

Consider Platform as a Service (PaaS) in your Cloud Strategy

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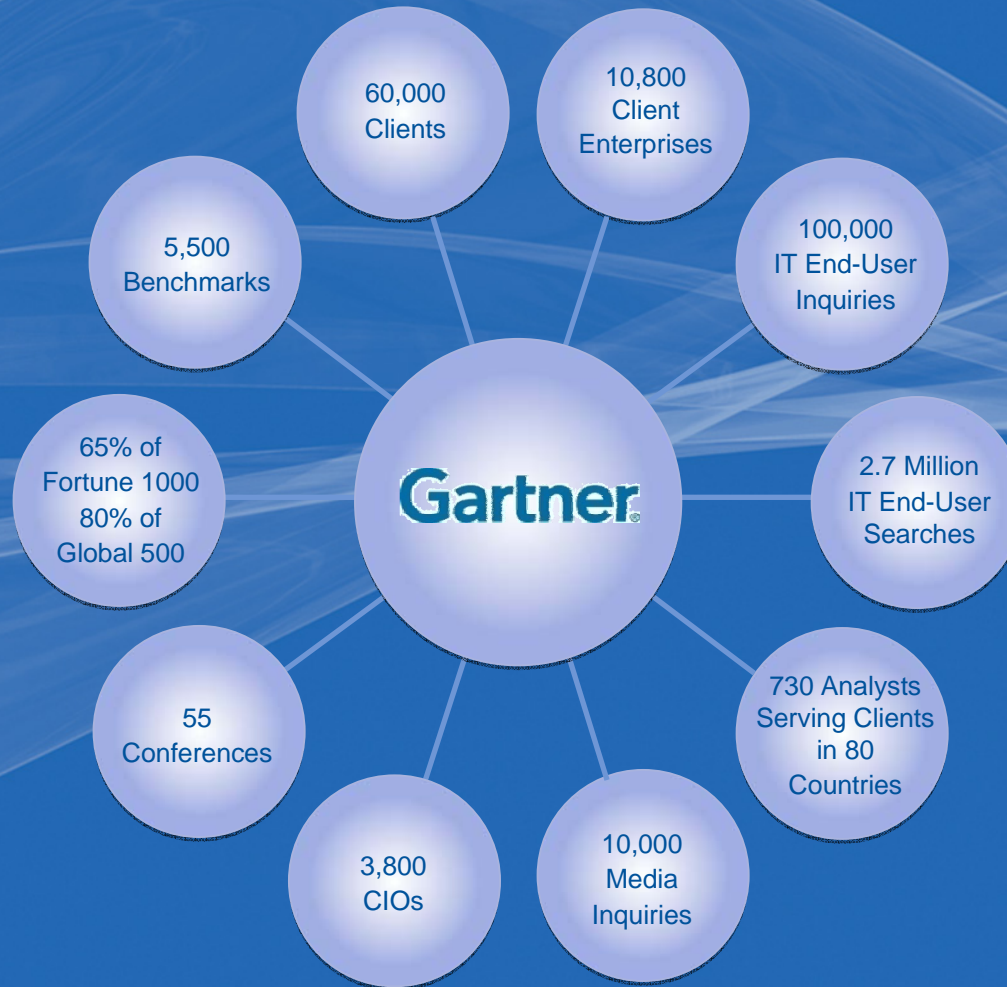
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Consider Platform as a Service (PaaS) in your Cloud Strategy

