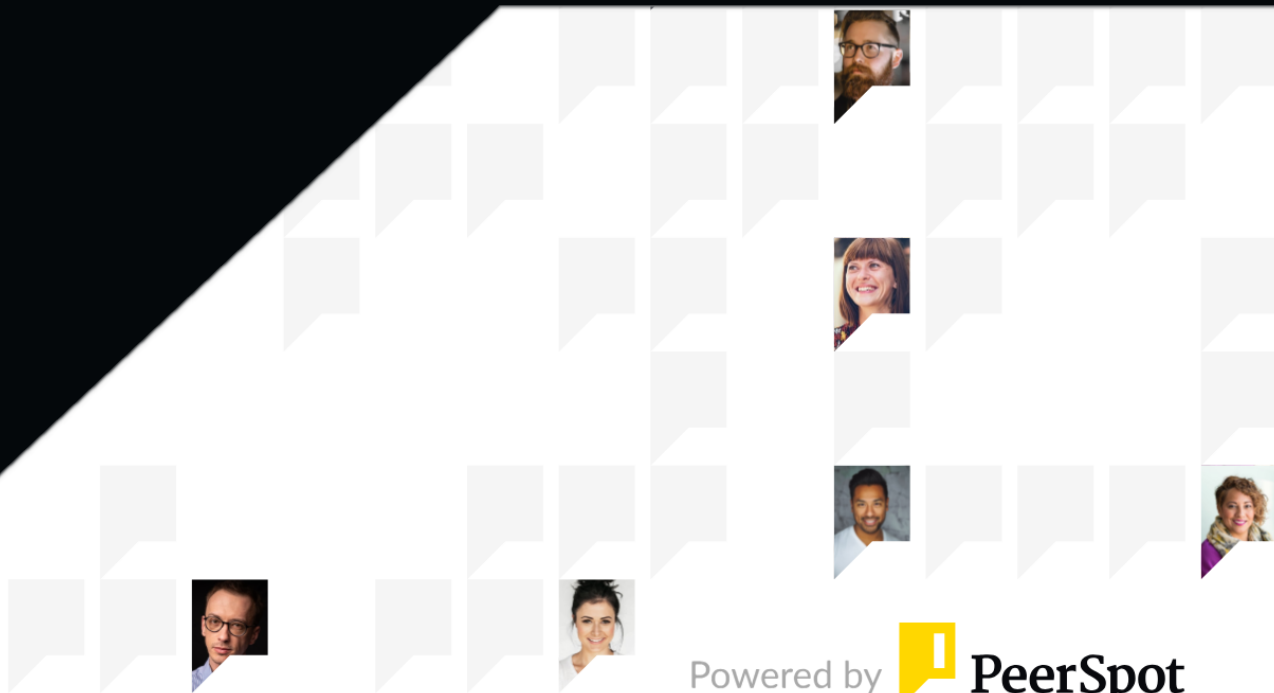


aws marketplace

PubNub

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



PubNub Recap

PubNub delivers real-time communication solutions that enable seamless data transmission, catering to businesses requiring instant messaging and tracking capabilities. It supports developers with robust SDKs and multiple protocol integrations for scalable and reliable applications.

Specializing in real-time interactivity, PubNub offers a platform designed for scalability and efficiency. It provides a secure and globally distributed network to manage millions of messages per second with low latency. Businesses leverage PubNub for chat applications, live audience engagement, IoT device management, and more. The dynamic infrastructure facilitates rapid development and deployment, making it a preferred choice for developers seeking to enhance connectivity and data flow.

What are PubNub's most important features?

- **Real-Time Messaging:** Instantly delivers messages to ensure immediate communication across platforms.
- **Presence Detection:** Monitors online status, allowing apps to react dynamically to users coming online or going offline.
- **Stream Controller:** Manages data streams independently across numerous channels for enhanced organization.
- **Data Encryption:** Ensures secure data communication through end-to-end encryption for user privacy.
- **Push Notifications:** Provides timely alerts to users, keeping them informed and engaged with minimal delay.

What are the benefits or ROI to consider?

- **Scalability:** Supports rapid growth in user base without performance degradation.
- **Latency Reduction:** Enhances user experience by minimizing delays in data transmission.
- **Cost Efficiency:** Reduces infrastructure costs by pre-built integrations that cut down implementation time.
- **Security:** Protects data integrity, fostering trust with users through robust encryption protocols.
- **Developer Support:** Offers comprehensive documentation and SDKs for simplified development and integration.

