

cloud
accelerators

can you
accelerate your
path to cloud?

you can

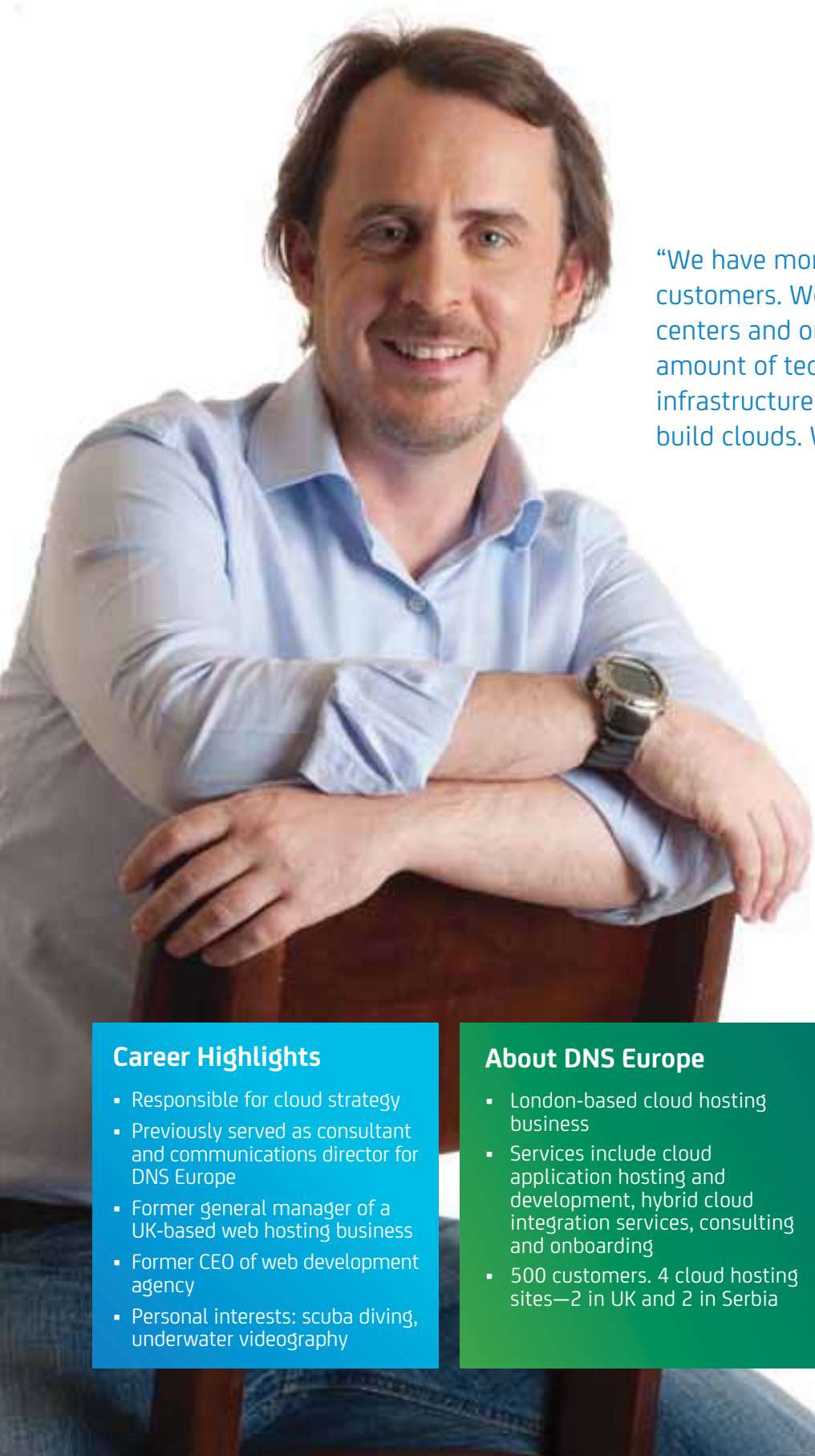


agility
made possible™



table of contents

page 1	Stephen Hurford / DNS Europe
page 4	Mark Ortenzi / ScaleMatrix
page 7	Marc Landry / CorePLUS



“We have more than 500 customers. We have no data centers and only a minimal amount of technology infrastructure. We not only build clouds. We live in them.”

Career Highlights

- Responsible for cloud strategy
- Previously served as consultant and communications director for DNS Europe
- Former general manager of a UK-based web hosting business
- Former CEO of web development agency
- Personal interests: scuba diving, underwater videography

About DNS Europe

- London-based cloud hosting business
- Services include cloud application hosting and development, hybrid cloud integration services, consulting and onboarding
- 500 customers. 4 cloud hosting sites—2 in UK and 2 in Serbia
- Data center providers are Level(3), Interxion and Telenor
- Connectivity providers are Level(3), Cogent and Telenor
- Have been working with the CA 3Tera® AppLogic® platform since March 2008

we're helping SaaS providers show enterprises how it's done.

