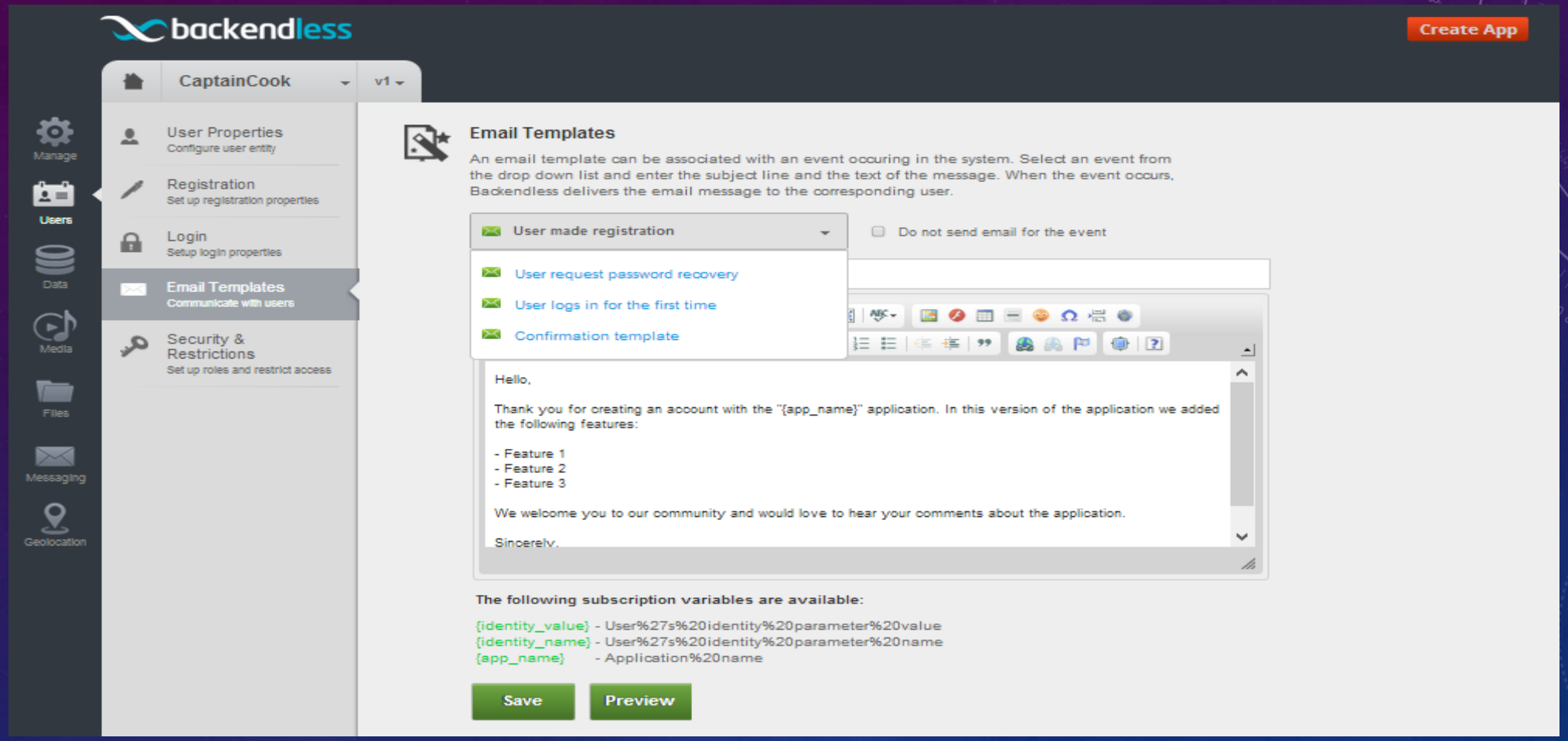
OFF
External Authentication
When enabled, users will be authenticated against an external URL via Basic Authentication.
Authentication URL:
required
OFF
Enable Multiple Logins
Maximum number of simultaneous logins for an account:
2
When a secondary login occurs, logout and notify:
First user
Second user
OFF
Enable Session Timeout
Inactivity timeout:
required
sec
Redirect to page when session expires (optional):
Lock User Account
Unlimited unsuccessful logins
Unlock User Account
Waiting time required to unlock user account
10
1 min
60 min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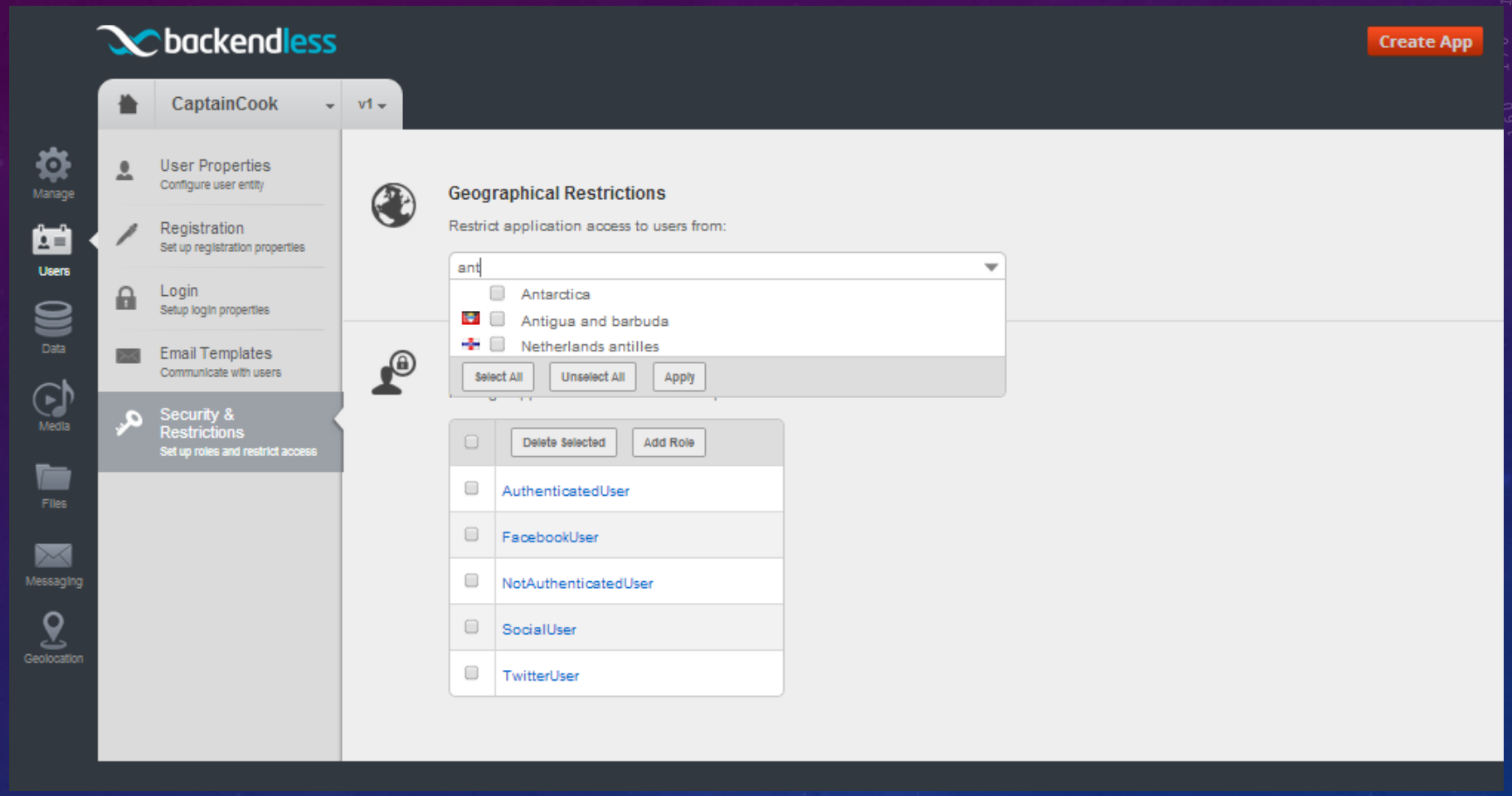
Email Templates
An email template can be associated with an event occuring in the system. Select an event from the drop down list and enter the subject line and the text of the message. When the event occurs, Backendless delivers the email message to the corresponding user.
User made registration
Do not send email for the event
User request password recovery
User logs in for the first time
Confirmation template
Hello,
Thank you for creating an account with the "{app_name}" application. In this version of the application we added the following features:
- Feature 1
- Feature 2
- Feature 3
We welcome you to our community and would love to hear your comments about the application.
Sincerely,
The following subscription variables are available:
{identity_value} - User%27s%20identity%20parameter%20value
{identity_name} - User%27s%20identity%20parameter%20name
{app_name} - Application%20name
Save
Preview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Security & Restrictions
Set up roles and restrict access
Geographical Restrictions
Restrict application access to users from:
ant
Antarctica
Antigua and barbuda
Netherlands antilles
Select All
Unselect All
Apply
Delete Selected
Add Role
AuthenticatedUser
FacebookUser
NotAuthenticatedUser
SocialUser
TwitterUser

