

Any App. Any Server. Any .

To the Cloud:

**Fastest Way to Move Existing Apps
(No Change/No Lock-In)**

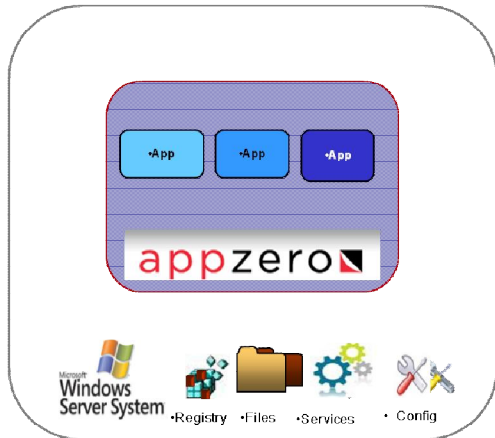
appzero 

Applications to the cloud



- ❑ Cloud Computing is a game changer
- ❑ Migrating application to the cloud requires different approach than VA/VM image converter
- ❑ Taking advantage of managed services in the cloud
- ❑ The enterprise wants the freedom to move from cloud to cloud with no change
- ❑ AppZero = next evolutionary step
 - A necessary one
 - An addition to the virtualization eco-system, not a replacement
 - More options = more agility

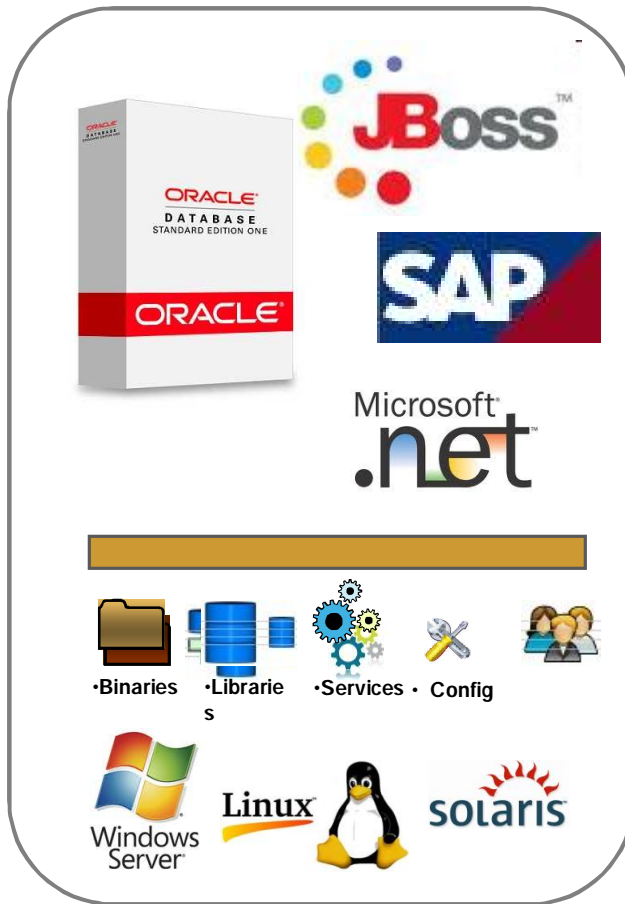
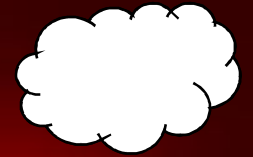
What is AppZero?



- Zero Install
- Zero Conflicts
- Zero Lock-In

- ❑ AppZero encapsulates enterprise-class applications into a package called a Virtual Application Appliance (VAA) that can be copied and run quickly without installation.
- ❑ AppZero isolates applications from one another and the underlying OS instance.
- ❑ Applications may be moved among machines easily, including those in a cloud, providing OS-free instant provisioning.

