

Platform as a Service

Changing the Economics of Innovation

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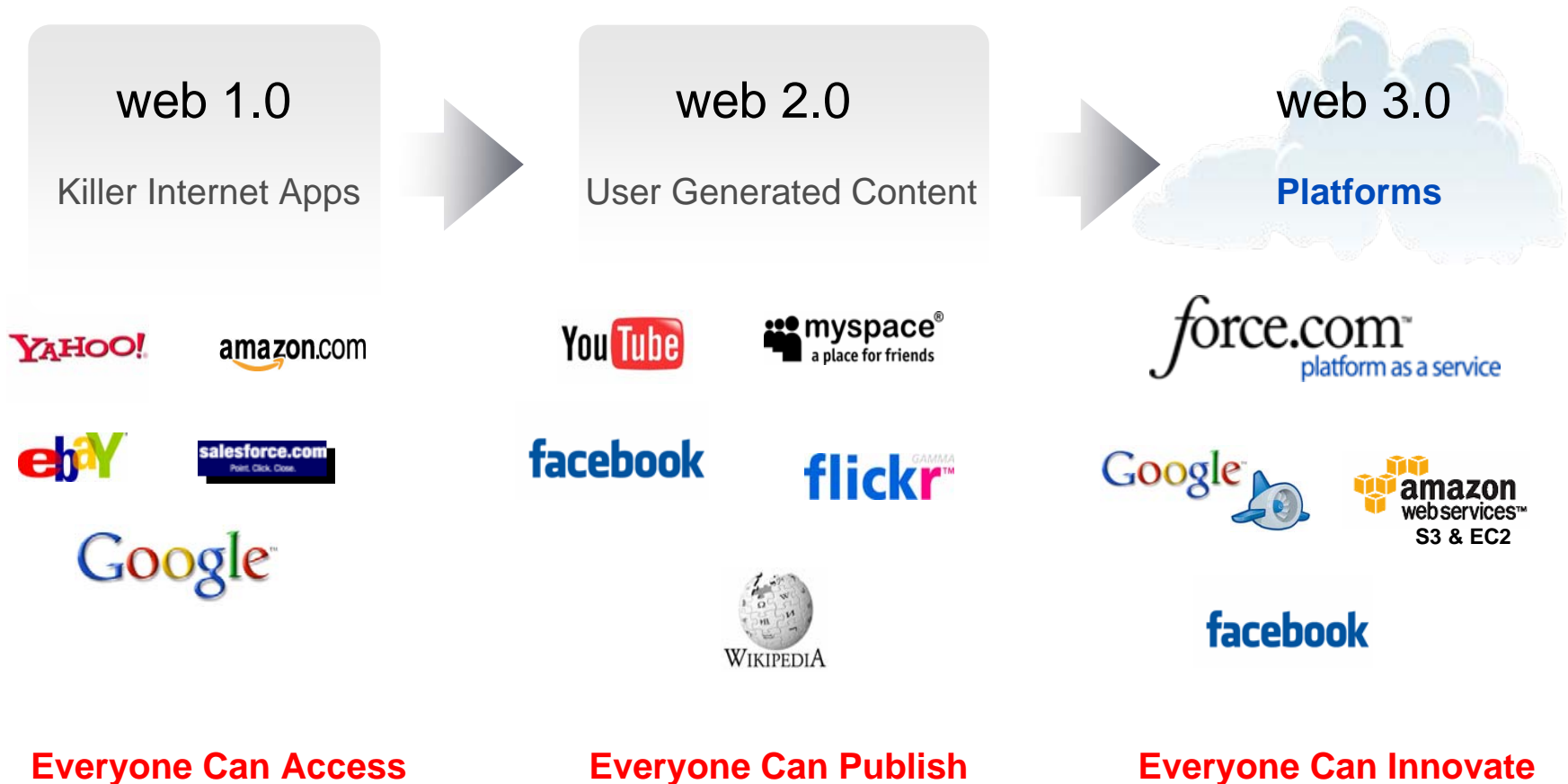
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Cloud Computing Platforms as a Service