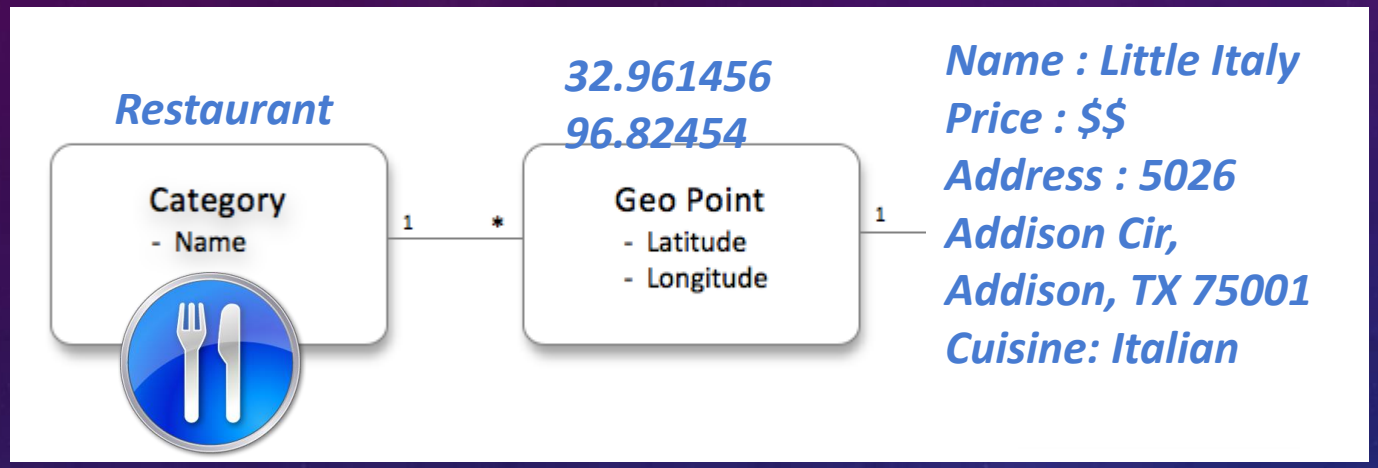
GEO LOCATION

Add a geo-point (pair of coordinates)

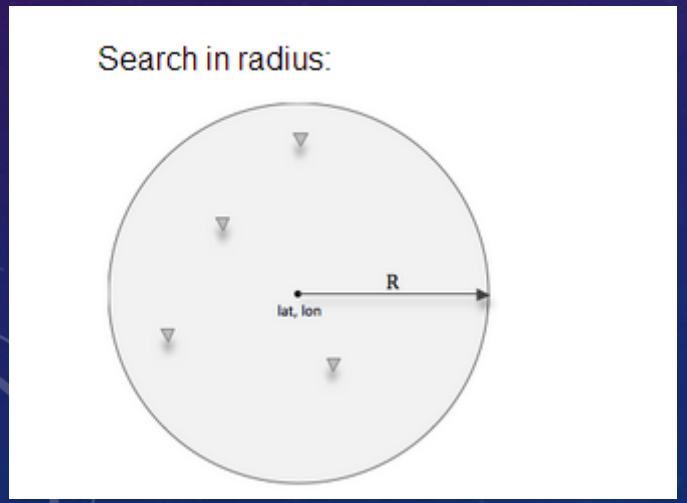
Associate meta- data to a geo point

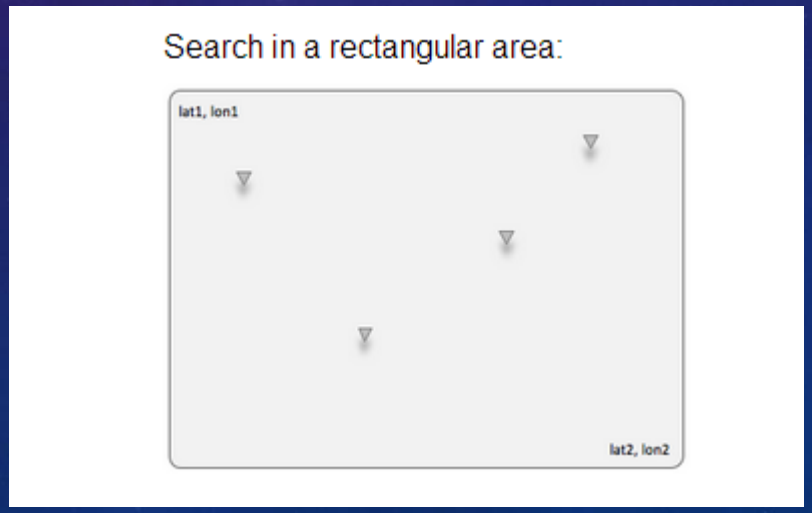
Search for geo points within a given radius.