Tell us about your hosting strategy and the markets you've had the most success in serving.

We don't have any data centers at all. We are a cloud service provider that doesn't believe in owning physical infrastructure apart from the rack inwards. We host with reputable tier 3 partners like Level3, Telenor, Interxion—but it means that we don't care where the facility is. We can deploy a private cloud within a data center anywhere in the world and with any provider.

Ninety percent of our private cloud customer base is small to medium companies who are providing SaaS offerings to enterprises and government sectors. These SaaS developers are showing the enterprises how it's done. What we're finding is that the companies they sell to are starting to say to themselves, "If this company can build cloud services based on the AppLogic platform, why can't I build my own cloud using it?" And that is how we are now beginning to penetrate the enterprise market now, as well.

Why did you choose CA 3Tera AppLogic as your cloud platform?

I believe the AppLogic platform is truly revolutionary. The way it encapsulates and virtualizes the infrastructure supporting an application so that we can easily port an application from one cloud to another—nobody else is doing that.

It also frees us from expensive hardware purchases. Service providers who want to offer cloud services don't need to purchase an expensive SAN to get started. You can get started with 3 \$1,000 servers. And if you need more capacity, you can scale it one \$1,000 server at a time. Contrast that with the hypervisor-focused approach—you've got to spend \$30,000-\$50,000 on a storage area network in order to get started.

With the AppLogic platform, we've been able to reduce our hardware stock levels by 70% from the old dedicated server model. We used to have lots of different machines with different specifications. Now we have one chassis, one motherboard, two CPU types and three standard RAM modules.

With the AppLogic platform, we were able to launch our cloud services business with 3 \$1000 servers.

How has your cloud platform helped you deliver high availability?

The customers who get the value of our cloud services are those who care about high-availability and fault tolerance. We have a high service credit policy, compared to most hosting companies. We refund 5% of monthly income per hour or part thereof of downtime. The AppLogic software enables automatic fault tolerance. So, if a server goes down in the middle of the night, I know that within 5-10 minutes, it's going to be automatically recovered and my clients can have access to their systems again. That has saved us not a small amount of money in service credits.

What strategies do your customers use for disaster recovery with their hosted environments?

Some of our customers have 2 private clouds in 2 different facilities—the first one is a pre-production private cloud, where they do their development. When they are ready to roll out a change, it's just a single command to migrate from one private cloud to the other. If their primary private cloud fails (which actually has never happened), they can fall back to their pre-production cloud to support their live service.

We're currently in the process of deploying 2 companion products to the AppLogic platform that I consider essential for a two-site disaster recovery setup. By using the Nimsoft Unified Monitoring™ solution and CA ARCserve® backup and recovery solution from CA Technologies alongside the AppLogic platform, we can provide a bit level disk-to-disk replication between 2 private clouds. You can literally snapshot a whole server including the Xen layer, the AppLogic layer, the application and virtual appliance layer—bit by bit from a physical box in one data center to another physical box in another data center. This is exactly the type of solution our customers are interested in. Our small and medium enterprise customers simply haven't had an affordable alternative for backup and recovery.



dns|europe

To learn more about
DNS Europe, visit
dnseurope.net





“Once our customers see for themselves the value cloud delivers, they can’t wait to use it for more and more projects.”

Career Highlights

- Held senior executive positions with several data center and dedicated server companies
- Authored several industry standard articles related to data center operations, design and efficiency, and has several patents pending
- An avid golfer in his (limited) spare time

About ScaleMatrix

- Launched in 2010
- Company leaders have extensive leadership experience in the IT, data center, and business infrastructure realms. They also have 10+ years combined experience working with cloud technology and with the CA 3Tera AppLogic platform
- 12 data centers across the US
- Offers a wide range of public and private cloud services including IaaS, SaaS, PaaS and virtual private data center and will even manage private cloud implementations at customer sites
- Customers served run the gamut from SMB to enterprise, independent software vendors and other MSPs

with all the confusion around cloud, many customers need an experienced guide. ScaleMatrix brings people out of the fog and into the cloud.

Tell us about the services you offer.

ScaleMatrix offers a wide range of services. The AppLogic cloud platform was primarily chosen because it gives us the flexibility to construct the right solution for our customers' needs. ScaleMatrix offers services in our 12 data centers across the US and we also provide our services in our customers' data centers.

We work with numerous independent software vendors and "wrap" their solutions into the AppLogic cloud platform. In this way, we can provide customers with ready-to-use software instances in the AppLogic environment. We host and directly sell business software, including Microsoft, Business Objects and Oracle applications, to the SMB market through a SaaS model. We enable MSPs to enter into the business of reselling SaaS applications virtually overnight.

