

Encore

We spent 8 years scaling Spotify Premium



André Eriksson

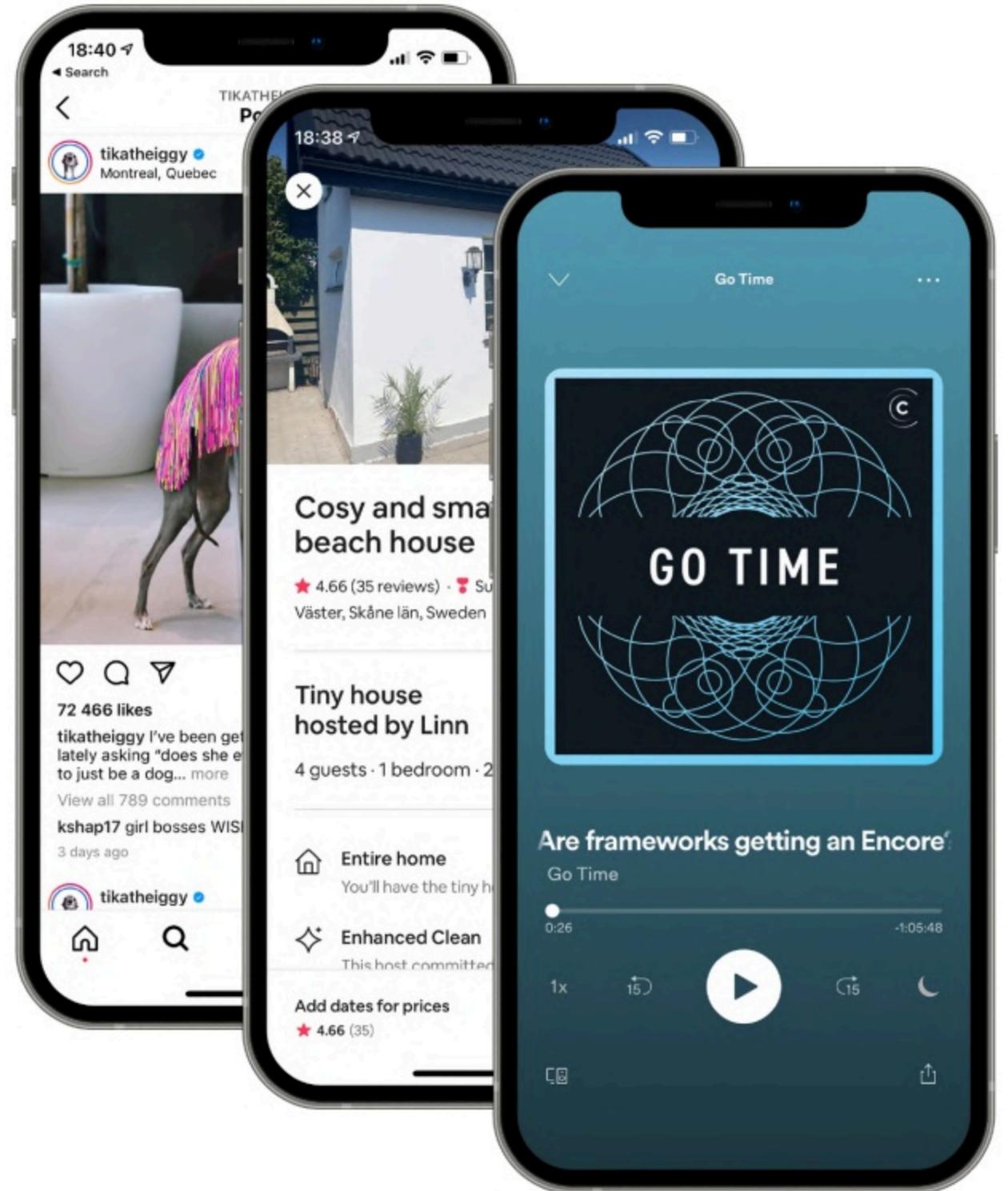
CEO + Technology



