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

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https://parse.com

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



- 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!



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



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



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



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



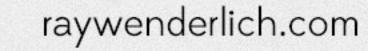
Parse

Demo



Parse

Lab



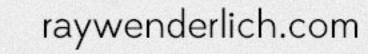
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Challenge



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





What next?

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

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Thanks for checking us out!



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raywenderlich.com