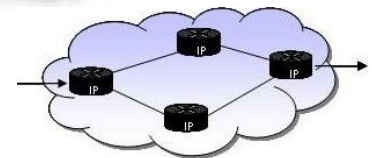
When you install an Application



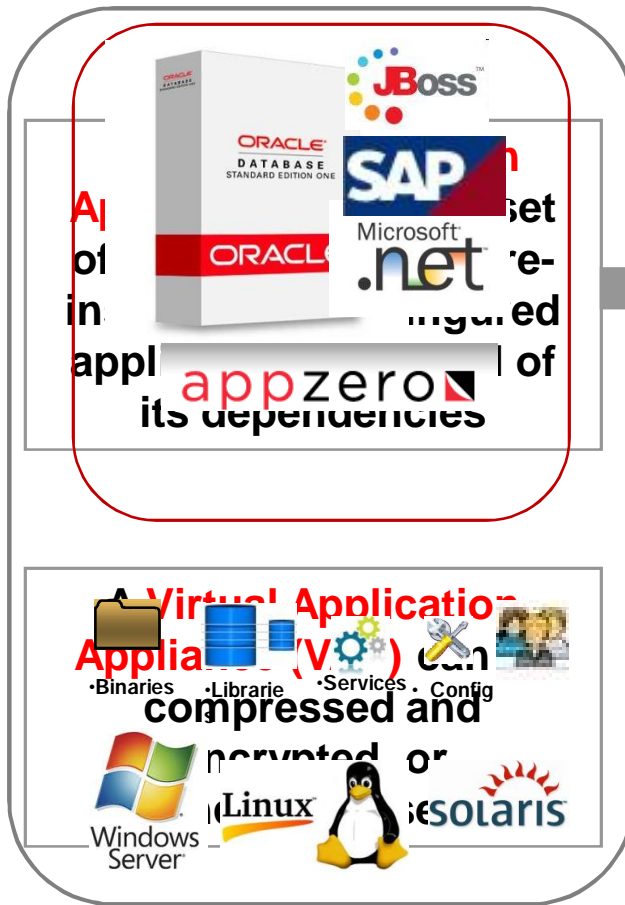
AppZero encapsulates the Application(s)



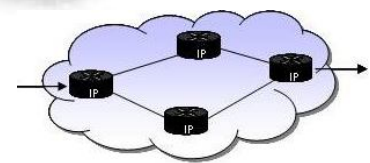
•IP •x.x.x.x



And then...



• IP •x.x.x.x

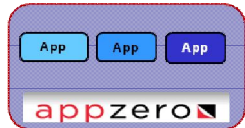


appzero

Virtual Application Appliance (VAA)



The



VAA:

- Packages all the elements required by the application to run (except an OS):
 - Package once, run everywhere
- Allows applications to be freely moved – physical or virtual servers – at customer site or in the cloud
- Travels light; a VAA is 10x – 100x faster to move than a VA
- Is isolated from the underlying OS and from other VAAs.
- Makes no changes to the underlying OS
- Can be managed independently and run without conflict.