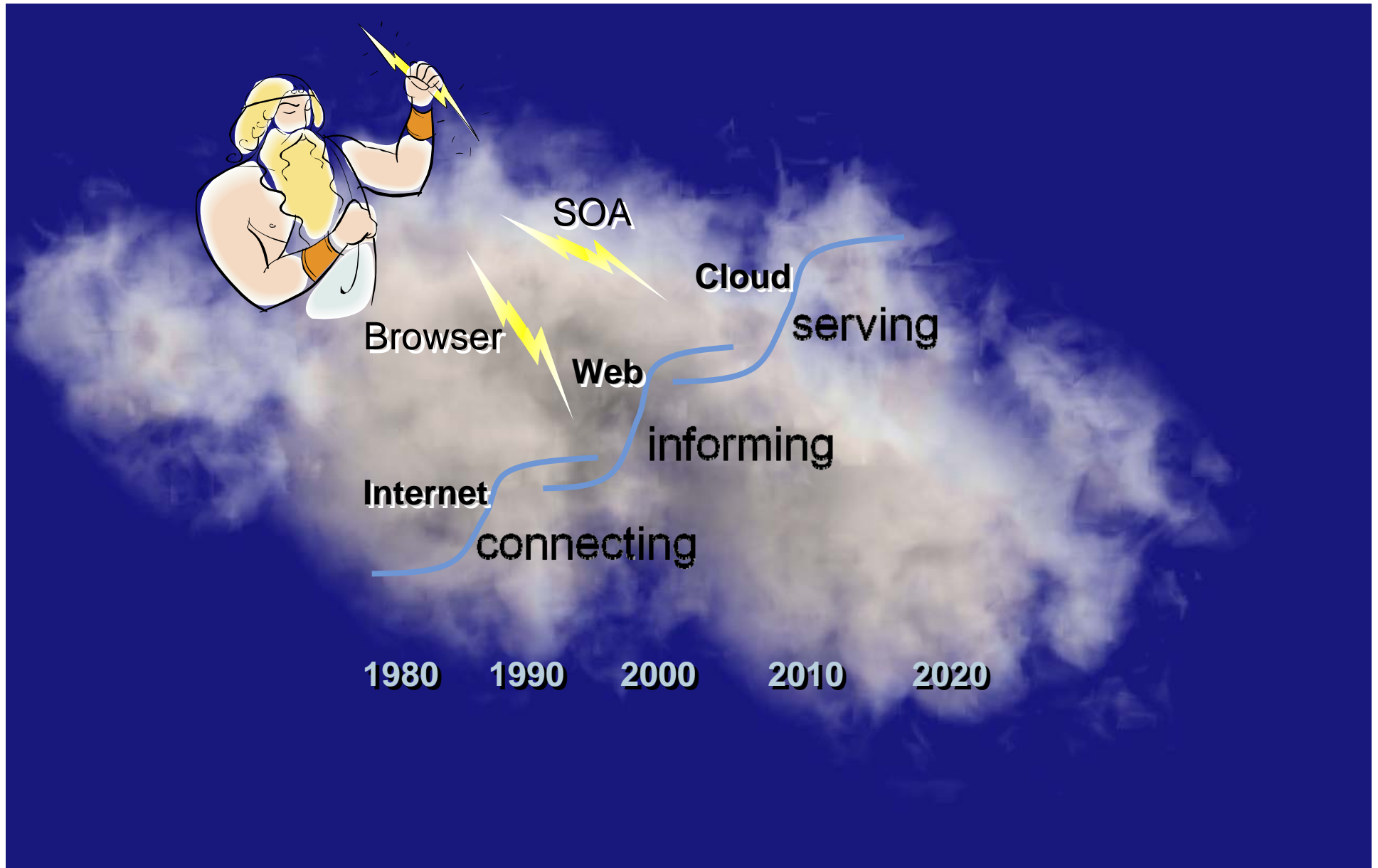
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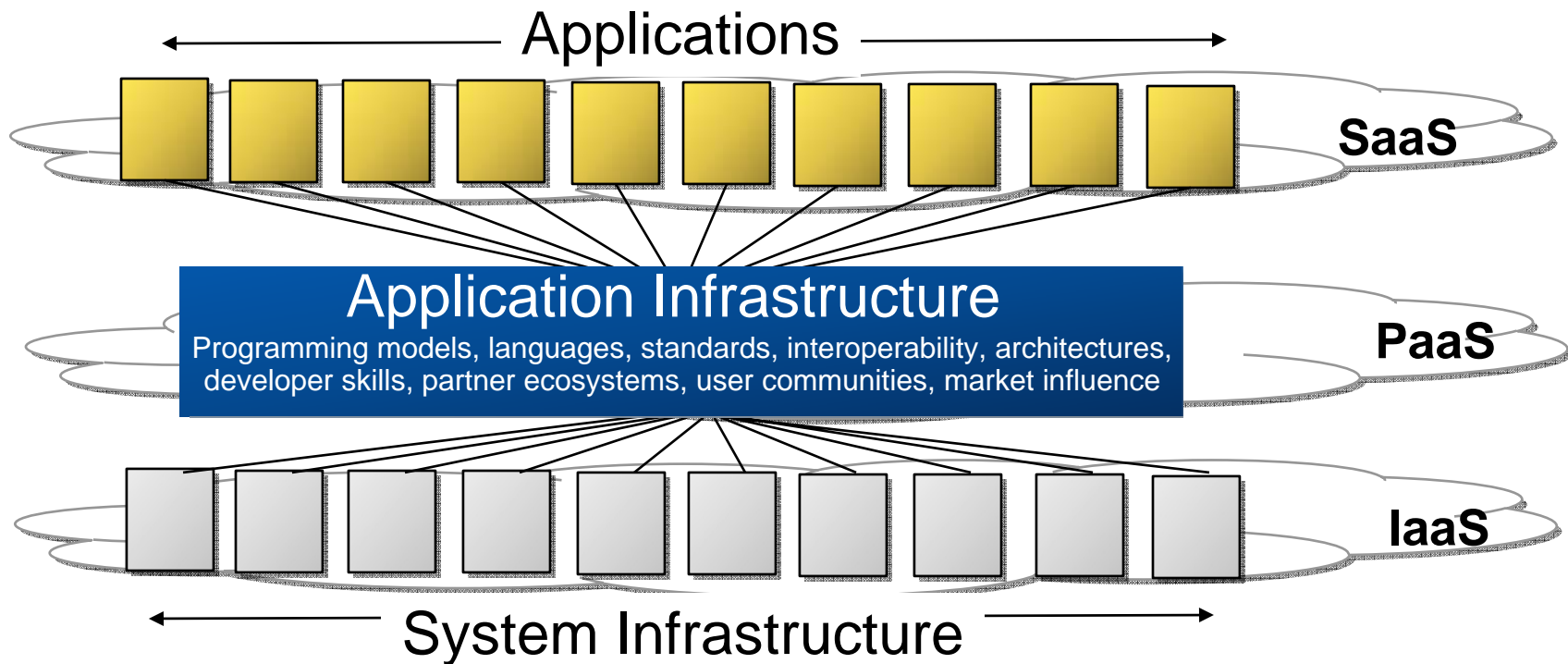
Cloud Computing: Evolution Inside a Revolution



Key Issues

1. What are the best practices in PaaS architecture?
2. How will vendors compete for leadership in PaaS market?
3. How will PaaS adoption evolve: Who, why and when?

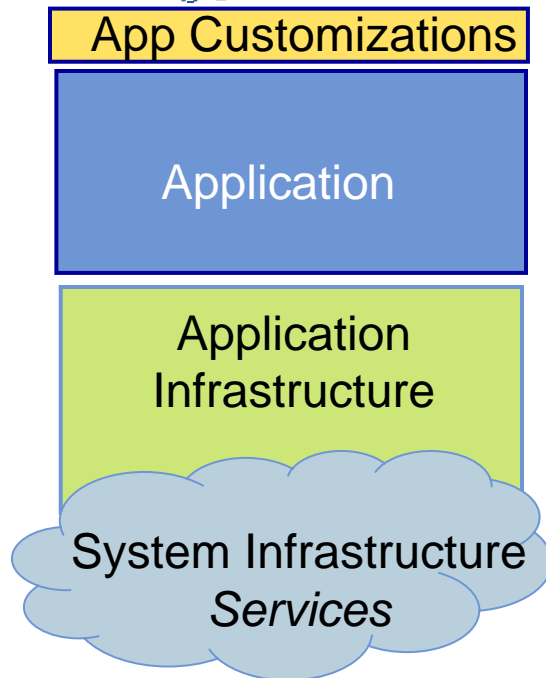
Platform as a Service: The Strategic Center of Cloud-Computing Architecture