What makes your data centers different?

ScaleMatrix has developed a radical new approach to the existing data center model, which enables us to manage costs in lock-step with the growth of our business. Our disruptive cabinet design provides a level of efficiency that is truly groundbreaking. We can achieve a PUE (power usage effectiveness) of 1.1, compared to the industry average of 1.5.

Our proprietary rack design can house any commodity server and has self-contained cooling. Most data centers have to cool the entire facility, regardless of how many racks of equipment are up and running. We only cool what we need to cool (that is, the content of the rack), which is clearly more efficient.

Also, when building a brand new data center, you typically have to spend \$5-6 million in fire suppression systems. Our server racks have self-contained fire-suppression, which reduce our upfront costs, and greatly reduces risk. Our approach makes it much less likely that a problem affecting one of our customers is going to bring down other customers or the entire data center.



we help solve the two biggest problems for IT: the need for speed and crushing complexity.

What benefits does the AppLogic cloud platform deliver to your service provider customers?

It provides virtually any business the ability to have a scalable, easy-to-use cloud solution. It can run on affordable x86 technology, making the cost-of-entry low.

The AppLogic platform delivers true cloud computing. It's not just server virtualization, which lots of people are claiming is "the cloud." The AppLogic platform virtualizes the entire application infrastructure. You can create a template once for a given application configuration, and never have to do it again. Let's say you want to roll out an application via SaaS. You define it once and put it in your application library. If you want to scale capacity, all you have to do is right-click and allocate more resources. It doesn't get any easier than that.

What's the biggest hurdle you face in selling cloud services to enterprise or SMB customers?

Getting customers to understand how cloud computing works and how to take advantage of it can be very challenging. It's so fundamentally different from how business-class computing has been done in the past. We work closely with potential customers to figure out what their business model is and the biggest pain they are currently facing. We don't go in and try to convert the whole infrastructure over to cloud right away. That just won't work.

But, once they get that first project up and running, other implementations are sure to follow.



To learn more about
ScaleMatrix, visit
scalematrix.com

“Our approach typically works out to a 45-55% savings over a traditional model of delivering and managing applications in-house.”

Career Highlights

- Previously, founder & CEO of Go Figure Technology and XtendWave
- More than 18 years management experience within technology
- Enjoys coaching his 13-year-old son's Select Baseball team

About CorePLUS

- Founded May 2006
- Cloud Service Provider with a PaaS ecosystem
- Gives SMB and enterprise customers a much more cost-effective way to get the applications they need and provide a flexible way to access and manage those applications from any device
- Enables hosting providers to sell cloud services to the SMB market
- Have been working exclusively with the CA 3Tera AppLogic platform since 2008

We chose the AppLogic platform because of the extensibility of the platform and the ability to launch virtual instances much faster.

What types of services do you provide and where are you seeing the greatest interest?

CorePLUS is an application delivery system for web-based and Windows-based applications. We provide companies of all sizes with the ability to access a centralized framework (called CoreDesk) from any device anywhere. We also developed an instantly-scalable grid infrastructure (called CoreGrid) that is built on the CA 3Tera AppLogic platform. CoreDesk is a much more functional alternative to Citrix. CoreDesk is application and OS agnostic, working across platforms to support a multitude of end-user devices.

Not surprisingly, we've seen a lot of interest in these service offerings among small and medium businesses. For companies that don't have a large IT department, this is an easy decision. They want Microsoft Office and QuickBooks and lots of other commercial applications, but they don't want to spend a lot on licensing fees and maintenance. Employees are starting to bring in iPads and want to use them to interact with their CRM systems, for example. IT organizations don't want the headaches or expense of managing application delivery on all of these disparate devices. Increasingly, we're also seeing interest among large enterprises now as well.

What types of applications do you offer in CoreDesk and what are the costs involved?

CoreDesk is a modular, PaaS offering; we give customers lots of flexibility to customize the apps they want to receive and how they want them to be displayed. A typical implementation might include a taskbar with Windows-based applications across the bottom, a set of social networking applications on the right (such as Facebook, LinkedIn and Plaxo), communication tools on the left side of the screen (instant messaging, video conferencing and webinar capabilities), and across the top could be a web-desk for a dashboard with specific widgets or applications needed for their jobs, often with social components built right in (maybe SharePoint, social CRM or social project management tools).

