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Investor Webinar – Parse Server Integration

(April 13, 2016)

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Your host:

David McLauchlan

CEO, Buddy Platform Limited

Buddy

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Submit your questions to ir@buddy.com

Post your questions to the Q&A section in the webinar.

We'd love to hear from you. Priority will be given to questions relating to the Parse Server announcement, however all questions are welcomed.

We have allocated 1 hour for this meeting. A recording of the presentation will be made available from www.buddy.com within 24 hours of the conclusion of this presentation.

Our Agenda for Today

Overview

Welcome, how to ask questions, what we're going to talk about today.

What is an mBaaS?

Explanation of a mobile backend as a service ("mBaaS").

Why is an mBaaS important to Buddy?

Buddy already supports mBaaS functionality. Why?

The Parse Backstory

Who is Parse, where did they come from, and how did they get here?

Facebook → Parse Server

The de-commissioning of Parse by Facebook, and the open-sourcing of Parse Server.

Parse Server by Buddy

What does it take to turn Parse Server into Parse Server by Buddy?

Competitor Discussion

Who else is trying to capture market share in this space?

Next Steps

So what comes next for this collaboration?

Q&A Session

Send your questions to ir@buddy.com or type them in the Q&A section on the webinar website.

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What is a Mobile Backend as a Service (“mBaaS”)?

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Mobile smartphone applications often have a “front end” (the app) and a “back end” (the cloud) to make them work.

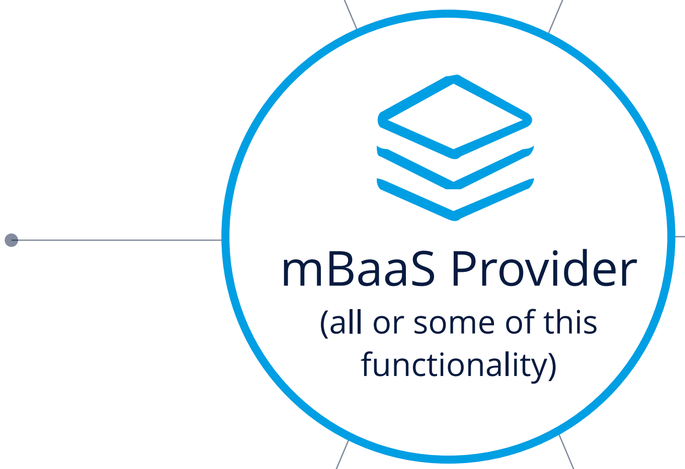
Typically, software developers specialize in app development or web services development – often not both.

Developing good back end components requires knowledge of how to scale web services.

Many app developers “just want to build apps” – leave the back end work to someone else.

mBaaS systems provide mobile app back end functionality as a service.

What is a Mobile Backend as a Service (“mBaaS”)?



Push Notifications
iOS is different from Android

File Storage
Photos, videos, documents

User Accounts
Password retrieval, settings

Cloud Code/Jobs
Upload code to run on host system

Metadata
Usage data, “state” data, game scores

Location
Lookup location type, save location

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Why is an mBaaS important to Buddy?

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Firstly, Buddy already has basic mBaaS functionality.

Most consumer Internet of Things (“IoT”) devices use smartphones or tablets as ”control points”.

This means companies building IoT products are almost always building mobile apps to control them.

An IoT Platform like Buddy must support mBaaS functionality to be competitive.

The Parse Backstory

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San Francisco based
Ex-Scribd, ex-Google, ex-Ooyala

US-hosted, int'l usage
Substantial developer base overseas, including China.

Developer love
Parse built an incredible following in the developer community.

Parse "won" the BaaS war
Others still competing, but Parse became the "gold standard".

YC-Funded Parse: A Heroku For Mobile Apps

Posted Aug 4, 2011 by Jason Kincaid (@jasonkincaid)

0 SHARES

Next Story

If you're a mobile developer designing applications for iOS or Android, you're probably intimately familiar with Objective C and/or Java. But there's a decent chance you're not so experienced with the backend server code that's required to enable things like data syncing or authentication. Now Parse, a YC-funded company that's launching in private beta today, has a solution: it'll take care of all of those server-side features, allowing you to focus exclusively on making the mobile client better. And the first 200 readers to sign up ...ch' will get in. And

... — who was a ...obile app ...databases, user ...ually figure these ...m trivial.

