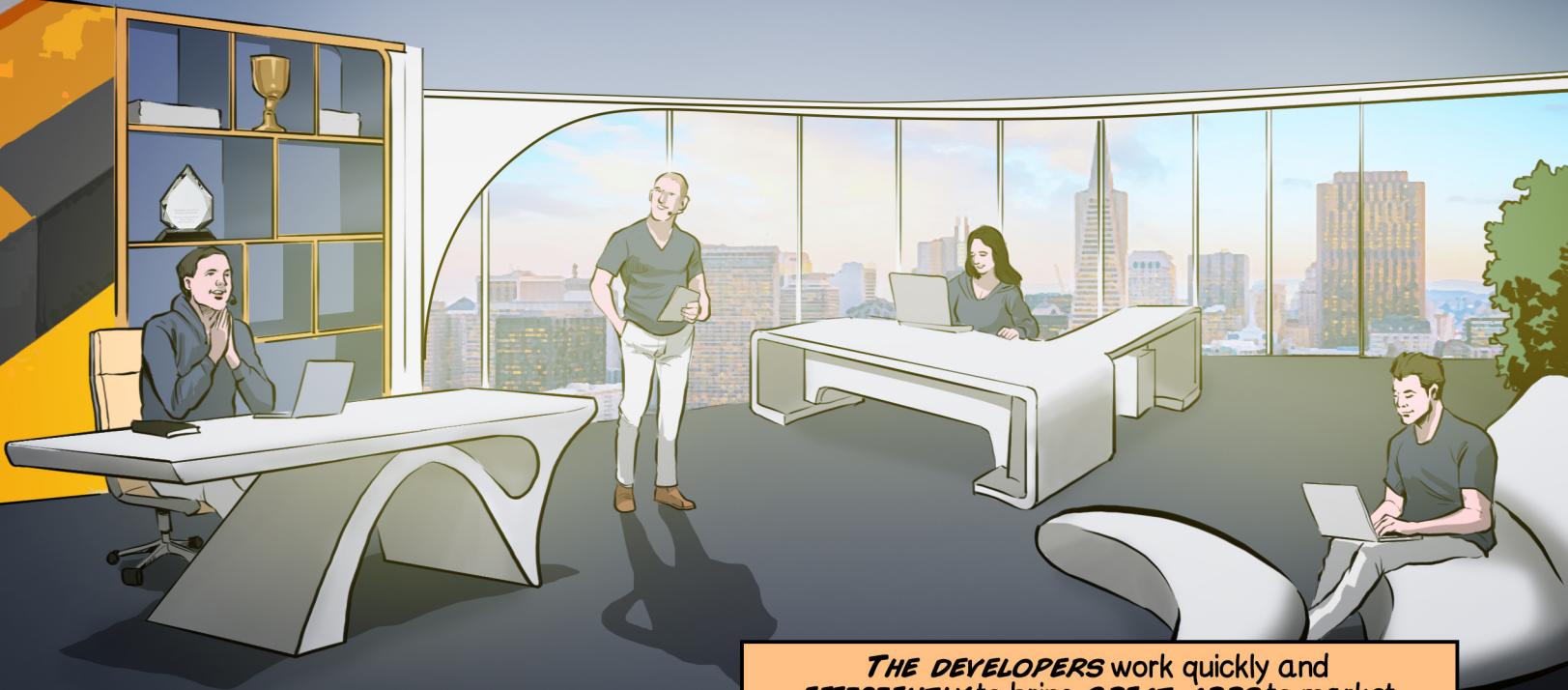


How to *Become* A Superhero with **PubNub!**



Our story starts in **SAN FRANCISCO...THE TECH** capital of **THE WORLD!**



THE DEVELOPERS work quickly and **EFFICIENTLY** to bring **GREAT APPS** to market, for users all over **THE WORLD** to **ENJOY!**

UNFORTUNATELY not every **TEAM** is having such **SUCCESS** with their **APP!**

HEY guys... our **APP** is doing really **POORLY**....

I HEARD a rumor about a team who used **ALIEN TECHNOLOGY** from another **MULTIVERSE**....

