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5 KEY REASONS FOR USING TELERIK PLATFORM MBAAS
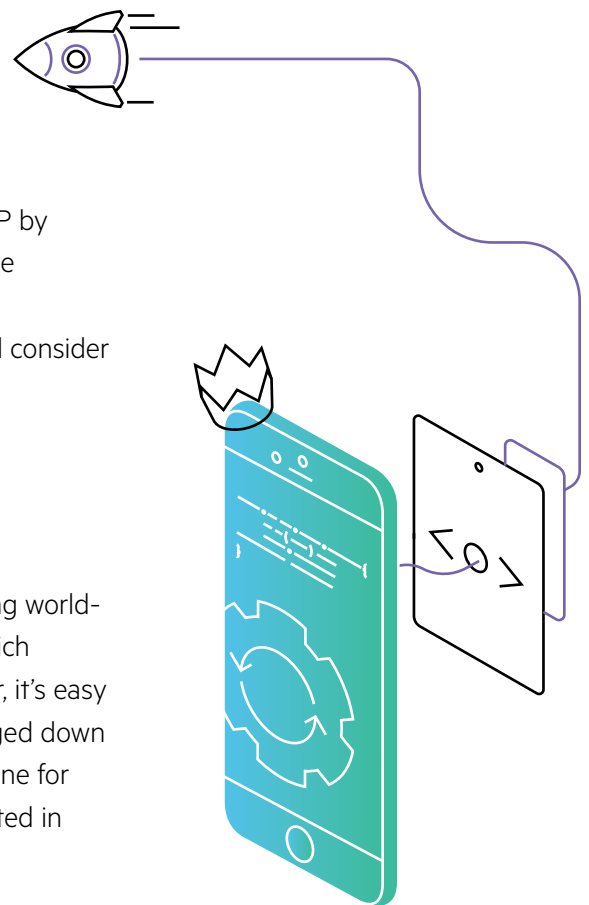
Don't Reinvent the Wheel

Mobile backend as a service (MBaaS) offers sophisticated capabilities that you can use right off the bat in your mobile apps to make them more robust, versatile and fast—no need to redevelop your own backend every time. MBaaS solutions have evolved to a point that they provide scalability, security and reliability for your mobile apps through highly optimized backend infrastructure.
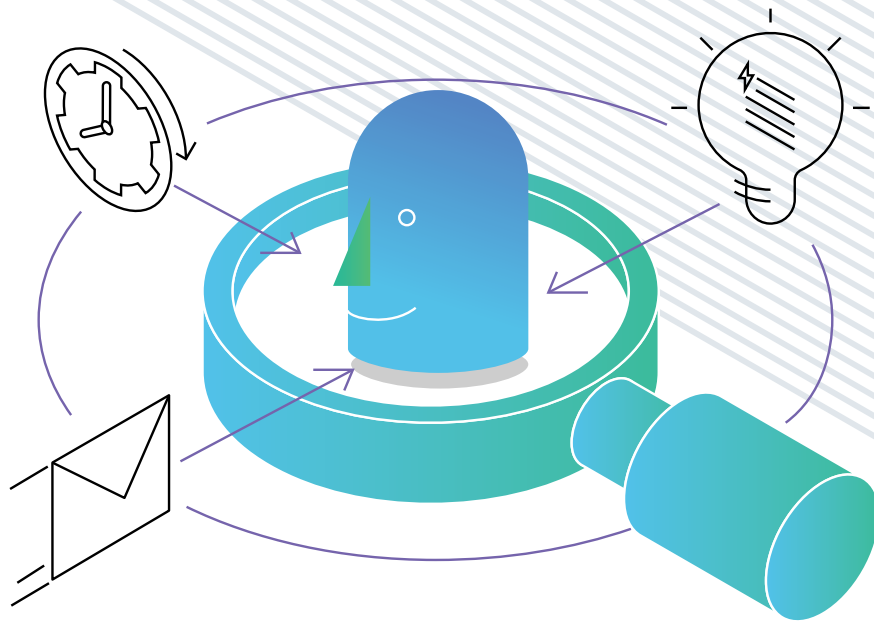
Why Telerik Platform MBaaS?

Recognized as a visionary in the 2016 Magic Quadrant for MADP by Gartner, Telerik® Platform by Progress offers best-in-class mobile backend services as part of its end-to-end mobile application development solution. Here are the key reasons why you should consider Telerik Platform MBaaS for your mobile needs:

1. **Focus on Building App Functionality, Fast**

As a developer, your time is precious. Your mission is building world-changing products, with your focus on developing feature-rich applications and delivering great user experiences. However, it's easy to lose track of those mission-critical activities and get bogged down coding all the low-level features/APIs that act as the backbone for your products. Time is money, and your time is better invested in "actual" development and reusing existing capabilities.

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2. Drive Retention and User Engagement

Customers should lie at the center of the developer's universe, and as such, you need to constantly be thinking of new ways to drive daily average users (DAU) or monthly average users (MAU).

