Flurry Acquires Trestle App And Launches Flurry AppCloud

New Service For App Developers Hosts Back-End Services On Flurry Platform, Scalable to Millions Of Daily Active Users per App

San Francisco, CA – Wednesday, July 25, 2012 – Flurry, the leading mobile app measurement and advertising platform, today announced the acquisition of TrestleApp, a Seattle-based mobile startup. TrestleApp provides app developers a robust cloud services solution to host their application backend saving development resources and expensive investments in backend infrastructure. Completing the acquisition in May, Flurry has worked for the last two months to integrate the Trestle service into the Flurry platform for compatibility with other Flurry services. The resulting service, Flurry AppCloud, was unveiled this evening in San Francisco to a crowd of more than 1,000 developers at the popular SF Newtech monthly meetup.

“While many app developers know how to build great apps, they often underestimate the significant experience and cost required to effectively build, operate and scale network infrastructure that their consumers demand run 24x7x365,” said Simon Khalaf, Flurry president and chief executive. “During our evaluation of numerous app cloud services companies with whom to integrate, Flurry was very impressed with what the TrestleApp team built. We are excited to have the Trestle team join us and remain the driving force behind Flurry AppCloud.”

Flurry AppCloud enables app developers to launch highly networked mobile apps without having to build scalable backend infrastructure. Flurry AppCloud provides developers user account management, scalable storage in the cloud and targeted push notifications segmented by Flurry Analytics data. Leveraging these services, developers can focus more of their time building great apps instead of worrying about IT infrastructure costs, data centers and hosting staff. Flurry AppCloud is integrated with Flurry Analytics, now used by more than 70,000 developers across more than 200,000 apps, and which measures over 700 billion data points per month.

“We’re very excited to make Flurry AppCloud available to the tens of thousands of developers that Flurry as their analytics and advertising platform,” said Brian Johnston, CEO of TrestleApp. “We share the Flurry vision of giving app developers an integrated platform to build, measure, monetize and advertise their apps and are thrilled to be part of the Flurry team.”

Flurry AppCloud is currently available in beta for Android and iOS applications and will be generally available later this summer. Flurry AppCloud is priced based on completed monthly transactions where the first one million transactions are free and every additional one thousand transactions are priced at 5 cents. Developers can sign up for the Flurry AppCloud beta here.

About Flurry
Flurry helps companies thrive in the new app economy, helping them build, measure, advertise and monetize their applications. Flurry operates the industry-leading mobile app measurement and advertising platform powered from app usage insights gathered from more than 600 million iOS, Android and other devices per month. The company is venture-backed with offices in San Francisco, Seattle, New York, London and Mumbai.
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