

## The Distance Offers Parse Server Hosting After Shutdown

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The Distance, a UK-based iOS and Android app development company, have announced they will offer support for app developers affected by the Facebook Parse shutdown. Parse is a cloud based BaaS designed to enable developers to manage data, track analytics and PUSH messages to their web and mobile apps. The company has devised a new service offering (ParseHosting). The platform will enable them to migrate the majority of the backend services originally hosted by Parse to their own infrastructure.

York, United Kingdom - The Distance, a UK based iOS and Android App Development company have devised a new service offering (ParseHosting) to meet the needs of the thousands of app developers effected by the recent announcement that Facebook is shutting down its Parse service.

Parse is a cloud based BaaS (Backend as a Service) designed to enable developers to manage data, track analytics and PUSH messages to their web and mobile apps. With a solid foundation and accessible pricing model, it became ubiquitous in the developer community and is currently used by thousands of developers to power over half a million apps around the globe.

Parse was bought by Facebook in 2013 for \$85 million so they could continue their support for app developers, however this commitment was short lived. On January 29th 2016, Facebook announced it was winding down the Parse service (over a twelve month period) to "focus [our] resources elsewhere," a spokesman for Facebook stated. "Moving forward we want to dedicate more resources to high-impact products and services." This has come as a huge shock to the developer community, and has prompted huge backlash and concern across the industry.

In order to continue to support their existing clients using Parse services, The Distance have announced that they will be offering a hosted environment for Parse Server - Facebook's open source version of their platform. The platform will enable them to migrate the majority of the backend services originally hosted by Parse to their own infrastructure.

The open source Parse Server, however, is not feature complete. It lacks a number of the key pieces of functionality developers rely upon, e.g. a Content Management System (CMS), Analytics and PUSH notifications. Therefore The Distance have made a promise to build out the open source product with their own additional services, providing a fully featured infrastructure for their projects.

In order to support the community The Distance are pleased to announce ParseHosting a cloud environment built for existing Parse users to support their migration from the Facebook service to an alternative infrastructure. With three different service offerings The Distance are confident that their Parse Hosting services will be able to meet the requirements of all app projects:

- \* Self - The Distance will help existing Parse users migrate to a Parse Server instance of their choosing, allowing them full control of their app infrastructure.
- \* Pure - The Distance will offer unaltered but fully maintained hosting of Parse Server for those who are looking for ongoing managed support.
- \* Extra - Building on The Distances expertise, a more complete product offering, providing a number of extra features that will be lost in the migration to the open source equivalent.

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The ParseHosting proposition is in the process of being defined and The Distance recommend anyone interested in the service visit the ParseHosting website and sign up for the newsletter, or follow them on Twitter via @ParseHosting or @TheDistanceHQ.

The Distance | App Developers UK:  
<https://thedistance.co.uk>

ParseHosting:  
<http://parsehosting.net>

PocketSEO:  
<http://pocketseo.io>

Started in 2009 at the very beginning of the smartphone age, The Distance is a focused app company who provide iOS and Android software development services. Working with businesses from small startups to global enterprises they are well versed in all aspects of app development. Over the years The Distance is proud to have worked with Virgin East Coast, NHS, Astra Zeneca, Slimming World, SafeStyle UK, and Brother. All Material and Software (C) 2016 The Distance. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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