Parse, The 'Heroku For Mobile', Raises $5.5 Million Series A

Posted Nov 9, 2011 by Jason Kincaid (@jasonkincaid)

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Next Story

Parse, a hot startup that serves as a 'Heroku for Mobile', has raised a $5.5 million Series A funding round led by Ignition Partners. Ignition's John Connors will be joining the Parse board of directors — which is notable because he was a board member at Heroku prior to its acquisition by Salesforce for $212 million (Connors is also on the boards of Nike and Splunk). Parse had previously raised $1.5 million from Y Combinator and some top angel investors.

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Parse, The Mobile Back-End Startup, Comes Out Of Beta With 10,000 Developers Aboard

Posted Mar 26, 2012 by Kim-Mai Cutler (@kimmaicutler)

-1 SHARES

Next Story

Parse, the San Francisco-based startup that's trying to bill itself as the "Heroku of mobile," is coming out of the gate with some nice momentum.

The company, which streamlines the development process for mobile apps by

Dreams, which is behind th

The company adds that the

Facebook Buys Parse To Offer Mobile Development Tools As Its First Paid B2B Service

Posted Apr 25, 2013 by Kim-Mai Cutler (@kimmaicutler), Josh Constine (@joshconstine)

35 SHARES

Next Story

Facebook has just acquired Parse, marking its entry into a whole new business category: paid tools and services for developing mobile apps.

The company is buying the mobile-backend-as-a-service startup (yes, the industry acronym is mBaaS) in a deal that we've heard is worth $85 million. [Update: And we're hearing that excludes retention.] Neither company is commenting on the size of the deal, except that Facebook said it's not "material." For more on the long-term impact of Parse on Facebook's business, read our follow up, "Parse Isn't An OS, But It Is Facebook's Answer To Android And iOS".

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With Metrics Up Since Acquisition, Parse Could Get Developers Integrating Facebook And Buying Ads

Posted May 23, 2013 by Drew Olanoff (@drew)

Facebook's Parse Grows 25% Month-Over-Month To 100K Apps Since Acquisition

Posted Jun 12, 2013 by Kim-Mai Cutler (@kimmaicutler)

At 100,000+ apps, Parse is still just getting started

J. O'DELL SEPTEMBER 5, 2013 10:34 AM

Facebook's Parse heads to London

Over the past year, Parse said 140,000 new developers started using its platform, with an estimated 50 percent of those being outside the US.

By Natalie Gagliordi for Between the Lines | May 8, 2014 -- 14:51 GMT (07:51 PDT) | Topic: Big Data Analytics

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Devs have built 500K apps on Facebook's Parse, with Asia seeing 90% growth in first half of 2014

JORDAN NOVET DECEMBER 1, 2014 4:17 PM

> *Active apps in Asia grew nearly 90% in the first half of 2014.*
> *Apps in APAC that use all three Parse products — Parse Core, Parse Push, and Parse Analytics — grew by more than 90% in the first half of 2014.*
> *6 of Parse's 15 largest countries (by number of active apps) are in Asia: India, Japan, Australia, China, Taiwan, Korea.*

Facebook's Parse unveils SDKs for the Internet of Things

JORDAN NOVET MARCH 25, 2015 10:47 AM

Facebook's Parse expands Internet of Things reach with Intel, others

The department has undergone a few leadership changes -- most recently losing founder and CEO Ilya Sukhar.

