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**

<table>
<thead>
<tr>
<th>Supported Platforms</th>
<th>Windows Store</th>
<th>Windows Store JavaScript</th>
<th>Windows Phone</th>
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<tr>
<td>iOS</td>
<td>ALP</td>
<td>XAMARIN</td>
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<tr>
<td>Windows Phone</td>
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<td>Android</td>
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<td>HTML/JavaScript</td>
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**STORE YOUR DATA**

- Mobile Services allows you to store the data you need on the cloud.
- Each Mobile Service includes a free 20 MB SQL database for storing your data.
- You can set permissions for insert, read, update, and delete operations.

**AUTHENTICATE YOUR USERS**

- Mobile Services allows you to authenticate users and customize your authentication systems:
  - Register your app with Facebook, Twitter, Microsoft, or Google and securely store credentials.
  - 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.

**PUSH NOTIFICATIONS TO EVERY DEVICE, EVERY USER**

- Mobile Services integrates with each platform’s push notification system (MPNS for Windows Phone, WNS for Windows Store, GCM for Android, and APNS for iOS) to send push notifications.
- To send push notifications to all users, you can use the Notification Hubs service.

**CONNECTED SERVICES**

- Mobile Services integrates with Notification Hubs to provide the ability to broadcast push notifications to millions of devices.
- 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 need it—whether that’s once or on a fixed schedule.
- This allows you to periodically purge old or duplicate data, process and resize user-submitted images, and query aggregate data from an external web service.
- Not only can you run your code when you need it, you can also expose that code to external services making REST calls.

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