- Partial Matches
- Data Paging



Restaurants : Price = '$$' and Cuisine = 'Italian'



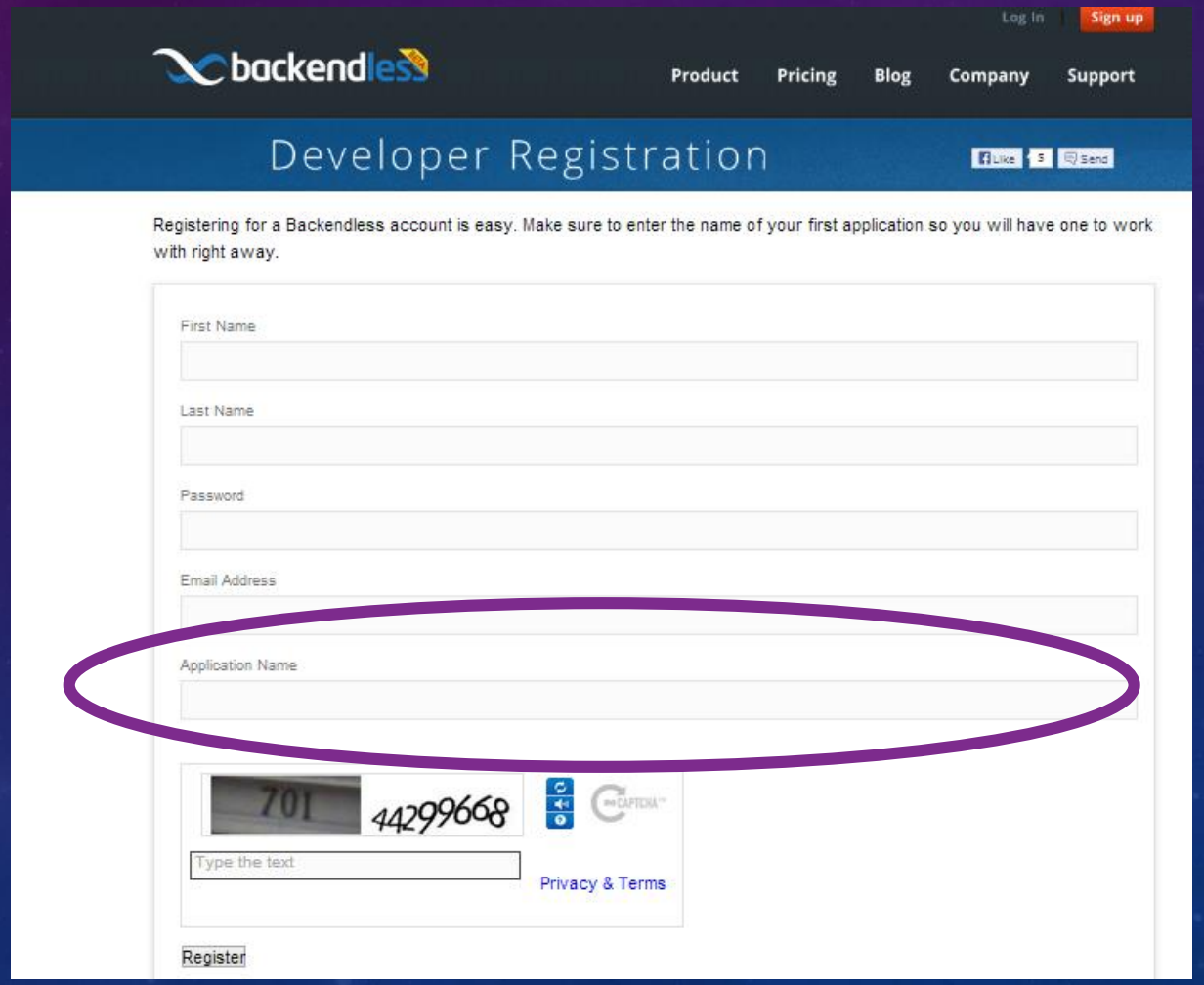


MEDIA SERVICE API

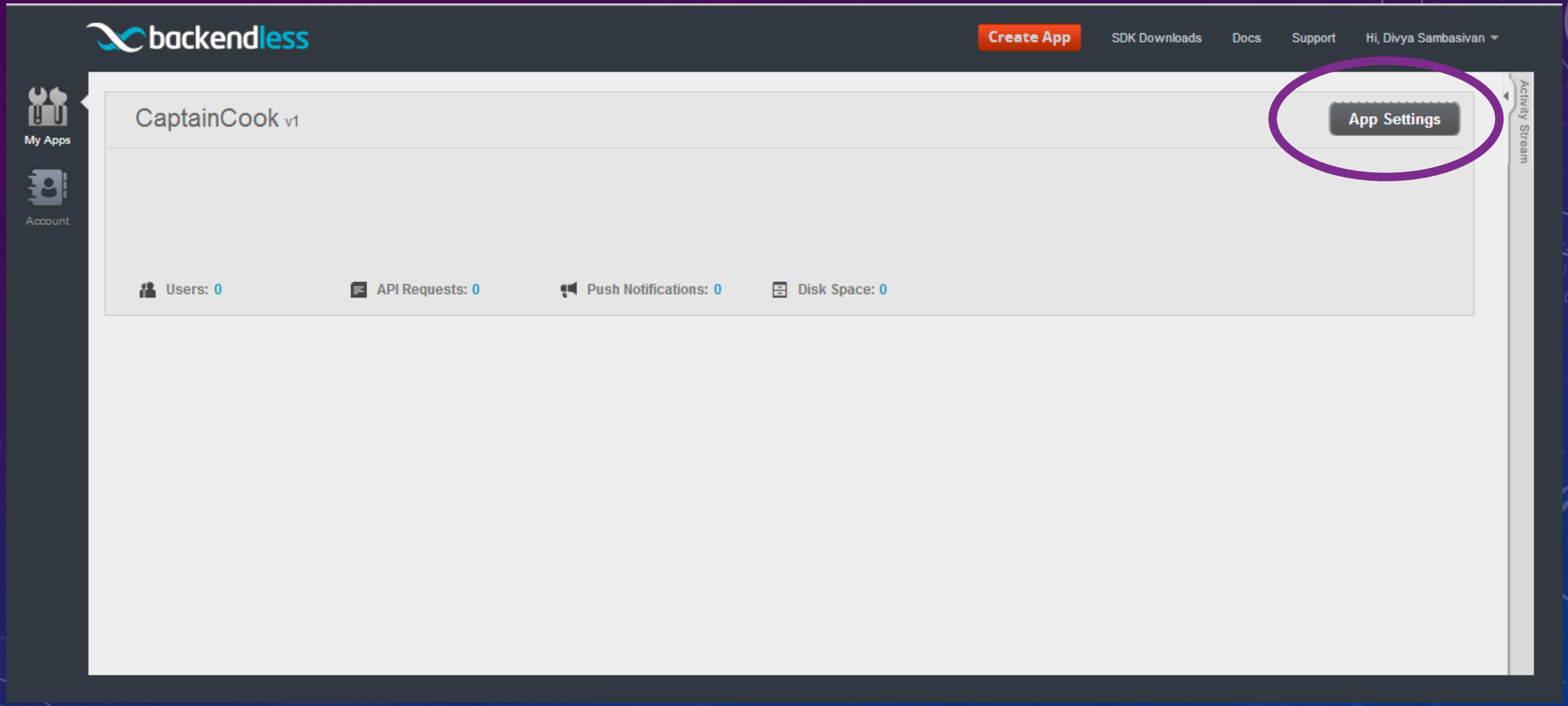
- Live video/audio broadcast
- Recording video/audio content on the server
- Video/audio chat
- Video/audio playback for live and on-demand content