By Rachel King for Between the Lines | September 3, 2015 -- 18:00 GMT (11:00 PDT) | Topic: Internet of Things

The Parse Backstory

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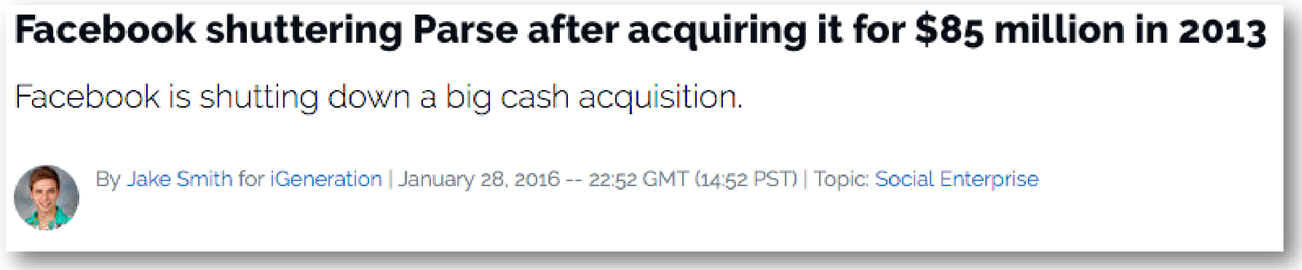
Billions of daily API calls

Substantial non-US traffic

Revenue generating brands

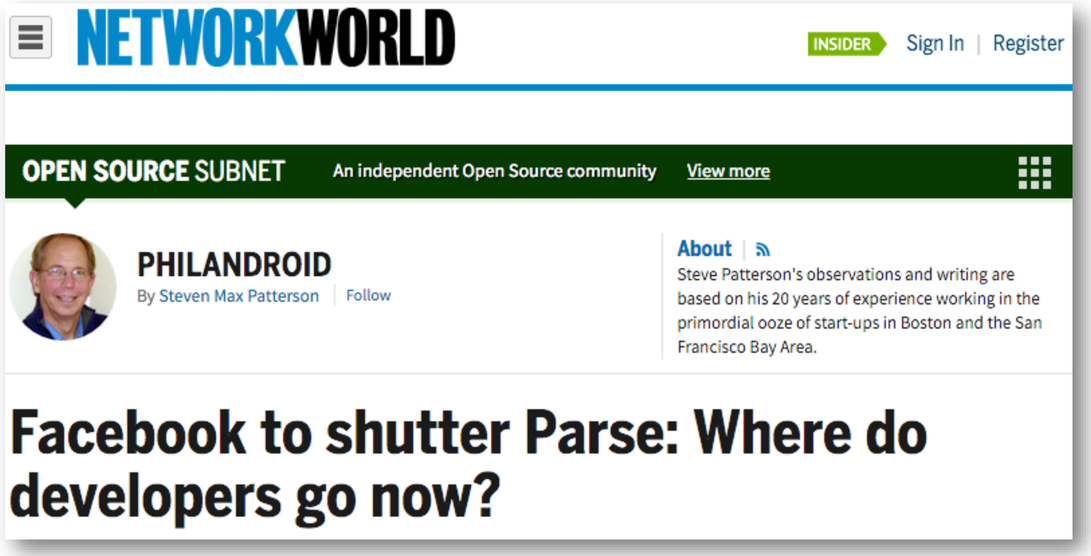
Community supported mobile platform



Facebook shuttering Parse after acquiring it for $85 million in 2013

Facebook is shutting down a big cash acquisition.

By Jake Smith for iGeneration | January 28, 2016 -- 22:52 GMT (14:52 PST) | Topic: Social Enterprise



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PHILANDROID

By Steven Max Patterson | Follow

About

Steve Patterson's observations and writing are based on his 20 years of experience working in the primordial ooze of start-ups in Boston and the San Francisco Bay Area.

Facebook to shutter Parse: Where do developers go now?