In the finance industry, PubNub supports instant transaction alerts and stock trading applications by providing the real-time data processing that is crucial for market activities. E-commerce platforms use PubNub to handle customer queries and facilitate live support. Its implementation in IoT allows for efficient device monitoring and smart city applications. Gaming companies rely on PubNub for multiplayer matchmaking and live event streaming,

creating immersive experiences for users worldwide.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“PubNub has positively impacted my organization as I have received numerous reviews and feedback stating that the chat works much faster and cleaner, and everyone appreciates it, saying it feels powerful.”



Kirtishil Patil

Senior Frontend Developer at Globant



“PubNub has positively impacted my organization by reducing implementation time and developers' work, making it very easy to implement and enabling fast development that has reduced the developers' time by 40-50%.”



Akashkhurana Hirana

Senior Software Engineer 2 at Porch



“The speed and efficiency of PubNub, which helps transfer data in real-time with very low latency, received positive feedback from our customers.”



Verified user

Technical Specialist at a computer software company with 1,001-5,000 employees



“If we had implemented all of this on our own, we would have had to hire at least 50 more employees for that, so we are very happy with PubNub and we have saved a lot of time.”



Wasiq Khan

Back End Developer at a non-tech company with 11-50 employees



“PubNub's push notification and chat features stand out because of ease of use and very easy integration within our application.”



Susilkumar Maran

Lead software engineer at Cegeka india pvt Ltd



“PubNub saves development time because we do not have to create a complete chat backend and frontend from scratch, enabling a plug-and-play approach that saves time, effort, and money for the company.”



Verified user

Senior Software Engineer at a construction company with 201-500 employees

What users had to say about valuable features:

“The best features PubNub offers are sending mobile push notifications and chat.

PubNub's push notification and chat features stand out because of ease of use and very easy integration within our application.

PubNub has positively impacted our organization by improving collaboration and communication within the business teams, and it has reduced development costs as well..”

Susilkumar Maran

Lead software engineer at Cegeka india pvt Ltd

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“The channel subscription or publish–subscribe function is valuable to us because we can publish on a channel and all of the live users who are using our application can listen to that channel and the payload is received at their end, so that's the best part.

This is our application's main feature and it's working great. If we had implemented all of this on our own, we would have had to hire at least 50 more employees for that, so we are very happy with PubNub and we have saved a lot of time. We only have to integrate it and all of the other things are done by PubNub, so that's the best part for us..”

Wasiq Khan

Back End Developer at a non-tech company with 11-50 employees

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“The best features PubNub offers include broadcasting the stats to the clients, which has been the most useful. The second valuable feature is that the data is transferred in real-time and is very quick, transferred in a fraction of seconds on a very good network like 4G. The speed of broadcasting data using PubNub channels to all registered devices on the same PubNub channel is a good feature.

“We used PubNub to reduce costs, as other options to broadcast messages were costlier compared to PubNub. The speed and efficiency of PubNub, which helps transfer data in real-time with very low latency, received positive feedback from our customers. The cost reduction helped us manage our project very well.

“PubNub costs less compared to other solutions in the market, saving us money when broadcasting messages to clients. The return on investment is evident when customers are happy, as they pay for our product based on its reliability, which helps our business overall..”

Verified user

[Read full review](#) 

Technical Specialist at a computer software company with 1,001-5,000 employees

“The best features PubNub offers, in my opinion, are one-to-one chat, as I mentioned in my review, and the great SDK documentation which allows for easy integration that does not take much time. Setting up channels, message listeners, tracking user status to determine whether users are online or offline, and ensuring reliable message delivery are all great features.

I find myself relying on all three of those features the most because the presence tracking is great, the delivery speed is superb compared to other SDKs, and the user status updates immediately pop up, which is significant. The integration is very easy, so any new developers can easily understand the integration process thanks to the clear documentation.

PubNub has positively impacted my organization as I have received numerous reviews and feedback stating that the chat works much faster and cleaner, and everyone appreciates it, saying it feels powerful.

After implementing PubNub, I noticed positive outcomes such as client feedback acknowledging that they enjoyed the chat features and found them much faster than in other applications, which I believe is very positive feedback for any organization..”

Kirtishil Patil

Senior Frontend Developer at Globant

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“PubNub is a paid application, and the free version offers limited features. The great features include chat encryption, HIPAA compliance, and comprehensive management capabilities. These are valuable features for a production-ready application when you are prepared to pay for them. Overall, PubNub has performed well with encryption and managing chats, including the ability to manage chat history retention periods and obtain subscriptions.