Vertical Cloud Adoption: Up the Layers of Software Architecture

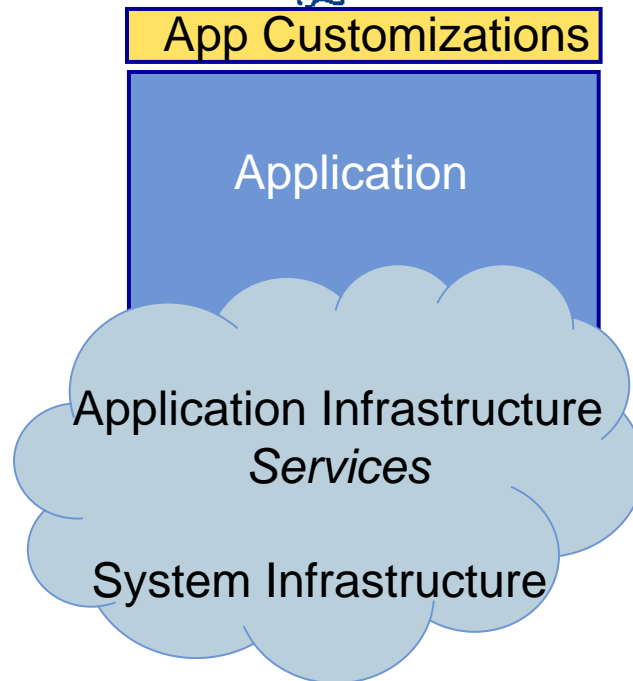
IaaS Customer

buys sys. infrastructure services



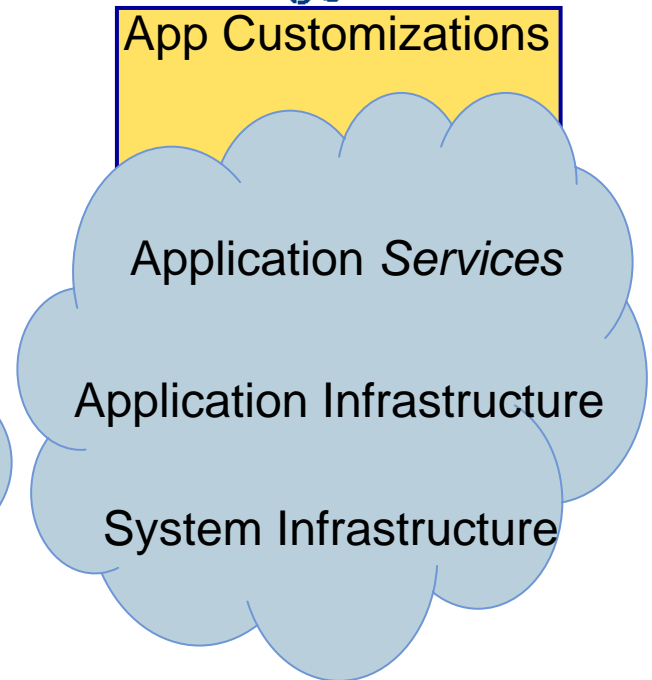
PaaS Customer

buys app. infrastructure services

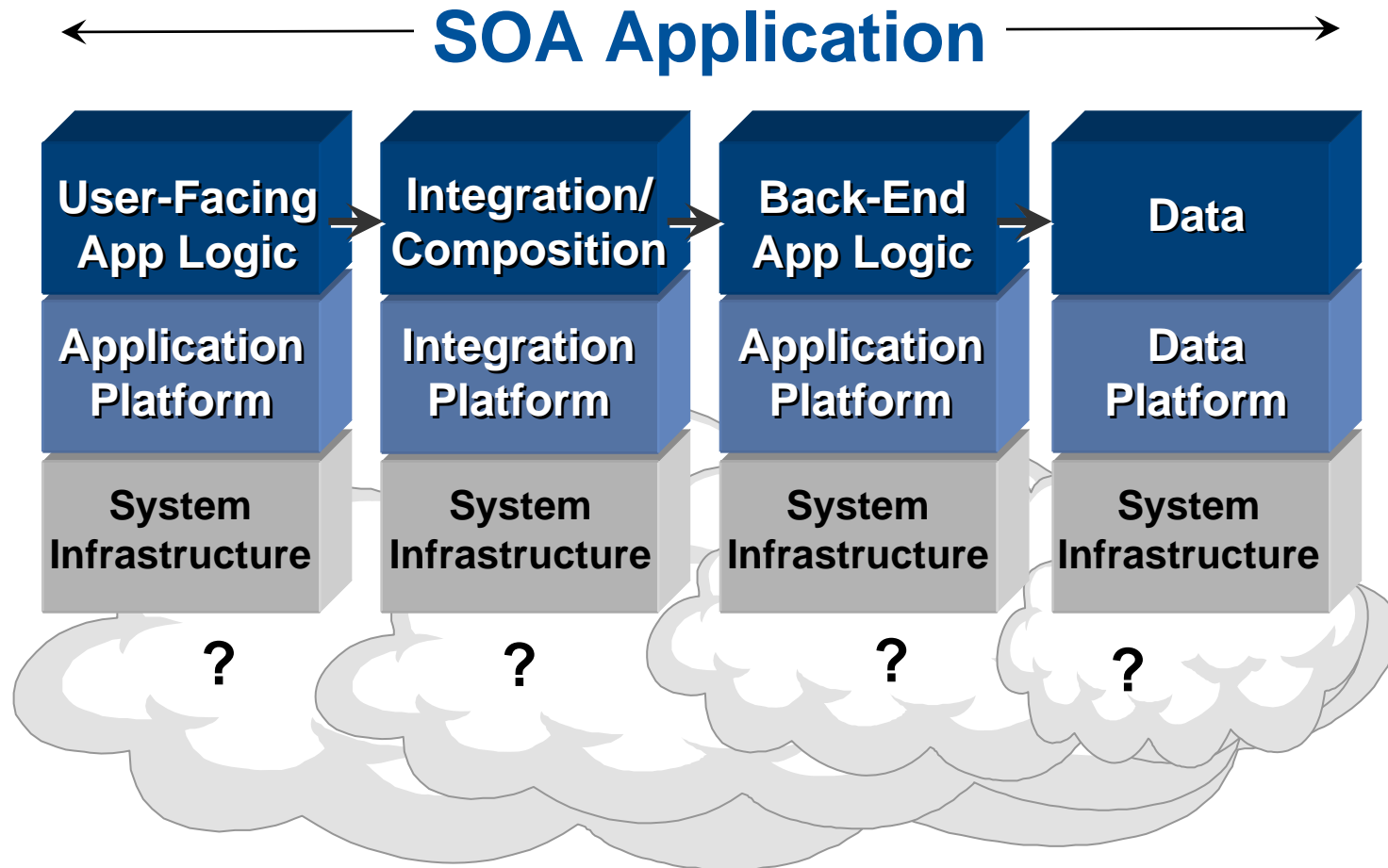


IaaS Customer

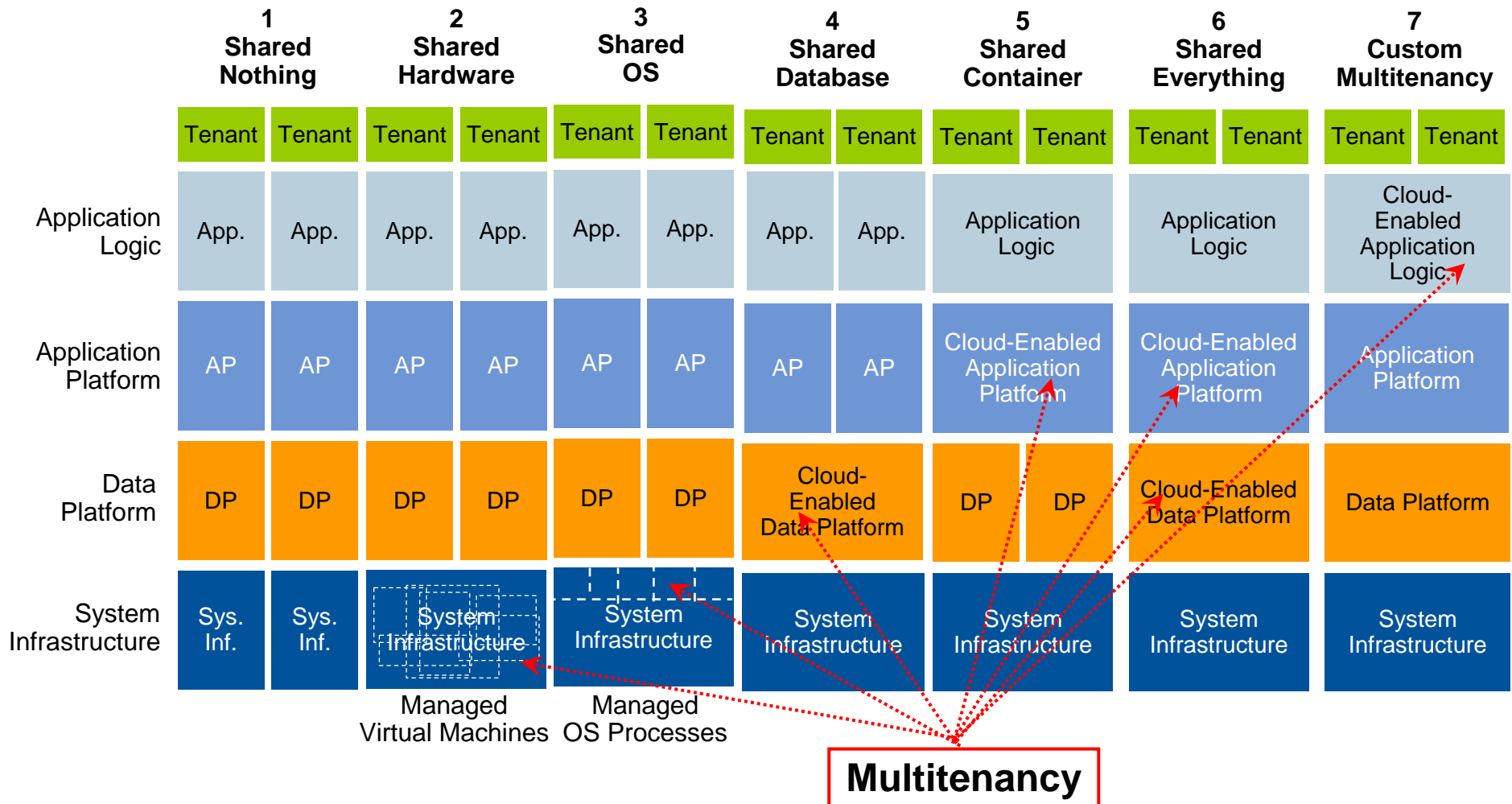