CREATING YOUR APP BACKEND (less) IN 5 STEPS

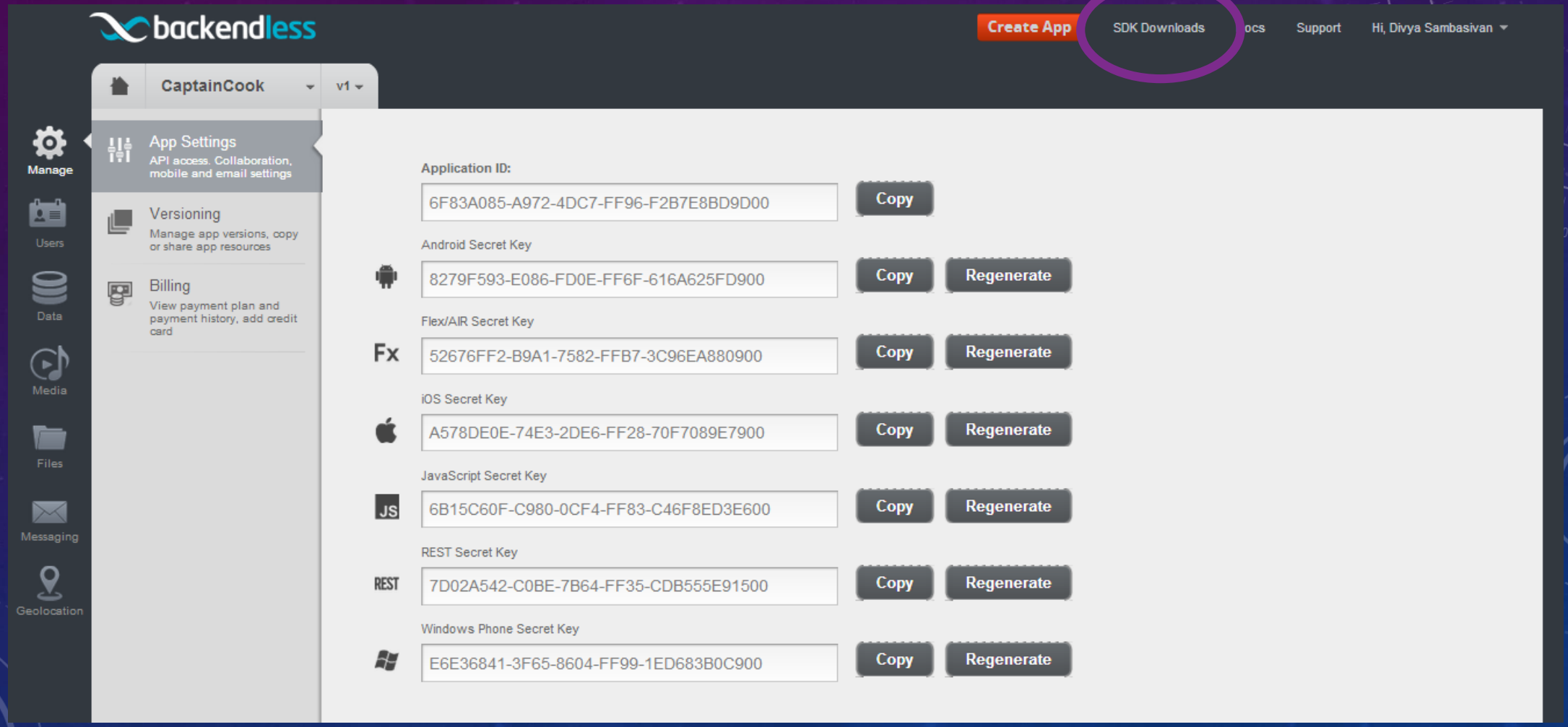
1) Register yourself



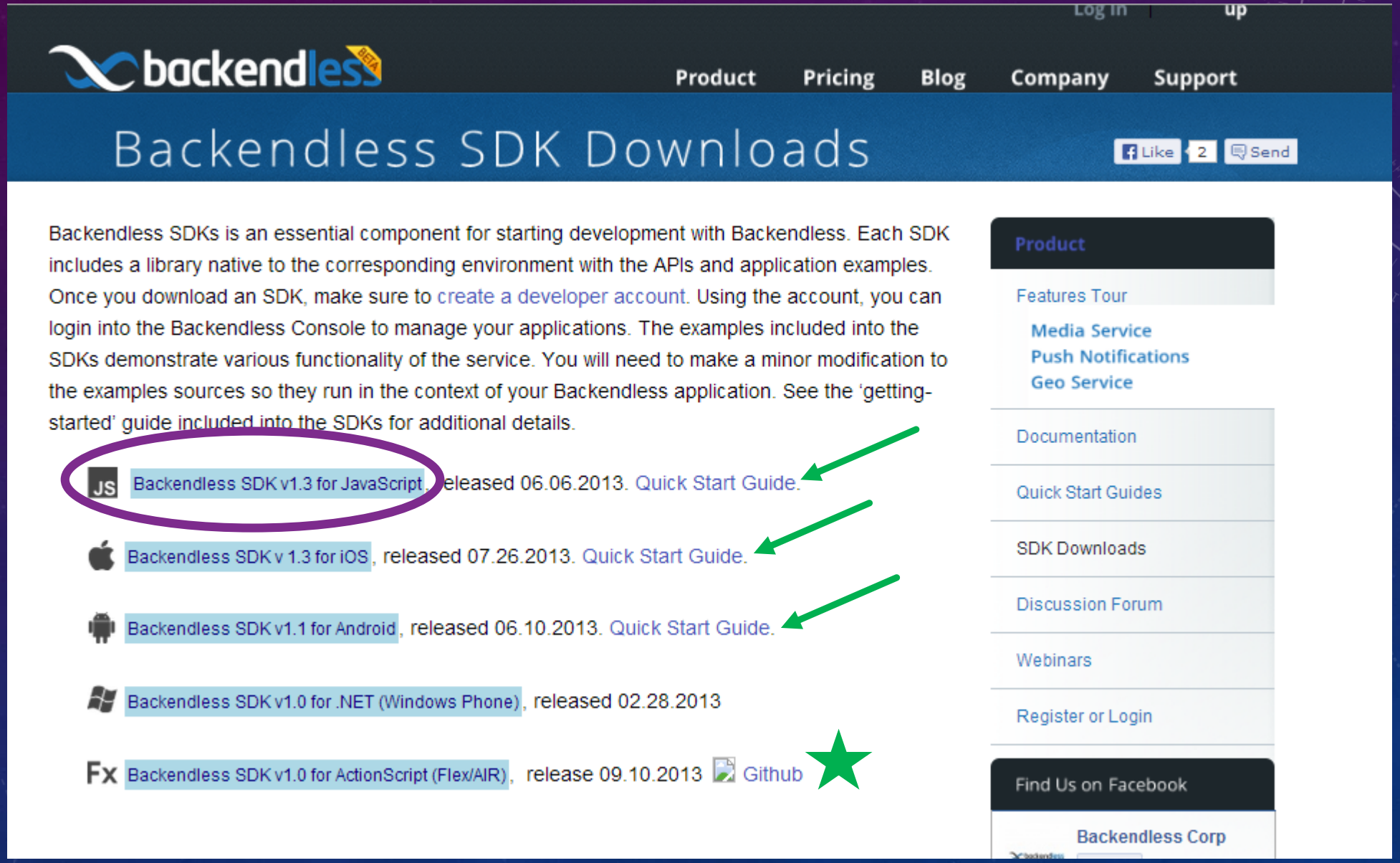
2) Create your application



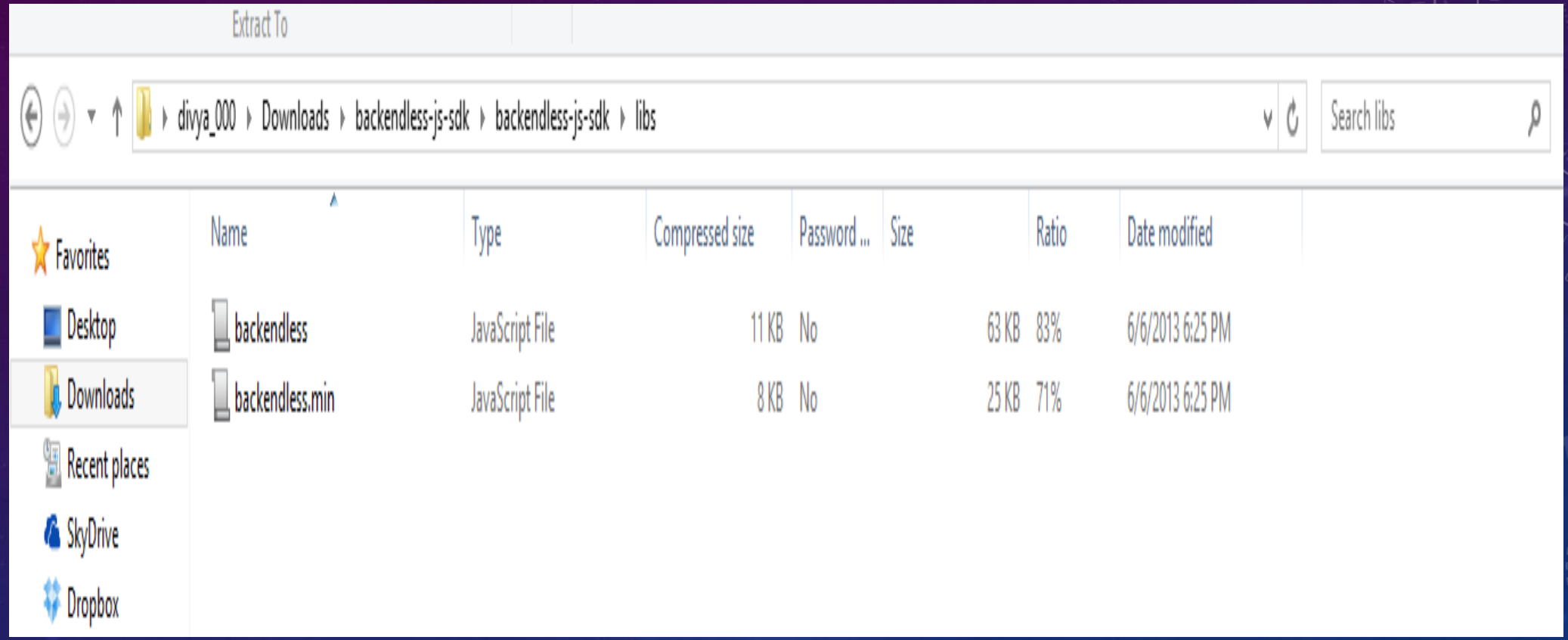
3) Copy the secret key to use from your application