Facebook Publishes Parse Server

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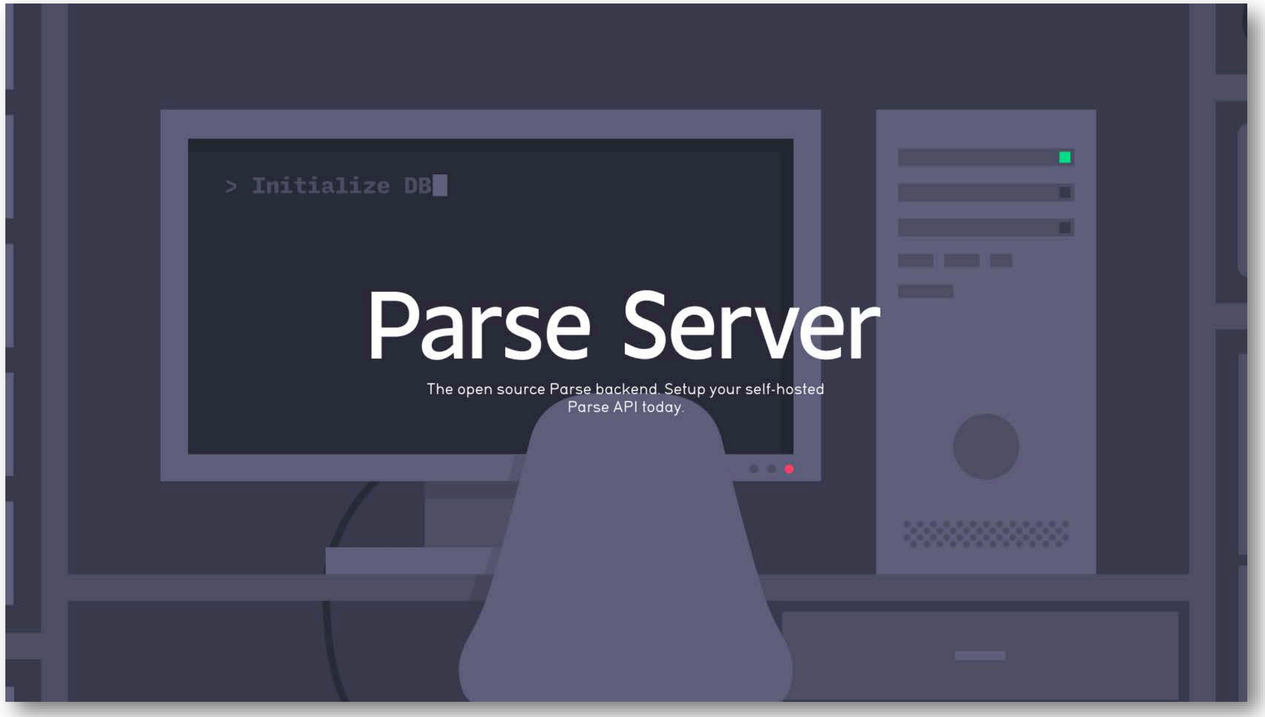
Open source, single app version of Parse.com

Community can host their own mini-Parse. Developers can iterate

No support for some features developers need (especially non-US)

Not hosted – you need to manage & scale this infrastructure yourself.



Introducing

Parse Server by Buddy

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Multiple-app support

Host test and production apps simultaneously.