Types of Platform as a Service Offerings

Level 4 Application Services



Leverage shared application services, multi-tenancy

Level 3 Virtualization



Code runs in the cloud

Level 2 Plug-in API



External code injects functionality

Level 1 Web Services API



External code calls API

Why Multi-Tenant? Increased Efficiency

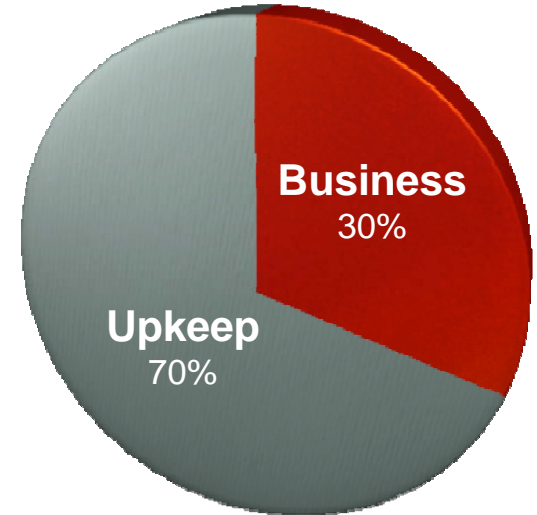
Single Tenant Efficiency



Server Capacity



Storage Capacity

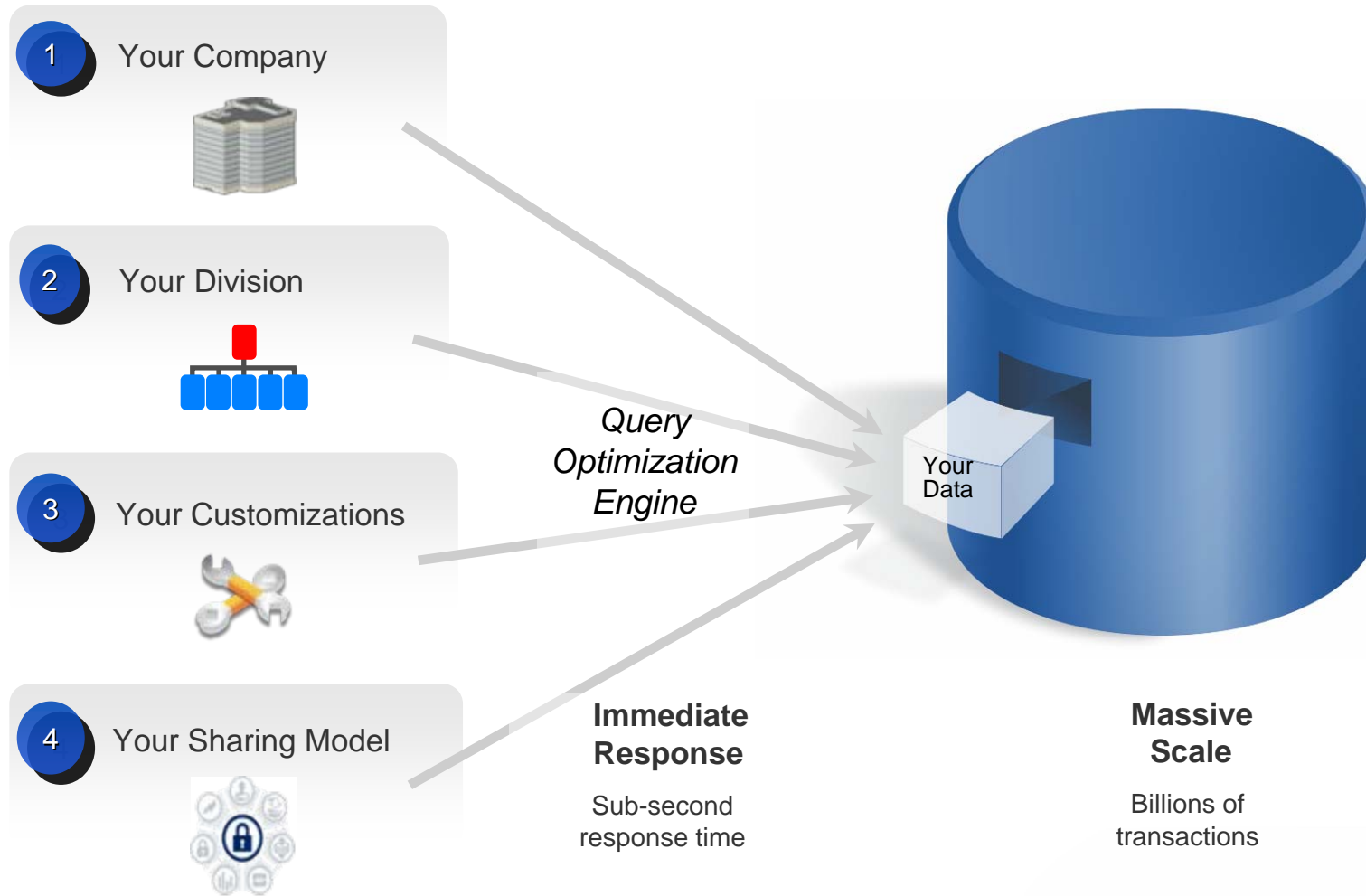


Labor

Source: Nick Carr, "The Big Switch"

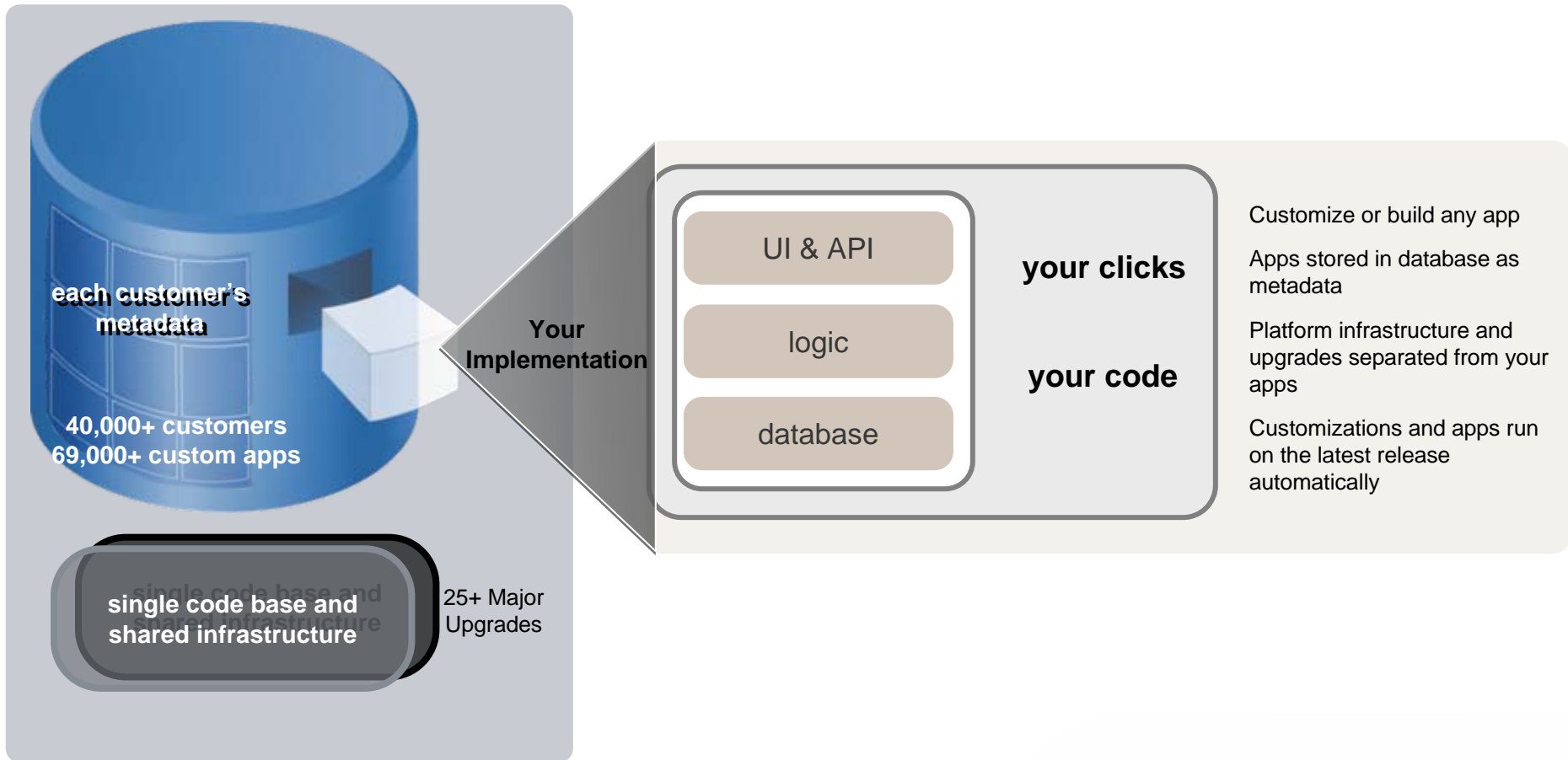
Multi-Tenancy Delivers Performance at Scale