“HIPAA compliance was critical for my application since it operates in the healthcare industry and must follow HIPAA requirements. We opted for the paid mode of PubNub to ensure these compliances are present in our application. Regarding subscription capabilities, the SDK provided through the NPM package offers built-in methods to fetch history and other functions. I used these methods and created a subscription for each user.

“PubNub saves development time because we do not have to create a complete chat backend and frontend from scratch. We can implement a plug-and-play approach where the logic is mostly ready. We only need to create wrappers on top of that functionality and customize cases according to our specific use cases. This approach saves time, effort, and money for the company..”

Verified user

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Senior Software Engineer at a construction company with 201-500 employees

“The fast implementation allows us to easily implement PubNub in our application without any problems. PubNub has available SDKs in multiple languages, and it is very easy to implement in the application. The documentation is quite simple and easy to understand. Auto-scaling can handle millions of concurrent connections, unlike the problems we see in WebSocket connection management. I have not seen any problems with PubNub in this regard. It also stores previous messages so that no message is lost. If I send a message and the person is not available at that time, whenever they come online, it will immediately fetch the message. It has a message history feature for storing and retrieving previous messages. Regarding security, it provides access management in three ways: user management, channel-based security, and group roles.

“The fast auto-scaling and fast implementation are the best features in my daily work because users usually face problems with connection management in WebSocket. With PubNub, we do not need to worry about it at all.

“PubNub has positively impacted my organization by reducing implementation time and developers' work. If we were using something else like WebSocket instead of PubNub, we would need our own infrastructure to manage live connections and to check whether the connection is lost or not. With PubNub, it is very easy to implement, enabling fast development. It has reduced the developers' time by 40-50%..”

Akashkhurana Hirana

Senior Software Engineer 2 at Porch

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Other Solutions Considered

“I have previously used Kafka, but it has a different use case as it is a message broker. For our use case, PubNub is a better choice because it allows one subscriber and millions of consumers, which is essential..”

Akashkhurana Hirana

Senior Software Engineer 2 at Porch

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“There are ones such as Firebase Live Database, but the cost of that was more than PubNub and the workarounds for the developer were more, so we have gone with PubNub..”

Wasiq Khan

Back End Developer at a non-tech company with 11-50 employees

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“We did not use any other solution before PubNub. After thorough research and investigation of solutions, we found that PubNub would be the best one to use, and in our first attempt, we found that it is very useful and helps manage all parts of our product..”

Verified user

Technical Specialist at a computer software company with 1,001-5,000 employees

[Read full review](#) 

“We have evaluated other options like RabbitMQ and Apache Kafka, but we stuck with PubNub because it does not charge much in the initial phase and is very easy to implement..”

Akashkhurana Hirana

Senior Software Engineer 2 at Porch

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“We did not evaluate any other options. In the first attempt, we used PubNub and found it helpful and useful in all aspects required for our project, so there was no need to look for other solutions..”

Verified user

Technical Specialist at a computer software company with 1,001-5,000 employees

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ROI

Real user quotes about their ROI:

“We see a return on investment with time saved for developers, and the user experience increases. While we do not have a specific metric for user experience, we have saved around 40% of the development time because without PubNub, we would have to manage connections ourselves if we were using WebSockets. PubNub handles everything and allows fast implementation and development..”

Akashkhurana Hirana

Senior Software Engineer 2 at Porch

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“Although I am a developer and not sure about the exact amount cost reduced, feedback from the product team indicated that the cost was lower compared to other options, especially for broadcasting messages. According to customer feedback, they mentioned that the response time of the device was very good, providing real-time updates within a fraction of a second, even in situations where a fast-driving driver was not with the car owner. Customers could act on that situation in real-time..”

Verified user

Technical Specialist at a computer software company with 1,001-5,000 employees

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“Regarding development time, we were able to provide a proof of concept and integrate a production-ready app within a maximum of one week. If we had built it from scratch, it would have obviously taken us around six months to deliver a production-ready application. Even after that timeframe, there could be some edge cases that might have been overlooked. Considering compliances, that is another time-consuming process when you must follow different regulations. If building from scratch, you would need to design it so that it could be extended to other use cases as well. PubNub directly reduced that time. Regarding cost, while the company is primarily inclined toward that consideration, it saves considerable money for our client..”

Verified user[Read full review](#) 

Senior Software Engineer at a construction company with 201-500 employees

Use Case

“We are mostly using PubNub for payload sending and for live chat. We are a mobile-based application with an admin side, so it's a live chat application. Whenever a user comes online or offline or sends a live chat request to someone or a message, we use PubNub for that..”

