Firebase

Firebase is a mobile and web application development platform developed by Firebase, Inc. in 2011, then acquired by Google in 2014.

As of October 2018, the Firebase platform has 18 products, which are used by 1.5 million apps.

Followings are some advantages of Firebase I found on internet:

1. Real-time Database
   : Firebase has real-time and cloud-based database where you can store data is JSON and synchronized continuously to all connected clients. If you want to create an Android, iOS, or Web app which provides real-time updates to users without creating Database or API then you should use firebase. It is capabilities to manage backend components of applications. The real-time database is the foremost advantage of the Firebase.

2. Authentication
   : There are many apps that need identification of a user to save user data in the cloud to provide an enhanced experience on various devices.
   : Firebase provides instant UI Libraries and SDKs for authenticating client across application using email id, password, or username. Here you can integrate various sign-in techniques to allow user login into your app.
   : The potential issue is that could makes you lock into that platform, because you have a dependency in user authentication. It might be painful if you want to transfer all user account to your systems, because you don't know its password encryption logic.

3. Hosting
   : Firebase provides fast, secure, static, and production-grade hosting for developers. It allows developers to efficiently deploy web apps and static content to a CDN(Content Delivery Network).

4. Storage
   : It is another best advantage of Firebase. It is very useful when you want to create an app for storing and serving files of users such and images and videos.

5. Notifications
   : Firebase notification is a free service which allows targeted user notifications for mobile app developers. It has the notification console GUI where you can create and send notifications to targeted users.

6. App Indexing
   : This feature is used to index application in Google search results. After app indexing, If a user search related to your app, it will start the app installed in user's device directly from the search result.

7. AdMob
   : Admob is advertising facility of the Firebase which is used to generate profits from your app. You can also use the Firebase Analytics to measure app usage in order to create advertising strategies.

For more information, please visit at https://firebase.google.com/