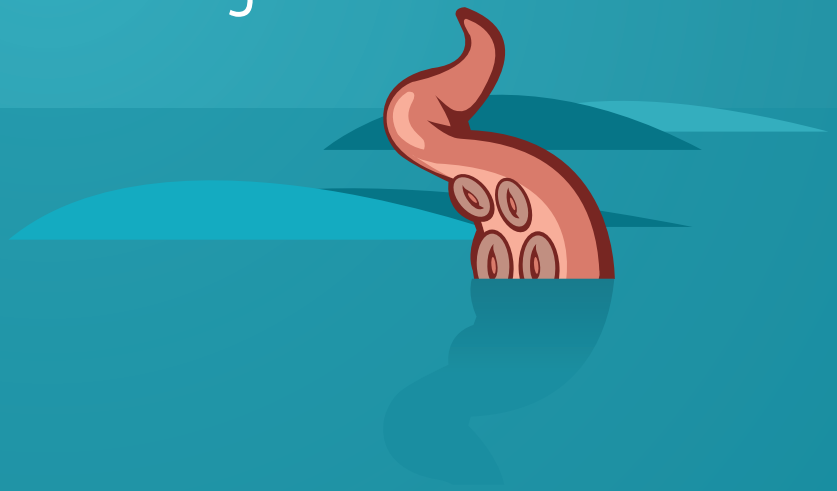
sails

Realtime API framework
for Node.js



balderdash

Who are we?

Balderdash is a team of designers and developers based in Austin, Texas.

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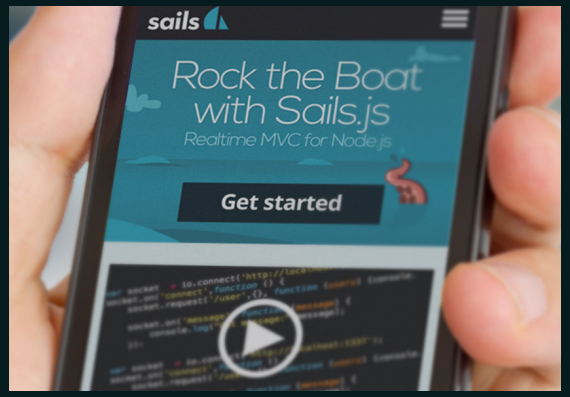
Our background is in user experience design, mobile web, Node.js, and realtime technology.

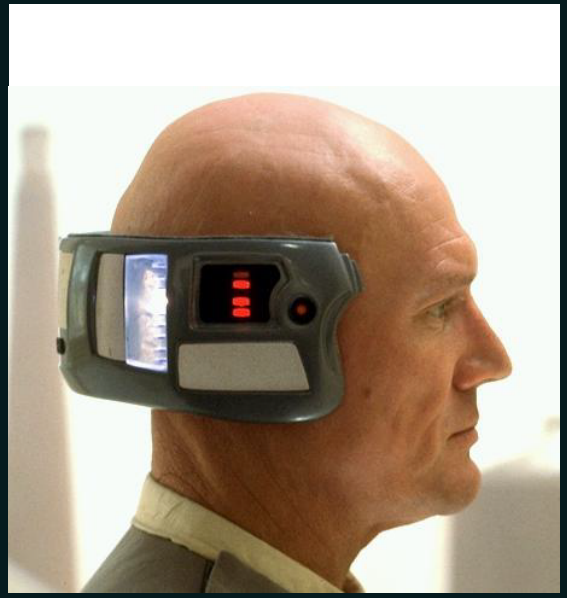
Act 1

The Premise

Mobile is bringing about new types of computing


sails
Rock the Boat with Sails.js
Realtime MVC for Node.js
Get started


10:08 am
12:30 pm



Experience driven design.
Data-driven architecture.

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The web is more than just a web browser.

Realistically, for enterprise use cases, we can't always count on new devices supporting web standards.

Devices are rapidly evolving and the appeal of developer lock-in is too great.

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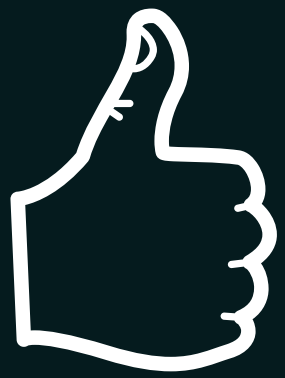
Some apps may not have a user interface...

...and sometimes, the consumers of our API are actually other developers.

That said, web standards are awesome!
(we love PhoneGap for all our native mobile stuff.)



User experience
is everything

Apps for different devices should be designed with their primary use case taken into account.

You can’t really write code on your handset.

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Servers are just tools we use to grab data,
store data, and trigger business processes.

Sending down user interfaces from the server is bad.

There is inherent complexity and latency involved in knowing
the orientation of your device, where your cursor is,
or even your time zone.

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Act 2

The real world

Innovation

Building compelling brand experiences and products requires an intensely creative and iterative design approach.

But too often, innovation gets caught up in the dragnets of back-end development.

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There's usually a very compelling budget to get the job done, and oftentimes, even a prototype is enough to get the point across.

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yet the discussion about old-school, bottom-up development vs. user-focused design is **still on the table!**

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Business as usual

The current project is “stuck.”
Stakeholders have been told it can’t be done,
but not **why** it can’t be done.

They’re months behind schedule.

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An aging technical stack and stagnating IT resources means front-end developers are constantly waiting on the back-end to move the project forward.

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The stakeholder's job depends on the project. **It cannot fail.**

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Your handy translation guide for enterprise IT

"We need more time."
- we haven't figured out how to do this yet

"Node.js isn't ready for enterprise!"
- we don't know javascript; website stuff is beneath us!

"There's no way this is secure, or scalable."
- shit, what if this is secure and scalable?

We're not saying it's easy, but...

data plumbing problems should
NEVER block new product development!

Act 3

Crossing the Channel

Our Angle.

Sails empowers UX and design teams to build hi-fi prototypes in no time without waiting for the back-end to be finished.
This means focusing more resources on the user experience, which means better products.

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One Sails.js project at a time, companies move their legacy architecture over to a simpler, more efficient Node.js cloud. Each new client-side code base is more maintainable, since it's built using the universal language of the internet:
a **RESTful JSON API**

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How is that possible?

Automatic API

With Sails.js, you can create a REST API without writing any code.

You can hook it up to anything, whether it's a database or a proprietary web service. All you have to do is pick an adapter.

Open-sourcing your adapters is encouraged, and we try to make it as easy as possible to write your own.

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Convention over configuration

Sails.js is modeled after Ruby on Rails, the framework that transformed web development in 2004...

...but Sails.js is biased towards writing today's data-driven apps.

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Realtime

Sails.js adds a transparent WebSockets layer to a customer's API with no additional code.

This is necessary for things like chat, realtime dashboards, and multiplayer games.

Even if client-side developers aren't ready to take advantage of this capability right now, the architecture will support it when they are.

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