Marcus Kohlberg

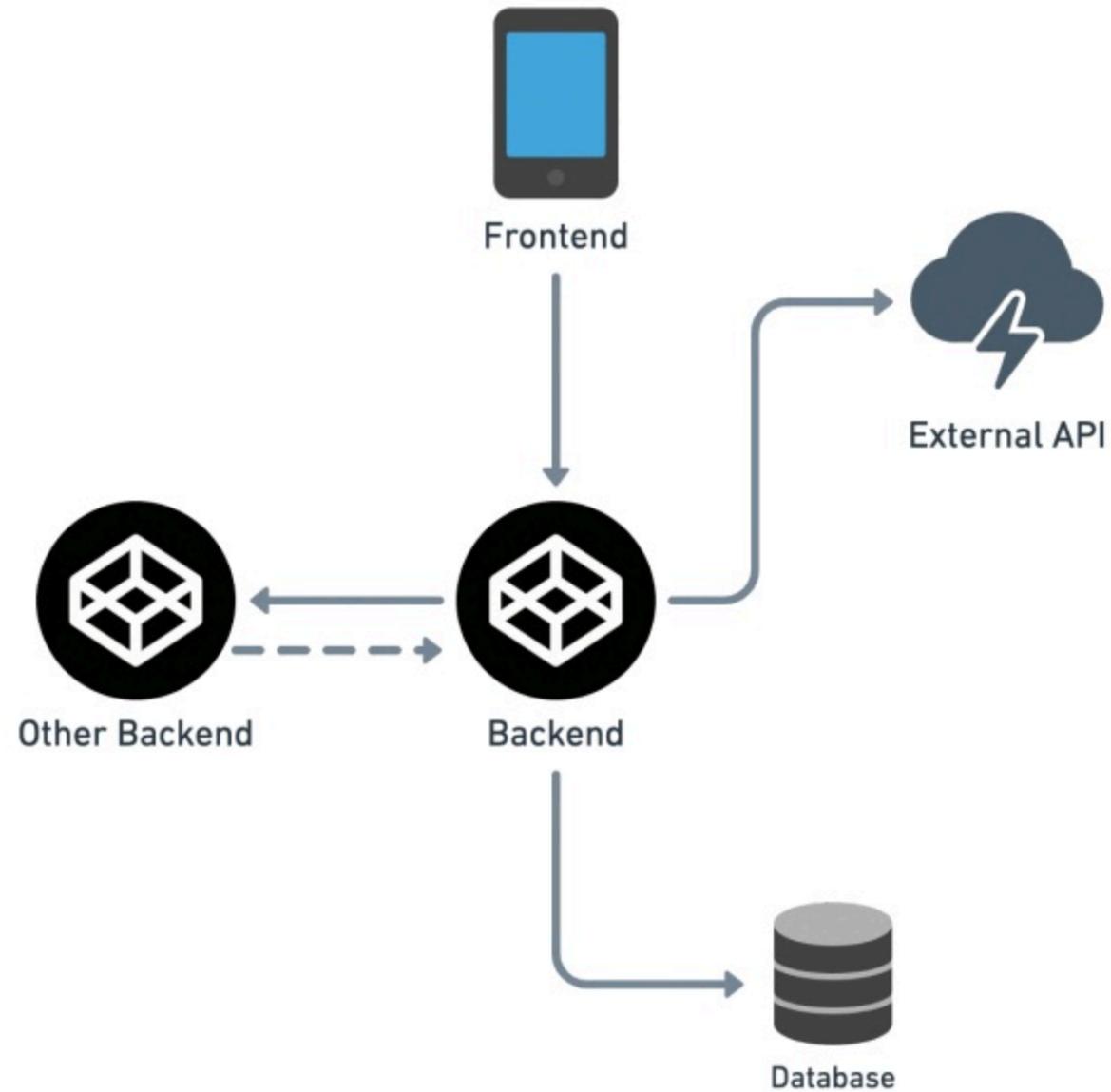
Product + Growth

Modern software is richer, and more advanced than ever.