How AppZero works

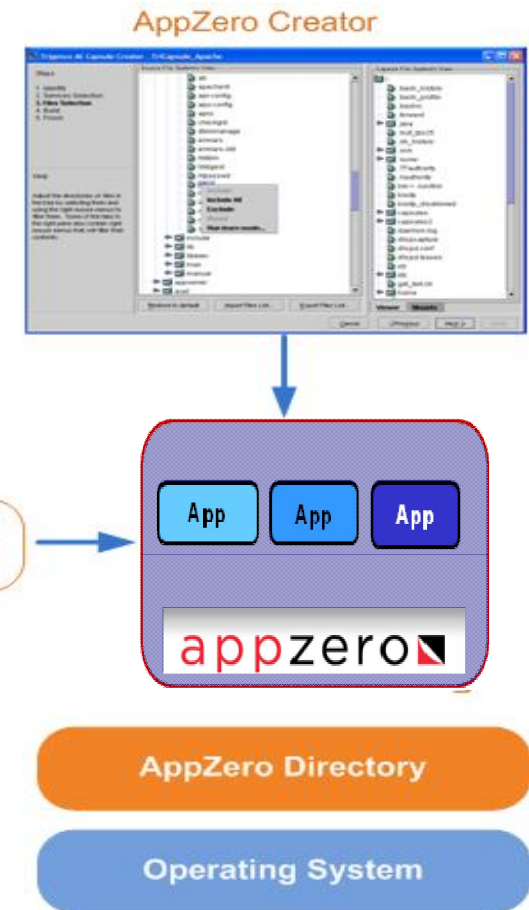


Package: Create virtual application appliance (VAA) with the AppZero Creator

Deploy: VAAs are copied to physical or virtual machines -- applications run without installation. Zero-install

Run: AppZero Director creates small runtime environment to isolate VAA from operating system. The application writes changes to the VAA. Underlying OS is unchanged.

Administer: AppZero Admin manages VAAs



Similar letters (VA and VAA) – big differences



Virtual Appliance (VA)

is a **virtual machine** image that runs on a virtualization platform (includes OS)

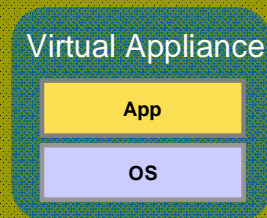
Virtual App Appliance (VAA)

is an **application image** designed to run on an OS

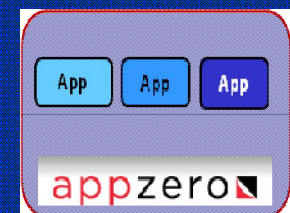
Similarities

Decrease time to market and get customers up and running faster
Reduce costs and complexity of developing and testing software
Simplify deployment and patching and reducing support calls

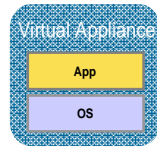
- **Not for Windows**
- **Virtual only**
- **ISV owns OS lifecycle**
 - **Managed by ISV**
- **Large in size**
- **Limited clouds**



- + **Windows today**
- + **Physical and Virtual**
- + **IT owns OS lifecycle**
 - + **Managed by IT**
- + **Small in size**
- + **Cloud ready**



Size matters – Time counts



App foundation	VAA Storage Space (GB)	VM Storage Space (GB)	Transfer rate (GB/Hr)	VAA Elapsed Time (Hrs)	VM Elapsed Time (Hrs)	VAA Improvement VM image
<i>.NET</i>	0.05	50	1	0.05	50	500x
<i>J2EE</i>	0.75	50	1	0.75	50	67x
<i>LAMP</i>	0.45	50	1	0.5	50	100x
<i>SQL Server</i>	1.5	50	1	1.5	50	33x
<i>MySQL</i>	1	50	1	1	50	50x

The impact of AppZero's zero-install



- Our experience running SAP ECC6/7 on a new machine:
 - **zero-install** from cloud reduces total steps from 50+ to **1**
 - **zero-install** from cloud reduces total time from 40 hours to **5-10 mins**

Deploy SAP ECC7	current approach	zero-install from cloud
Steps	50+	1
Wizard	hours	0
Install	40 hours	0
Deploy	1 instance	0
Start application	5 -10 min	5 - 10 min
Total Time	40++ hours	5 - 10 min

Provision and sync change sets



Life Cycle Action

Storage

VAA Catalog

App 1

App 1.1

App 2

App 2.1

App 3

App 3.1



Application Data



Instant Provisioning:

No Install/Config headaches

Updates:

Risk and Hassle free

Rollback:

Simple & Easy Rollbacks

Utilization:

Dynamic/flexible

Single Gold Image:

Reduces errors

Stateless:

Movement D2C2C

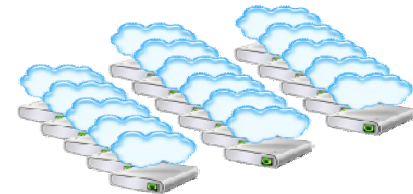
Data Center



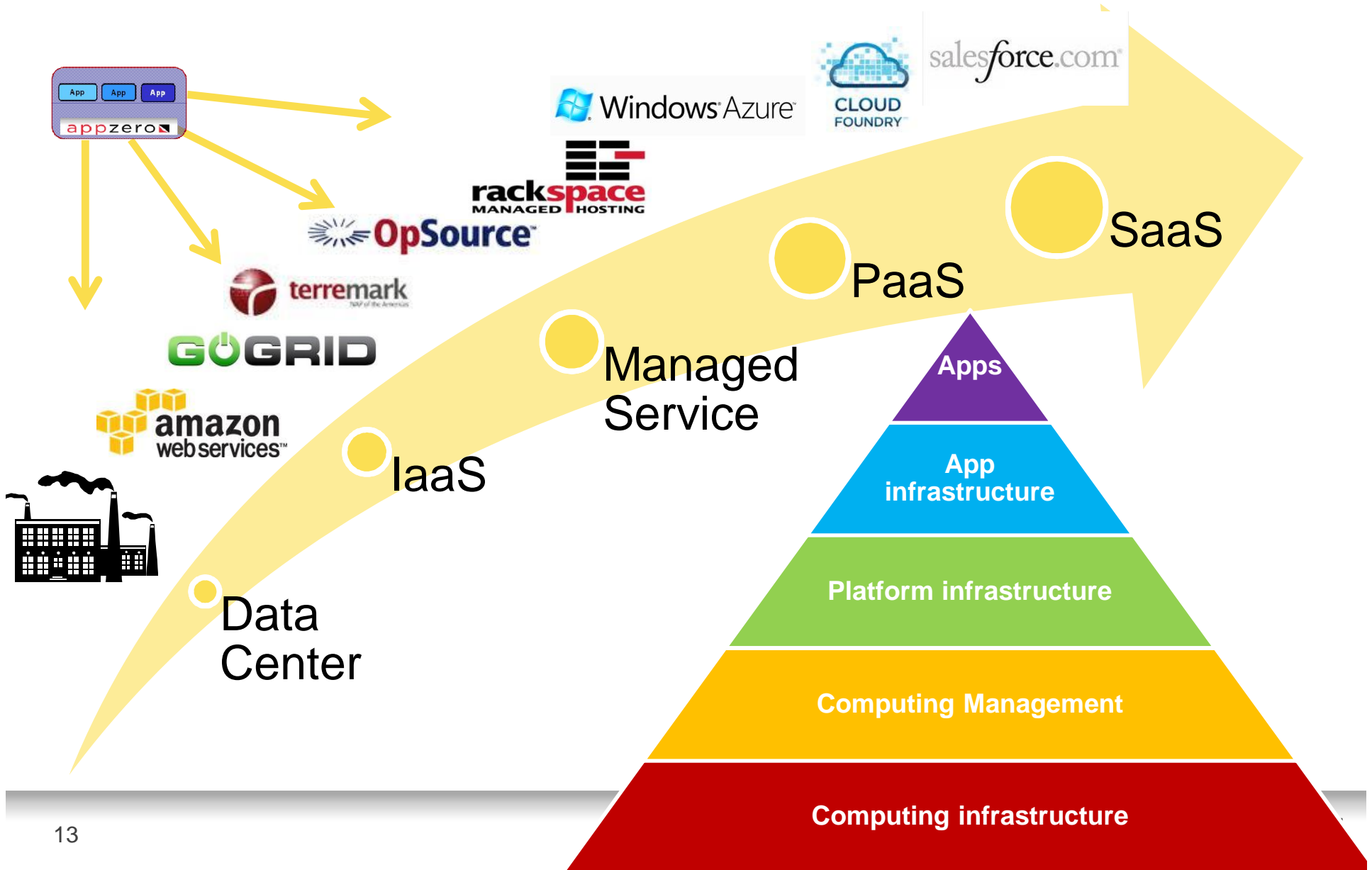
RackSpace



Amazon



VAA means no lock-in



VAA for app on tap



- VAAs do for applications what VMs do for hardware
 - Separates App from OS
 - ZeroInstall - runs on any similar OS
 - Life cycle automation (clone, copy, start, stop, compress)
 - Application state is captured
- Ultimate deployment flexibility -- no code change
 - OS migration
 - Physical or virtual
 - Data Center or Cloud (IaaS, MCP, PaaS)
 - Continues ready to move
 - Dissolve
- Baggage free – just the work load
 - 10-100x smaller than VM/VA =faster
 - Redistributable within the Microsoft license agreement
 - Clear separation between app and OS/support infrastructure