On average, we charge a nominal set-up fee and a flat rate per user per month. The applications and data are housed in the cloud, through hosting partners. Plus, because CoreDesk runs on our instantly-scalable CoreGrid infrastructure, the capacity customers need is there when they need it. Customers no longer have to pay individual licensing fees to the software vendors, or hardware on which to run those applications, nor worry about maintaining those applications. CorePLUS and the hosting providers we work with also provide the support needed to keep everything running smoothly. We've found this model typically works out to a 45-55% cost savings over the traditional model of delivering applications and managing an in-house client-server environment.

What are some of the types of companies you've helped and how quickly can you get CoreDesk up and running for them?

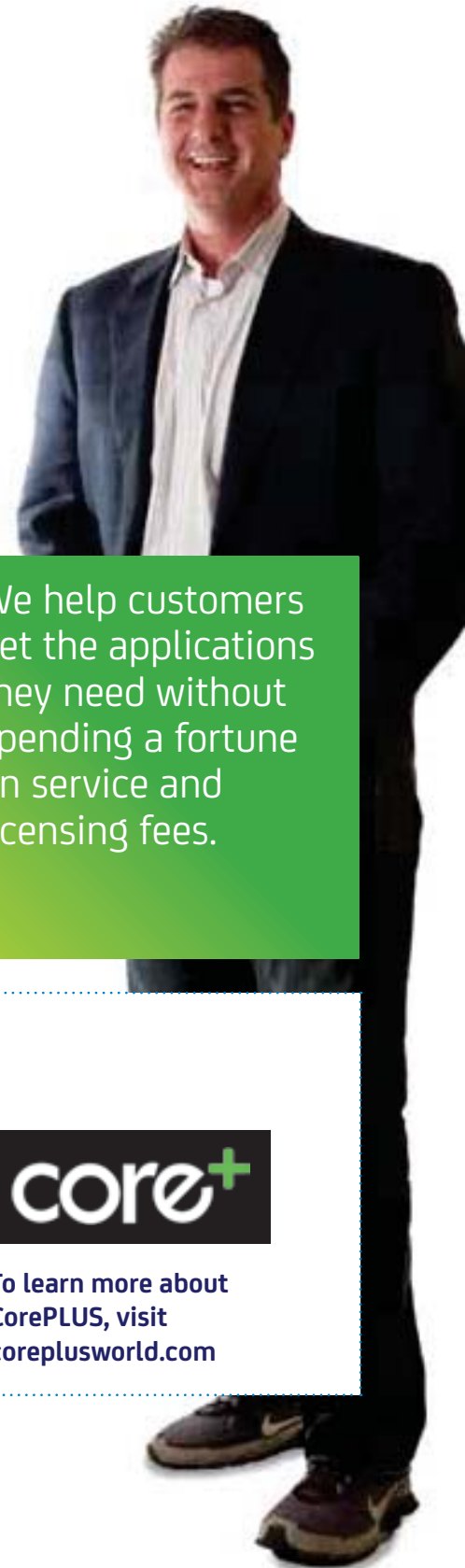
One of the organizations we've been working with is a school system with about 600 students and 125 staff members. The night before the demo, we received a list of all the applications the client uses. In two hours, we had customized CoreDesk with all of their windows and web-based applications, including a web-based data management system for schools. We demonstrated their smartboard application for the classroom and showed how the teachers can access all of their applications from the same desktop. We then allowed them to access the same virtual desktop via an iPad, a Droid device and a desktop machine in the teachers' lounge and dynamically move between devices. We provide the school with a cost-effective way to manage their entire IT environment.

We're also working with an energy company in Houston that is looking to start a multi-level marketing approach in 14 different states. We set up an environment so that their customers can remotely manage electricity usage at their homes through their iPhones or the web. Their customers can turn on the lights in their landscape or close the garage door from wherever they are. We have clients across a range of industries—from CPA/audit firms to logistics companies to mortgage companies and franchise retail companies.

Why did you choose the CA 3Tera AppLogic software as your cloud platform?

We did an extensive comparison with VMware before selecting the AppLogic platform. We chose it because of the extensibility of the platform and the ability to launch virtual instances of the entire application and its supporting infrastructure. The fact that the AppLogic platform abstracts the physical infrastructure so that you can focus on managing at the application layer makes it much easier to work with and also provides better scalability.

Also, the Virtual Private Data Center (VPDC) approach delivered by the AppLogic platform gives IT managers a lot of flexibility in how they allocate resources. For instance, let's say that 5 employees at a 100-person company are engineers running simulations that require extra RAM and data storage, and the IT administrator wants to make that capacity available in a utility-type fashion on a metered basis. He can simply access the VPDC portal and allocate extra processing power and storage to just those 5 people. Providing that level of granular control and flexibility is yet another selling point to our customers.



We help customers get the applications they need without spending a fortune on service and licensing fees.



To learn more about CorePLUS, visit coreplusworld.com

To learn more from cloud
service providers working
with CA Technologies, visit
ca.com/cloudaccelerators

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