mobile services

Microsoft Azure

Microsoft Azure Mobile Services makes it fast and easy to build mobile apps that scale. With a Mobile Services .NET or Node.js backend, you can 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.

→ Build employee facing apps that drive mobile productivity in the workforce

→ Bring your core service service from the browser to mobile devices

→ Use apps, not just ads, to build your brand and engage your customers

SUPPORTED PLATFORMS

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

WINDOWS

ANDROID

iOS
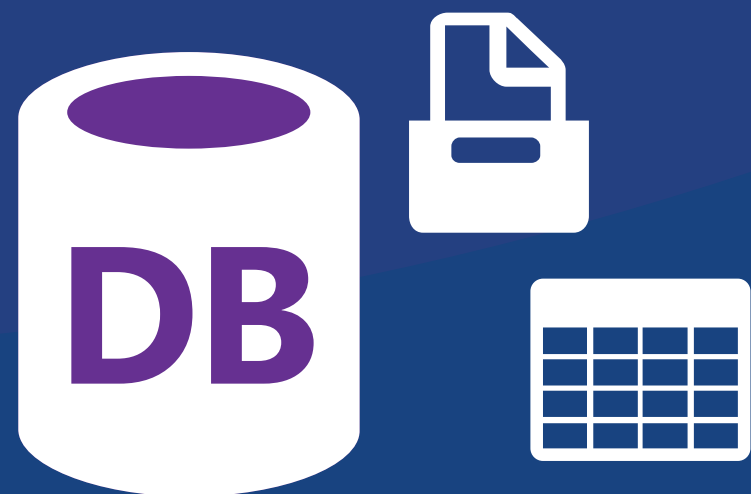
STORE YOUR DATA

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 Microsoft Azure, from 3rd parties, and on-premises.

AUTHENTICATE YOUR USERS

- ACTIVE DIRECTORY
- FACEBOOK
- GOOGLE
- TWITTER
- MICROSOFT ACCOUNT

Mobile Services eliminates the need to write, configure, and test custom authentication systems for many third party providers. Register your application with Azure Active Directory, 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 roll a 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

- ✓ APNS FOR iOS
- ✓ GCM FOR ANDROID
- ✓ MPNS FOR WINDOWS PHONE
- ✓ WNS FOR WINDOWS STORE

Mobile Services uses Azure Notification Hubs to integrate 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, register your devices, choose segments to reach, and then specify the payload.

The Mobile Services integration with Notification Hubs supplies rich targeting, segmentation and localization capabilities in addition to the ability to broadcast to millions in minutes.

CONNECTED SERVICES

RELAY   HDINSIGHT   WEB SITES   STORAGE

WINDOWS AZURE

ON-PREMISES

ACTIVE DIRECTORY

THIRD PARTY

twilio   SendGrid
PUSHER POWERING REALTIME   New Relic.

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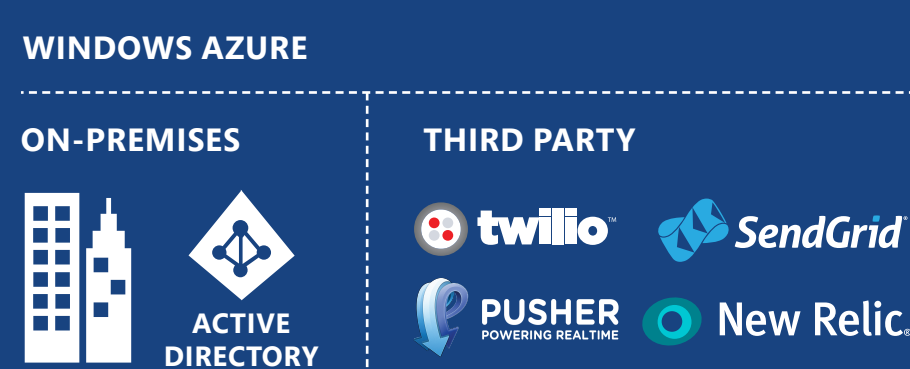
Any 3rd-party service with an exposed API can also easily integrate with your Mobile Services powered application. That means services from companies like New Relic, Pusher, SendGrid, and Twilio work seamlessly with your app.

You can connect your mobile app to on-premises systems by using Hybrid Connections or 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.

Like it? Get it.

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