AH THE SECRET is out...

ALIEN TECHNOLOGY! Little does she **KNOW**, she doesn't have to go **THAT** far for **SUCCESS!**

AH YEP.... that was us, **KINDA**...

WHAT! It was you **GUYS?!**

Were aliens **INVOLVED?!**

TAKE a seat and **WE'LL** tell you what really **HAPPENED**...

It hadn't **ALWAYS** been this **WAY** though, because whenever **THE DEV TEAM** tried to **ADD** new **FEATURES** to their app..

2 YEARS earlier...

Every time **THE DEVELOPERS** ran into a **PROBLEM** they had no **SUPPORT**....

LACK OF SUPPORT



So this had slowed **DOWN** their progress **BIG TIME!**

SECURITY AND COMPLIANCE



Making **SURE** their **APP** stayed in **COMPLIANCE** with **REGULATIONS** was getting harder and **HARDER**...

Also, **THE PROJECT** kept changing and more **FEATURES** were **REQUESTED**...

FLEXIBILITY



But **THE APP** wasn't **FLEXIBLE** enough to **ACCOMMODATE** them...

And as **SOON** as **TRAFFIC** spiked **MASSIVELY**...

SCALABILITY



THE APP kept **CRASHING** as the infrastructure couldn't **TAKE IT**...

As a **RESULT** of all these **PROBLEMS**, the app wasn't **RELIABLE**...

RELIABILITY



AND it lagged so **TERRIBLY** that people stopped **USING** it...

Later that **DAY**...

