

Let's say you wanted to open an office.

You know you need electricity for your lights, your coffee machine, your copier.

So, you call the electric company and you say,

"Please build me a power plant."

It better be a big one, because you don't know how much coffee you'll drink.

"By the way, I'll pay for you to build that plant."

And you offer to maintain it for years and years, too.

Seems silly, right? Nobody does that.

They just call the power company and say,

"Hook me up."

Get just what you need, just as you need it.

But, the crazy thing is:

This is exactly how most people get development tools.

They build big data centers and buy expensive servers, not knowing what they need.

They lay out big money up front for stuff they might not use for months.

They get tools for people who may never work on a project.

They forget what they own, and buy it again.

They hire lots of people to maintain it.

Not anymore.



What if you could buy development tools and the servers they run on
only as you need them?

What would happen if new users, new tools, new configurations could be
turned on instantly?

What if it were possible for employees, contractors, vendors, partners to
use them anytime, anywhere?



It's not a dream. **It's CloudOne™.**

We serve up the very best IBM® Rational® software

instantly

on demand

anywhere in the world

just as you need it.

And you pay only for what you use.

We call it Jazz Everywhere™, and here's how it works.



First, there's this thing called **Cloud Computing**.

Cloud Computing is simply getting access to **hardware** on demand, from anywhere.

It gets its name from how it's usually drawn on a diagram – as a cloud. This is because as a user of the “cloud”, you don't really know what's inside, or how it works, or where it's located, because all of that complexity is masked from you.

You simply connect, and start working.

Now, there are lots of companies out there ready to sell you Cloud Computing space. A few of them actually use the sophisticated network, storage and server management tools that make them a true Cloud.

CloudOne provides Cloud Computing services, too, direct from our own, custom-built Cloud data centers. But we are a bit different.

We only host IBM Rational tools in our Cloud.

“So what?” you might say.

The answer? **Focus.**

By running our own Cloud, with only IBM Rational tools, we can **tweak** our networks, servers and storage to provide the **fastest, lowest-cost** and **best performing** Cloud for development —anywhere.

It doesn't matter if it's the Rational ClearCase® and ClearQuest® environment you've relied on for years, or the latest in IBM Rational Jazz™ tools like Team Concert™, we can provide you with a 24-hour-a-day, 7-day-a-week hotbed of Rational happiness.





Then there's this other thing called **Software as a Service**.

Software as a Service is buying licenses of **software** as you need them.

And, then when you don't need them anymore, you stop paying.

Why is this a good idea?

Because that's how development actually works.

Every development project goes through phases, starting with business analysts, and then architects, and then project managers, developers, testers and so on – often with multiple trips through the “factory” to improve the software before it's released.

So, is it smart to get all the tools for all these people up front, when some might not start working for months or years? Is it smart to keep paying for tools even when no one is using them anymore?

Nope. We don't think so either.

That's why CloudOne is the

first company to offer IBM Rational tools through Software as a Service.

Any tool, any time, for any length of time.

Instantaneous deployment, immediate upgrades, no guessing, no waste.

Pretty outrageous, eh?

But the real magic happens when you **use them together.**

Cloud Computing **plus** Software as a Service.

That means you get a **whole development environment**

instantly

on demand

anywhere in the world

just as you need it.

And you pay only for what you use.

With the very best, top-shelf IBM Rational technology at your disposal.

That's not just a good idea –

we think it's going to change the world.



But don't just take our word for it.

"Cloud Computing will be as influential as e-business."

Gartner

"[It] promises fast application delivery, pay-as-you-go capacity that avoids capital expenditures, and opportunities to solve new problems."

Forrester

"By 2012, 80 percent of Fortune 1000 enterprises will be paying for some cloud computing services."

Gartner

"A classic disruptive technology."

Forrester

"This is revolutionizing the way people work."

Yankee Group

"Spending on IT cloud services will triple in the next 5 years, reaching \$42 billion and capturing 25% of IT spending growth in 2012."

IDC

"Mohegan Sun went with CloudOne because of their ability to provide flexible, customized solutions at an affordable price so that Mohegan Sun can stress test their application quickly in an effort to meet their launch deadline."

IBM

"Cloud computing is the story of our lifetime. Eventually all devices will be on the network."

Google CEO Eric Schmidt

In fact, practically the **entire IBM Rational world is making the move.**

These companies are part of the **CloudOne Consortium**, a group of partners building solutions in and around CloudOne. Think of it as your **Cloud Store**, they really **put CloudOne to work.**



IconATG provides customized training, mentoring and consulting in the software lifecycle, particularly Agile-based development.



Ravenflow provides requirements visualization technology integrated into CloudOne's offerings.



Software Quality Associates has one clear focus – Software Quality Assurance, and they use the CloudOne team to provide the tools and infrastructure they need to get it done.



GCE Solutions is an expert in helping companies manage globally distributed development as enabled by CloudOne's global infrastructure.



Ascendant Technology offers asset-based consulting across all IBM software brands and managed support for global delivery using CloudOne as a backbone.