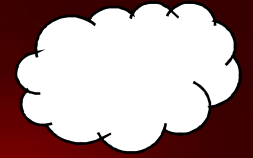
VAAAs in action the ISV PoC ...

Proof of Concept: the traditional way



- Request that customer have machine available to specifications
- They assure you it's ready to role
- Your SE shows up on site and finds nothing is as expected
- SE spends time unraveling mysteries,
- SE then spends time installing and configuring app
- Time passes ... perhaps numerous calls and emails back to base
- Success. (your SEs never fail)
- Time to rally the customers and begin the work.
 - Hmmmm ... they were here just a minute ago

Proof of Concept: the AppZero way

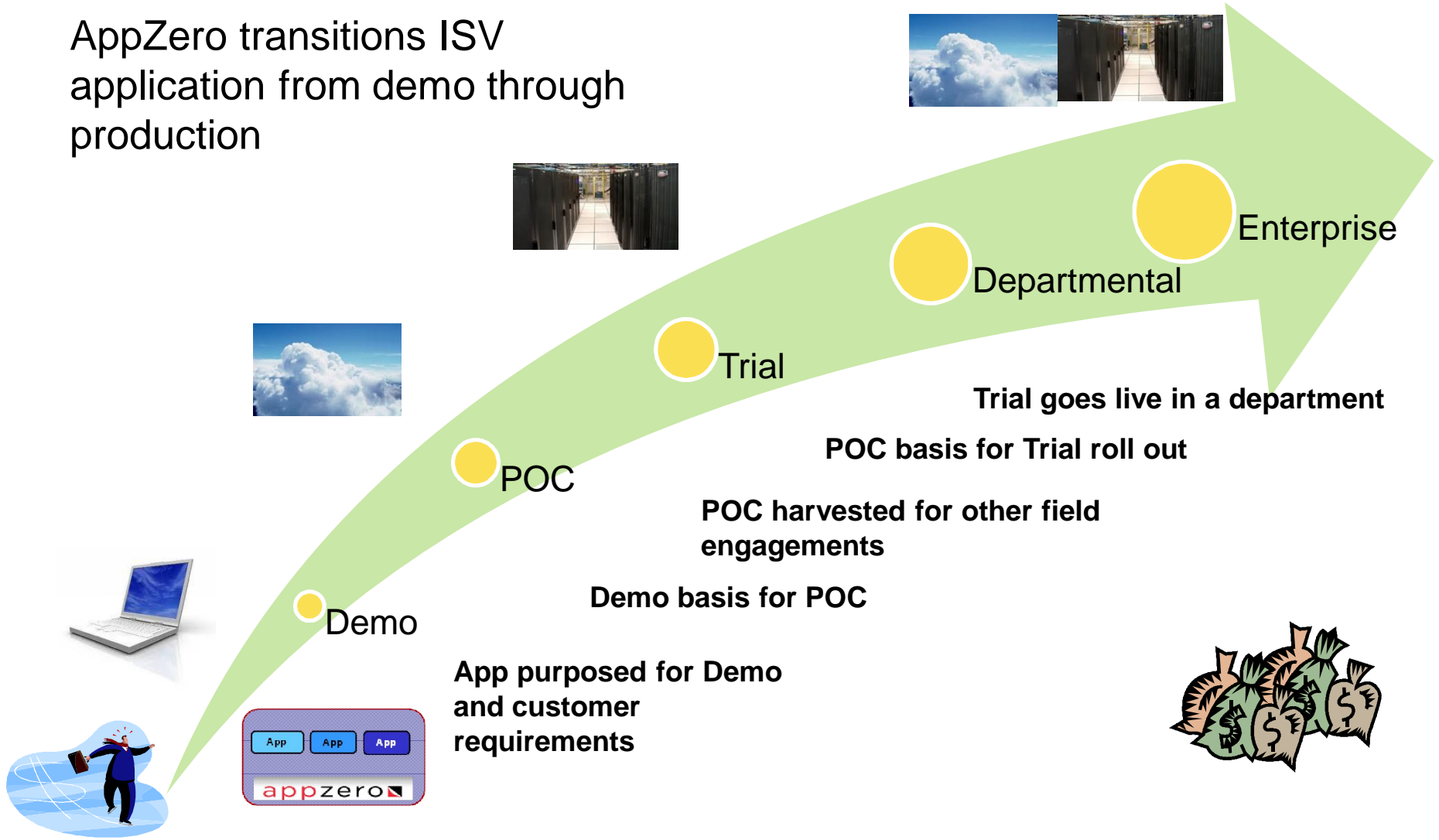


- Back at the ranch: encapsulate application once as VAA, use repeatedly
- Copy VAA to machine (physical or virtual) on site or in the cloud
- Run application -- no installation or configuration required
- SE shows up and gets right to work with the customer

All work is harvested



AppZero transitions ISV application from demo through production



Seamless provisioning and the ISV



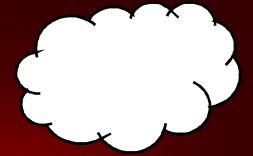
Today

- Initial installation is time consuming
- Often errors result from setup and configuration
- Apps are customized for customer requirement in an add hoc way
- SE work product is not systemically leveraged
- Customer is afraid to upgrade the product or buy additional modules

With AppZero

- Zero-install is just a copy and run
- Setup and configurations are built in to the app image
- App customization can be captured and reused
- Big increase in SE productivity and responsiveness
- Customers love the ISV and happily give more money