SO many bad **REVIEWS!**

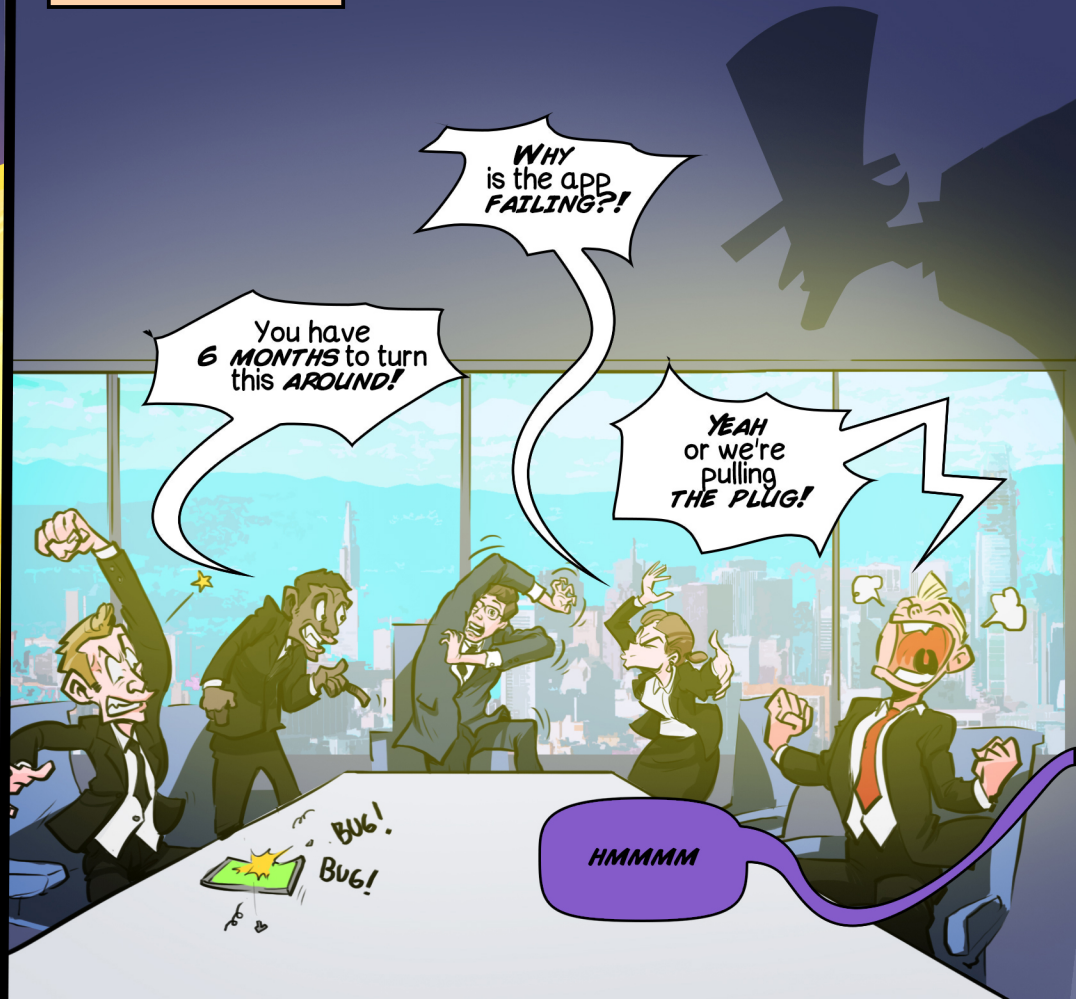
but we tried **EVERYTHING!**

NEEDS INTERACTIVITY
WORST APPEVER!

BORING!

CAN'T EVEN SEE WHO'S ONLINE!

I CAN'T EVEN CHAT WITH FRIENDS!



You have **6 MONTHS** to turn this **AROUND!**

WHY is the app **FAILING?!**

YEAH or we're pulling **THE PLUG!**

HMMMM

THE TEAM had to find a **SOLUTION** and **FAST!**

so **WE** have **6 MONTHS** guys... how can **WE** turn this **AROUND...**?

THE OBVIOUS answer is to add in more real-time **FUNCTIONALITY** like in-app chat, but adding it in **OURSELVES** will take **FOREVER...**

sigh

OK let's reconvene in **48 HOURS**, see what we can **DISCOVER...**

HAVE you heard of.....?

