# Cloud Based Business Framework

## Introduction

The rise of cloud computing carries with it the potential to be one of the most game changing developments in the world of computing in the past two decades. Note since the paradigm shift from mainframes to personal computing or the advent of the World Wide Web itself, has such a major change in worldview occurred in the information technology sector.

Today's forward-thinking CIOs are already approaching building and deploying custom applications and objects via cloud-based Platform-as-a-Service (PaaS) models. PaaS services bundle all stack components (hardware, infrastructure, storage) together with security, workflow, database, and user interfaces that allow users to create and deploy powerful applications, websites, and mobile applications. Since the standard has moved away from in-house, high-maintenance, server architecture models, to remotely hosted, "Software-as-a-Service" (SaaS) models, this new way of doing things comes with its own set of challenges.

## What is Giffy?

Giffy Is an add-on to the Google App Engine Application Programming Interface (API), which allows users to develop applications quickly that are not only scalable using G Suite, but simple to develop. It is a Rapid application tool.
Key features of Giffy are:

**Safe - Secure - Straight - Forward**

Using Giffy enterprises can manage their operations to enhance productivity, performance and profits.

## Benefits of Giffy

Businesses today need agile IT solutions, which can react to market driven changes. Rapid Application Development (RAD) tools, such as Giffy, have become the best way for businesses to incorporate agility into their application development projects.

RAD tools like Giffy help to lower on-going operational costs by easing developmental changes throughout the life of the project.

## Cuts Application Development Cycle

RAD tools like Giffy helps to create an application in a very less time. If you start from the scratch it will be too much time taking to develop an application.

## Need Fewer resource

Giffy RAD tool needs very few resources with minimum knowledge of coding. Most of the parts are auto generated and connected with each other. If you have a good plan for your application then it needs very few resources to develop it.

## Need less development time

Using Giffy RAD tool one can develop an application easily. If you have different innovative ideas to develop but you do not have that patience to develop the basic setup then Giffy is the right choice for you. It will set up the ground platform and allows you to develop your ideas to make your application innovative.

## Cost cutting increase Profit

Reducing development time and using fewer resources in turn cuts the cost and increases the profit automatically.

## Easy migration

The very basic Google Forms or Microsoft SharePoint, there is no easy way to migrate Notes custom applications developed over the years using Domino Designer.

This is often a barrier for companies on Lotus Notes looking to migrate to the cloud. Giffy solves this gap by providing a similar workflow and web forms environment like that of Lotus Notes, which can be used to migrate local apps to the cloud.

Giffy solves this gap by providing a similar workflow and web forms environment like that of Lotus Notes, which can be used to migrate local apps to the cloud.

## Easy Customization

If you change any rule in your business logic it is easily implemented without any complications. Giffy provides you all the required tools to build your application.

Whereas there are many cloud technologies (SaaS, IaaS), where it is not at all easy to make any changes.

## Small Learning Curve

Any person from any sector can use Giffy for its user-friendly nature. To implement business logic in the application you need a technical person for coding.

## Use of Google Cloud Platform

Google App Engine application lets you run web applications on Google's infrastructure. App Engine applications are easy to build, easy to maintain and easy to scale as your tra c and data storage needs grow. There are no servers to maintain with the App Engine. Just upload and it's ready for the users. Giffy takes care of the application and App Engine takes care of the rest.

## Bulk Mail Send

Giffy is integrated with the Google contacts and the Google App Engine mailing platform therefore it can make available these features of App Engine to the Google App User:

- Maximum mails that can be sent per day : 1,700,000
- Mails per minute: 5,100 messages/minute (Max Throughput)
- 2 Reserved Frontend Instance
- 5 GB data storage
- 10 GB Outgoing Bandwidth
- 11 lac Read/Write Operations
- 1 lac email recipients
- File Storage 10 GB

## Efficient Notification & Escalation

In our busy schedule we can forget to check some important activity within the application. Giffy provides a notification service to keep you updated about the activity in your application. You can also customize notifications in your way.

Escalation service is used to schedule a task after a time interval. You can schedule a task without any chance of failure.

## Report Generation in Excel, PDF and CSV format

You can generate reports on different tables and export it as Excel, Pdf and CSV format.

## Smart Search

Smart search provides you with easy availability of data.

## Independent Modules

Some common inbuilt Business Management tools will help your business to grow more. They are :

- Hotel Application
- HRMS: Human Resource Management System (PMS + LMS)
- SFA: Sales Force Automation
- OMS: Order Management System
- PQA: Price Quote Automation

## Two Layer Security

Giffy provides two layer security at the time of login

- Application: You have to login with the application id and password .

- Google Authentication: After login with the application id and password you have to login with your gmail id and password to make sure that your account is not hacked by others.

Last but not the least using Giffy you can build dynamic workflow and rule based applications on cloud.