Multi-region hosting

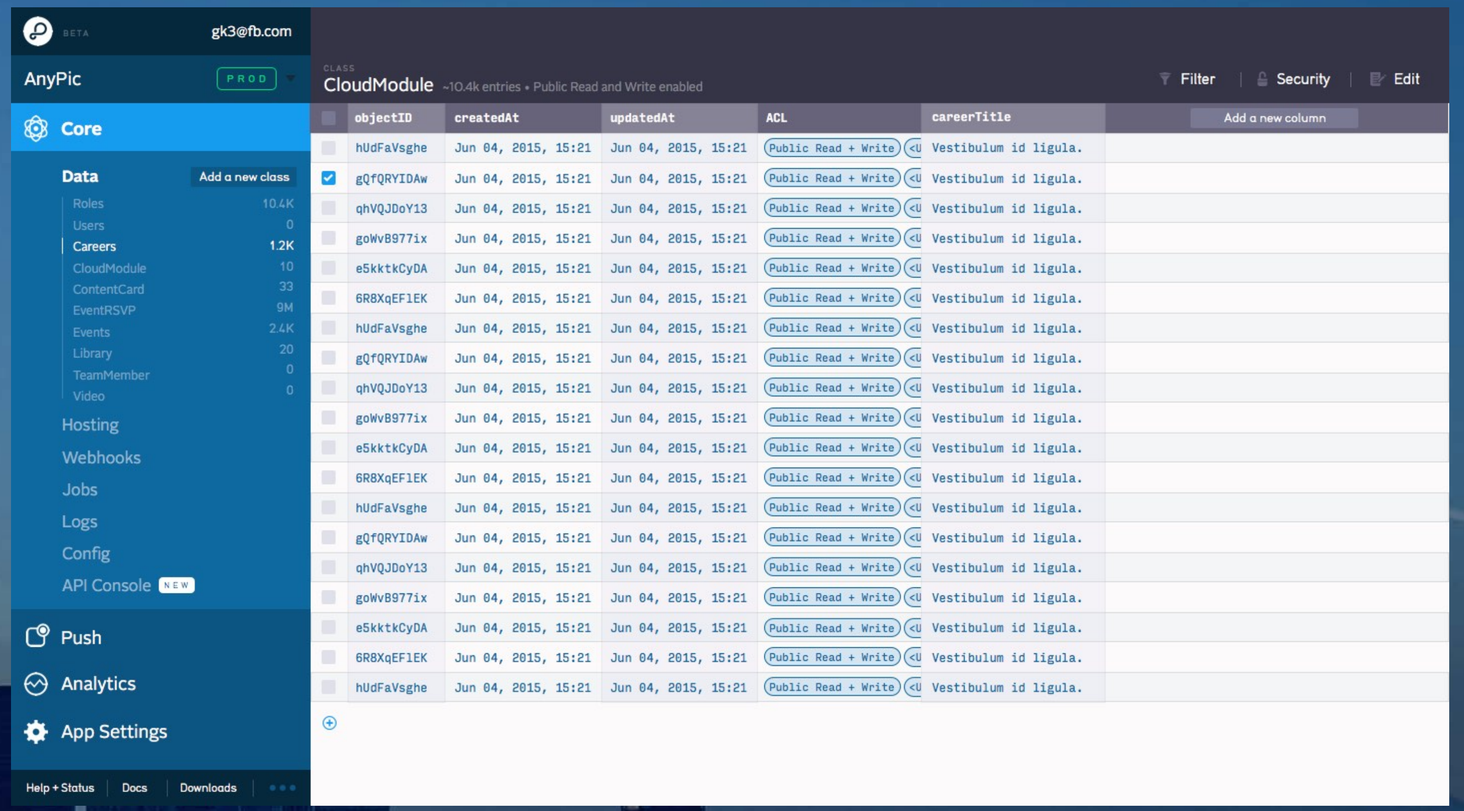
US, EU, Australia & China hosting – fully sandboxed.

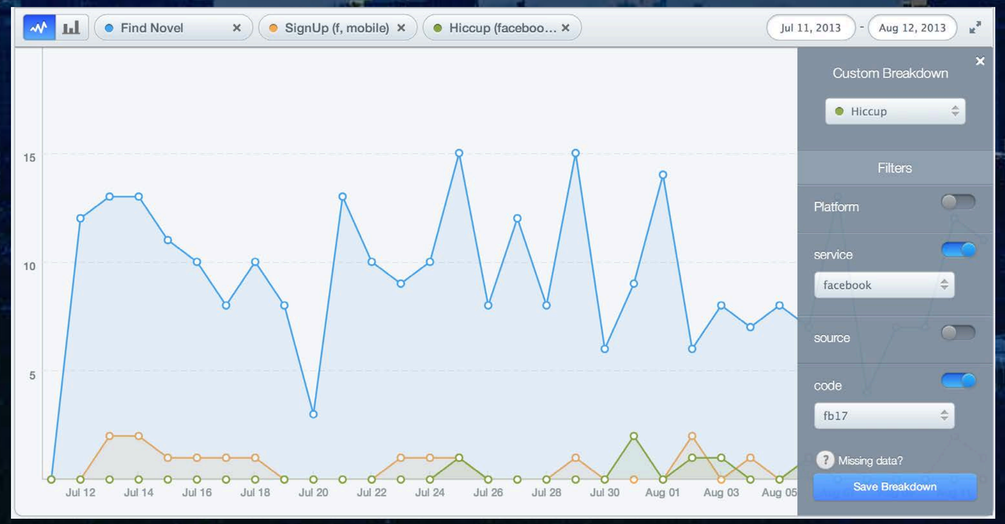
Open-source friendly

We will keep the product up to date with OSS changes.