OH you need

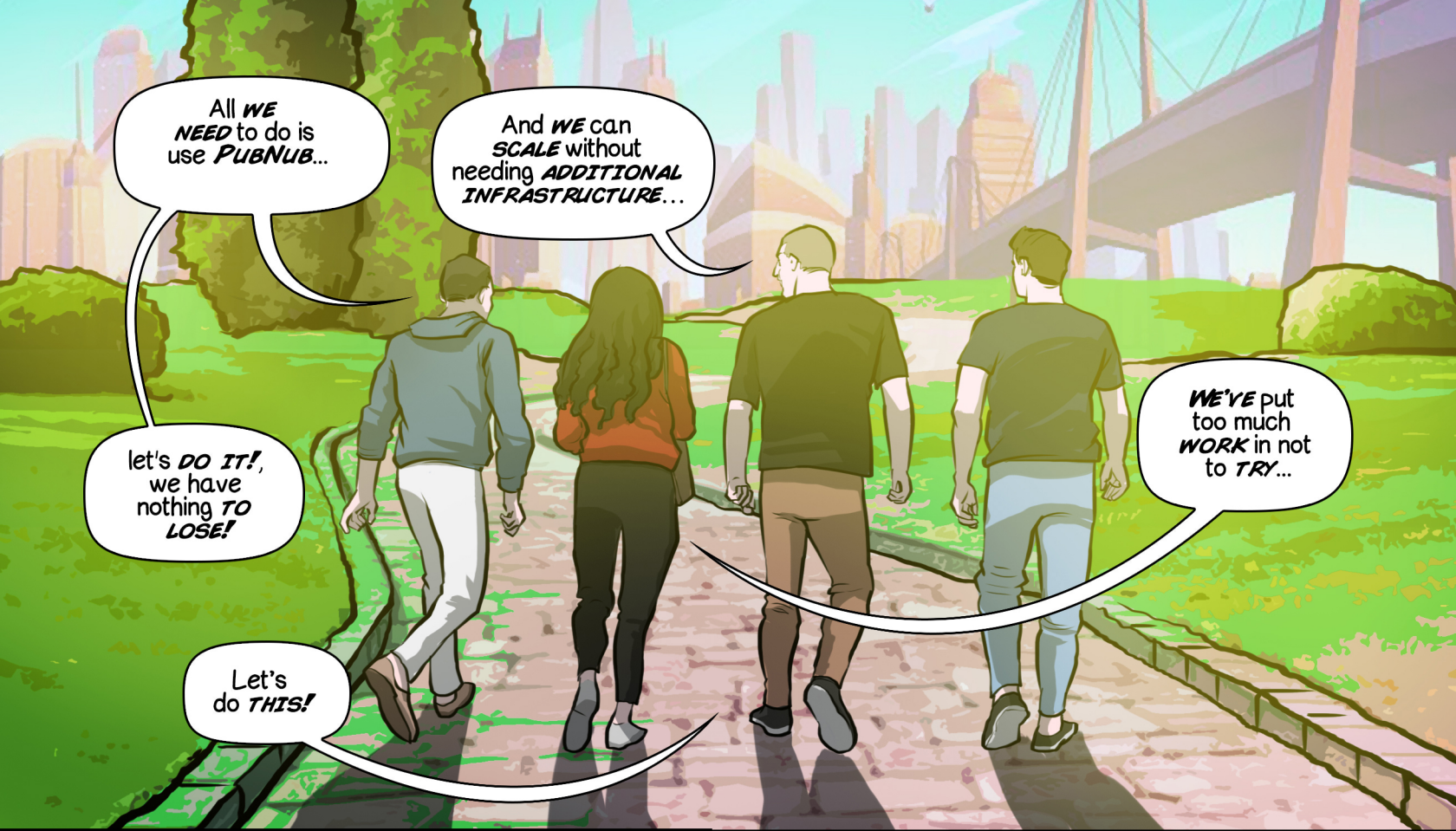
..... Is **THE ANSWER**

It didn't **TAKE LONG** for **THE TEAM** to find a **POSSIBLE** solution...

I'm not **SURE** what you guys **CAME UP** with, but everyone is suggesting **PUBNUB...**

But how do **WE** know this will **WORK?**

WE don't, we just **NEED** to trust other **TEAMS...**



All *WE* NEED to do is use *PUBNUB*...

And *WE* can *SCALE* without needing *ADDITIONAL INFRASTRUCTURE*...

let's *DO IT!*, we have nothing *TO LOSE!*

WE'VE put too much *WORK* in not to *TRY*...

Let's do *THIS!*

As *SOON* as *THEY* began using *PUBNUB*, they *STARTED* seeing *THE BENEFITS*...

Wow! Tutorials and *24/7 SUPPORT* make everything so quick and *EASY!*



SOLUTION 1
**24/7
SUPPORT**

PUBNUB minimizes *SECURITY* risk with production-grade security and end-to-end *ENCRYPTION*, keeping *DEV TEAMS* ahead of *EVOLVING SECURITY* and *COMMUNICATION PROTOCOLS*...



SOLUTION 2
**SECURITY AND
COMPLIANCE**

As a **PLATFORM SOLUTION DEVELOPERS** use to add **REAL-TIME FEATURES** to apps, teams benefit from **THE FLEXIBILITY** to easily add functionality in **THE FUTURE**...