buys application services



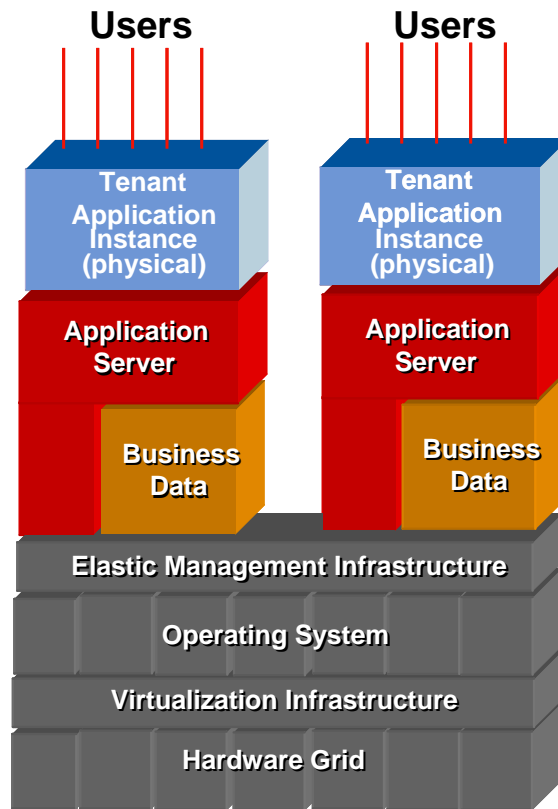
Horizontal Cloud Adoption: Spanning the Layers of Application Architecture



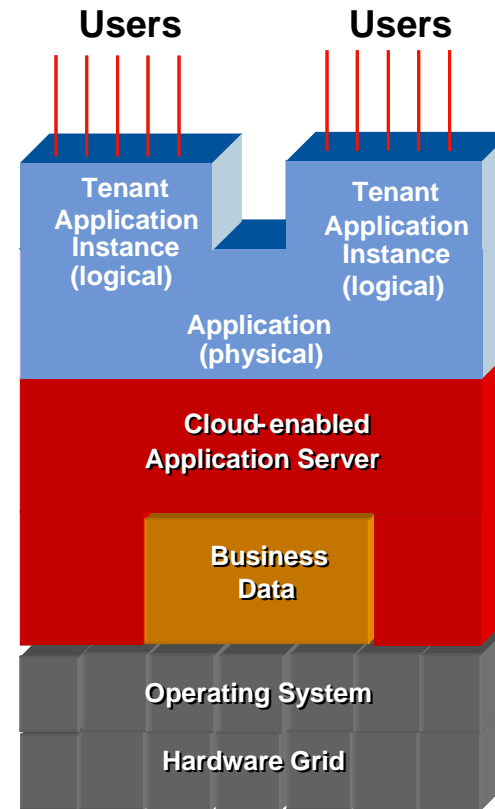
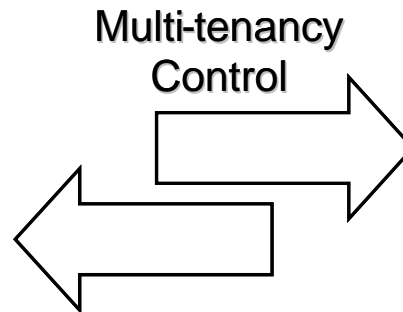
Gartner Reference Architecture for Multitenancy



The Cloud Architecture War: Evolution or Revolution?