Enterprise friendly

High availability, scaling service with SLA offers and account management.





(example screenshots)

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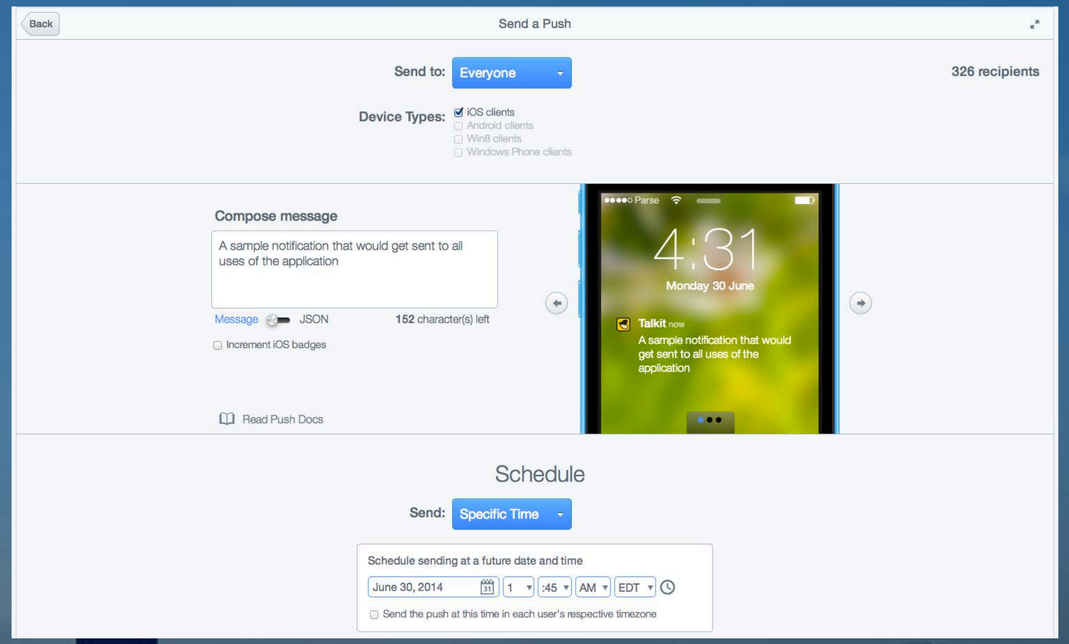

