

## fruux – the company behind the leading sabre/dav sync technology

fruux is the company behind sabre/dav, the leading open source technology for contact, calendar, task and file synchronization based on open standards.

### Problem

Rock solid and BYOD-ready (bring your own device) services for automatic and secure backups, easy migrations to new devices/applications, synchronization with multiple devices/services and easy sharing with others are an integral part of the expected basic feature set of just about any modern hard- or software product as well as a indispensable customer retention tools.

Given its complexity, in-house development of sync technology is rarely an option and existing solutions are often vendor specific and work only with a small subset of devices/applications or require expensive proprietary and patented technology.

### Solution

fruux' proven sabre/dav technology (see <http://sabre.io>) can be deployed rapidly and cost efficiently deliver essential synchronization and backup functionality (see <http://fruux.com> for end user features and benefits). The modular design provides unparalleled flexibility and allows seamless integration with existing products. fruux fits into any architecture by supporting both white-label SaaS (Software as a Service) as well as fully customizable on-premise deployments. It offers the broadest support for modern devices/applications without any vendor or platform lock-in by supporting cutting-edge IETF standards such as CardDAV, CalDAV and WebDAV.

### Business

- SaaS volume licensing.
- On-premise licensing, maintenance contracts, customization & integrations..
- Freemium SaaS model for end-users.

### Technology

fruux' infrastructure is partitioned into the independent components data store, sync servers, caching nodes and application servers to achieve optimal fault tolerance, redundancy and horizontal scalability. fruux' sabre/dav technology has been successfully deployed in large-scale systems, such as Box.com, ownCloud, Kolab, Horde and many others. The proven open source CardDAV, CalDAV and WebDAV stack serves millions of users and has been utilized by thousands of developers world wide who are actively and constantly helping to improve the technology. The whole infrastructure is currently virtualized on stock Linux machines, which allows cost efficient scaling.

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