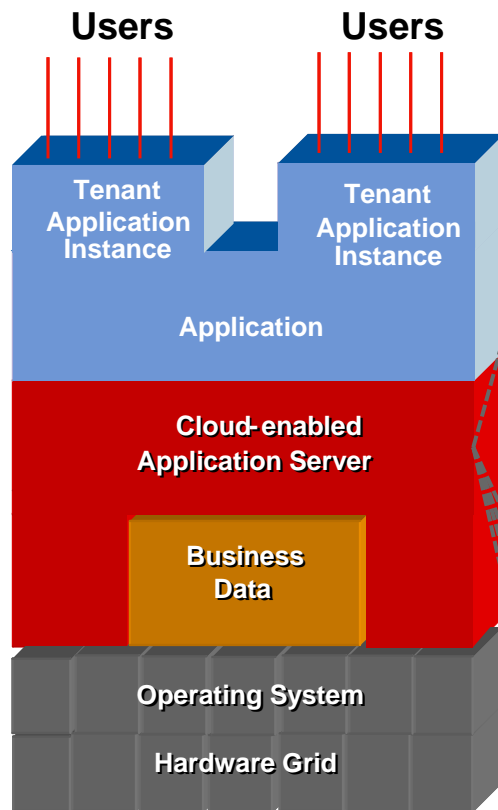


Shared-hardware
Multi-tenancy



Shared-everything
Multi-tenancy

Multitenancy Is the Key Characteristic of a Cloud-Enabled Application Platform



- **Multitenancy**

- Multitenant execution (isolation of process, memory, data access, performance).
- Tenant-aware security, monitoring, reporting and management.
- Tenant customization and user personalization within a tenant.
- Tenant on- and off-ramping.
- User on- and off-ramping.
- Application on- and off-ramping and version control.
- Tenant-aware error tracking, diagnostics and recovery.

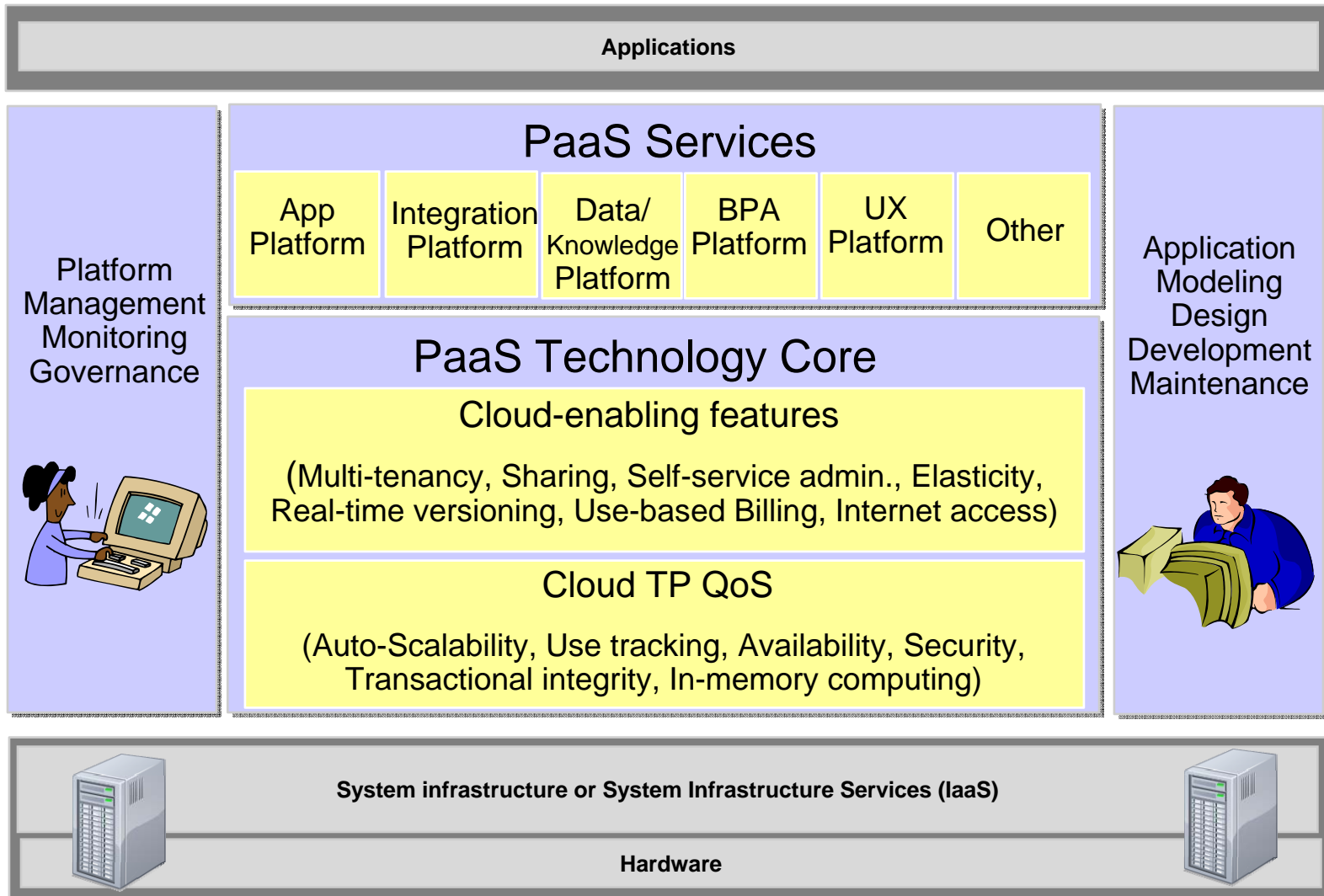
- **Elasticity** (just-in-time on-demand computing resources)