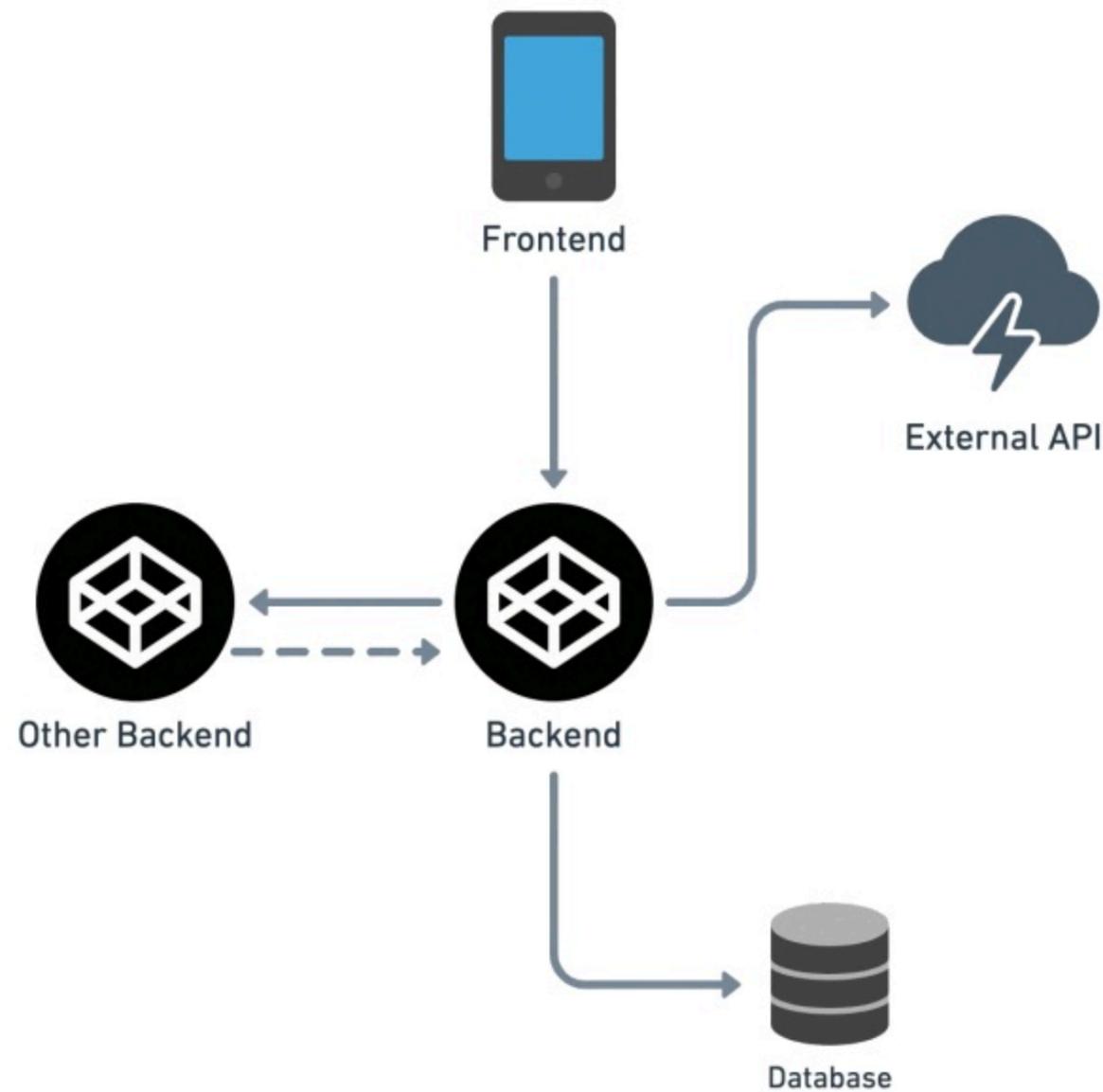


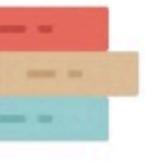
Building modern software is slow.

