



Engine Yard Solutions for Mobile

Mobile applications are one of the most rapidly growing solutions being deployed by the thousands of companies running production applications on top of the Engine Yard Platform as a Service (PaaS).

As device proliferation continues to increase, mobile developers are struggling to keep up with the wide range of clients they need to support. By using the Engine Yard PaaS for mobile development, developers are able to easily deploy client-side apps to a range of mobile devices - all while deploying a unified backend application that handles the majority of the application logic. And once you've deployed, Engine Yard makes it easy to scale and deliver rapid improvements without incurring large capital and operational expenses.

- ◆ **Get to market faster** by focusing on your app, not your infrastructure
- ◆ **Deliver rapid improvements** with ease through automated deployment machinery
- ◆ **Easily scale** as you grow your business and your users
- ◆ **Leverage** "off the shelf" Platform Services to easily extend your application
- ◆ **The support you need**, when you need it - from our expert customer services team

Get to Market Faster

Most companies developing mobile apps want them up and running yesterday! Using the Engine Yard PaaS empowers companies to focus on the actual application and not worry about the infrastructure supporting that app. Engine Yard takes care of the application environment so your developers can rapidly and easily build, deploy and maintain your mobile application.

Deliver Rapid Improvements

With Engine Yard, it's easy to continuously enhance your application. With support for PHP and Ruby on Rails, two of the most popular agile programming environments, you can rapidly innovate to deliver more value to your customers. Also, because Engine Yard takes care of managing the environment, your developers can focus more of their time on improving the application itself.

Elastic and Scalable

Successful mobile applications often experience incredible surges in usage. To support your business, the Engine Yard PaaS can elastically scale up and down as your mobile applications spike in usage. This elasticity makes it possible to deploy promotional and disposable applications that can be shut down or scaled back as needed.

If we managed our own servers, we'd have to take time and resources away from development to invest in dedicated infrastructure staff. With Engine Yard, we can focus on building new features for Z2Live gamers.



Engine Yard gives us the scalability, reliability, and performance we need to handle traffic spikes of 30x our normal traffic on our mobile ticketing website.





Expertise & Service

Real world experience with thousands of production customers enables Engine Yard to provide deep expertise and service if your developers have any questions or issues with the backend for your mobile application. Your organization can focus on developing mobile applications while having confidence that the backend environment is being maintained by experts – and if you have any questions or issues they are available to assist your team!

Key Enabling Technologies

- ◆ Complete application stack for mobile back-end including Operating System, Database, Load Balancer, and Application Server
- ◆ Integration with a wide range of third-party Platform Services
- ◆ RESTful backend simplifies deployment across multiple web and native clients including iOS, Android, JQuery Mobile, and more
- ◆ Lazy loading of application data from the cloud
- ◆ Supports multi-format (JSON, XML, etc) data interchange

Engine Yard Platform Services

The Engine Yard Platform Services program makes it easy to integrate a wide range of key mobile services into your application. You can even sign up for Engine Yard Platform Services with just a few clicks in the Engine Yard Dashboard. Selected services include:



Engine Yard service is amazing. Whenever you need help, it's not just one person that comes in - it's the whole team. This kind of support is unique and has made us a very loyal customer.



We experience traffic spikes of up to 300% on weekends and holidays when people are doing more shopping. We've had no downtime and have complete confidence that the instances we've built and deployed at Engine Yard are taken care of and monitored.

