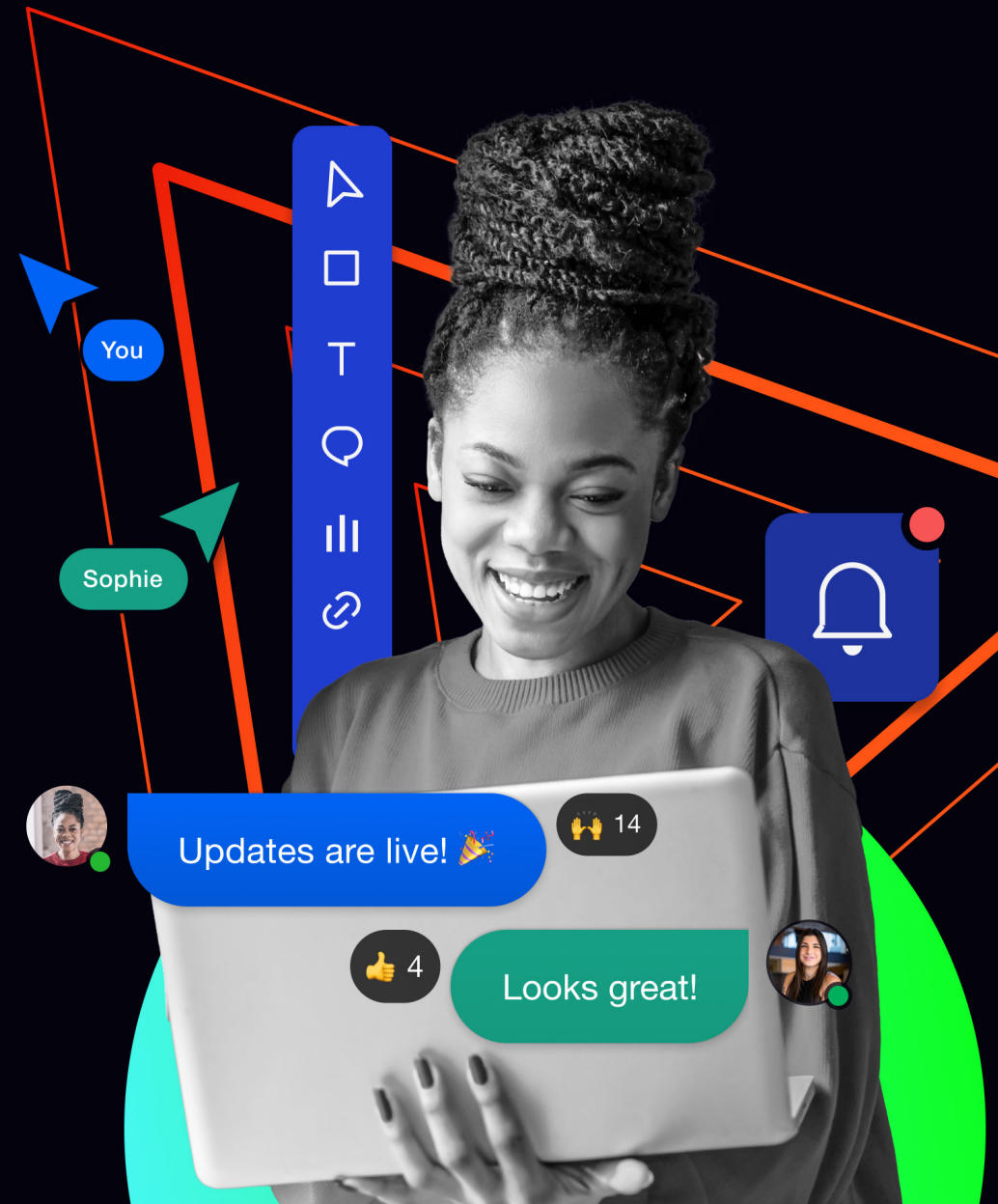




# Powering live and collaborative digital experiences

Deliver live, shared realtime experiences through your application. No complex infrastructure to manage or provision. Just a simple API that handles everything realtime, and lets you focus on your code.





# Introducing Able

The Able platform is powering live and collaborative online experiences across multiple use cases. Customers use our APIs to build a variety of engaging realtime solutions. All accessed across over 300 million globally-distributed devices each month.

## WHAT CAN YOU BUILD?



Realtime alerts  
and notifications



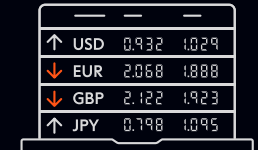
Realtime dashboards



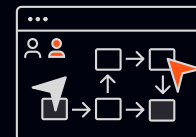
Realtime asset tracking  
& live transit updates



Gamification &  
live reactions



Realtime currency  
updates



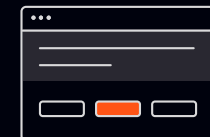
Live collaborative  
editing



Chat



Live sports  
updates



Live polls, quizzes,  
and Q&A's



Organizations depend on Aby's platform to offload the growing complexity of business-critical realtime data synchronization at global scale.