Building backends seems simple

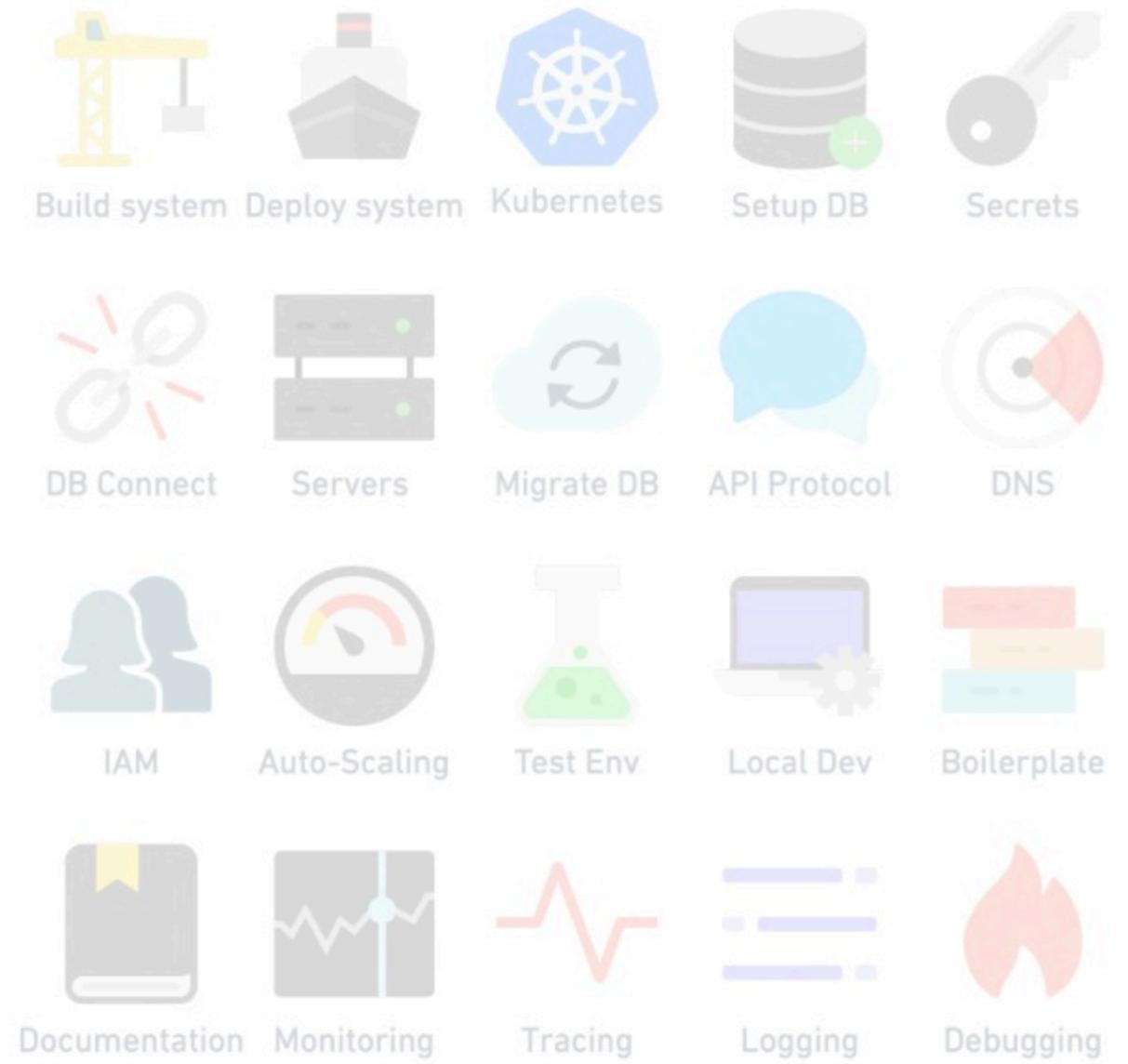
