

[bit.ly/cocoaheadsSwift](http://bit.ly/cocoaheadsSwift)



[bit.ly/cocoaheadsObjc](http://bit.ly/cocoaheadsObjc)

# What is Parse?

- backend provider
- available for every platform
- free... with limits
- bought by facebook

# Parse Core

- Databases in the cloud
- Different datatypes: Relations, String, Date, Geopoint, Array, File, ...
- Offline Caching



# Subclassing

```
class Meeting: PFObject, PFSubclassing {  
  
    @NSManaged var host: PFUser  
    @NSManaged var location: Location  
    @NSManaged var date: NSDate  
    @NSManaged var summary: String  
  
    override class func load() {  
        self.registerSubclass()  
    }  
  
    class func parseClassName() -> String! {  
        return "Meeting"  
    }  
}
```

# Subclassing

```
@implementation CHAMeeting

@dynamic host;
@dynamic location;
@dynamic date;
@dynamic summary;

+ (NSString *)parseClassName{
    return @"Meeting";
}

+ (void)load{
    [self registerSubclass];
}

@end
```

# Parse GeoPoints

```
PFGeoPoint.geoPointForCurrentLocationInBackground { (geopoint, error) -> Void in
    if (error == nil) {
        let query = Location.query()
        query.whereKey("location", nearGeoPoint: geopoint)
    }
}
```

```
let distance = String(format: "%.2f",
    meeting.location.distanceInKilometersTo(self.currentLocation))
```

# Parse GeoPoints

```
[PFGeoPoint geoPointForCurrentLocationInBackground:^(PFGeoPoint
*geoPoint, NSError *error) {
    PFQuery *query = [CHALocation query];
    [query whereKey:klocationLocationKey
nearGeoPoint:geoPoint];
    [query findObjectsInBackgroundWithBlock:^(NSArray *objects,
NSError *error) {

        }];
}];
```

```
PFGeoPoint *location;
PFGeoPoint *geopoint;
[location distanceInKilometersTo:geopoint];
```



# Parse Config

```
PFConfig.getConfigInBackgroundWithBlock {  
    (config: PFConfig!, error: NSError!) -> Void in  
        let number = config["winningNumber"] as Int  
        NSLog("Yay! The number is %@", number)  
}
```

