**I’ve used ARC feature for memory management:**

Accurate and efficient memory management is important for iOS apps. Because iOS apps typically have less usable memory than a comparable desktop computer, apps need to be aggressive about deleting unneeded objects and be lazy about creating objects in the first place. Apps use the compiler’s **Automatic Reference Counting (ARC)** feature to manage memory efficiently. Although using ARC is not required, it is highly recommended. The alternative is to manage memory yourself by explicitly retaining and releasing objects.

**Parse CMS: (Parse.com)**

I’ve used Parse library for app backend. We can easily store and retrieved data from the Parse. Before compiling the code make sure you have lib “Parse.framework” and it links with xCode project. (Ref: Select project in xCode 🡪 Build Phases 🡪 Link Binary With Libraries) – Here Parse.framework should be added.

You may download from

https://parse.com/docs/downloads