

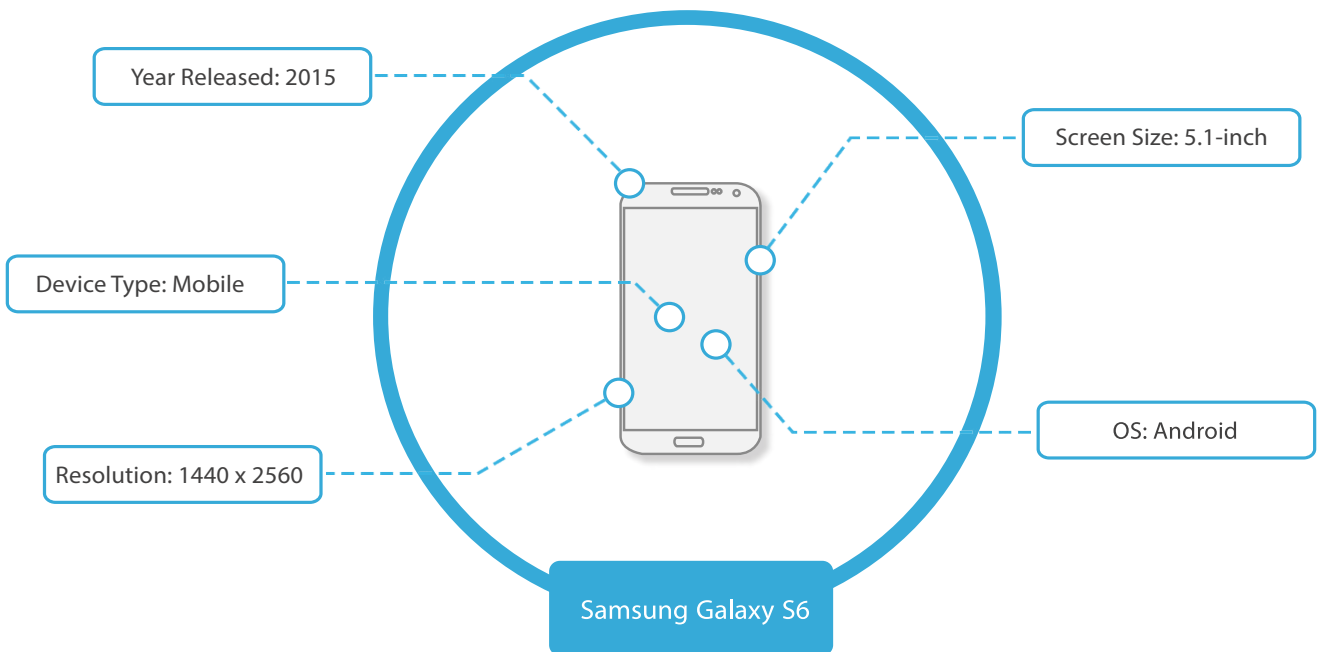
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CLOUD OR LOCAL DEVICE DETECTION: HOW TO MAKE AN INFORMED CHOICE

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WHICH TYPE OF DEVICE DETECTION SOLUTION IS A GOOD FIT FOR YOUR BUSINESS

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DEVICE DETECTION — AN ESSENTIAL ASSET FOR YOUR BUSINESS

Sound understanding of user devices is critical in today's online world where so many devices allow users to access websites. Using a device detection solution is the only way to acquire and use this knowledge in real time.

DeviceAtlas analyzes HTTP headers of the requesting device (User-Agent strings in particular) and then identifies patterns to associate the request with one of the entries in the device database. Each entry contains up to 185 properties characterizing the device, such as the make and model, vendor, OS, and many more. Each of these properties can be called in API requests to meet the requirements of the use case.

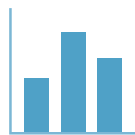
What is powered by device detection?



Content optimization, redirection, maximizing web performance and UX on all devices



Ad targeting and optimization, campaign reporting, ROI measurement



Web analytics, business intelligence, data security, fraud prevention



Mobile network optimization and planning, enhanced analytics, customer support

This short guide will explore the ways DeviceAtlas can be deployed in your environment which will help you pick the right option: cloud-based or locally-deployed device detection.

