Buddy Announces Leading BaaS Support for Windows Phone 8

*Developers now have a single backend cloud solution for their connected apps
on mobile, tablet & desktop Microsoft devices.*

SEATTLE, WA – October 30th, 2012 – The Buddy Platform (http://buddy.com) announced today its broad backend as a service (BaaS) support for Microsoft's new Windows Phone 8 operating system. Leveraging features found only in Microsoft's new mobile operating system, Buddy's SDK enables developers to efficiently build signature Windows Phone 8 applications without writing any server side code.

Buddy has experienced tremendous growth with over 10,000 developers and publishers building applications and leveraging the rich data and analytics that the Platform provides. This momentum, combined with Buddy's native SDK support for Windows 8, provides developers and publishers with one source for app backend technology for all Microsoft operating systems and platforms.

"We want developers to benefit from the cloud-enabled features in Windows Phone 8," said Buddy CEO, David McLauchlan. "By using the Buddy Platform as their mobile backend, developers can implement features like Live Tile notifications with one set of API calls across both Windows 8 and Windows Phone 8."

As mobile operating systems become more cloud-connected, and publishers push for more beautiful and intuitive mobile app experiences, developers are finding themselves torn between building a feature-laden, scalable backend and focusing their time on mobile client UX. Using the Buddy Platform, developers can focus on their mobile app UI/UX rather than spending time writing server-side code or managing the collection of analytics data from their app.

"Cloud based services are essential for developers looking to expand app capabilities", said JC Cimetiere, director for Windows Phone Partner & Developer programs at Microsoft, "Buddy's offering helps developers build connected apps dramatically faster, and seamlessly share backend services across platforms."

While Buddy was the first backend as a service ("BaaS") to provide a native SDK for Windows Phone and Windows 8, starting today these SDK releases will be distributed via NuGet, ensuring developers always have the latest and most up to date release.

Developers can learn more, create an account and start developing at http://buddy.com. Developer accounts are free, and include 500,000 API calls per month before any payment is required.

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About Buddy Platform, Inc.
Buddy Platform, Inc. is a Kirkland, Wash. based company that provides developers a fully hosted and managed toolset of web services to power the cloud-connected pieces of their apps on all operating systems including iOS, Windows Phone, Android, SmartTV, Facebook, HTML5, Windows 8 and other connected device platforms. Developers build their apps using Buddy's APIs that support such scenarios as user accounts, friends & group lists, messaging & chat, geo-location services, photo albums, metadata, gaming, push notifications and crash reporting.

Buddy's high fidelity analytics for publishers of connected apps are powered by the "Buddy Platform". When publishers have their apps built on the Buddy Platform, they can access high fidelity, contextual analytics providing unprecedented data on the performance, usage and ROI of their applications. More information is available at http://www.buddy.com and follow Buddy on Twitter @BuddyPlatform.

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