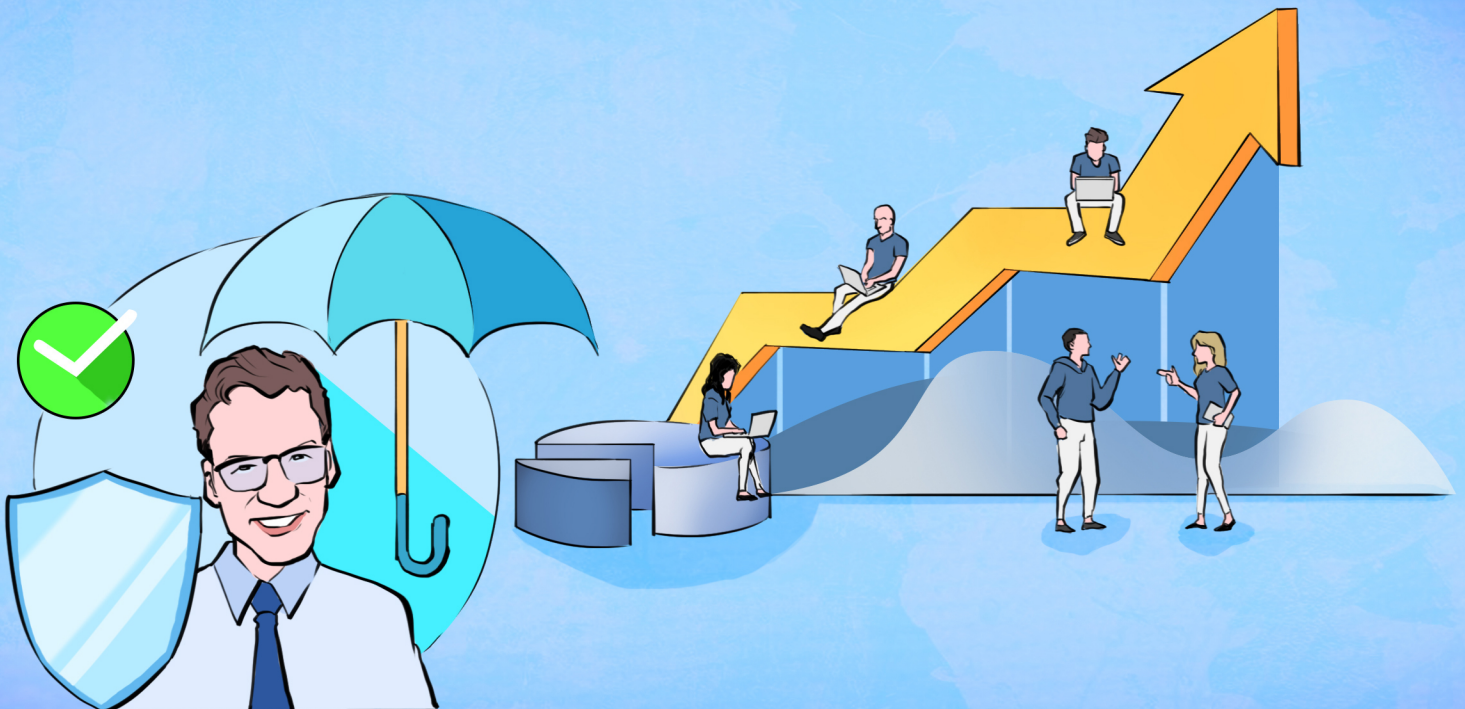


DEVELOPERS can **SCALE** and **GROW** their app without **SPIRALING COSTS**...

EXPONENTIAL cost increases are a thing of **THE PAST** now that we have unlimited **CONCURRENCY!**



With **LOW LATENCY** and **99.999%** uptime, **PUBNUB** users can trust in and rely on a **TRUE REAL-TIME** digital experience that leads to **AUTHENTIC** and **ENGAGING INTERACTIONS** for their users.



3 MONTHS later...



Has *THE DEV* team *SUCCEEDED*? Did they save their *APP*?

They sure *HAD!*

GREAT NEWS...
downloads and
USAGE rates
have exceeded our
PREDICTIONS!

OUR app
is **#3** in
THE CHARTS!

Thank you
PUBNUB!

WOOHOO!

PHEW!!

Ahead of schedule **THE CEO** called
a meeting with **THE BOARD OF DIRECTORS...**

I CAN'T
wait to **SHARE**
my good
NEWS!

They delivered
EARLY!....
This can only
mean **ONE THING**,
I've **FAILED!!!!**

Not **EVERYONE** was **HAPPY...**

Our **DEVELOPERS**
did a great job implementing
IN-APP CHAT and now
it seems like everyone
is **DOWNLOADING** and
using **THE APP!**

EXCELLENT!

GAHHH!
I'm not having
THAT!!

And **CAPTAIN**
SCOPE CREEP
revealed
HIMSELF!!
Every Developer's
NIGHTMARE!

OH NO!
CAPTAIN
Scope
CREEP!!!

