Introduction

MadeiraCloud enables the vision of "Deploy once, run anytime" for any complex, distributed IT applications in the cloud. We provide a turnkey solution for any public/private cloud provider to let their users easily and quickly manage their entire system infrastructure and deliver dev/test, demo/PoC, and training environments.

Whilst the cloud provides many advantages, it not only still suffers from some of the same problems of traditional application hosting, but adds some of its own too. IT staff need to set up multiple identical environments for staging, QA and production, and if you need to do product demos or training, many, many more environments too. This is incredibly inefficient for organisations as IT staff are tied up with **repetitive** processes and developers, testers and sales staff are left waiting for environments to become available. Sales are lost because demos can not be produced in time. Valuable developer time is wasted because they don't have what they need ready to do their jobs.

MadeiraCloud offers software-as-a-service to make building, deploying, re-deploying, managing and monitoring applications in the cloud simple, whether you're a mobile app developer, a software vendor, or an internet data center in need of tools to let your customers take advantage of your infrastructure.

System administrators can simply configure the entire system architecture using our drag-and-drop GUI, configure the software environments for each resource, and set up their application source code once, then save the entire system back to a template for future use. These templates can be launched to conflict free identical copies with just a few clicks on our GUI, meaning less-technical staff can easily launch applications **without** needing any system administration knowledge in just a few minutes.

We sit on top of public clouds, like AWS; private clouds, powered by OpenStack; or independent cloud providers to act as the management console for their clients, adding huge value to existing offerings. Initially, we are focused on Amazon Web Services and are an AWS Independent Software Vendor.

We launched our private beta to get early feedback from interested potential clients and industry experts. We have received very positive responses as well as great feedback on market desires.

"The tool is great, awesome. The interface is very intuitive and easy to use."
"Look like a great idea for AWS and that's on target for my team and I."
"I can't wait to try diagramming a cloud infrastructure. Cool stuff!"
"If an AWS WYSIWYG tool exists, it could be highly beneficial to rapid dev. I, and others, would want to see that."
"Amazon should take some tips from yourselves."

BETA USER FEEDBACK

Cloud computing is no longer new, the evidence is in and it's clear that more and more businesses will make the transition from traditional servers in the future. Forrester Research expects the global cloud computing market to reach $241 billion in 2020 compared to $40.7b in 2011[1]. This huge growth creates massive opportunities for specialist third party tools such as ourselves. We've identified four growing market segments, **listed in the order in which we plan to address them:**

1. Independent Software Vendors

ISVs need to create multiple demos and training environments for each of their clients. This can take hours or days to set up, distracting them from their core competency, development. Huge enterprises like IBM, SAP, SUN, HP, and McAfee are already taking advantage of the cloud to develop, test, share, and deploy, and now we enable ISVs of any size to get the same benefits with the public cloud.

2. Small to Medium Enterprise

SMEs typically have less existing infrastructure, bureaucracy and cap ex budgets, making them perfect for cloud adoption. In fact, up to two-thirds of total current cloud investment is estimated to come from SMEs in India, Korea and China[2] and they will continue to be the drivers of cloud adoption until 2015[3]. However, SMEs lack the specialist skills required for cloud adoption and seek tools to assist with the transition and **operations automation.**

3. Internet Data Centers

SMEs also represent a big opportunity for smaller cloud service providers whose agility and responsiveness can cater to the needs of SMEs better than larger providers. McKinsey & Company conclude that there is "significant potential for players of all sizes. The cloud landscape is rich and robust; because of this richness, size will not be destiny, and the market will remain fragmented with opportunity for many."[4] **With** the advent of open source cloud software such as OpenStack and CloudStack, and IaaS offerings like SHI Cloud, IDCs can compete against the big players more easily than ever. However, they lack the ecosystems of the hyper-providers and so the management tools available to their customers aren't as sophisticated.

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