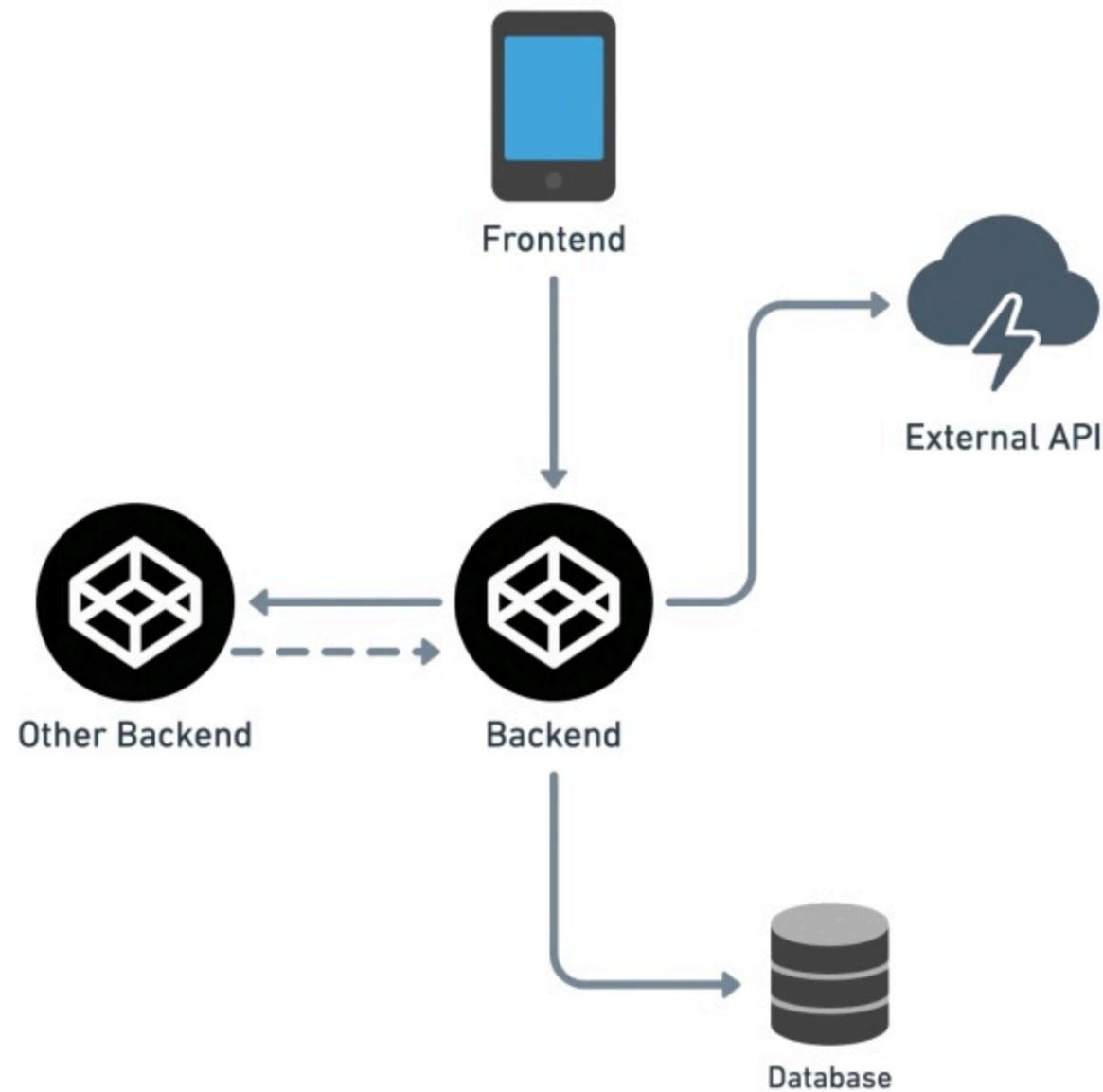