Serves Companies of All Sizes



Platform as a Service Requires a New Architecture

Customize and Build Without Upgrades



Platform as a Service Enables Reactive Innovation

26 Major Releases in 9 Years



All Customizations Upgraded
Automatically

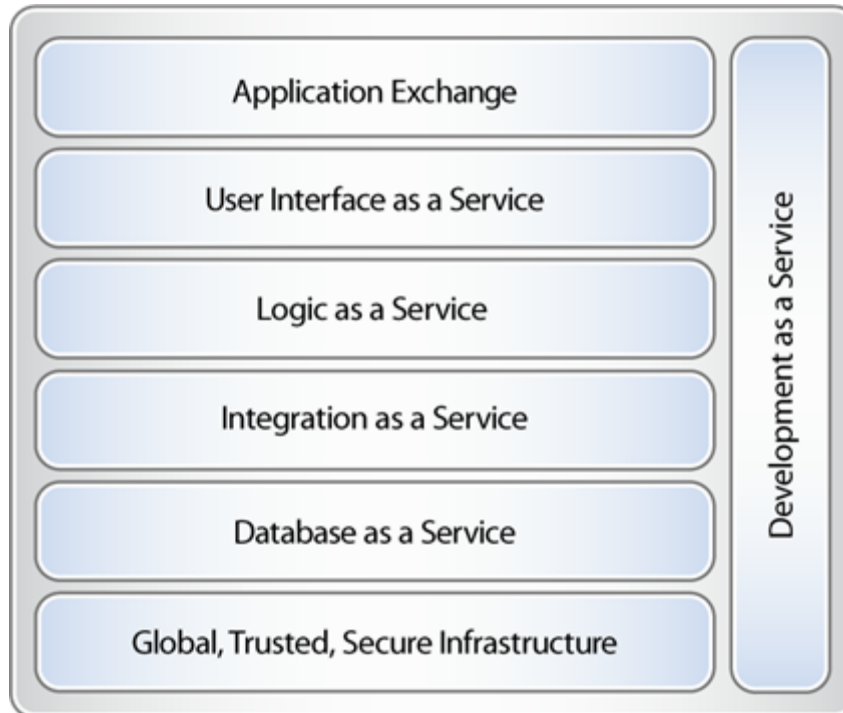
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Changing the Economics of Innovation

You	Hardware Infrastructure	Software Infrastructure	Technical Operations	Business Operations	Your App
	Network	Security	Monitoring	Ordering	
	Storage	Sharing	Patch Mgmt	Provisioning	
	Operating System	Integration	Upgrades	Licensing	
	Database	Customization	Backup	Billing	
	App Server	Web Services	NOC	Renewal	
	Web Server	API		Upgrades	
	Data Center	Multi-Language		Marketing	
	Disaster Recovery	Multi-Currency		Sales	
		Workflow			
		Analytics			
		Multi-Device			
		Messaging			
		Search			

What Does a PaaS Look Like?

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Demo

Q & A

Thank you.

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