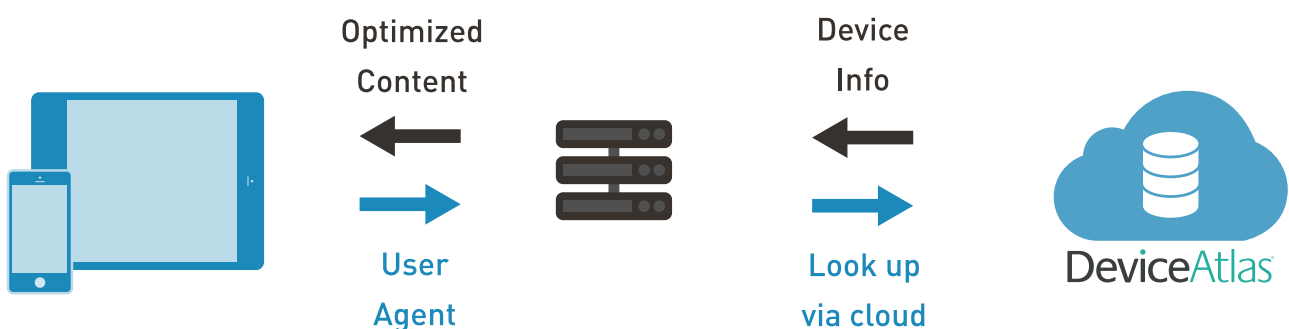
WHAT LICENSE OPTIONS ARE AVAILABLE

DeviceAtlas is available as a cloud-based or a locally-installed (Enterprise) service. There's also the OEM license which can be integrated into your solution to offer device detection capabilities to your clients.

The core mechanism of parsing User-Agent strings and looking them up in the database is the same for all licenses. The main technical differences come down to where the device data is stored, how the solution is deployed and what features are available.

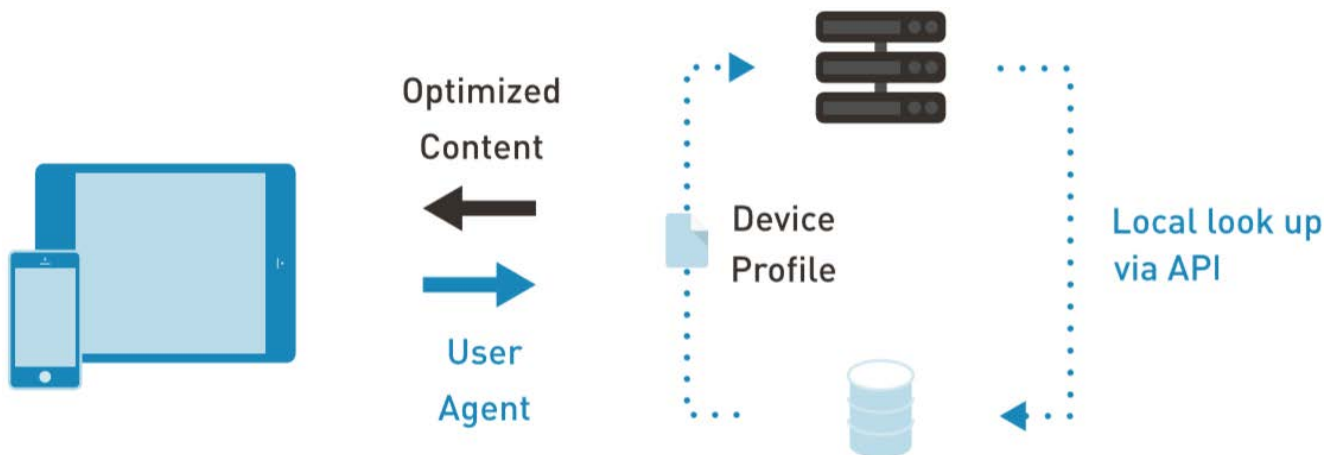
- **Cloud License**

Cloud detection means that the DeviceAtlas server must be triggered in order to return device properties which makes this solution suitable for smaller websites. The number of detections per month is limited to 1 million (standard) or 5 million (premium). Available properties are also limited in comparison to the Enterprise option. Also the Cloud license does not allow for embedding the detection capabilities into the client's own platform or product.



- **Enterprise License (local)**

The Enterprise License is deployed locally, which means that you need to host the device data file on your server and make sure there's a script which automatically updates the file on a regular basis. This license gives you access to a super-fast, industry-grade device detection solution which comes with unlimited detections per month and is also significantly faster than the Cloud option. Local offers a number of extra features such as carrier identification and connectivity analysis (the number of features available to Enterprise customers is tailored to their requirements).



- **OEM License**

An OEM License is available for customers who want to offer device detection capabilities to their clients by integrating DeviceAtlas into their services. This can be, for example, an ad server, a marketing platform, or a web analytics solution. Similarly to the Enterprise, the OEM License is also deployed locally (there is no cloud-based OEM offering). The number of features available in this option is also customizable according to your requirements.

WHICH DEVICE DETECTION LICENSE IS A GOOD FIT FOR YOU?

Cloud Standard - for website optimization, and analyzing web traffic, applied on a single, low-traffic website.

Cloud Premium - for extended number of detections and extra detection options applied on a high-traffic, high-profile website or multiple websites (up to 50).

Enterprise or OEM – for a locally-deployed device detection with unlimited number of detections and unlimited number of websites handled.

Enterprise or OEM – for using device detection at server level with Apache, HAproxy, NGINX and Varnish.

OEM – for embedding device detection as a component of your own product or service, such as an ad platform, analytics tool, etc.

WHERE THE DEVICE DATA IS STORED

The main difference between the cloud and the local licenses is where the data is stored which changes the way it is accessed to return device characteristics.