But there's lots more to it



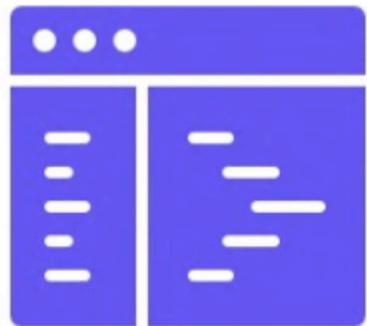
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|--|---|---|---|--|
| 
Build system | 
Deploy system | 
Kubernetes | 
Setup DB | 
Secrets |
| 
DB Connect | 
Servers | 
Migrate DB | 
API Protocol | 
DNS |
| 
IAM | 
Auto-Scaling | 
Test Env | 
Local Dev | 
Boilerplate |
| 
Documentation | 
Monitoring | 
Tracing | 
Logging | 
Debugging |

Encore lets you **focus on your product**



Unlike all other tools, Encore **understands** your application

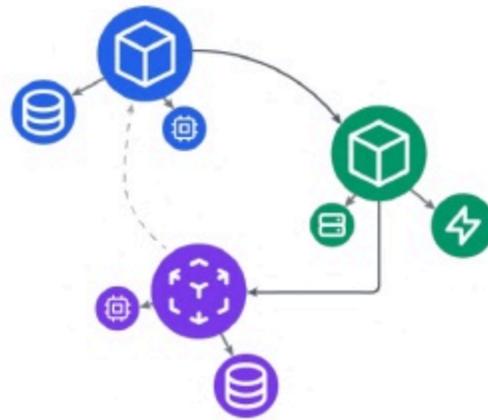
Coding



Encore framework
enforces constraints
enabling static analysis



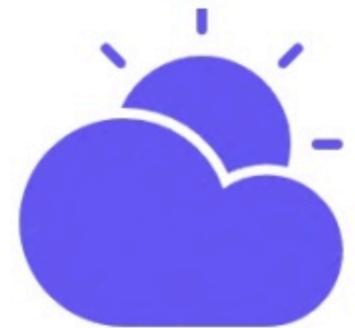
Parsing



Encore compiler creates
application model based
on static analysis



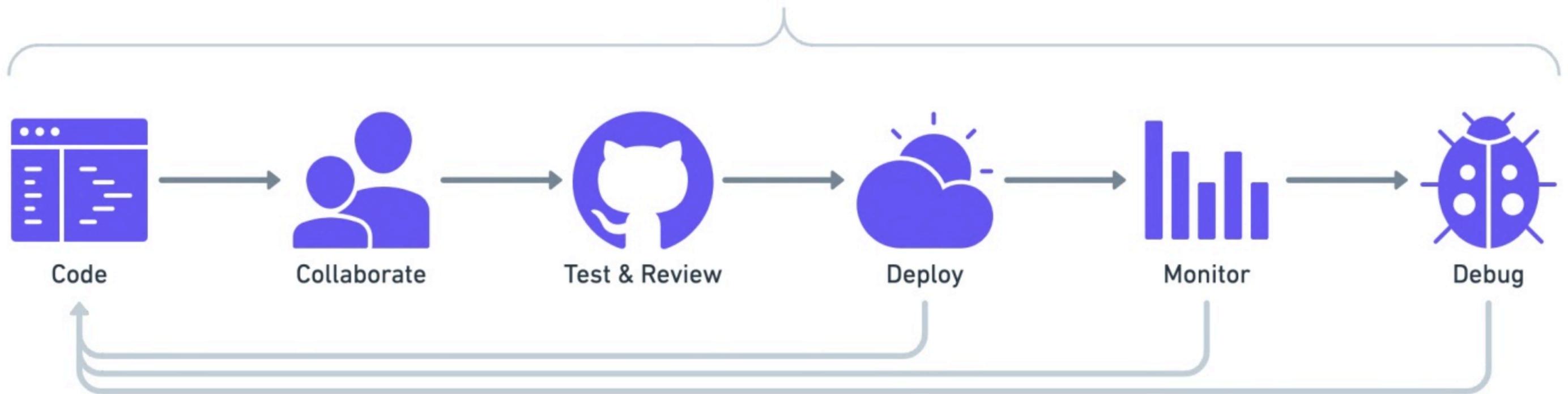
Running



Encore cloud platform
uses application model
to setup infra,
instrument tracing,
and much more