One proven way of maintaining high usage rates and peak audience engagement is by sending timely notifications. Telerik Platform MBaaS provides push notifications, SMS notifications (via Twilio) and email notifications, so you have a wealth of options at your fingertips for driving user engagement. You can monetize your application with ease by sending your audience regular promotions and offers.

3. Unlock Connectivity and Scalability

Mobile apps collect and use a variety of data, and that data can be locked in an enterprise store or any other format—for example, NoSQL, MongoDB, Cassandra, SAP systems and Oracle. You can unlock that data, regardless of data source, and turn it into actionable insight with Telerik Platform MBaaS.

Telerik Platform uses our industry-leading Progress® DataDirect® drivers behind the scenes, enabling you to connect to even legacy data sources. Data access is vital to your analytics initiatives, so it's pivotal you unlock this piece of the puzzle to help you build better B2B (business to business) or B2E (business to employee) apps.

Users are central to a majority of applications, which is why creating and authenticating users is a task you need to get right. Telerik Platform MBaaS provides sophisticated authentication abilities for social media platforms and corporate user directory solutions, like Microsoft Active Directory.

In today's complex business world, you may need to execute some extra, context-sensitive business steps to maintain operational order. With Telerik Platform MBaaS, you can trigger custom business logic on specific events. For example, you could notify the manufacturing team within your company about a priority order, as soon as its placed, so that the delivery can be expedited.

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4. **Enable Better Experiences and Performance**

Mobile applications need to be robust enough to deal with unforeseen situations, such as bad data network coverage in remote areas or buildings. Telerik Platform MBaaS delivers data caching and offline synchronization to provide responsive and fluid user experiences, even when apps are offline. This supports a continuous user experience, even under adverse conditions.
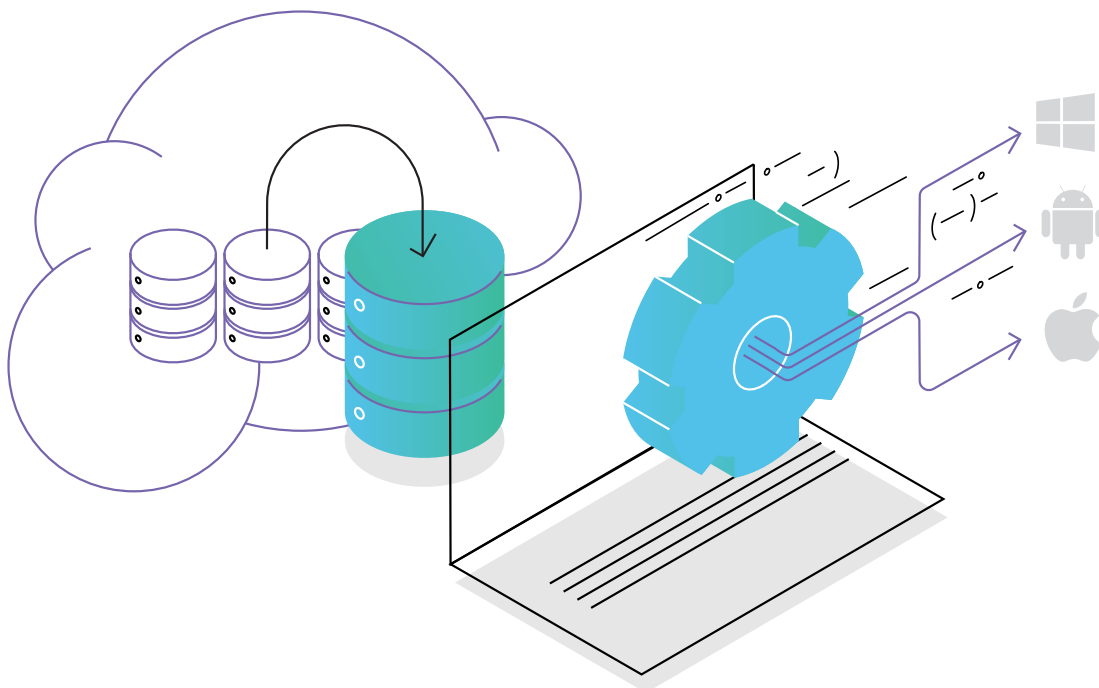
With new devices hitting the market annually, each with unique specifications and sizes, you need to ensure your app is delivering a consistent experience across the board. Apps must function quickly and correctly, regardless of the device's specifications. Telerik Platform MBaaS automatically scales images to maintain the usability your users expect, which is integral to crafting a great user experience.

It pays to make your mobile application as lightweight as possible and keep the key static assets used in your application stored in the cloud. Telerik Platform MBaaS

provides cloud storage so you can seamlessly store all your essential application assets, including images and files. This helps give your application a low profile and keep resources free.