PROUD TO BE POWERING





# How does Aby work?

Aby is an edge messaging platform providing resilient internet-facing pub/sub messaging between consumer devices and datacenters.

We handle everything required to deliver data at low latencies to millions of concurrently connected devices. There's no complex infrastructure to provision, manage, or scale. And we provide guarantees and performance SLAs across performance, data integrity, security, and reliability.

Application and data storage/processing is managed by customers using complementary technologies such as Kafka, Pulsar, NoSQL, AeroSpike, Cassandra, and more.

---

## MANAGED BY YOU

 Applications

 Data

---

## MANAGED BY ABLY

 Network: PoP, DDoS protection, connection stateful

 Message replication with idempotency

 State synchronization

 HA, autoscaling & fault tolerant

 Multi-protocol & multi-language support

 Third-party integrations

- ✓ **Predictable performance**  
Low-latency global edge network across 205+ PoPs. Global median latencies of <65ms.
- ✓ **Guaranteed ordering & delivery**  
We guarantee in-order and exactly once data delivery, even after disconnections.
- ✓ **Fault tolerant infrastructure**  
Redundant at regional and global levels with 99.999% uptime SLAs.
- ✓ **High scalability & availability**  
Elastic, battle-tested global infrastructure for massive, instant scale.



# How Aby delivers value to customers



## Revenue

Deliver new and better products faster

Improved user experience ready to go-to-market in under a month



Our real time engagement platform requires instant audience feedback at scale. Aby seamlessly absorbs sudden bursts in load during unexpected client events. The integration was easy and we were live in under a month.



**Johan Bengtsson**  
CTO, Mentimeter



## Efficiency

Increase engineering bandwidth and operational efficiencies

Cut upfront CAPEX by 60% and annual OPEX by \$300,000



Aby makes realtime just work, but it is so much more than that. Backed by outstanding support, it is now a business-critical part of our organization-wide infrastructure and a key partner in our growth.



**Max Freiert**  
Product Group Lead, HubSpot



## Risk reduction

Minimize the risk of user disruption

Minimized user disruption by providing a scalable realtime infrastructure, enabling fast feature flag deployments



We spoke to engineers at LinkedIn, Slack, and Box who'd already built realtime infrastructure themselves. They told us it would take non-trivial upfront engineering with significant operating costs. Building on Aby was the only logical choice: we bypassed a hefty DevOps debt and rapidly shipped our new feature flag streaming capabilities while keeping our architecture simple and reliable.



**Patricio Echagüe**  
CTO & Founder, Split Software



# How Aby delivers value to you



## Revenue

Innovate quickly by delivering new user experiences to market faster - enabling you to defend or generate revenue.

**\$983k**

return on investment in first year

**3x**

faster go-to-market

**2 months**

to breakeven

**11 months**

engineers can instead focus on revenue generating development work



## Efficiency

Reduce engineering and DevOps complexity, upfront engineering and ongoing operational costs - instead focus more resources on core products.

**Zero**

infrastructure to provision or manage

**\$300k+**

typical savings in cloud costs in just the first year

**\$500k**

reduced cost on build

**21x**

reduced cost using Aby



## Risk reduction

Minimize the risk of building and operating new features while ensuring you have what you need to deliver at scale.

**100%**

guaranteed message delivery and onwards processing

**5x9s**

99.999% uptime SLA

**<65ms**

median global latencies ensures consistent user experience

**Millions**

simultaneous incoming new connections absorb per min

Figures based on building an infrastructure capable of handling 33k connections, 17.5k channels and 1.5bn messages monthly



# The buy vs build equation

We understand the challenge of building your own realtime infrastructure - we took 4 years to build Abyl, so customers wouldn't have to.

Figures based on:

- State of Edge Messaging Infrastructure survey of 500 engineering decision-makers
- Abyl customer feedback
- Platform costs based on AWS pricing
- Revenue generation per [engineer Statista report](#)

## Buy Abyl

2



Engineers required

Average number of engineers to integrate with Abyl

1



Development time (months)

Months on average for each engineer to work on integrating Abyl - POC to GTM

\$25k



Full cost of development

Based on average monthly salary, per engineer, of \$12500k

\$30k



Annual running cost

Using Abyl to handle 33k connections, 17.5k channels and 1.5bn messages monthly

\$983k



Revenue generation (ROI)