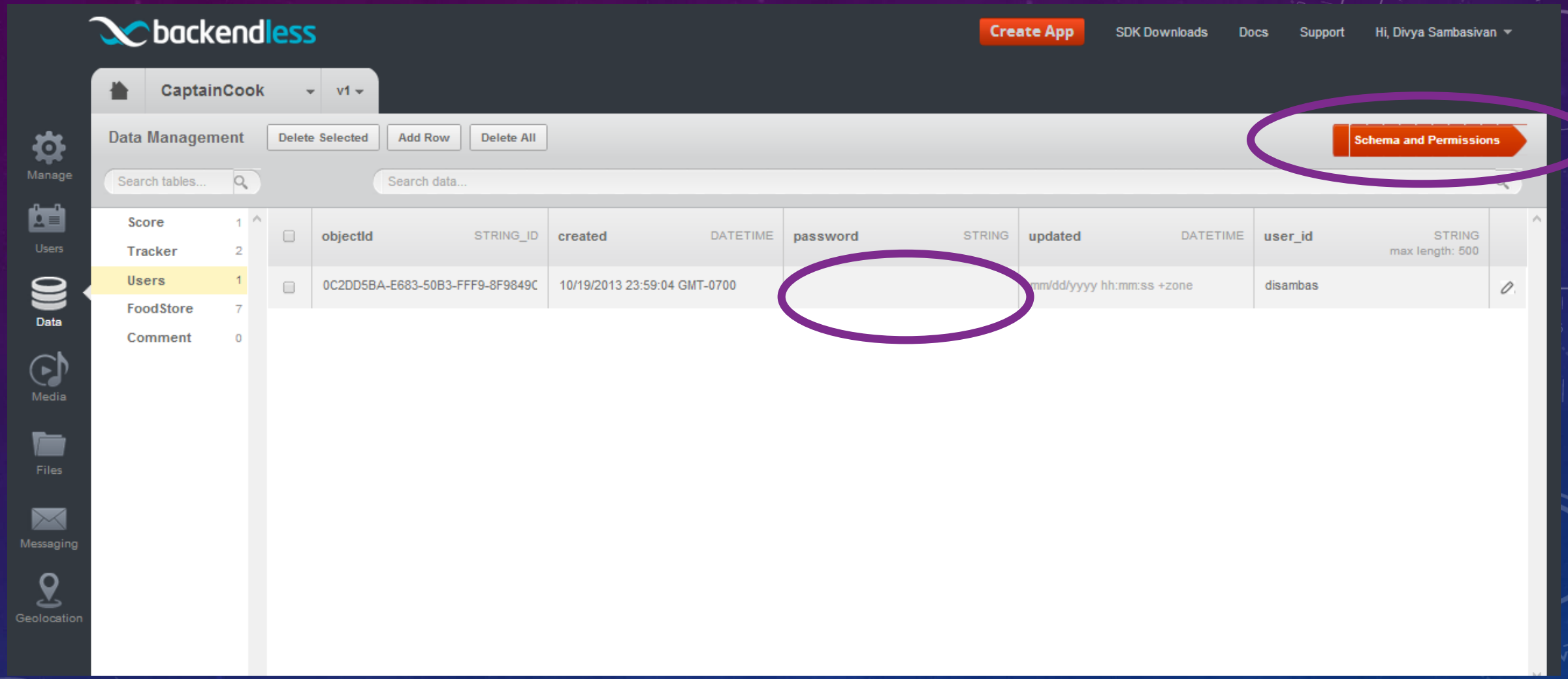
4) Download SDK

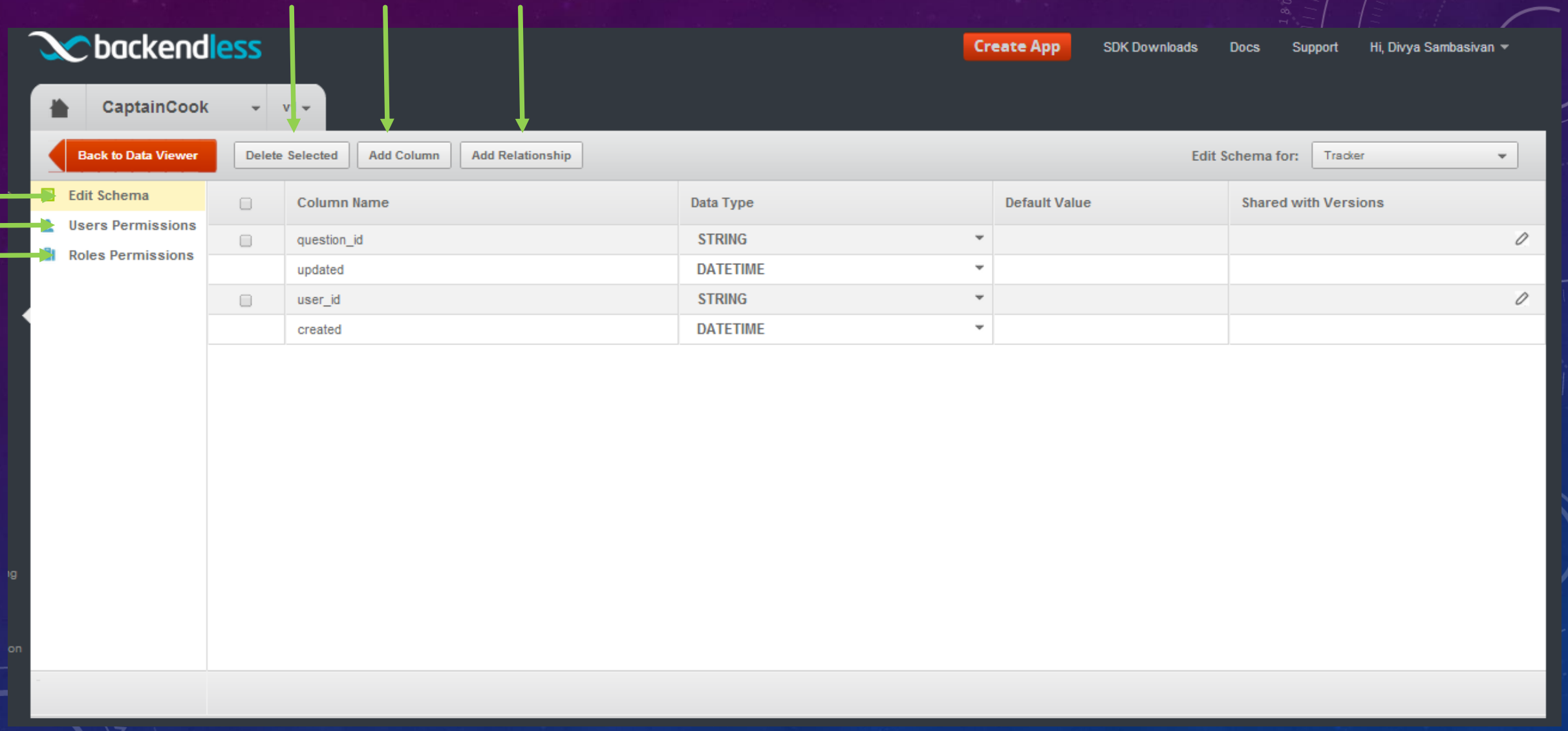


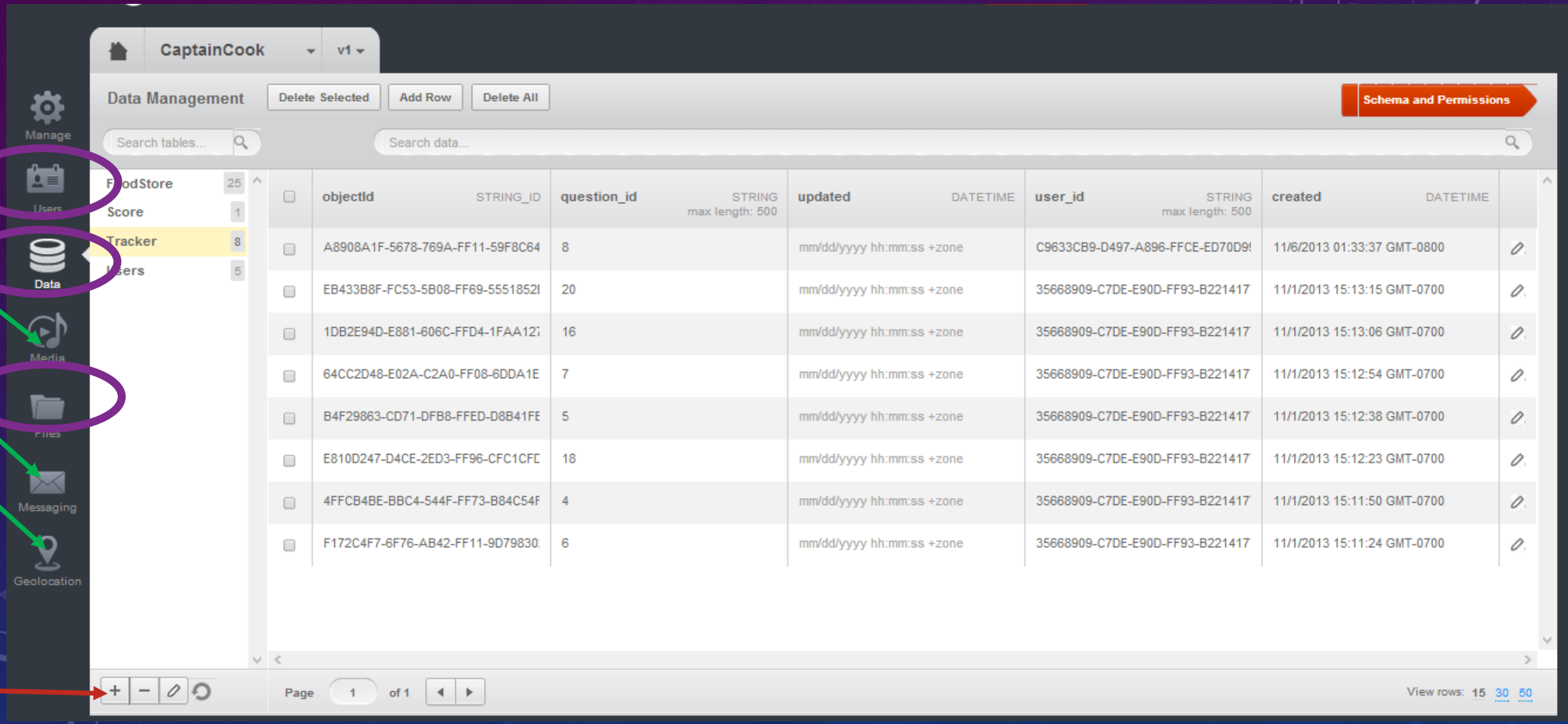
5) Extract the backendless.js file



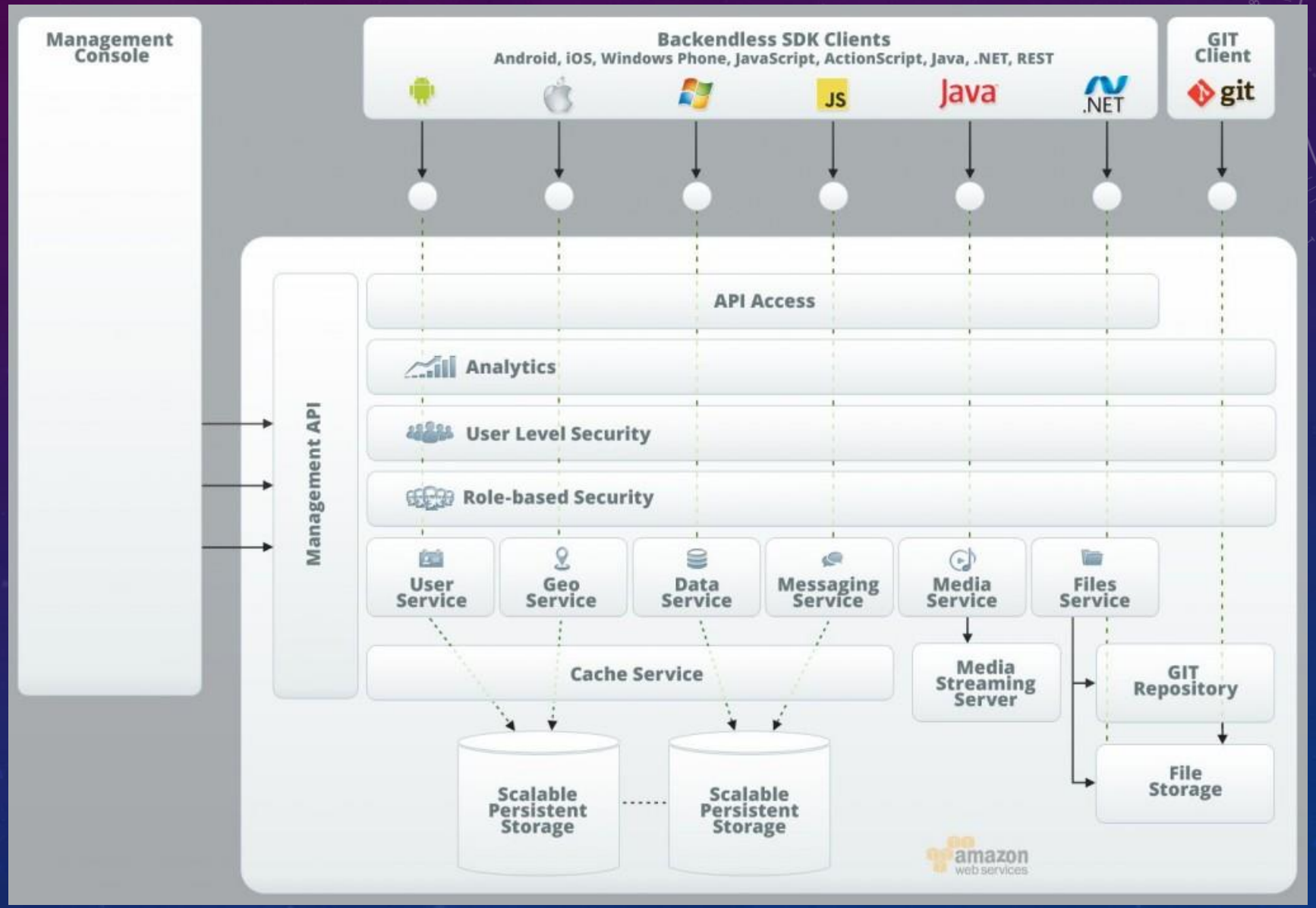
Application


backendless
Create App
SDK Downloads
Docs
Support
Hi, Divya Sambasivan
CaptainCook
v1
Manage
Users
Data
Media
Files
Messaging
Geolocation