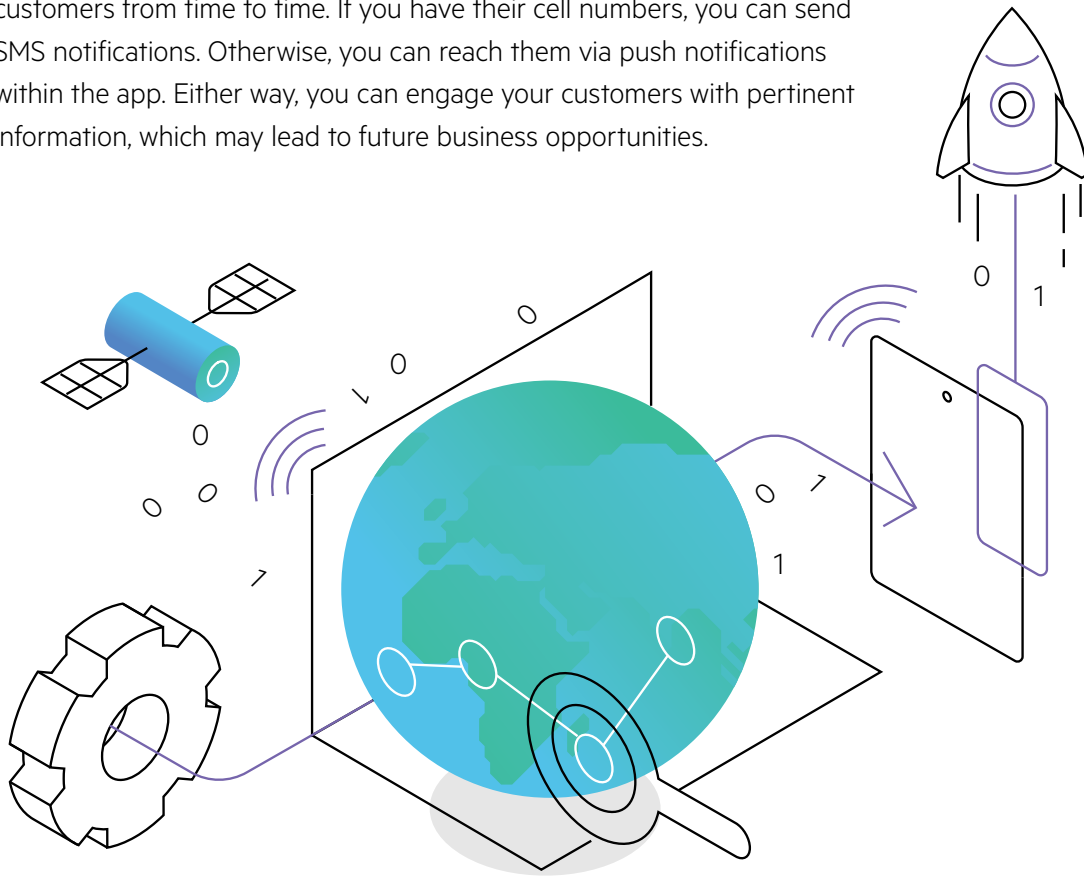**5.** **Maintain Full Control and Flexibility to Call APIs Directly via SDKs**

Telerik Platform MBaaS provides you with full flexibility to call specific functionality from your mobile application. For this, you can leverage the SDKs covering all the aforementioned functionalities on your respective technology. For hybrid, you can use the JavaScript SDK; for iOS, you can use the Objective C SDK; for Android, you can use the Java SDK and so on. This way, as a developer, you always stay in control.

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Use Cases of Telerik Platform MBaaS

Let's look at how Telerik Platform can be used in some hypothetical situations across various industries:

- Professional services: Imagine your workforce travels door-to-door collecting crucial information via forms. Data coverage may be suboptimal at some locations, but with data caching and offline synchronization, you can ensure seamless business operations without losing data.

- eCommerce: You can build an app with an exceptional user experience, complete with product catalog images on end devices for browsing, using both cloud storage and responsive image features. Shoppers enjoy responsive, well-designed applications, and this could translate to more sales.

- Flower boutique: Say you want to send special discounts to your mobile customers from time to time. If you have their cell numbers, you can send SMS notifications. Otherwise, you can reach them via push notifications within the app. Either way, you can engage your customers with pertinent information, which may lead to future business opportunities.

Conclusion

The industry-recognized MBaaS capabilities featured in Telerik Platform are scalable, secure and flexible, enabling you to create apps with better connectivity, user engagement and performance for a wide variety of use cases. By leveraging MBaaS, you can spend your important developer hours focusing on what matters most—building the world-class solution and user experience that your audience wants.

Take a Test Drive Today

If you are already using Telerik Platform, take advantage of our generous free tier of mobile backend services. Ready to take the next step and get more storage, bandwidth and push notifications? Then check out our other plans.

If you haven't tried Telerik Platform yet, get started today.

About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premises and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

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