The Emphasys Group drives enterprise-wide excellence in software and systems development and delivery using CloudOne as it's infrastructure partner.



Black Diamond delivers on-premise Rational technologies connected to the CloudOne Cloud through their Presto® Rational appliance.



WebLayers provides cloud-delivered governance guidance to the software development team, integrated into CloudOne's offerings.



ATSC is a leading provider of IBM Rational services utilizing agile technologies, and the flexibility and strength of the CloudOne infrastructure.



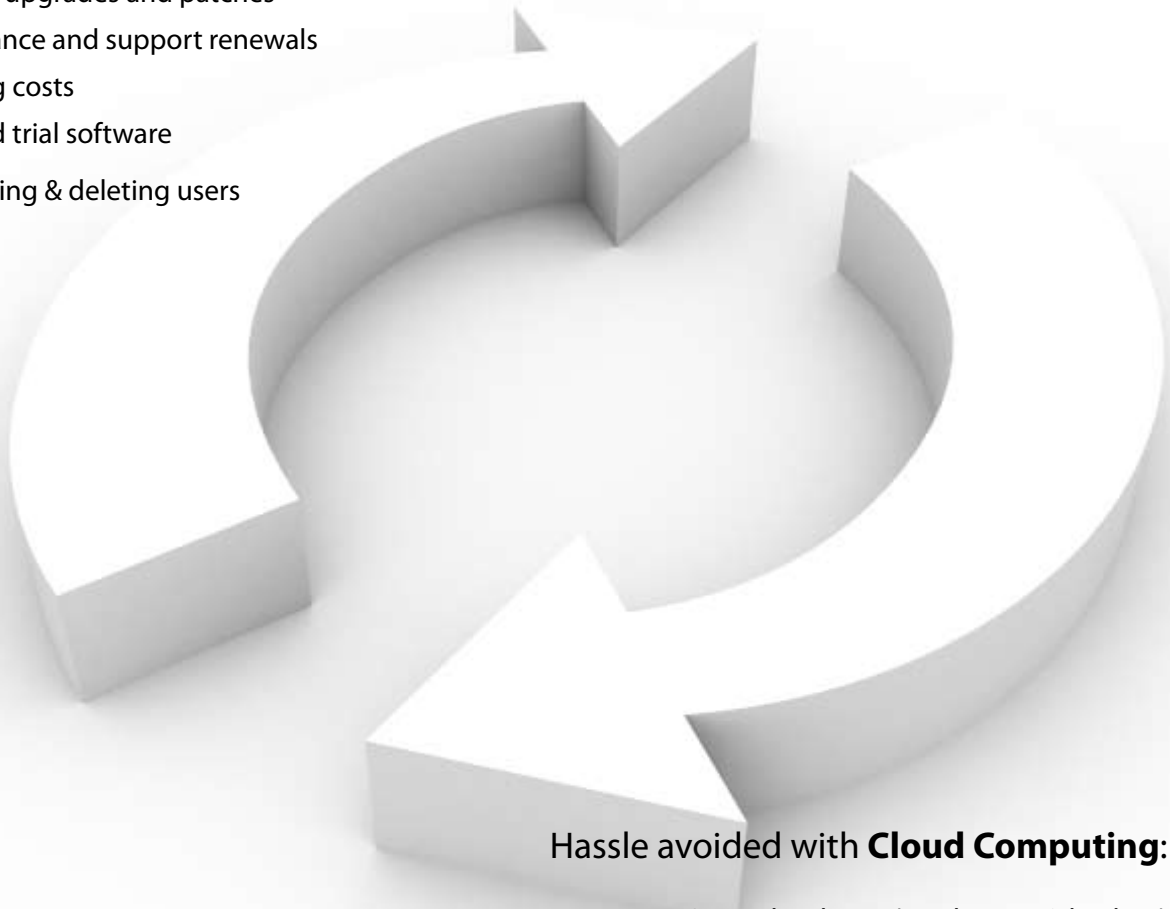
Island Training Solutions provides specialized, modular, flexible training solutions for IBM Rational technologies alongside CloudOne's infrastructure.

Why? **Because it's smart.**

In addition to not worrying about capital expense approvals and financing options (it's usually so simple and low-cost that it's considered an operational expense), there are tons of other benefits that come from IBM Rational through CloudOne.

Hassle avoided with **Software as a Service:**

- Software that sits, waiting to be used
- Installation and performance tuning
- Applying upgrades and patches
- Maintenance and support renewals
- Financing costs
- Pilots and trial software
- Provisioning & deleting users



Hassle avoided with **Cloud Computing:**

- Server hardware (production & backup)
- Storage
- Backup and restore
- Operating systems
- Electricity & cooling
- Server support contracts

Jazz Everywhere.

It's time to get the very best IBM Rational development environment wherever, whenever you need it, and pay only for what you use.

That's the power of Jazz Everywhere from CloudOne.



CloudOne Corporation

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