SINCE they
delivered early,
then **SURELY** they can add
more **FEATURES**
like **GEOLOCATION** and
leaderboards without
breaking a **SWEAT!!!**

ABSOLUTELY!

THE NEXT day...

HIYA TEAM!

Great news... The Board just **LOVES** that you got **THE IN-APP CHAT UP** and running so quickly, it made such a **DIFFERENCE!** The app is a huge **SUCCESS!!**

AWESOME! Thanks for **THE UPDATE!**

Now **WATCH** them squirm... **HEHE!**

UMM... they love it so much that...umm...they're asking that you add **GEOLOCATION** and a leaderboard by the end of **THE MONTH...** so the app can win the top prize at **THE APP-SOLUTE GENIUS AWARDS....**

And if we **WIN**, then we can keep it up and **RUNNING!**

Are **YOU** now saying that they've **CHANGED** the rules and we have to add **THESE** other features in order to keep **THE APP GOING?!!**

YES! And because you did great work and added **THE IN-APP** chat feature so quickly, they **FIGURED** what're a couple more **THINGS...?**

DONT worry... **WE'LL** handle it...

OMG!

Let the games **BEGIN!** **MWAHAHAHA!**

A few **WEEKS** later...

Let's **TEST IT!**

I CAN'T wait to see how it **WORKS!**

We're **ALMOST** out of **TIME...**

WAIT! The deal was that if we implemented **THE IN-APP** chat feature by **THE DEADLINE**, then the app was **SAFE!!!** We were **EARLY!!!**

TEEHEE!

It's **NOT** looking good for **THEM!** **HA!**

DEADLINE day...

So...UMM... about those **NEW FEATURES** you wanted added to **THE APP**...

Yes...?

You're **FINISHED!!!!** The app is **DOOMED!!!!** Captain Scope Creep wins **AGAIN!**

It wasn't looking **GOOD!** **THE DEV TEAM** was nowhere to be **SEEN...**

When **SUDDENLY**...

You didn't think we'd miss **THE DEADLINE** did you?

I knew **THE TEAM** wouldn't let me **DOWN!**

Who are these **PEOPLE?!**

It's **THEM!** **NOOOOOOOO!**

Not too **LONG AGO**, **CAPTAIN SCOPE CREEP** would've really **SLOWED** us down...

Did you **TRY** and sabotage **THIS?!**

who **ME?** **NEVER!**

But luckily we used **PUBNUB**, so your **ADDITIONAL FEATURE** requests took **WEEKS** and **NOT MONTHS!**

I TOLD you we would **DO IT!**

We **PREVAILED!**

EVERYONE... open your app store... and look at who is in **THE #1 SPOT** with **10,000 5-star REVIEWS!!** Everyone **LOVES IT!**

Good effort **TRYING** to make us fail, **SCOPE CREEP!**

It can't **BE!** I never **LOSE!** I'll never **STOP** trying... **I PROMISE!**

The following *MONTH*...

And *THE WINNER* of app of *THE YEAR* is....

APP-SOLUTE GENIUS AWARDS

This award is *DEDICATED* to developers all over *THE UNIVERSE*, who build *APPS* that *CHANGE* lives and transform *BUSINESSES*...

WE want you to know *THERE'S* a tool out there to make your *LIVES* easier... to turn you into the real-life *SUPERHEROES* that you *ARE!*

WOOHOOO!

WOOHOOO!

WOOHOOO!

Back to *TODAY*...

Wow...first off... where did this whole "*ALIEN TECHNOLOGY*" thing come *FROM?* And *MULTI-VERSE??*

But I'm *RELIEVED* to hear that the answer to getting more *PEOPLE* to *DOWNLOAD* and use our app is within *OUR GRASP!* *WE* almost used a different company but they couldn't handle our needs *VERY ABLY*...

WHY am I not *SURPRISED*...

I'll sign up for a free *PUBNUB* account and take it for a *TEST DRIVE*.

THANKS for the info, *TEAM!*

ANYTIME!

Making your app come alive with real-time experiences!



PN

PubNub.com