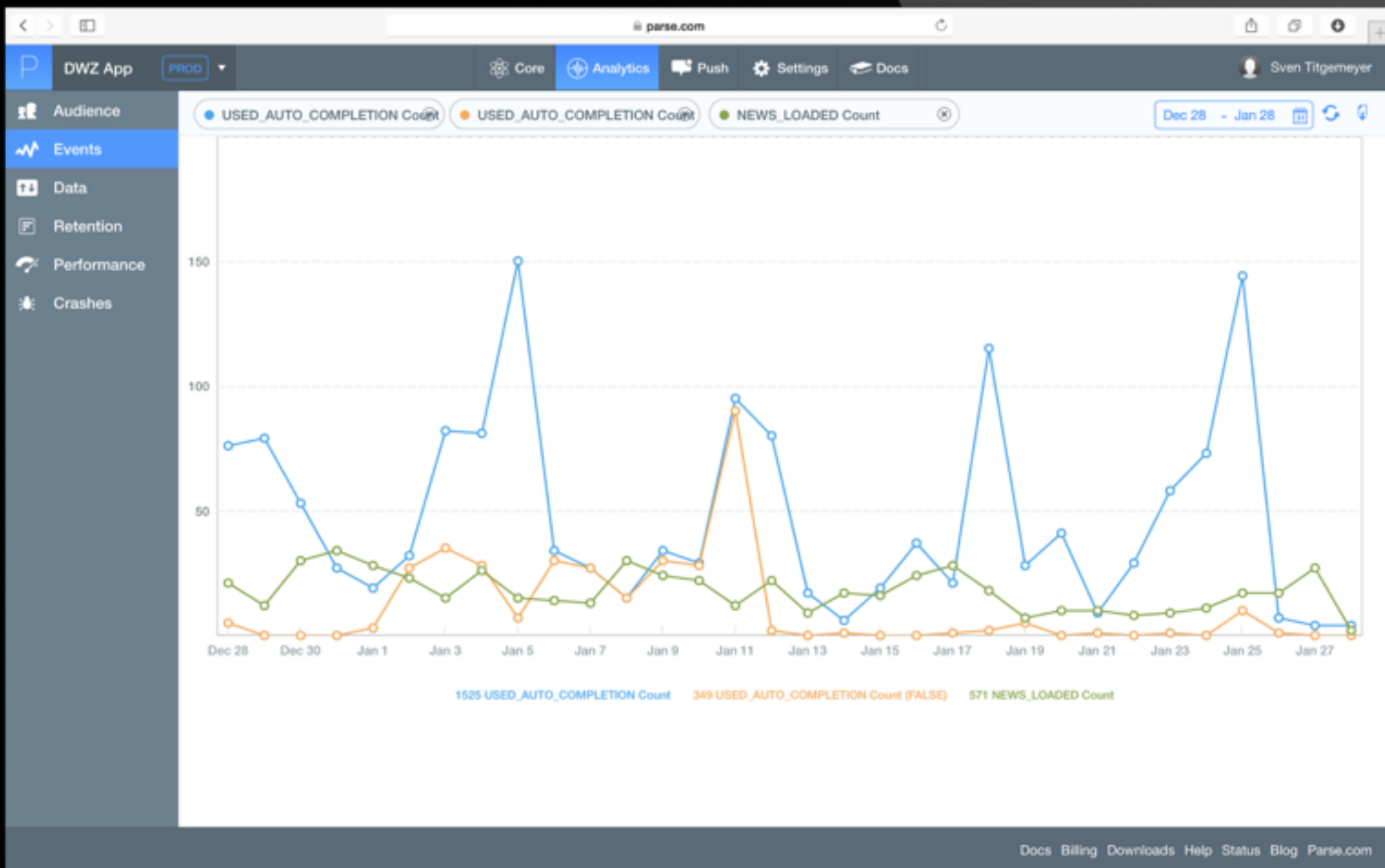
```
[PFConfig getConfigInBackgroundWithBlock:^(PFConfig *config, NSError *error)  
{  
    NSNumber *number = config[@"winningNumber"];  
    NSLog(@"Yay! The number is %@", [number stringValue]);  
}];
```

# Parse Push

- full push support
- A/B testing
- timezone support
- channels / advanced targeting
- scheduling

# Parse Analytics

- detailed analytics
- app starts
- api requests
- monthly active users



# Parse Users

- Login & SignUp very easy
- anonymous users
- ParseUI Integration

# Cloud Code

- Javascript Code
- a lot of possibilities
- running as daemon
  - beforeSave / afterSave
  - beforeDelete / afterDelete
- running as cronjob

