# Startups' favored framework for web development

Startups, irrespective of the industry they belong to, operate in a zone that has many common denominators. The need for the right web applications, to drive efficiency as well as offer differentiating services, is definitely one that makes it to the top of that list. Ruby on Rails is a full-service web app development framework. Its design is inherently suited to help startups to achieve both, get off the ground as well as realize the potential of their vision. In this paper, we'll be taking a close look at all those factors that make Ruby on Rails, or Rails for short, the perfect choice for startups looking to leverage the greatest possible advantages from app offerings.

# The Cost Effective Option

For startups, the relevance of keeping costs low cannot be overstated. At the same time, there needs to be an emphasis on exercising those means, software for instance, which further the realization of their goals and not act as impediments in any capacity. It would otherwise turn the entire endeavor into a zero sum game. The ends have to be met with a fine balance of having the right tools at manageable costs. This is why Ruby on Rails qualifies as a "cost-effective" option, rather than just a "cheap" one.

Backed by a state of existing conventions and a collection of open source code, Rails runs on a free operating system; besides working with most free databases and web servers. All these put together makes it possible for Startups to achieve the full potential of web development for a fraction of the cost they might have to incur elsewhere.

# Developing with the Wisdom of the Community

With Rails, you get access to an ecosystem that is in a perennial state of expansion, both in terms of numbers as well as the depth and range of resources. The community essentially comprises of dedicated developers who share their ideas and inventions, and are constantly contributing towards adding new capabilities and looking at ways of optimizing the existing ones. This helps the users meet the fast changing requirements of the market. There are meetups, conferences and the likes, besides hundreds of technical books and online tutorials, to bring to the forefront new ways of utilizing the framework. Thus, for a startup it is nothing but ideal to work amidst such an environment of talent and vision, one that is actively and deeply committed in its progress.

# High Time-Efficiency

The adage "time is money" has become a cliche, but it is only a cliche because it's true. If you do not have the agility required to bring your apps and software pieces to market quickly and effectively or develop them on time, then you stand to miss out on efficiency, revenue or even business opportunities altogether at the worst.
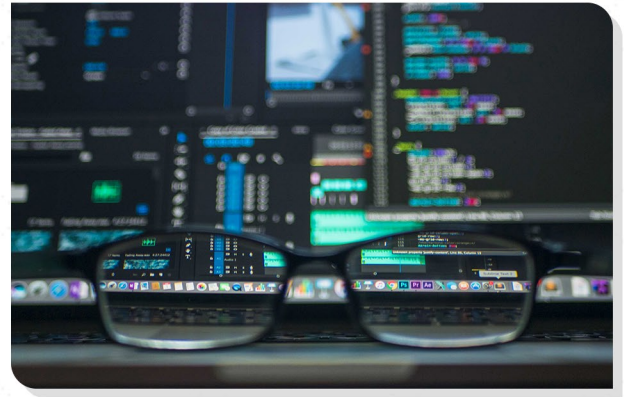
Ruby on Rails effectively sidesteps all of these unwelcome outcomes by adopting a flexible, agile, and efficient approach to TTM. Take for instance the availability of 'gems' which essentially is a software package containing a Ruby app or library. They are all available publicly and help automate tasks and speed up the pace of development. There are also available a variety of tools that help incorporate large number of features in very less time.

For startups, the provision of having all these capabilities handy holds very high significance. There may be a need sometimes to quickly deliver a prototype to an interested prospect or come up with a proof of concept. Rails equips them to approach such opportunities with high degree of confidence.

## Better Responsivity

Being reactive, as opposed to being proactive, has traditionally been viewed as a mistake in business. However, realistically, any sound business strategy will always incorporate an element of reaction and response. It is simply not possible to achieve this level of foresight on a regular basis, and so businesses are expected to respond in quick and the right fashion. Ruby on Rails is designed to support a wide range of effective tools to achieve responsiveness in the right way. This is supported by the core Model-View-Controller pattern, which is at the heart of the Rails architecture. This organizes programming logic into discrete layers, enabling rapid changes to be made without needing to overhaul the existing code



