

# mobile services

Windows Azure Mobile Services makes it fast and easy to build mobile apps that scale. With Mobile Services, you store data in the cloud, authenticate users, send push notifications, and add custom server-side code. Mobile Services fully supports native Windows Store, Windows Phone, Android, iOS, and HTML5 development. The core Mobile Services functionality is also exposed through a powerful and flexible REST API so that you can build connected cross-platform apps and reach every user on every device.

- Use apps, not just ads, to build your brand and engage your customers
- Extend your core service from the browser to devices
- Build employee facing apps that drive mobile productivity in the workforce

## SUPPORTED PLATFORMS

WINDOWS STORE .NET	WINDOWS STORE JAVASCRIPT	WINDOWS PHONE
iOS	ANDROID	HTML/JAVASCRIPT
PHONEGAP	XAMARIN	(ANY HTTP CLIENT)



### STORE YOUR DATA

Simple storage provisioning is one of the core tenets of Mobile Services. Each Mobile Services subscription has ready access to a free 20 MB SQL database, which makes it easy to store relational data. Set individual permissions on insert, read, update, and delete operations for each table. Server-side code gives you the option of connecting to additional data stores—in Windows Azure, from 3rd parties, and on-premises.



### AUTHENTICATE YOUR USERS

Mobile Services eliminates the need to write, configure, and test custom authentication systems. Register your application with Facebook, Twitter, Microsoft, or Google and then safely store your credentials in your Mobile Service. After your users log in, Mobile Services will verify their credentials on the server. Want to keep things "in-house"? Use server-side extensibility to integrate with Windows Azure Active Directory or your own custom identity system. No matter which authentication route you choose, you can restrict and manage access to all your Mobile Services resources.



### PUSH NOTIFICATIONS TO EVERY DEVICE, EVERY USER

Mobile Services integrates with each platform's push notification systems—MPNS for Windows Phone, WNS for Windows Store, GCM for Android, and APNS for iOS. To send push notifications, just upload your credentials, code `push.apns.send`, and then specify the device token and payload. Mobile Services integrates with Notification Hubs to provide the ability to broadcast push notifications to millions of devices.



### CONNECTED SERVICES

Server-side code allows you to enhance your data operations with custom logic. You can also send push notifications, SMS, and email or connect to other Windows Azure services and utilize add-ons from the Windows Azure Store.



Any 3rd party service with an exposed API can also easily integrate with your Mobile Services powered application. That means services from companies like New Relic, Pusher, SendGrid, and Twilio work seamlessly with your app.

You can connect your mobile app to on-premises systems by using Service Bus Relay with Mobile Services.



### RUN CODE ON DEMAND

Mobile Services allows you to run your server-side code when you want to—whether that's once or on a fixed schedule. This allows you to periodically purge old or duplicate data from tables, process and resize user submitted images, as well as query aggregate data from an external web service.

Not only can you run your code when you want to, you can expose that code to external services making REST calls.



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