# Cloud Code

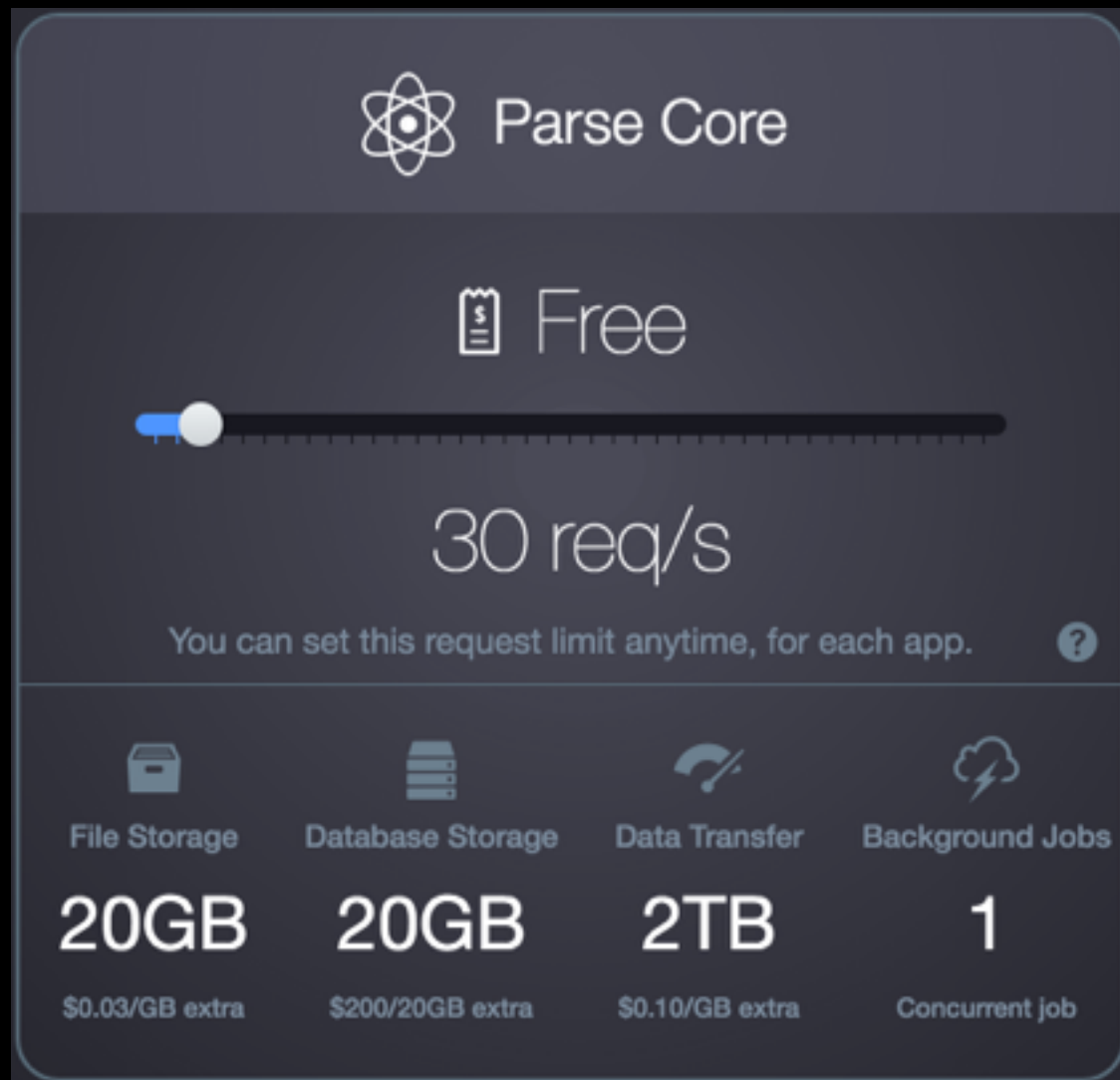
```
Parse.Cloud.job("deleteOldMeetings", function(request, status) {  
    Parse.Cloud.useMasterKey();  
  
    var Meeting = Parse.Object.extend("Meeting");  
    var query = new Parse.Query(Meeting);  
    query.lessThan("date", new Date());  
  
    query.find({  
        success: function(meeting) {  
            Parse.Object.destroyAll(meeting).then(function() {  
                status.success("Meetings cleared");  
            });  
        },  
        error: function(error) {  
            status.error("Error finding meeting " + error.code + ": " + error.message);  
        },  
    });  
});
```

# ParseUI

- additional Framework for iOS and... the other mobile OS
- easily show data from Parse Core in TableView
- account signup and login



# Pricing



Push

1 million unique recipients

+0.05\$ / 1000 recipients

Analytics

free

+100\$ / 10 req/s

Demo