AppZero POC impact

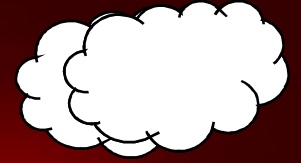


ISV Metrics	Inputs	Calculated
Time to install app in hours	6:00	
Number of SE	150	
Revenue in millions	\$500	
Number of POC per year	450	
Number of POC per SE		9
Number of POC per SE per month		0.75
Cost per SE	\$120,000	
Average deal size	\$400,000	
POC win rate	60%	
Win rate improvement	10%	
New POC win rate		66.00%

AppZero Impact

Time to Run VAA-app in minutes	0:10	
Change from install to RUN in minutes		5:50
POC install time savings		2625:00:00
POC per year saving \$		\$151,442
Number of additional POC wins		27
Revenue increases		\$10,800,000
Topline YOY increase		2%

AppZero impact on ISV business



- Increased revenue
 - Win more PoCs
 - Accelerate sales cycle/time to revenue
- Decreased costs
 - Lower cost of sales
 - Decrease cost of acquiring customer
- Maximize resource and process effectiveness
 - Support your application, not the underlying OS
 - Reduce the number of application/ technical environment combinations you have to test and maintain
 - Run your app in any provider's cloud – no change or lock-in
- Non-intrusive
 - No change to technology of choice
 - No disruption to established business processes



AppZero ISV Accelerator Program

- ISVs get
 - ▣ Software and professional services to build a VAA that will allow the instant provisioning of PoCs and demos
 - ▣ License to use your VAA anywhere/anytime
 - ▣ No time limit
- AppZero gets
 - ▣ A PoC of our software
 - ▣ Real world data points
- Process
 - ▣ Talk to us at booth 140
 - ▣ Visit www.appzero.com ISV Accelerator program
 - ▣ Together, we'll build a project plan