Wasiq Khan

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Back End Developer at a non-tech company with 11-50 employees

“PubNub is used primarily for chatting and sending push notifications for Android and iOS mobile apps. I worked on a project that uses PubNub in an oil field, where users and admin users of the oil field communicate with each other, and the drivers delivering commodities to the oil well also need to be on the same page. This allows them to have quick chats and discuss any issues or concerns to sort them out, which helps us make communication clearer within the teams..”

Susilkumar Maran

[Read full review](#) 

Lead software engineer at Cegeka india pvt Ltd

“I used PubNub in my last company from 2018 to February 2022 for IoT products. We used it to broadcast the status of IoT devices to every client on Android or iOS phones.

“For PubNub, we sent the status of CAMI, a product in which we collected data from the vehicle, including speed, humidity, temperature, and other statistics, to all clients using PubNub. This is how all client applications on Android or iOS phones received the status of the vehicle on which each car was registered.

“In most cases, PubNub worked very well. We conducted load testing with multiple vehicles and multiple user accounts, and it performed quite well with 15 users and more than 50 vehicles at a single time.

“I also used PubNub for one of the challenges or competitions in my company where I created an Android application that sends the location and other data about the smartphone in case it gets lost through a server to a remote web application, and we used PubNub to track the smartphone..”

Verified user

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Technical Specialist at a computer software company with 1,001-5,000 employees

“PubNub was primarily used in my application for chat purposes, where I needed to create a custom one-to-one chat between two users, specifically a doctor and a patient.

“I installed PubNub using the NPM package in my project. After installation, I needed to configure it and create an account at the PubNub site so that I could manage credentials for my application and manage the history through their platform.

“For implementation, I installed the NPM package and then created an account to obtain the required access credentials and API key for project configuration. Once this was complete, PubNub provided basic methods such as retrieving the last chat history for a user and the last ten messages. Since a doctor could talk to multiple users at a time, I created a chat application that displayed the most recent chats and the last message. I implemented subscriptions for each user so that whenever a new message arrived for a doctor from any case, it would move to the top. I used PubNub methods to accomplish this, utilizing the subscription key and related features..”

Verified user

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Senior Software Engineer at a construction company with 201-500 employees

“PubNub is a real-time messaging and event streaming platform that we use in an application where users can raise complaints about problems in their homes. All real-time technicians available at that time receive push notifications on their phones or real-time messages indicating an open complaint, and they can accept it immediately. When one message needs to be sent to multiple people, we use PubNub.

“We have channels in PubNub where users can publish requests. For example, when I need a technician in my home, I immediately publish a message to a PubNub channel. All subscribers, such as all technicians available in the market, consume the message from that particular channel so that everyone receives the real-time message without any latency. PubNub can also be used for chat and messaging applications. We use it to see how many technicians are available in the market at any given time, which is an online and offline status feature. We are using the Python SDK to handle PubNub functionality.

“The client publishes a message to a channel whenever a person needs a technician. PubNub instantly delivers it to all clients subscribed to that channel. Suppose there are 10 million users or technicians; it immediately delivers the particular message to all subscribers, connecting the user in milliseconds even without refreshing the app. There is a direct link available between the technician and the customer..”

Akashkhurana Hirana

Senior Software Engineer 2 at Porch

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“My main use case for PubNub is to provide a feature in a certain project where two people can communicate or chat. After searching quite a few options like Socket.IO and other SDKs, I found out that PubNub is the current most used SDK, and it is quite useful in terms of its benefits, which is why I picked PubNub for my use case.

In my applications, I used PubNub to implement a scenario where users can sign up with multiple accounts, allowing each user to send friend requests to each other. Once the friend request gets accepted, they build a connection via a pub-sub model created between them. Then I have a feature called chat, where they can communicate seamlessly through the available friends from that window.

I have used PubNub in a React Native application to implement real-time chat and messaging features, and my overall experience with the platform has been positive, especially for building scalable communication features with minimal back-end effort. One of the things I appreciated most about PubNub was the ease of integrating real-time messaging into the app, with clear SDK documentation. Setting up channels, message listeners, and presence tracking was straightforward, and I use it for one-to-one chat, message delivery updates, and online/offline user status. The performance was reliable, and message delivery was fast even with multiple active users. PubNub helped reduce development time as many real-time features were already handled by the platform. I appreciated features having message history and push notification support, which made the overall chat experience smoother for users, and the React Native integration worked well across both platforms, Android and iOS..”