Data Management
Delete Selected
Add Row
Delete All
Schema and Permissions
Search tables...
Search data...
Score 1
Tracker 2
Users 1
FoodStore 7
Comment 0
objectId STRING_ID
created DATETIME
password STRING
updated DATETIME
user_id STRING
max length: 500
0C2DD5BA-E683-50B3-FFF9-8F9849C
10/19/2013 23:59:04 GMT-0700
mm/dd/yyyy hh:mm:ss +zone
disambas

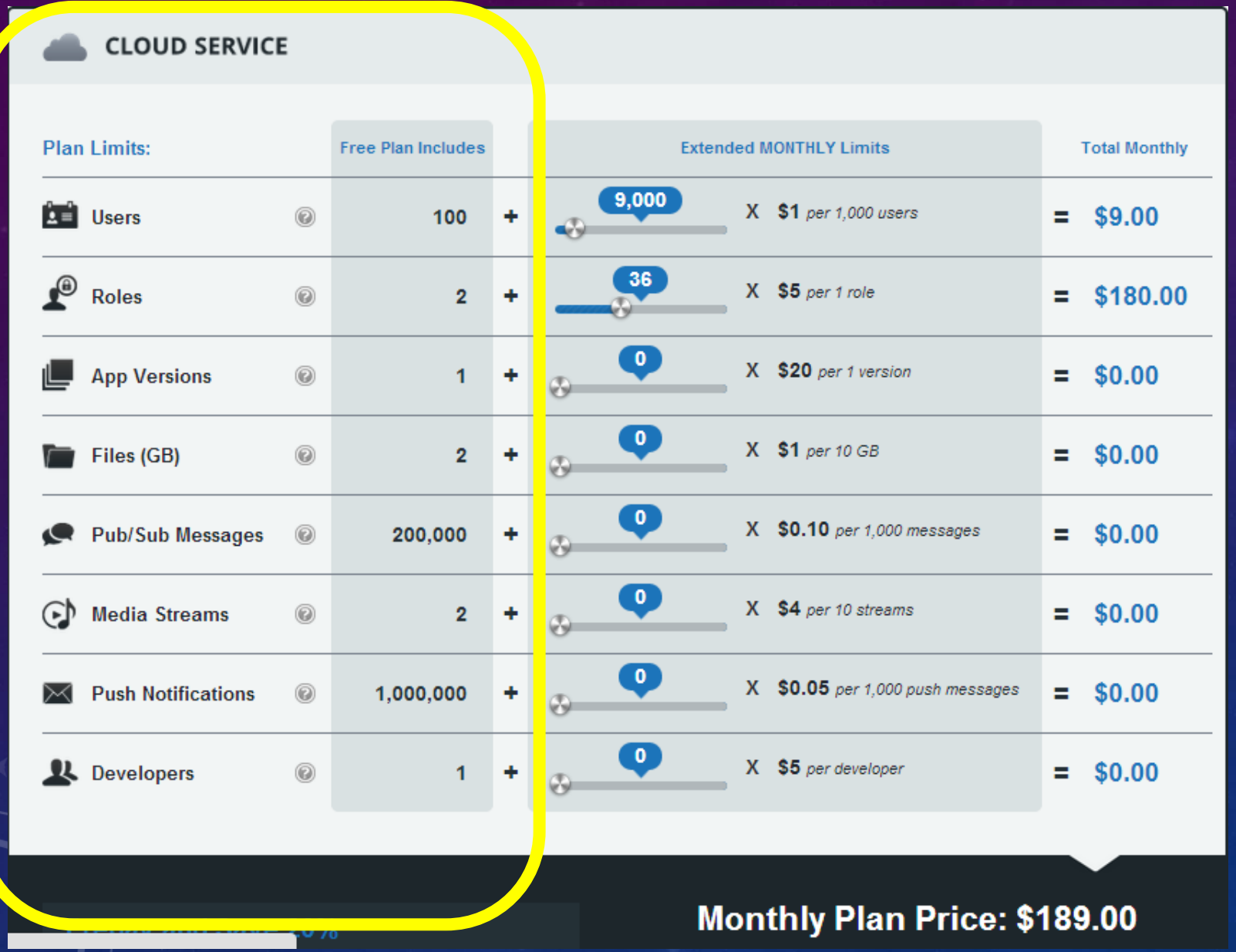

backendless
Create App
SDK Downloads
Docs
Support
Hi, Divya Sambasivan
CaptainCook
Back to Data Viewer
Delete Selected
Add Column
Add Relationship
Edit Schema for:
Tracker
Edit Schema
Users Permissions
Roles Permissions
Column Name
Data Type
Default Value
Shared with Versions
question_id
STRING
updated
DATETIME
user_id
STRING
created
DATETIME


