Backend as a Service

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What is Baas?

SECTION

5 BAAS SOLUTIONS AND THREE REASONS TO USE THEM

5 SOLUTIONS

The first BaaS solution I researched is own named Appcelerator Cloud. Appcelorator is very customer focused and have an amazing support center if you ever run into any issues. The downside is that Appcelerator is very expensive and their website reads more like a blog than a BaaS company which gives it a very weird feel when browsing their site.

The next was Parse, parse is used by big companies that run their own servers, Parse is completely open source and there is a great github community that works on it diligently with new feature each month! The downside is that hosting isn't included since there is no price tag and being that it is open source it has the ability to be hacked more often so less small businesses are running it.

Firebase by Google Coding Labs is a very good BaaS that most students and companies alike are using. Being that Google's Coding Labs started Firebase being able to slap a Google logo on the product makes it very appetizing to smaller businesses. Especially when you see that lowcost price tag. The only downside is that laaS is only allowed with the top tier plan.

Kinvey, although easy to navigate targets more enterprises sytems then smaller businesses and single users. Kinvey employees a large staff for supporting their product and they are the industry leading BaaS for enterprise systems.

ShepHertz is a newer BaaS but is quickly becoming more popular, with their affordable prices and generous free plan they have become a "go-to" for first time developers. They focus a lot on "gamification" on your apps to swing traffic your way.

3 REASONS TO USE BAAS

BaaS, which stands for Backend as a Service allows users to host their databases with companies that will take care of everything from payment processing to, user profiles, sensitive data and more. Using BaaS allows peace of mind, a company to take the liability if hacked, and very thorough analytics on your applications.

LYFT

Lyft is a mobile rideshare app that is popular with todays 18-65 year old demographics. Lyft alllows drivers to find passengers for pickups but does employee the drivers by normal means. Prospective drivers apply online, and if approved, use their own vehicles for pick ups and drop offs. Uber is Lyfts biggest competitior. Lyft employes BaaS with their payment services. When a customer hits the request ride button, a driver is notified and comes to pick up the rider. When a trip is completed the Lyft driver hits a button on their phone to say that they are finished and the app utilizes BaaS to process payments by charging the rider and taking a cut for Lyft then paying the driver. Lyft utilizes other features as well like a reward system for drivers from the amount of rides they give, to the ratings they are given by customers on completion of a ride.

APP EXAMPLE

Currently I am working on an App that allows students to “check in” when attending a class so that they are in control of their own attendance. I am utilizing ShepHertz when the student logs in to control my user authentication, I am using a leaderboard system, and a messaging system. I am using a BaaS because I do not have the means to host my own server, and I like the analytics system that ShepHertz utilizes. The piece of mind that I do not have to collect any financial information is great, but I really like the 1m API calls for free each month have set me at ease for sure.

REFERENCES

SECTION

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