Kirtishil Patil

Senior Frontend Developer at Globant

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The setup cost is very low. Regarding pricing, when the data scales, the pricing increases gradually, but PubNub does not charge much in the initial phase..”

Akashkhurana Hirana

Senior Software Engineer 2 at Porch

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Customer Service and Support

“Regarding customer support from PubNub, around six years ago, we did not receive good support. It seemed there were different plans or pricing for support, and we needed to pay more to get better support. If they sell any product, customer support should be provided by default without any additional costs..”

Verified user

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Technical Specialist at a computer software company with 1,001-5,000 employees

“It was easy, and there was a time when we had an issue with the pricing, but with their support we have covered it mostly. We were trying to do something that we shouldn't have done with the subscription and the creation of the sending messages and payload, so we have updated it with the help of their support.

It's good and it has helped us in managing our issues a few of the times, so we are happy with that..”

Wasiq Khan

[Read full review](#) 

Back End Developer at a non-tech company with 11-50 employees

Other Advice

“I think people should use PubNub because it offers many benefits over other SDKs available in the market, even though the community is not very great in terms of knowledge sharing. People will appreciate the integration process and find the documentation helpful, so I would recommend everyone to use it wherever they can. My overall rating for PubNub is eight out of ten..”

Kirtishil Patil

Senior Frontend Developer at Globant

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“We do not have any metrics since we have been using PubNub for almost five years, but we do not have metrics in hand.

I would rate PubNub an eight out of ten due to the difficulty in debugging session or notification-related issues.

I would recommend this product for others to use.

My overall review rating for PubNub is eight out of ten..”

Susilkumar Maran

Lead software engineer at Cegeka india pvt Ltd

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“I would rate PubNub nine out of ten because there is always room for improvement; nobody is perfect.

“If someone is looking for solutions for broadcasting and messaging, I definitely recommend PubNub for its speed, reliability, and prompt responses to solutions. I would recommend PubNub to my peers who are developing a similar kind of product.

“We use a private cloud that is on-premises in our company. My overall review rating for PubNub is nine out of ten..”

Verified user

Technical Specialist at a computer software company with 1,001-5,000 employees

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“I have not used artificial intelligence with PubNub at this time, but I am confident that as we develop in a world where artificial intelligence is a fundamental consideration that everyone seeks to integrate into their applications, PubNub would perform well once integrated with artificial intelligence. The accuracy and reliability of the output would also increase with that integration.

“I recommend that people using PubNub keep messages under a few kilobytes. Do not send large files or images directly through channels and groups, and throttle high-frequency events such as games or typing indicators to one per second.

“As I mentioned, PubNub implements all types of encryption while storing data in the databases and messages. It is already secure and follows compliance standards, so it aligns with governance rules.

“My review rating for PubNub is seven out of ten..”

Verified user

Senior Software Engineer at a construction company with 201-500 employees

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“I would advise others to use PubNub if they want quick real-time communication, do not want to manage WebSocket or infrastructure, and need global scalability. If your team is small and wants faster development, then go for PubNub. I do not see any need for improvement; it is totally the best.

“Regarding PubNub's security, it provides three levels of security: user-level, group-level, and channel-level. No person who does not have access to a channel can subscribe to that channel or see its messages. The security is totally good and secure. It also provides end-to-end encryption support, secure TLS connections, role-based permissions, and token-based authorization.

“I gave PubNub a rating of nine out of ten because of the many features discussed, but I deducted one point because the cost increases with scale. If there are millions of users, like 10 million concurrent users, the cost will gradually increase. Additionally, PubNub does not give us control over infrastructure, network configuration, and internal message routing, which also contributed to the deduction..”

Akashkhurana Hirana

Senior Software Engineer 2 at Porch

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Top Industries

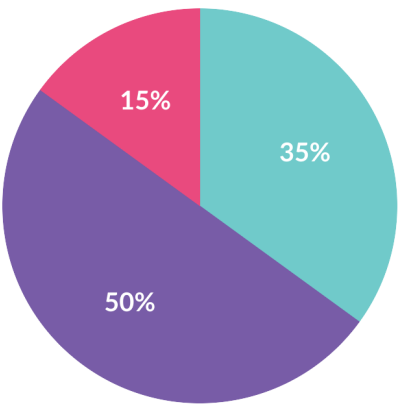
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Company Size

by reviewers

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Large Enterprise Midsized Enterprise Small Business

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