- Fine-grained usage **tracking**, metrics and costing

- **XTP**-grade global class advanced scalability, performance and availability

- **Integration**/composition with other on- and off-premises resources

Gartner Reference Model for Platform as a Service

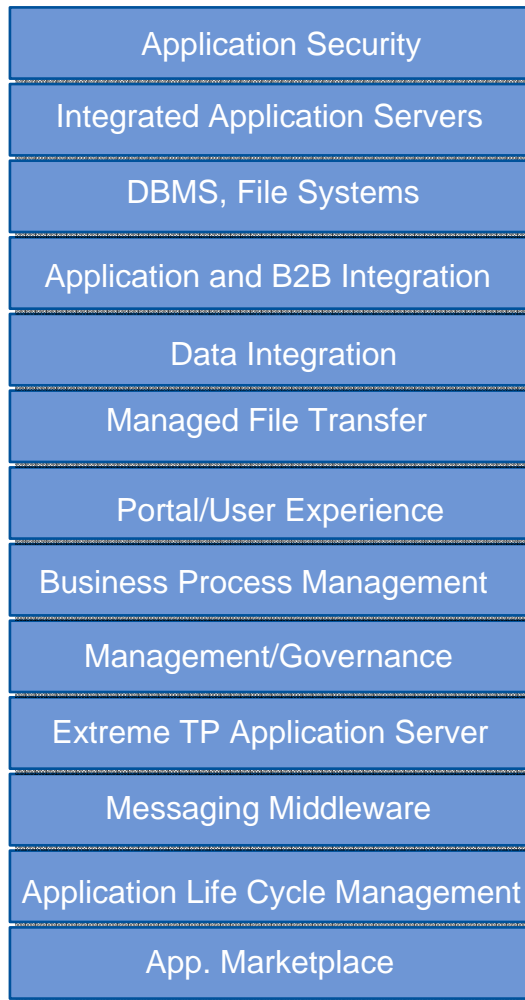


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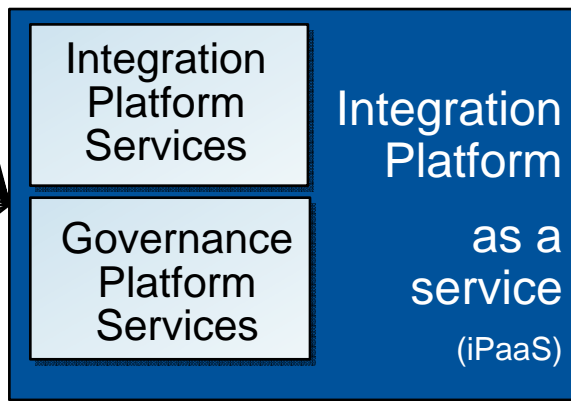
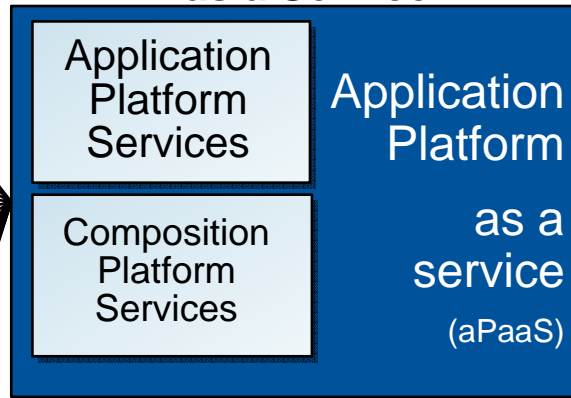
PaaS Roadmap: a Continent Emerging

Application Infrastructure Services

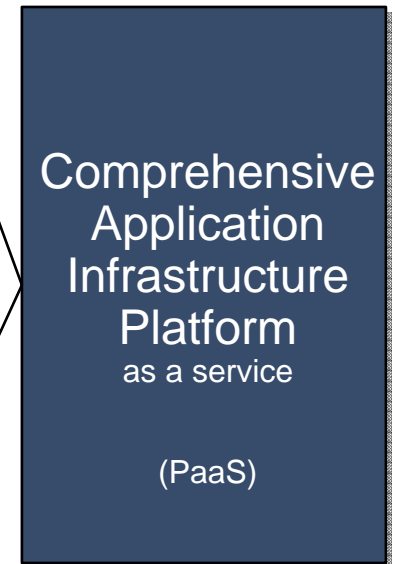


2011

Targeted Application Infrastructure Platforms as a Service



2013



2015

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Who's Who in Application Platforms for Cloud Computing

Enterprise Generalists

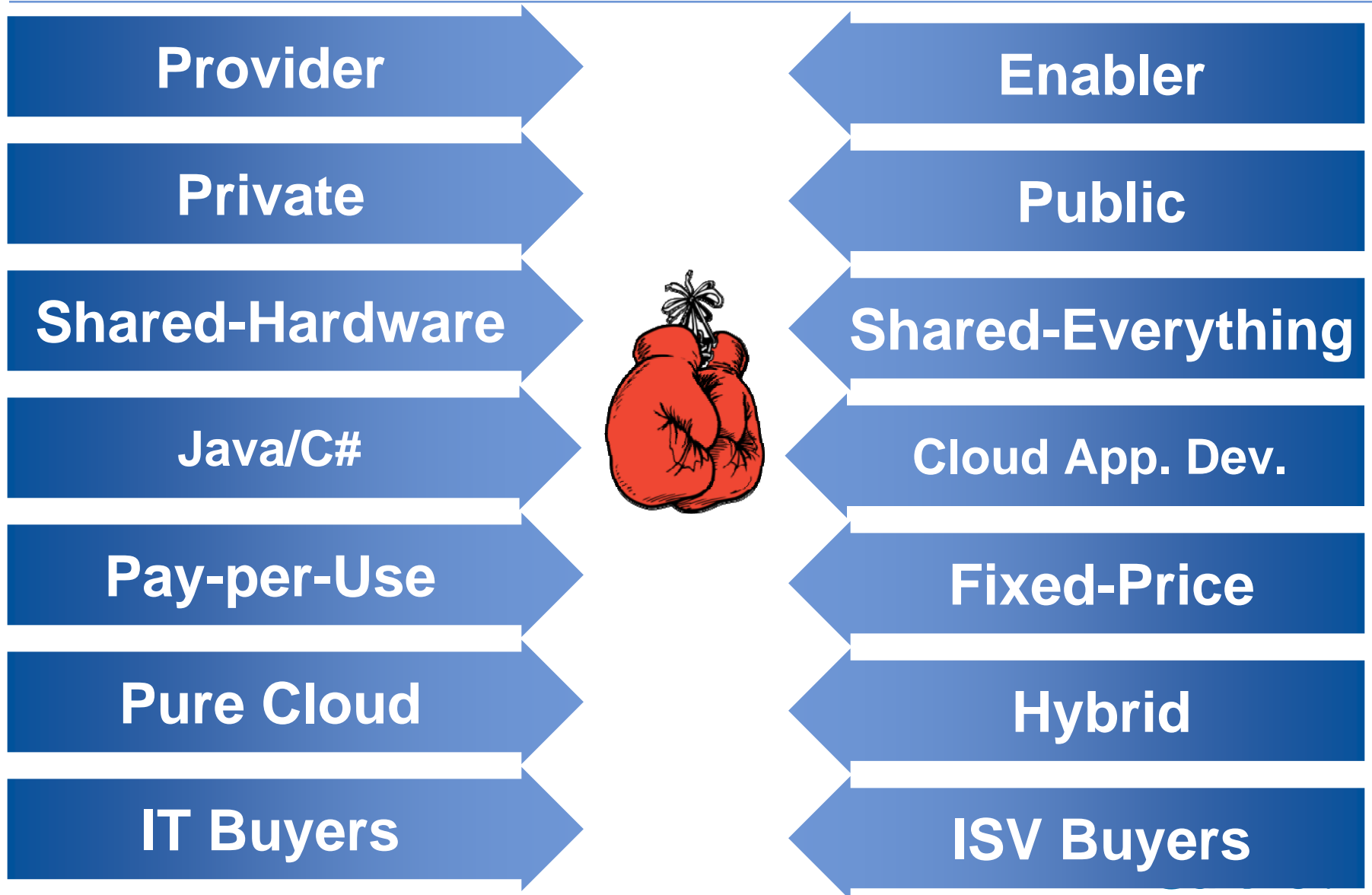
Adobe
Appistry
Aptana
Cordys
GigaSpaces
IBM
Intuit
Kovair
maatG
Magic Software
Micro Focus
Microsoft
Oracle
Progress Software
Rackspace
Red Hat
VMware SpringSource
Tibco Silver
WaveMaker