## Security and Stability

Startups need flexible solutions, ones that meet their needs as the business scales up. However, the same capability cannot be valued at the expense of security and stability. If a web app goes down, it can seriously diminish the customer experience. If a web app is hacked, the outcome can be far, far worse.
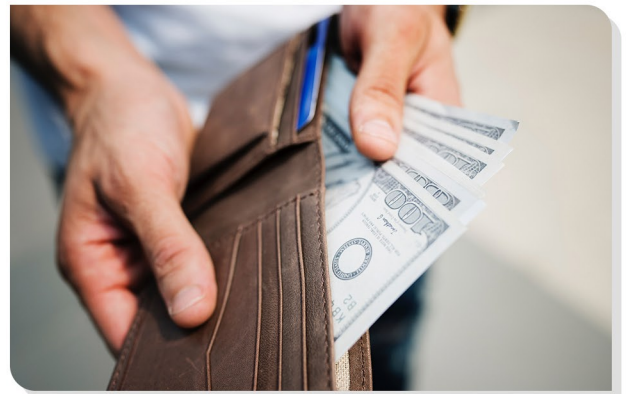
Ruby-on-Rails comes equipped with elements designed to achieve high levels of security and stability. One of the features that drives this is the availability of "strong parameters," which facilitate complete control over the parameters that can be input into controller actions, eliminating any errors or malicious manipulation of app functionalities.

This is only scratching the surface of Rails' security policy. Built into the architecture of the platform are provisions against cross-site request forgeries, brute-force hacking episodes, and a range of other hazards that can befall apps in the modern marketplace. This is a robust and constantly evolving strategy.



## Low on Maintenance

Part of the functional ethos of Ruby on Rails is the DRY principle. This principle, also known as the Don't Repeat Yourself principle, pre-dates the development of Rails, but is a key part of its developmental ethos.

Put simply, DRY requires that every piece of knowledge has a "single, unambiguous, authoritative, representation within a system." The result is a streamlined, neat and tidy code that meets each and every core objective of a business. But this also has another outcome - easy code management and maintenance. When everything is in its right place, the maintenance becomes a much easier task.

## Optimized with the Developer in Mind

We already discussed one of the key guiding principles of Ruby on Rails - the DRY principle that endorses abstraction and simplification of common repetitive tasks. There is another i.e. Convention over Configuration. Basically, too many budding developers have their vision curtailed by endless configuration and the minutiae of detail, and many uniquely innovative products never make it to market as a result. Rails was developed with support for innovation in mind and offers a range of default configurations with different outcomes in mind. These can be tailored and customized, but their core functionality is easily accessible.

Another defining feature of RoR is that of RubyGems. Gems are nothing but software libraries. With RubyGems, it is possible to create and share gems. The Community furthers the approach by making it possible for anyone to upload gems in the website which then become available for other developers to install and use.

## Strong Support Eco-system

Ruby-on-Rails is designed as a full package solution for startups, limited not just by the smart tools and functionalities that are on offer. The backbone lies in the support that gets extended to such entities from the eco-system that has been built around the framework. A startup that utilizes Rails, either for its own internal functions or for developing products for the market, stands to gain on two accounts owing to the support that it can avail from the large community. Firstly, it is going to be better protected against growing security threats and increasingly concerning frailties displayed by similar setups that use alternate frameworks. Secondly, its ability to respond swiftly to market demands will always position it ahead of competition. The certainty that comes with readily available assistance from the community positions this framework as one of the best in the market in the eyes of startups.

## A Superlative Pedigree

Those in search of proof of the pedigree of Ruby on Rails may have already experienced it without truly realizing it. The Rails fingerprint is found on the web offerings of successful digital applications and platforms such as Basecamp, GitHub, Shopify, Airbnb, and SoundCloud, among many others. All of these market leaders in their respective fields have found the comprehensive set of tools and functionalities provided by the framework to be perfectly suited to their journey. In short, your startup is in good company when you use the Rails platform.

Mindfire Solutions is a 20 years old, offshore-based, software development company. We have successfully and repeatedly impressed our clientele with the range and depth of our delivery expertise in RoR for more than a decade now. We have served companies across all major industries and geographies. Our proficiency in the framework, and flexible engagement models aptly position us to recommend the most suitable solutions for businesses.

**To know more, click on Mindfire RoR Expertise.**
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