- **Device data stored in the cloud**

The Cloud APIs provide an easy way to quickly incorporate the power of DeviceAtlas into your website or application in which the device data is stored on the DeviceAtlas' server. The Cloud APIs allow you to drop code into your application or website to add mobile device knowledge. Once this one step is completed, no further effort is required to stay up to date — DeviceAtlas Cloud seamlessly updates its data via the cloud with the freshest information on the latest phones and tablets released to the market.

- **Device data stored in a local JSON file**

For the locally-deployed Enterprise solution, device data is packaged in a JSON format, which is highly compressed to reduce server footprint, and optimized for speed of search and retrieval. All data files have a corresponding MD5 hash file to verify the data files integrity.

Note: Enterprise/Local license allows you to freely customize the data file in order to meet your specific requirements. Read more in the box below.

The device data is updated daily, and we recommend that you update the data file on a regular basis to ensure it is up-to-date. It can be downloaded automatically with a script or manually on deviceatlas.com.

Customizing the data

The Enterprise license makes it possible to customize the data you get from DeviceAtlas. This gives you immediate control over the content of your data file, without having to maintain a local patch file. All data is centrally managed and maintained.

You can manage the content of the data file to optimize performance by customising the property set. By default, the evaluation data file contains a limited property set, but these can be extended via Data File Options. Any changes made will take effect in the next data file download.

DEVICE DETECTION AT SERVER LEVEL

Enterprise or OEM License is the one to choose if you'd like to use DeviceAtlas at server level.

DeviceAtlas, which integrates with many popular web servers, adds instantaneous device awareness at the server edge meaning that the task of device detection is offloaded to the web server to ease the burden on application servers. This is significantly more efficient than integrating a device detection solution at application level for a site with a very high level of traffic.

It is possible to use DeviceAtlas as a module for the following servers and load balancers: Apache, HAProxy, NGINX and Varnish. By adding device intelligence to any of these servers, a richer configuration is possible, allowing administrators to make decisions based on device type amongst other properties.

Detecting iPhone models with the client-side module

All DeviceAtlas licenses allow you to detect Apple devices using regular API calls which analyse User-Agent strings. For more granular detection including iPhone models, such as 6/6S and 8/8 Plus, you can use the client-side device detection module.

Client-side detection is a JavaScript component that has been highly optimized for mobile and works on a wide range of mobile browsers. The additional data works seamlessly within your DeviceAtlas deployment and complements the server-side information. The client-side module is also used for detecting device characteristics which can change according to the user preferences, such as screen orientation, or screen resolution.

FREQUENTLY ASKED QUESTIONS

Why is there no pricing for Enterprise and OEM licenses?

Prices for Enterprise and OEM Licenses depend on a few factors such as the deployment options, and degree of distribution of data. Contact us directly to get a quick quote on an Enterprise license.

Can I embed DeviceAtlas in my solution?

Yes, DeviceAtlas can be licensed as a component of your own products and services under an OEM license.

I have one website, but multiple subdomains pointing to it. How many Cloud licenses do I need?

You need only one license.

Is licensing per server or per IP address?

For DeviceAtlas Cloud, licensing is per application. An application is defined as a single website, service or web application (not a server or CPU). For the Enterprise option, licensing is per data centre with a limit of 40 servers.

Is there a limit on the number of lookups/detections I can do in a month?

There are no detection limits for Enterprise customers. The Cloud license has certain limits in place.

How frequent are the updates?

The device database is updated frequently (the JSON file gets updated daily). However, the API software is not updated very frequently because we want to make sure that the load on developers is as low as possible.

Will the API connect to your servers for every request?

For Enterprise customers a compact, lightweight file of our data is placed on your web server. The API offers high speed, optimized access to the data.

For Cloud deployments, the API connects to DeviceAtlas servers, presents the User-Agent, and receives back the device information. The User-Agent and associated device data are then cached to identify subsequent requests.

I have my own device profiles. Can I merge them into your JSON?

We like to think of DeviceAtlas as the place to share information, knowledge and experience about devices and mobile in general. Our preferred method to collect device data is via our test site, [TA-DA](#). We have also turned our website in a real read/write website so if you are registered you may add information about devices simply using your web browser.

If you have a large amount of data already stored in some database or file such as XML, get in touch with us, because we have some import APIs available. If you prefer not to share the information, you may use the 'Private Data' model which keeps data in a secure repository where it is only accessible by the provider.

LICENSE COMPARISON

Here's a quick comparison helping you understand the main differences between DeviceAtlas' cloud and local device detection.

	Cloud Standard	Cloud Premium	Local/OEM
Speed	Up to 2,000 detections / sec	Up to 2,000 detections / sec	Up to 30,000,000 detections / sec (C++)
Detections per month	1 million	5 million	Unlimited
The number of websites	1 website	Up to 50	Unlimited
Data updates	Monthly	Weekly	Daily
Embed in your product	No	No	Yes (OEM)

GET STARTED WITH DEVICEATLAS TRIAL AT NO COST

- High-speed, low memory footprint device detection solution
- Fine-grained device data, e.g. device type, marketing name, operating system, browser, network, and more
- Locally installed in your environment or hosted cloud solution

[Find Out More](#)