

Baqend

[HIGH-PERFORMANCE
BACKEND-AS-A-SERVICE]

BEING FAST IS BEING MORE SUCCESSFUL

A website with a daily revenue of 100.000 USD will lose 2.6 million USD of yearly revenue for every second of loading. Any improvements in load time significantly boost visits, time on site, conversions, revenue and traffic.

AT A GLANCE

We at Baqend help developers and software companies build data-driven websites and mobile apps with **higher productivity** while at the same time guaranteeing unprecedented performance in terms of **response times** and **scalability**. To this end, our Backend-as-a-Service platform provides ready-to-use APIs for common **backend features**, including data and file storage, user authentication, push notifications and real-time queries. The performance boost comes out-of-the-box as Baqend leverages seminal technology from database and web performance research in all its APIs.



Data
Storage



Real-
Time



Query,
Search



Push
Notif.



Users,
OAuth



File
Storage



Access
Control

KEY FEATURES

Higher Productivity at Lower Costs

Ready-to-use components and automated hosting enable a short time-to-market and substantial cost savings. Developers can concentrate on user experience and product innovation.

Performance & Scalability

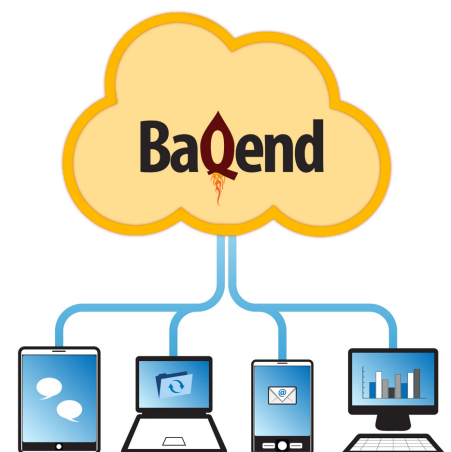
Imperceptible load times come out-of-the-box and greatly increase user satisfaction. Elastic scalability right from the start enables your application to grow with your customer base.

Available and Always Up-to-date

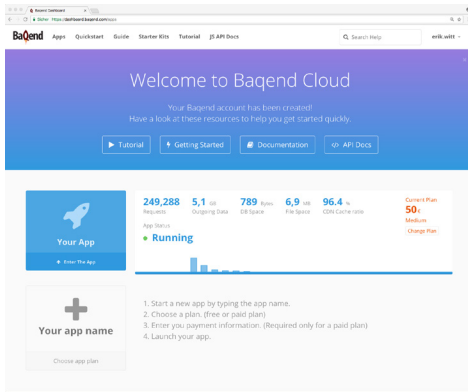
The Baqend cloud platform keeps pace with the evolution of web technologies and guarantees availability without service downtimes.

Data Privacy and Security

Our authentication and data protection uses state-of-the-art encryption algorithms and data access that can easily be controlled via ACLs. All Baqend cloud servers are hosted in Frankfurt and comply to German privacy legislation.



**Baqend is a cloud-backend to
develop and run your
websites and mobile apps
making them load fast and
reducing development effort.**



Baqend Cloud Dashboard: Control Data, Users, etc.

GETTING STARTED

1. Launch a free Baqend Cloud instance: dashboard.baqend.com/register
2. Follow the Quickstart Guide: baqend.com/guide/gettingstarted/
3. Build your own awesome website.

CONTACT US

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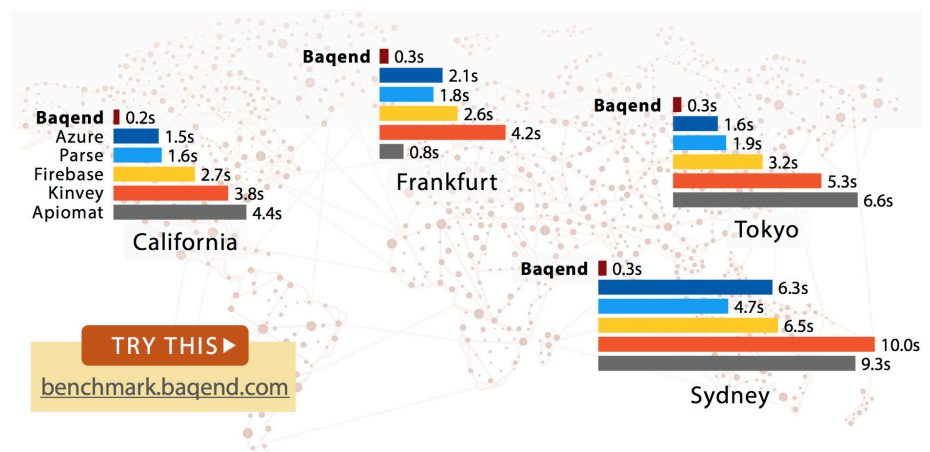
THE VALUE OF FAST PAGE LOADS

Page load times have an immense impact on user behaviour and business metrics.

- **Amazon** found that already 100 milliseconds lost during page load reduce revenue by 1%.
- The **Aberdeen Group** found that if a website takes 1 second longer to load, conversions will decrease by 7%, visits by 11% and user satisfaction by 16%.

End users are usually only subconsciously aware of this effect: In A/B tests, **Google** compared user behaviour for displaying 10 versus 30 search results. Even though users said they preferred 30 search results, traffic **dropped by 20%** in this group. The decrease was caused by a 500 millisecond slower page load that spread latent dissatisfaction and high bounce rates. And not only users are affected by speed, today's search engines include load time as a primary factor of **ranking**.

HOW YOU CAN BENEFIT



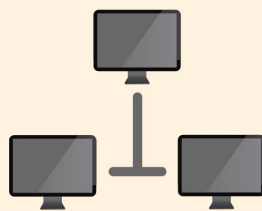
To visualize the benefit of Baqend's high-performance service we implemented a simple news application on different Backend-as-a-Service providers. As shown in the world map above, Baqend helps you to consequently achieve **global load times below one second**.



>250%

Faster Loads

Automatic Scaling



Faster Development

#1

Faster websites and apps make users happier and more productive.

#2

Database and application logic are auto-scaled by Baqend.

#3

Through JSON API, Live-Queries, Push, User & ACLs, OAuth, Backend Code, Search, ...