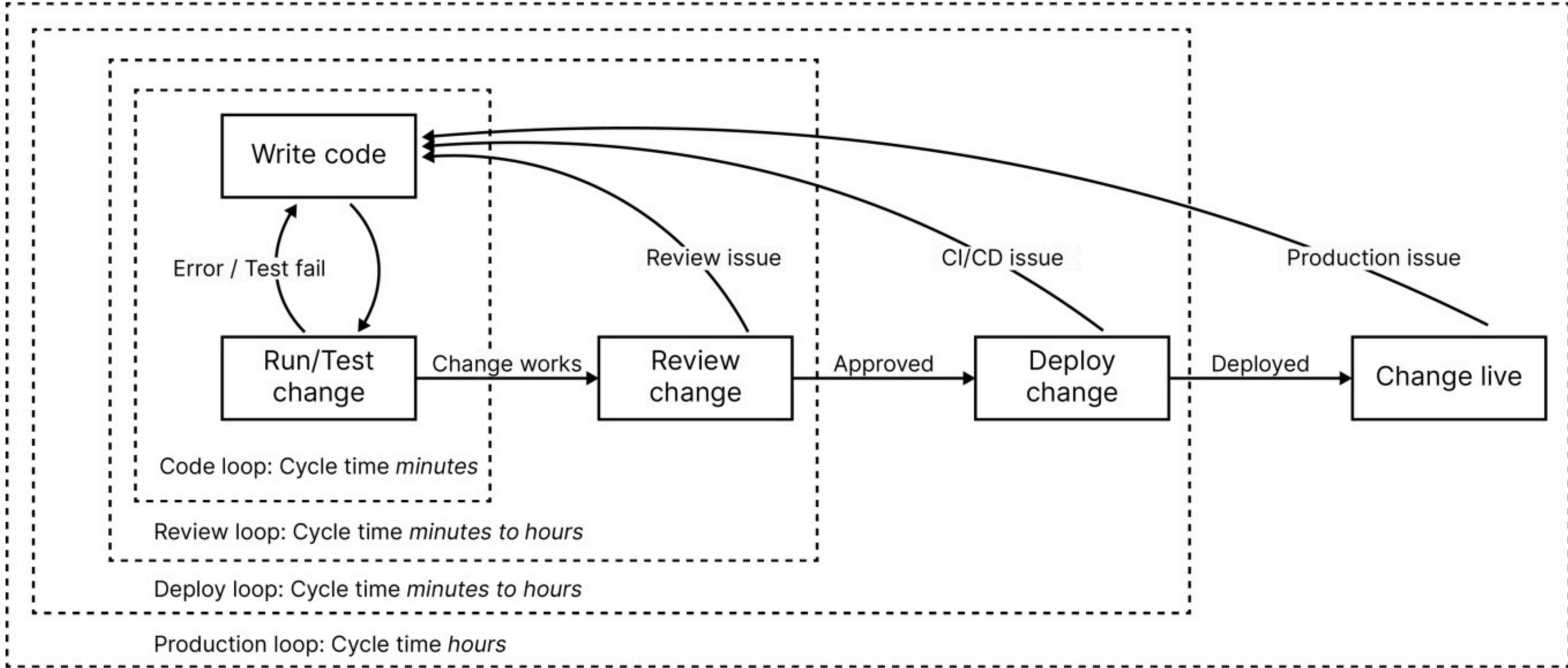
Unique **end-to-end insights** to radically improve the dev experience