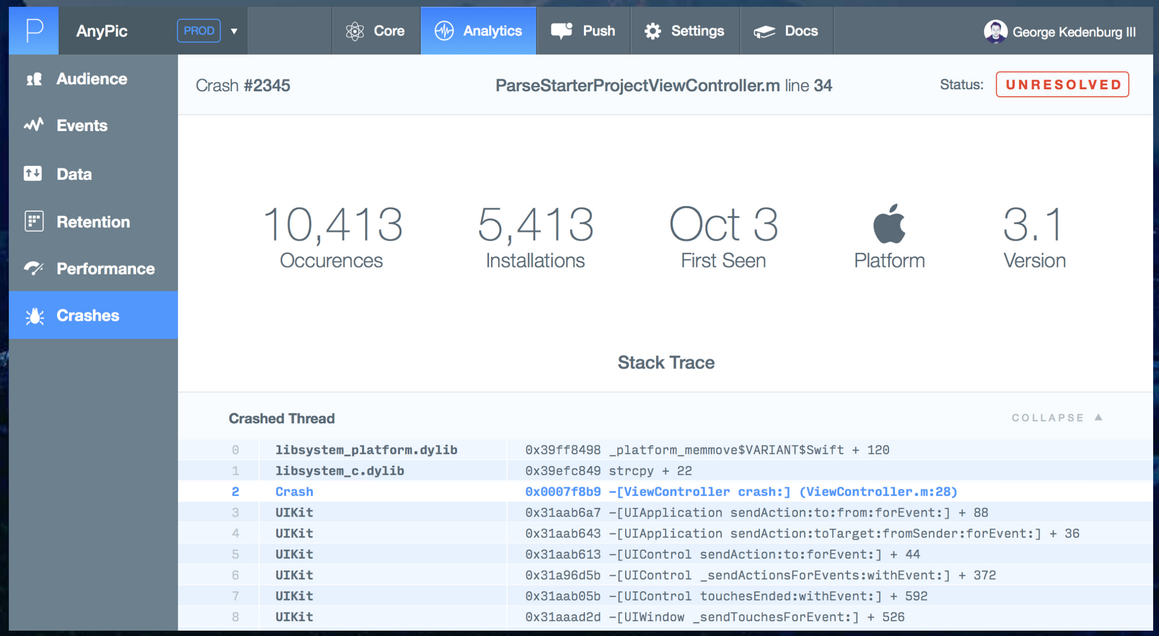

(example screenshots)

Parse Server by Buddy – Pricing Examples

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Small

40 API calls/sec

20GB file storage
20GB database storage

$100/month per application

Medium

150 API calls/sec

100GB file storage
100GB database storage

$2,000/month per application

Large

500 API calls/sec

1TB file storage
250GB database storage

$10,000/month per application

$100 per 10 API calls/sec per month over the free baseline of 30 calls/sec.

Applications consuming 30 API calls per second or less are currently free. No SLA is currently offered, and pricing does not auto-upgrade as applications increase consumption.

Buddy intends to maintain existing pricing to ease migration for customers – after which we'll follow guidance from Facebook on effective ways to simplify the pricing model.

Competitor Discussion – Developer Experience

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Digital Ocean

Step 1 — Install Node.js and Development Tools

Begin by changing the current working path to your `sudo` user's home directory:

```
$ cd ~
```

NodeSource offers an Apt repository for Debian and Ubuntu Node.js packages. We'll use it to install Node.js. NodeSource offers an installation script for the the latest stable release (v5.5.0 at the time of this writing), which can be found in the installation instructions. Download the script with `curl`:

```
$ curl -sL https://deb.nodesource.com/setup_5.x -o nodesource_setup.sh
```

You can review the contents of this script by opening it with `nano`, or your text editor of choice:

```
$ nano ./nodesource_setup.sh
```

Next, run `nodesource_setup.sh`. The `-E` option to `sudo` tells it to preserve the user's environment variables so that they can be accessed by the script:

```
$ sudo -E bash ./nodesource_setup.sh
```

Once the script has finished, NodeSource repositories should be available on the system. We can use `apt-get` to install the `nodejs` package. We'll also install the `build-essential` metapackage, which provides a range of development tools that may be useful later, and the Git version control system for retrieving projects from GitHub:

```
$ sudo apt-get install -y nodejs build-essential git
```

IBM Bluemix

What to do if you need your own?

At IBM, we have ideal tools to help make this a bit easier for you. You can use IBM Bluemix to host the Node.js application, and use MongoDB on Compose.io to store your data. Both these services allow you to easily scale your application. This means your existing parse applications will be able to keep up with your needs.

We've put together a small Node.js application to act as starter code, and let you try the Parse Server. You can find the source code at https://github.com/ibm-cds-labs/parse-on-bluemix.

How to get started

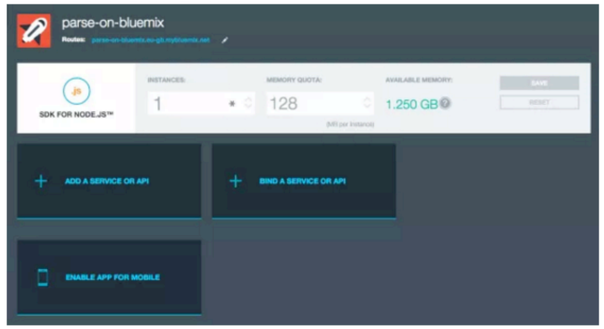
1. If you're not already signed up, create both an IBM Bluemix account and a Compose account. (Both services offer a free trial.)
2. Clone this repo, by entering the following in your terminal

```
git clone git@github.com:ibm-cds-labs/parse-on-bluemix.git
cd parse-on-bluemix
```

