

Introducing

Parse

Getting Started

So you want a back-end...

- ⚙️ Manage users and share data
 - ⚙️ Across devices
 - ⚙️ Across platforms
- ⚙️ Send and track Push notifications
- ⚙️ Move business logic to the cloud
- ⚙️ Track usage, analytics
- ⚙️ Integrate with 3rd-party services (email, sms, etc.)

Now you need to know...

- ⚙ Server Management / Operations
 - ⚙ Software installation and configuration
 - ⚙ Database management
 - ⚙ Security & updates
 - ⚙ Scaling beyond a single server
- ⚙ Building an API server & clients
- ⚙ Interfacing with Apple/Google for Push

Or just use Parse!

- ⚙ History of Parse
 - ⚙ The back-end is not your app
 - ⚙ Users do not see it, or care
 - ⚙ The same work, repeated
- ⚙ One back-end for everyone
 - ⚙ Incredibly easy to use
 - ⚙ Focus on your app idea

The Parse logo consists of the word "Parse" in a white, sans-serif font, centered within a solid blue rectangular background.

Parse

<https://parse.com>

Parse is your Ops team

- ⚙ Powerful Database
 - ⚙ NoSQL based, flexible schema
 - ⚙ Online data browser
- ⚙ User management
 - ⚙ Solid password security
 - ⚙ Social login with FB/Twitter
 - ⚙ Confirmation & forgotten password support

The Parse logo consists of the word "Parse" in a white, sans-serif font, centered within a solid blue rectangular background.

Parse is your Ops team

- ⚙️ Push Notifications
 - ⚙️ Cross-platform
 - ⚙️ Transactional or Scheduled
 - ⚙️ Push to individual devices
 - ⚙️ Push to the results of a query
 - ⚙️ Free to 1 Million unique devices per month!

The Parse logo is displayed within a blue rectangular box. The word "Parse" is written in a white, sans-serif font, centered within the box.

Parse

Parse is your Ops team

- ⚙ Security for Data
 - ⚙ User and/or Role-based controls for each object
 - ⚙ Class based permissions
- ⚙ Analytics
 - ⚙ Track usage & custom events
 - ⚙ User retention & metrics

The Parse logo is displayed within a blue rectangular box. The word "Parse" is written in a white, sans-serif font, centered within the box.

Parse

Parse is your Ops team

- ⚙️ Cloud Code
 - ⚙️ Database Triggers
 - ⚙️ before/afterSave
- ⚙️ Cloud Functions
- ⚙️ Background Jobs
- ⚙️ Cloud Modules
- ⚙️ Web Hosting
 - ⚙️ Static and Dynamic sites

The Parse logo consists of the word "Parse" in a white, sans-serif font, centered within a solid blue rectangular background.

Parse

Parse is everywhere

- ⚙ SDKs for major platforms
 - ⚙ Mobile: iOS, Android
 - ⚙ Desktop: OS X, Windows
 - ⚙ Web: JavaScript
 - ⚙ Server: PHP, Node
 - ⚙ Hybrid: Xamarin, Unity
- ⚙ REST API for everything else

The Parse logo consists of the word "Parse" in a white, sans-serif font, centered within a solid blue rectangular background.

Parse

Parse is affordable, even free

- ⚙ Pricing is based on the number of requests per second, per app
- ⚙ For free, you get 30 requests per second (1,800 per minute)
- ⚙ Generous free data storage limits
 - ⚙ 20 GB File Storage
 - ⚙ 20 GB Database Storage
 - ⚙ 2TB bandwidth



Introducing

Parse

Demo

Introducing

Parse

Lab

Introducing

Parse

Challenge

Introducing

Parse

Conclusion

Parse is Awesome

- ⚙ Very easy to use
- ⚙ Incredibly powerful
- ⚙ Free throughout development
- ⚙ Scales with your app
- ⚙ Allows you to focus on your idea

The Parse logo consists of the word "Parse" in a white, sans-serif font, centered within a solid blue rectangular background.

Parse

What next?

- ⚙ Sign up on parse.com
- ⚙ Read the docs @ docs.parse.com
- ⚙ Find me at @newFosco
- ⚙ Email me at fosco@parse.com



Thanks for checking us out!

fin