Annual revenue of engineers free to focus on core solution post Abyl development

## Build your own

7

Average number of engineers to build realtime infrastructure

6

Months on average for each engineer to work on build - POC to GTM

\$525k

Based on average monthly salary, per engineer, of \$12500k

\$318k

Cost of maintaining 33k connections, 17.5k channels and 1.5bn messages monthly

-\$117k ⚠️

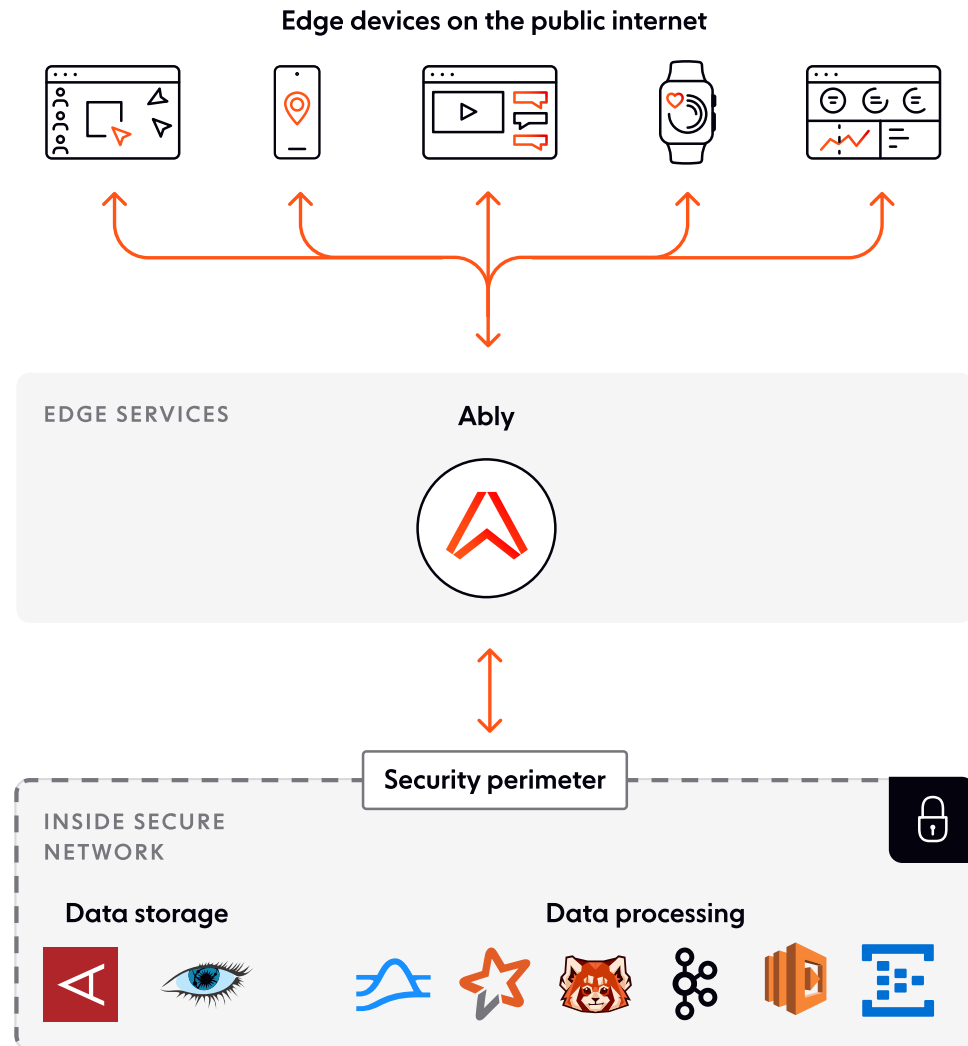
Annual revenue of engineers free to focus on core solution post build



# How we complement other platforms & services

Ably doesn't replace core data processing services that sit within your secure private network e.g. Kafka, Redpanda, Amazon Lambda and Pulsar. Nor do we replace data storage services e.g. NoSQL databases like Cassandra and Aerospike. **We complement each other.**

Crucially, Ably extends event streaming architectures to the edge. We enable data to be distributed to millions of connected devices on the public internet, through a range of services - dashboards, notifications, updates, asset tracking, mobile banking and much more.







# About Aby

Aby is an edge messaging platform for developers. There's no infrastructure to provision or manage, just an evolving suite of SDKs and APIs that give you the freedom and flexibility to power shared live experiences with a few lines of code. Our mathematically modeled system design provides a global edge network that brings users closer to your app; unique data ordering and delivery guarantees ensure a seamless end-user experience; a legitimate 99.999% uptime SLA is underpinned by fault tolerant infrastructure; and instant elasticity enables effortless scale.

Brands like HubSpot, Toyota, and Webflow trust Aby to power shared live experiences like business-critical chat, order delivery tracking, or document collaboration for millions of simultaneously connected devices around the world.

[Talk to a realtime expert](#)

---

## Get in touch



**Visit**  
[ably.com](https://ably.com)



**Call**  
+44 20 3318 4689 (UK)  
+1 877 434 5287 (USA)



**Email**  
[hello@ably.com](mailto:hello@ably.com)