

PUT YOUR I.T. ON

CLOUD NINE

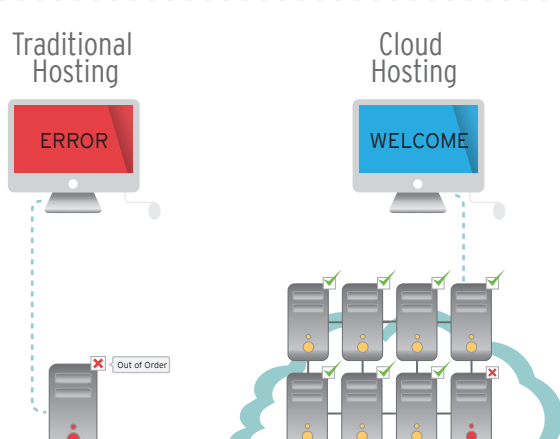
WHICH CLOUD ENVIRONMENT IS RIGHT FOR YOUR BUSINESS?

You, Mr. Businessman/Mrs. Businesswoman have heard that buzzword more than you care to explain. Everyone keeps saying, "Move over to the cloud to stay competitive!" You've looked at your business goals in respect to the cloud, and the reduced operational control associated with it, but you've also learned about its ease of use, minimal up-front cost, and on-demand scalability.

You've possibly considered Service Level Agreements, the migration process, and the reputations of the cloud hosting providers. What's left when all of the dust settles? Just an overwhelming amount of tough-to-distinguish data. Well fear not! We are going to cut through all the hype with a clear explanation on how cloud hosting works.

CLOUD HOSTING DEFINED

Cloud hosting is based on the most innovative Cloud computing technologies that allow an unlimited number of machines to act as one system. Other hosting solutions (shared or dedicated) depend on one machine, while cloud hosting security is guaranteed by many servers. Web applications, email servers, backups and more can all be hosted on the Cloud.



SaaS

Software as a Service

An interface that's available via web, and hosted on a remote server

- Netflix
- Dropbox
- SugarSync
- Spotify
- Salesforce

Common in consumer applications. This service eliminates the need for applications to be installed on your PC

PaaS

Platform as a Service

A computing platform including operating system, programming language execution environment, database and web server

- AppEngine - Google
- Bungee Connect - Java Base
- Longjump - Java/Eclipse

Can create, deploy and manage applications without investing in hardware and software

IaaS

Infrastructure as a Service

A way to rent hardware, operating systems, storage, and network capacity over the Internet

- SnapScale - InfoRelay
- EC2 - Amazon
- Compute Engine - Google

Offer computers, either physical or virtual and other resources, like firewalls, load balancers and IP addresses

Source: Wikipedia

PUBLIC VERSUS PRIVATE

PUBLIC CLOUD

- Shared servers in a secure data center, similar to Virtual Private Environments
- Cloud hosting company controls server and network configurations
- More affordable
- Less physical/operational control
- Preferred by higher-ups that want reduced complexity



PRIVATE CLOUD

- Provider creates a remote hosting environment based on the client's needs
- Private, dedicated server equipment
- Increased security and control
- Managed and serviced by Cloud hosting company
- Preferred by firms that require compliance, such as PCI + HIPAA



Source: Online Tech

CLOUD HOSTING PROS AND CONS

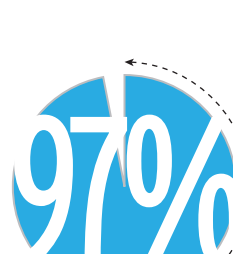
<ul style="list-style-type: none"> Only pay for the system time (instance) and space that you use No hardware maintenance or upkeep expenses Reduced initial capital expenditure Instant deployment capability Instant scalability - as your hosting needs increase, the Cloud automatically scales up your deployment Increased reliability through diverse server hosting locations 	<ul style="list-style-type: none"> Cloud hosting, while engineered for redundancy, is more complex. Outages can occur if it's not properly engineered No physical access to servers, meaning less overall control Relying on shared storage can temporarily increase latency, threatening web-based apps Increased security risk if you're using a public cloud that doesn't have advanced security features
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Source: Web Hosting Simplified

HERE TO STAY

While it's not expected to overthrow traditional hosting, Cloud is becoming a vital component of many company's overall I.T. hosting infrastructure

97% of companies have increased or maintained their confidence in the cloud in the last 12 months



Gartner estimates Cloud to be a \$109 billion market, which will grow to \$207 billion by 2016



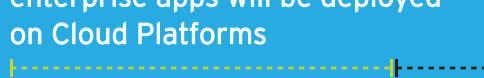
More than 30% of IT budgets are now spent on Cloud

60% of server workloads that will be virtualized by 2014

By 2015, half of the surveyed organizations expect to move 40% or more of their IT infrastructure to the Cloud



80% of new commercial enterprise apps will be deployed on Cloud Platforms



Source: CloudTweaks/Gartner

snapscale™ The InfoRelay Cloud

DEFINED:

Large quantities of InfoRelay-owned/managed servers are used to provide a fault-tolerant network of physical machines, each capable of hosting multiple SnapScale™ Cloud Instances

AVAILABLE IN:

- PUBLIC CLOUD
- PRIVATE CLOUD
- HYBRID CLOUD

QUICK FACTS:

- Servers utilize Intel and AMD Virtualization Technology
- Single points of failure eliminated at the storage, computing and network layers
- Over 20 different aspects of SnapScale's "health" are continuously monitored
- Incorporation of public and private clouds to allow for increased security

TECHNICAL STATS:

- Each physical system supports over 100 instances
 - Fault-tolerant, with automatic failovers
 - High availability, load balancing
- VLAN traffic transfer capability
- Zen hypervisors allow for immediate backup restoration of systems in case of data loss or downed systems
- Over 400 pre-built, customizable templates
 - Clients can also build their own templates
- 10+ operating systems available
- VMware + Amazon EC2 direct porting capability



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Sources: Wikipedia, Nimbo, Gartner, TrackVia, Web Hosting Simplified, Technofreak, Cloud Computing Topics