3. In your the Compose.io account, create a new MongoDB instance and save the details.
4. Push the app to IBM Bluemix. If this is your first time deploying an app to IBM Bluemix, go checkout https://www.eu-gb.bluemix.net/docs/#starters/upload_app.html which is an excellent guide.

```
cf push
```

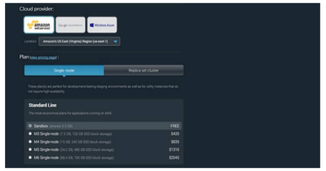
5. In Bluemix, add the MongoDB instance to your application:
   a. Select **ADD A SERVICE OR API**



Amazon AWS

STEP 2: Set up a Mongo Instance

As suggested by the Parse Migration guide, you'll need to first migrate your data to MongoDB. You have a number of options on where or how to run your MongoDB, including hosting your own instance on AWS either manually or using a service such as, MongoLab to create a setup for you. Sign up for a MongoLab account if you do not have one already. You will be prompted to verify your account using an email message. After you verify your account, click **Create new** to create a new database.



Choose AWS as your cloud provider and pick your storage size requirement. Mongo Lab offers up to 500 MB in its free tier. Name your database and click **Create**. This will take you back to the dashboard with a success message.

Click on the new database in the menu. You will see a notification in the Mongo lab page asking you to add a user. Add a user and then navigate back to the database page.

Important: Do not select the read only option when adding a user.

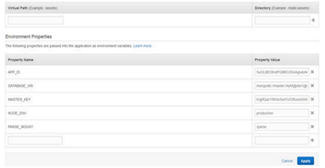
You now have the **MongoDB URI which you will need to configure your setup**. Replace the dbuser and db password parameters with the username and password you just created.

If you face any challenges with your setup, you can email support@mongolab.com

STEP 3: Configure your AWS and MongoLab setup

Within the AWS Elastic Beanstalk console, choose the **Software Configuration card** in the **Configuration** tab and scroll down to the environment variables.

In the Property Value text boxes, add your APP_ID and MASTER_KEY values from the Parse Dashboard, and add the MongoLab database URI you generated in the last step.



STEP 4: Check your setup

Post a sample object to the newly deployed setup. Replace the APP_ID with the APP_ID on your Parse Dashboard setup. Replace the hostname in the URL with the URL that is at the top of your Elastic Beanstalk Dashboard.

```
curl -X POST \ -H "X-Parse-Application-Id: APP_ID" \ -H "Content-Type: application/json" \ -d '{"score":1337,"playerName":"John Doe","cheatMode":false}' \ http://YOUR_EB_PARSE_SERVER_URL/parse/classes/GameScore
```

Now, fetch the sample object to the newly deployed setup using a GET command. Replace the APP_ID and MASTER_KEY with the APP_ID and MASTER_KEY from your Parse Dashboard setup. Replace the hostname in the URL with the URL that is at the top of your Elastic Beanstalk Dashboard.

```
curl -X GET \ -H "X-Parse-Application-Id: APP_ID" \ -H "X-Parse-Master-Key: MASTER_KEY" \ http://YOUR_EB_PARSE_SERVER_URL/parse/classes/GameScore
```

You can use the MongoLab console to verify that the record was created in your new database.

ADVANCED: Updating and Deploying your code

You can use the AWS Elastic Beanstalk Command Line Interface (EB CLI) to deploy and manage code changes.

Next steps

Release beta version of product on Monday April 18

Support initial applications at scale by April 26

Facebook advising applications to have commenced migrations by April 28*

Facebook advising applications to have migrated API by July 28*

Integration of Parse Server by Buddy into Buddy Platform during H2, 2016

Full Facebook Parse shutdown by January 28, 2017*.

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Ref: Facebook Parse Migration Guide

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Questions & Answers

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“Buddy Platform Limited (BUD.ASX) provides one of the world's first data aggregation and management platforms for the IoT and connected devices.

Buddy advances the Quantified Economy by providing the critical infrastructure by which businesses and organizations can, in real time, access and analyze the data generated by connected devices, and unlock the economic opportunities delivered by this data.”

Buddy