

Building Apps for Social Networks using zeroCode

Frequently-Asked Questions



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FAQs

How do you develop apps for social networks (SNs)?

We develop SN apps using our high-throughput, high-productivity app development framework, zeroCode (www.zeroCode.com).

How good is the integration between what you develop and what social networks provide?

Everything that SNs provide in their APIs can be used in the apps that we build. The limits on integration are completely left to your imagination - News, Feeds, Profile, user-level integration, Notifications and Messages - you name it, you can use it.

Why should I build my app with zeroCode, which is not open source like PHP?

Building your app with zeroCode gives you some tremendous advantages:

- Unlike with PHP, your app can be maintained very easily even if you have no tech skills. zeroCode takes care of all the heavy lifting behind the scenes
- Coding that typically needs to be hand-coded in PHP is automatically generated in zeroCode, making the app creation process much faster and easier to test
- zeroCode-built apps are inherently scalable, serving up to hundreds of thousand of users with no problems.

What design experience does your company have? What would need to be brought in from outside?

In terms of app design, we don't need outside help. We're very good at that – we've done lots of small to very large apps. You can check out www.pk4.in for the projects we've done – there are case studies, etc. For user-interface design, we have an in-house designer for the graphical elements, colours, etc., but we'd love to have your inputs. We'll show you mock-ups to help the process along.

How do you charge for SN app development?

We build SN apps on a fixed-bid model. That is, once you give us the details of what you would like built, we give you time and cost estimates of what it would take to build your app, and then we stick to that.

I want a consumer-focused facebook app. Do you have special deal for that?

For some mass-use apps, we offer **facecØde**, a special deal where we share the risk of development, deployment and support with you. Here's how it works:

- a> You pay us \$ 1000 + 3 months hosting (see b below) up front for building the app
- b> You pay us \$ 30 per month for the first three months of shared hosting
- c> You pay us 30% of revenues generated from the app
- d> You give us 40% ownership in the app.
- e> You spend at least \$ 5,000 marketing and promoting the app, via various channels
- f> At the end of 3 months, you or we can walk away if this does not work out; the app becomes our property, unless you want to buy it out.

If you need to host the app because of technical reasons (like access to your existing database, for example), item b above will not apply.

Do you offer any guarantees on your development?

We are so sure that you'll love our development for you, we stand behind it 100%. If you don't like what we've developed, let us know within 1 week of a deliverable and we'll return the payment for that completely. 100%.

How do you actually deliver? Do I see interim deliverables, for example?

Yes, we make sure you see what we're building very regularly - as regularly as every day, if the task demands that. And the app is hosted by us during development on one of our servers, accessible within facebook as a regular, working app. Once full payment is made, you can choose to host it on your own or ask us to host it on Amazon's EC2 service (look at our **facecØde** offer above).

Can I build apps on my own using zeroCode?

Absolutely. zeroCode is available online at www.zero-code.com. You can buy a subscription there (or use a free one!) and use it to build apps on your own. We will give you e-mail support to help answer any questions that you may have.

Do I own the source code for the app, if you build it for me?

Yes, you own the source code for the app and the Intellectual Property Rights for your idea. You get the source code for all the components of your app. However, all zeroCode built apps require the zeroCode Runtime Engine (zRE). The zRE is our IP, and you do not get the source code for that.

Essentially, the delivery contains four things: config files, XML files, HTML embedded in FreeMarker (an open-source macro language) and some Java JARS, including the zeroCode engine.

What computer language(s) comprise the final product?

The app is built using Java. And it is Pure Java, so it runs on any server that includes a JRE – the SAME code runs on Windows, Linux, AS/400s, mainframes...

How is the zeroCode Runtime Engine licensed?

The zRE is licensed on a perpetual basis, but for a limited number of users, based on price. Included in your delivery will be a license for upto 500 users, beyond which you can buy an upgrade for a nominal price of \$ 5 per 100 additional users. If you sign up with us for the **facecØde** offer, there is no separate charge for the zRE.

Do you do code escrow for the zeroCode Runtime Engine?

Yes, we offer escrow of the zeroCode engine's source code. For a price, of course!

Can you give me samples of your work?

Of course. Please check out the following apps, for a start:

Classy Gifts <http://apps.facebook.com/classygifts>
Harry Potter <http://apps.facebook.com/harry-potter>
Junk is... <http://apps.facebook.com/junksistreasure>.
My Lists <http://apps.facebook.com/zcmylist>

If you had to construct these apps for me, how much would it cost?

The myLists app would cost about US \$ 8,000, the Harry Potter app would cost around US \$ 1000 and the Junk is Treasure app about US \$ 5000. Classy Gifts is fairly complex - it works in facebook, friendster, Salesforce and the zeroCode website.

Where would you host my app, if I wanted you to do that?

Generally, we host all our apps on the Amazon EC2 Cloud.

What would the hosting cost?

We host our apps on Amazon's EC2 or other such scalable, reliable mechanism, ensuring a 99% uptime. We also ensure that changes in the SN APIs are reflected in a timely manner in the apps. Typical charges for this service are:

Upto 10,000 registered users	US \$ 150 per month
Upto 30,000 registered users	US \$ 300 per month
Upto 75,000 registered users	US \$ 600 per month
Over 100,000 registered users	Call us!

Where are you located?

PK4 Software Technologies Pvt. Ltd. is located in Bangalore, India.

How do I contact you?

You can contact us via e-mail at info@zeroCode.com or you can call us at +91-80-3008 0000 and ask for Sales. You can also Skype us at **zerocode.india** during India working hours. If you would like us to call you, please e-mail us your phone number and the time that you'd like us to call you and we will do that.

What times can I contact you at?

Indian Standard Time (IST) is 5:30 hours ahead of GMT. Our normal working hours are 9:00 a.m. to 6:00 p.m. IST, but generally, there is someone available till 7:30 p.m. IST. And we are email junkies, so you can expect pretty reasonable turn-around times.

What are the exact services that you would provide me?

We can provide you a full range of services including the design of your app, the development and deployment of your app. We can also provide hosting of your app for an additional price.

Since I will be entrusting my IP to you, will you sign a Non Disclosure Agreement?

Sure. We work with several SN-related companies and we've signed NDAs with Intellectual Property owners. Send us your NDA format or we can send you our simple one. It is a mutual NDA that protects the interests of both parties.

Are there any other considerations in terms of branding, etc. that apply?

The "Powered by zeroCode" logo will must appear on the main pages of your app at all times. The logo will be a hyperlink to a page on our website, www.zerocode.com.