CaptainCook
v1
Manage
Users
Data
Media
Files
Messaging
Geolocation
Data Management
Delete Selected
Add Row
Delete All
Schema and Permissions
Search tables...
Search data...
odStore 25
Score 1
Tracker 8
sers 5
objectId STRING_ID
question_id STRING max length: 500
updated DATETIME
user_id STRING max length: 500
created DATETIME
A8908A1F-5678-769A-FF11-59F8C64 8 mm/dd/yyyy hh:mm:ss +zone C9633CB9-D497-A896-FFCE-ED70D9 11/6/2013 01:33:37 GMT-0800
EB433B8F-FC53-5B08-FF69-5551852 20 mm/dd/yyyy hh:mm:ss +zone 35668909-C7DE-E90D-FF93-B221417 11/1/2013 15:13:15 GMT-0700
1DB2E94D-E881-606C-FFD4-1FAA12 16 mm/dd/yyyy hh:mm:ss +zone 35668909-C7DE-E90D-FF93-B221417 11/1/2013 15:13:06 GMT-0700
64CC2D48-E02A-C2A0-FF08-6DDA1E 7 mm/dd/yyyy hh:mm:ss +zone 35668909-C7DE-E90D-FF93-B221417 11/1/2013 15:12:54 GMT-0700
B4F29863-CD71-DFB8-FFED-D8B41FE 5 mm/dd/yyyy hh:mm:ss +zone 35668909-C7DE-E90D-FF93-B221417 11/1/2013 15:12:38 GMT-0700
E810D247-D4CE-2ED3-FF96-CFC1CFE 18 mm/dd/yyyy hh:mm:ss +zone 35668909-C7DE-E90D-FF93-B221417 11/1/2013 15:12:23 GMT-0700
4FFCB4BE-BBC4-544F-FF73-B84C54F 4 mm/dd/yyyy hh:mm:ss +zone 35668909-C7DE-E90D-FF93-B221417 11/1/2013 15:11:50 GMT-0700
F172C4F7-6F76-AB42-FF11-9D79830 6 mm/dd/yyyy hh:mm:ss +zone 35668909-C7DE-E90D-FF93-B221417 11/1/2013 15:11:24 GMT-0700
Page 1 of 1
View rows: 15 30 50

ARCHITECTURE

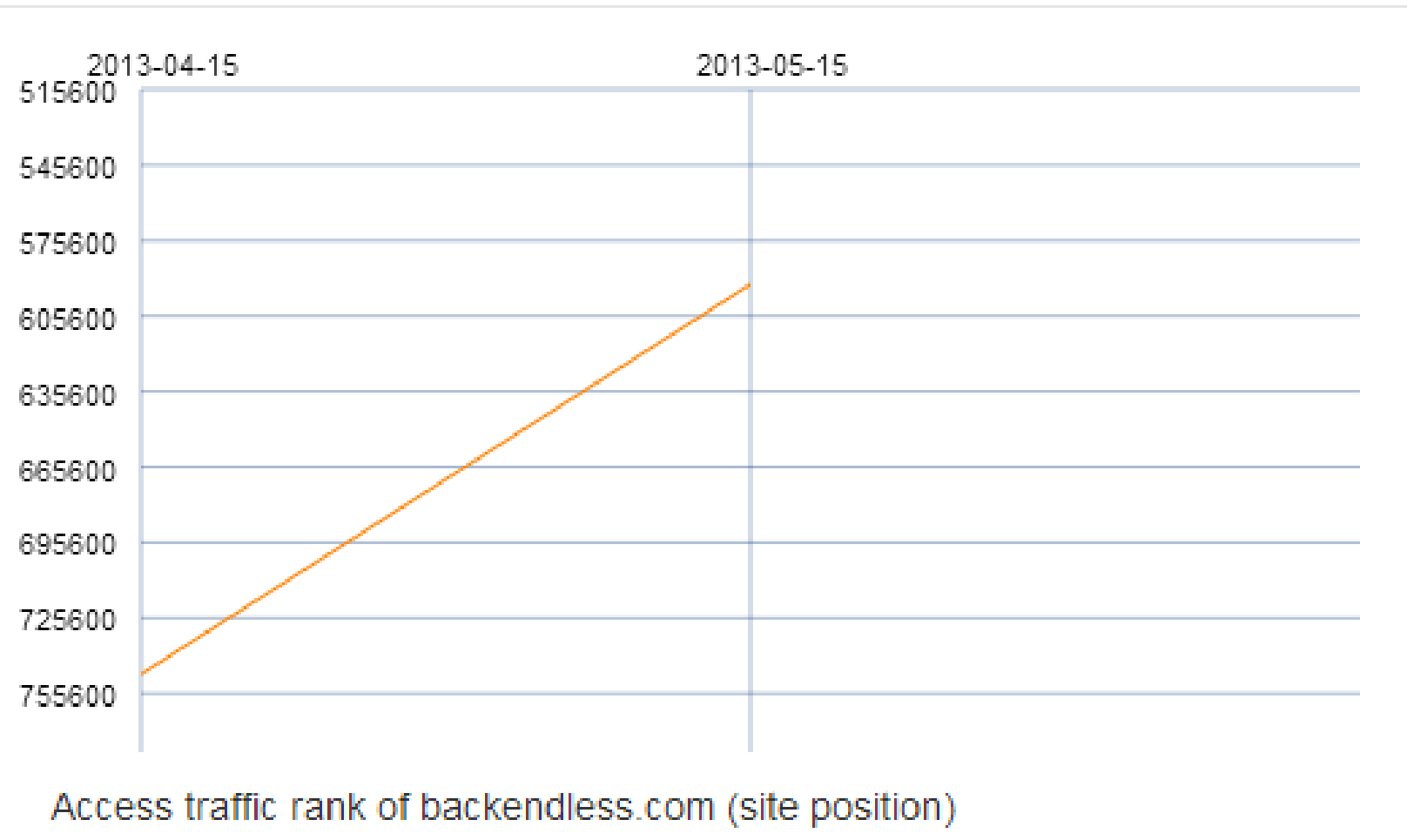


PRICING



StandAlone Mode

POPULARITY



2,180 visitors per day

BACKENDLESS - ELEVATOR PITCH

- Develop applications 5 to 10 times faster
- Remove the need for the server-side coding
- Available for iOS, Android, Windows Phone, JavaScript, ActionScript
- Subscription model starting with a free tier

MY OPINION

- Quick to setup and really easy to use
- Rich functionality within each feature
- “Quick Start Guides” and Webinars
- Simple and well documented API’s (for those that are available)
- Good Support – Response in a day

DISADVANTAGES

- Incomplete documentation – for Files and Geolocation
- Media API's are only supported for iOS

  -"Our core differentiators are that we support ***audio/video broadcasting and recording***, client-side code generation, standalone deployment, and versioning capabilities." – Mark Piller, CEO

REFERENCES

BAAS

- https://cloudsecurity.intel.com/analyst-reviews/overiew-of-baas
- http://www.marketsandmarkets.com/PressReleases/baas.asp
- The global BaaS market is estimated to grow from $216.5 million in 2012 to $7.7 billion in 2017
- http://launchdfw.com/startup-profiles/meet-backendless-cloud-based-backend-as-a-service-platform-for-your-apps/

BACKENDLESS

- https://backendless.com/

ORM

- http://www.orm.net/pdf/JoinConstraints.pdf

Q & A

THANK YOU