



Building Apps on PaaS

Case Studies and Lessons Learned

SF Cloud Club

March 16, 2010

Ryan Nichols, Cloud Strategy

Alan Brown, Solution Architect

Iain Valdez, Google Product Management

Introduction to Appirio: Products & Professional Services to Help Enterprises Accelerate their Adoption of the Cloud

2500+ Enterprises...



Genentech

- 150+ services customers
- 2500 product customers

...have turned to Appirio...



- 300%+ revenue growth in past year
- Funded by Sequoia, GGV

...to build solutions on cloud platforms



- Leading partner of salesforce.com & Google, experience with AWS & Azure

“The speed and agility has really helped us automate more and processes within our enterprise”

- Navin Ganeshan, Network Solutions

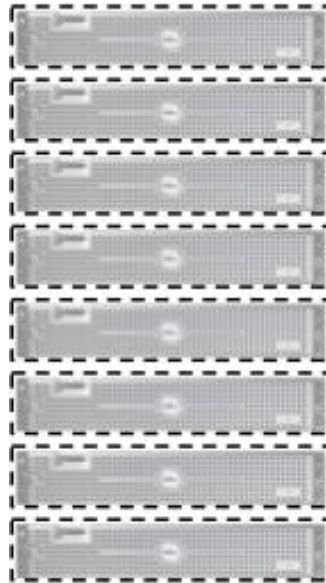
Cloud Computing Ecosystem



Why Platform as a Service? ... 100% Focus on Innovation

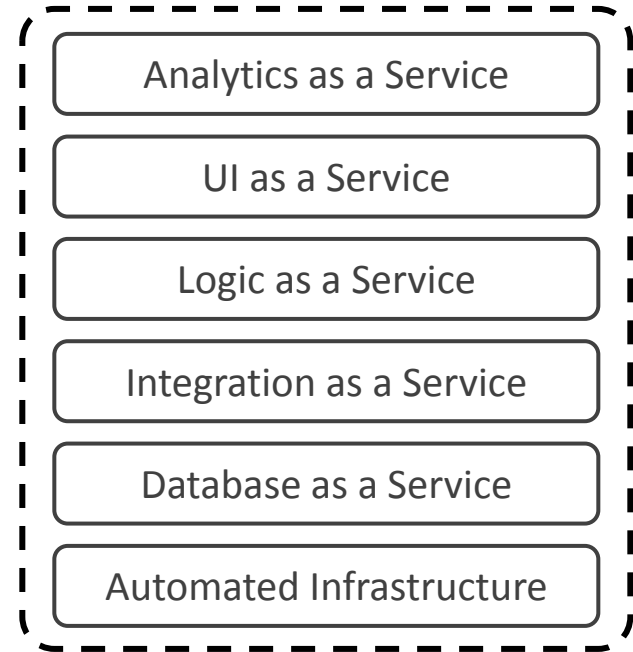
Cloud Infrastructure

Virtual servers: You manage and maintain a stack of software



Cloud Platforms

Virtual stack: You get a vertically integrated set of platform services



PaaS shifts the burden of stack integrity from ISV to platform vendors

Our Experience with Leading Cloud Platforms

Platform

Description

Sweet Spot



- Leading platform for business applications

- Structured/relational data, workflow/process-driven, forms-based data entry



- A scalable Java and Python-based cloud platform for web app application development

- New, elastic consumer-scale web applications

Platform as a Service Case Studies



APPIRIO
PS ENTERPRISE

- Appirio PS Enterprise: Services Management application



- Branch management application



- Web application for consumer program



- Web application for volunteer matching



AUTHOR
SOLUTIONS

- Book publishing ERP