Cloud Specialists

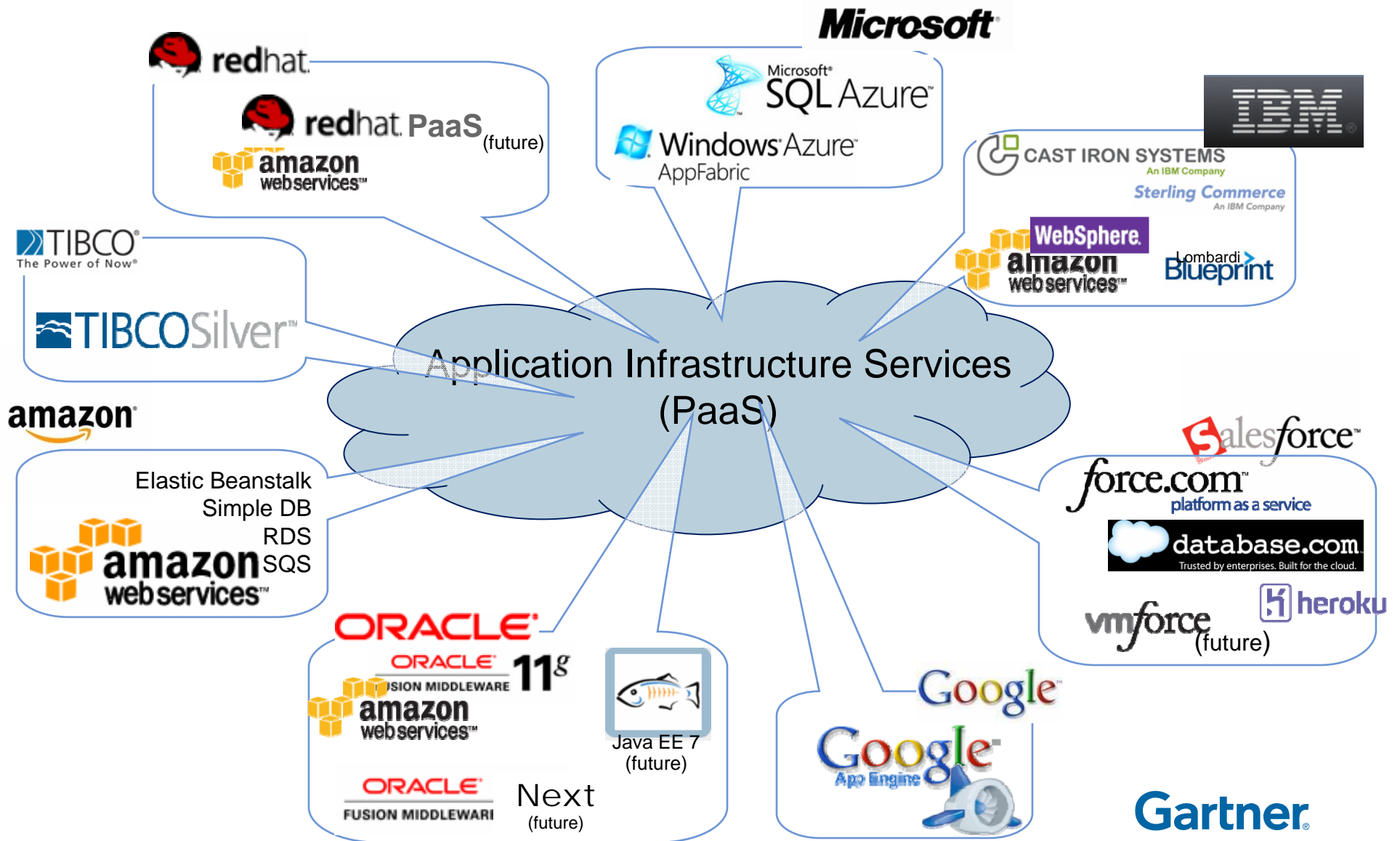
Apprenda
Bungee Labs
Caspio
Corent
Engine Yard
Express Dynamics WorkXpress
ForeSoft dbFLEX
Google App Engine
Heroku
OrangeScape
Qrimp
Relationals (LongJump)
Rollbase
salesforce.com Force.com
SiteMasher
Stax
TrackVia
VMware/salesforce.com VMforce
Zoho

Based on "Who's Who in Application Platforms for Cloud Computing"

The Battle of Visions: Vendor Strategies Under Construction



The Early Forming PaaS Marketplace



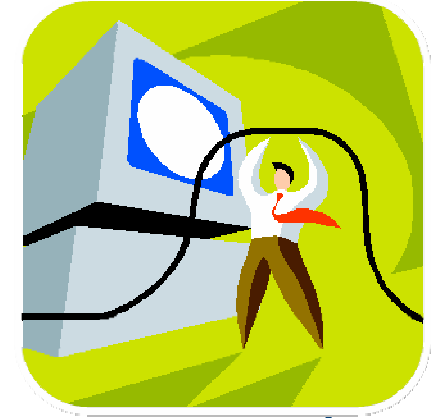
Key Issues

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Who, Why When: Small and Midsize Business (SMB)

Why?