Encore

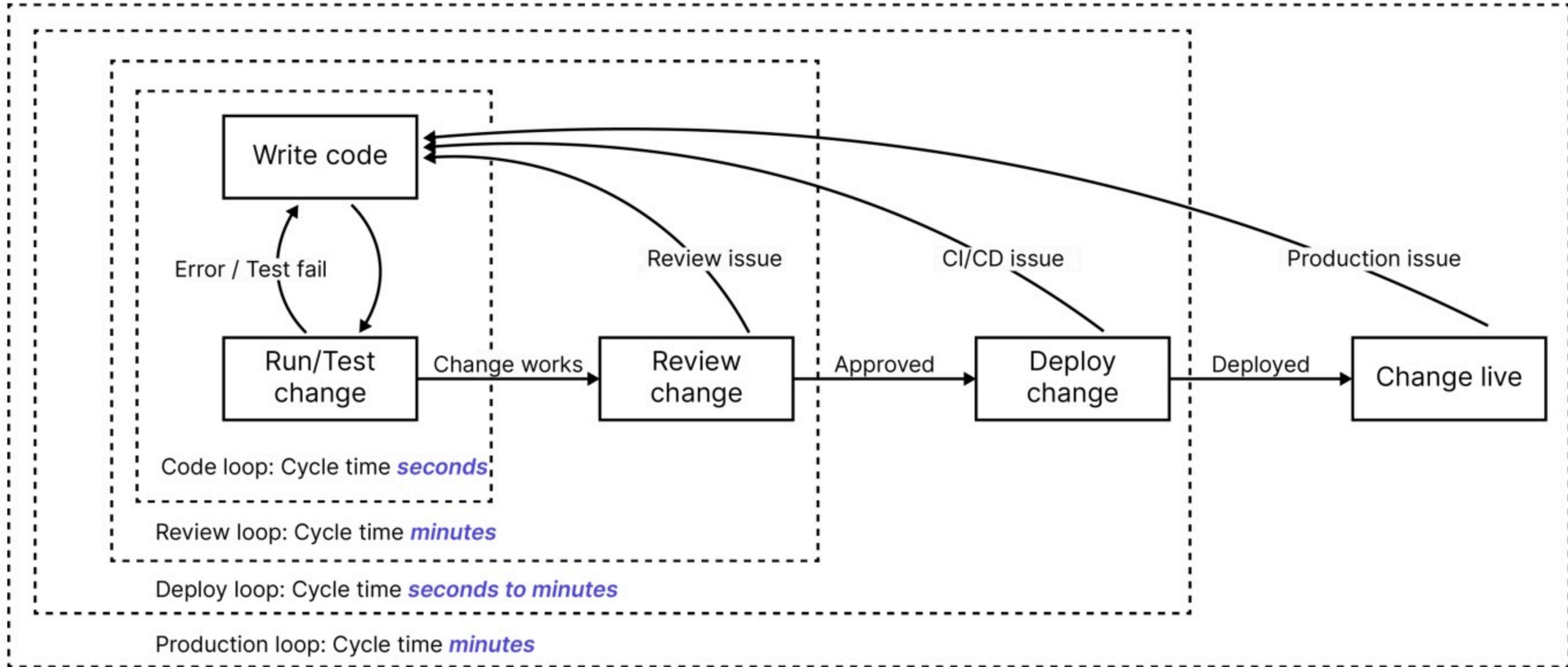


Encore: The Software Development Platform for the Cloud

- **Fantastic end to end developer experience**
 - Best in class productivity from day 1
 - Spend all your time on building your product, not plumbing
 - Orders of magnitude faster feedback loops
 - Much more enjoyable
- **Not just for developers**
 - Opportunity to build differentiated internal tooling for operators
 - Ready to go, no implementation needed for Encore users



Order of magnitude improvement



Flexible abstraction level

- We're starting by making "real" backend development productive
- Over time we'll add low-code features, like automatic GraphQL APIs
- Later add no-code functionality, like visual scripting or pluggable functionality

And enable moving up and down in abstraction level over time, as your needs evolve.



Always work at your ideal abstraction level

Encore will enable you to use low/no-code concepts for certain parts of your app, and "real" code for your core business where you want maximum flexibility.



What's in the box

Today

- No boilerplate, 95% business logic
- Automatic infrastructure setup
- Deploy to your own cloud account (AWS/Azure/GCP)
- Generated API documentation
- Built in distributed tracing
- ... and more