

Facebook buys mobile app builder Parse

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A Facebook employee displays an HTC phone with the new Home operating system at Facebook's headquarters in Menlo Park, California on Thursday, April 04, 2013. Facebook said it was buying a startup specializing in powering mobile applications as part of its drive to make the social network friendlier to smartphones and tablet computers.

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[Facebook](#) did not disclose how much it paid for San Francisco-based Parse, but online reports valued the deal at \$85 million.

"By making Parse a part of the Facebook platform, we want to enable developers to rapidly build apps that span [mobile platforms](#) and devices," Facebook said in a blog post.

Parse provides software developers tools for building applications and handles behind-the-scenes tasks such as data storage and servers to handle services for app users regardless of which mobile devices are involved.

"This removes the need to manage servers and a complex infrastructure, so you can simply focus on building great user experiences," Facebook said.

Parse was founded in June 2011 and was reportedly embarking on a new round of funding when Facebook stepped in to make the purchases.

"In just under two years, we've gone from a rough prototype to powering tens of thousands of apps for a very [broad spectrum](#) of customers," Parse chief executive Ilya Sukhar said in a blog post.

"Combining forces with a partner like Facebook makes a lot of sense."

Facebook has made a priority of following its more than one billion members onto smartphones and tablets, which are fast becoming the preferred gadgets for connecting with the leading social network.

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