- To reduce (eliminate) dependence on own IT
- To access to state-of-the art technology
- To reduce (eliminate) capital costs of IT
- To lower TCO (maybe)
- To get applications and services that are available only in the cloud



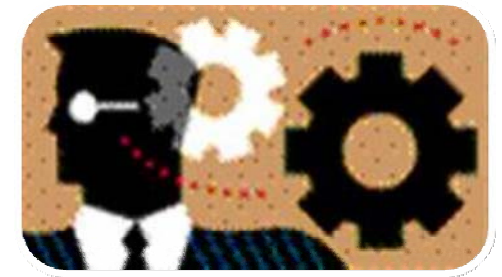
When?

- Now, but...

Who, Why When: Independent Software Vendors (ISVs)

Why?

- To meet the demands of SMB prospects and customers
- To reduce (eliminate) multiplatform costs
- To reduce version control costs
- To reduce maintenance and support costs
- To reduce (eliminate) distribution costs
- To achieve high resource utilization (compared with the customers' experience)
- To pass the savings to customers and prospects (maybe)
- To build applications and services that can function only in the cloud



When?

- Now and increasing through 2014

Who, Why When: Large IT

Why?

- To get applications and services that are available only in the cloud
- To get time-boxed projects done at a low total cost
- To get a project in a hurry — done on time
- To replace capital costs with operational costs



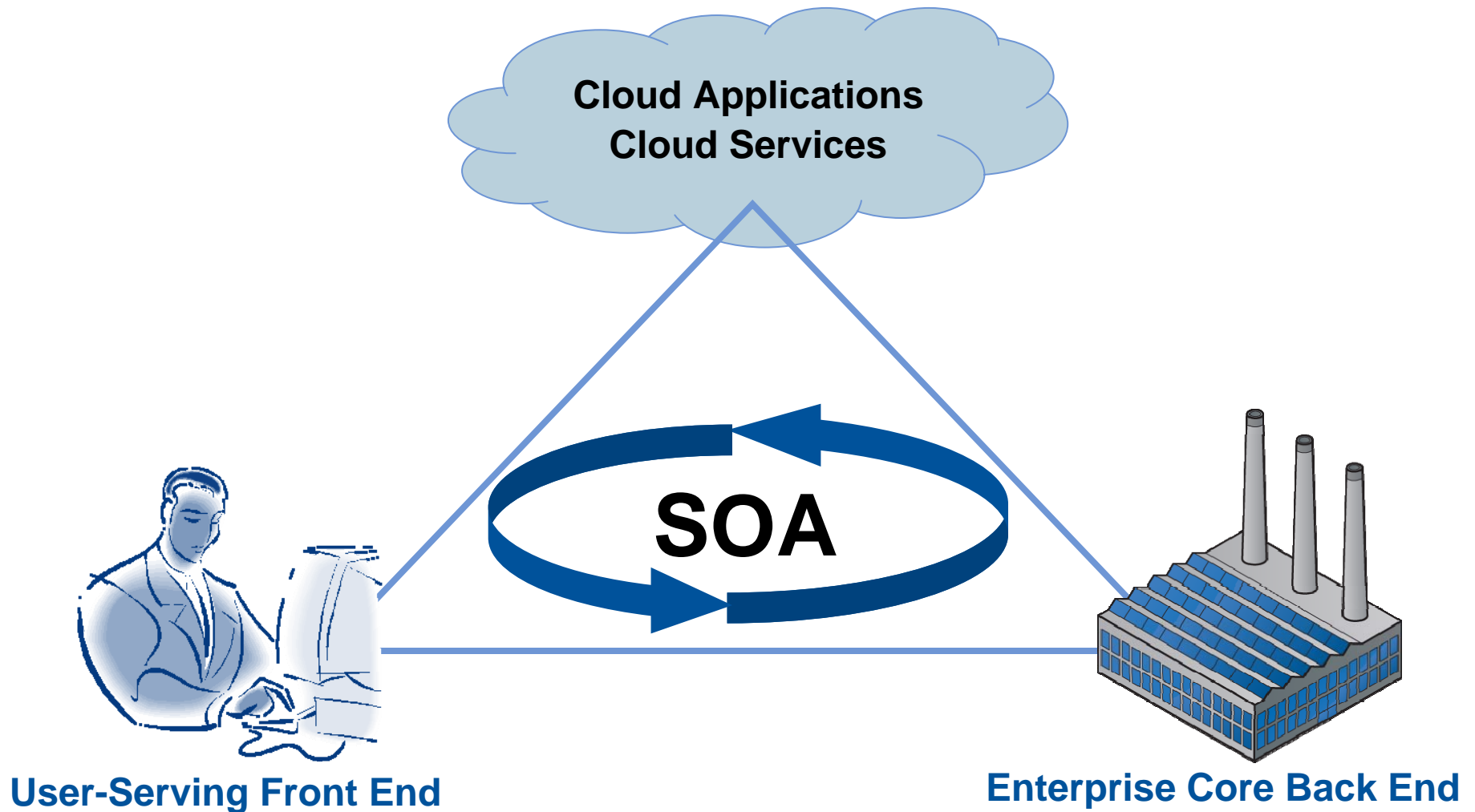
When?

- Some now, most by 2015

PaaS Will Have a Broad Impact

- By 2013, all leading software vendors will aggressively compete for leadership in the cloud platform market
- By 2014, most mainstream IT organizations will have positive experience using a PaaS service and will be increasing its use.
- By 2015, cloud platform experience will be a listed or demanded skill in most hiring decisions by IT software projects

Enterprise Computing in 2010's: Managed Global Heterogeneity



Related Gartner Research

- **PaaS Roadmap: a Continent Emerging**
Yefim Natis and others (G00209751)
- **Gartner Reference Architecture for Multitenancy**
Yefim Natis and Erip Knipp (G00205983)
- **Gartner Reference Architecture for Cloud-Enabled Application Platforms**
Yefim Natis, Massimo Pezzini, Eric Knipp (G00201437)
- **Salesforce.com at an Inflection Point**
Yefim Natis and others (G00209803)
- **Application Infrastructure for Cloud Computing: A Growing Market, 2010**
Yefim Natis and others (G00175138)
- **Microsoft AppFabric: A Platform for the Cloud Era Is Under Construction**
Yefim Natis, Massimo Pezzini, David Cearley, Eric Knipp (G00173880)
- **Predicts 2011: Platform as a Service: The Architectural Center of the Cloud**
Yefim Natis and others (G00209181)

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