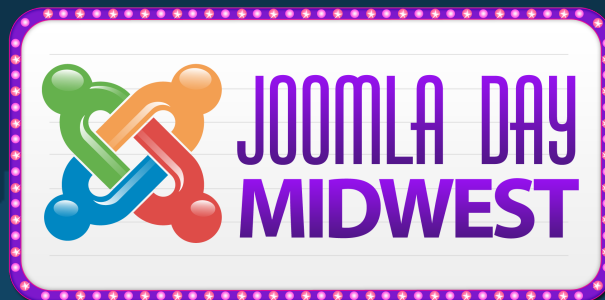# Harnessing the Cloud for SaaS & Hosted Platforms

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Joomla Day Midwest

JOOMLA DAY
MIDWEST

Why trust this guy?

- Started programming when he was 8
- PHP for more than a decade
- MKEPUG
- Author/Tech Editor
- You paid to see me. :)

What you need to do now…

- Take notes?
- Tweet
  - #jdmw
  - @aaronsaray
- Download presentation later

- Put a $1 in the "OK" jar

What are we doing to do today?

- Talk about Joomla
- Talk about SaaS
- Talk about Cloud Hosting
- Make some sense of this
- Tell some Joomla Jokes
  - @jokemla
- Do something about it

Definitions

- The talk title was a bit misleading?

- There is a difference

- Cloud hosting vs SaaS

What is Cloud Hosting?

- Traditional hosting platform:
  - Server(+++++)
  - UPS
  - Multi-homed internet connections
  - Aaron with a Pager
  - Non linear costs

What is Cloud Hosting? (con't)

- Cloud hosting platform:
  - Server (1)
    - real or imaginary
    - many machines of different shapes/sizes
  - Someone else with a pager
  - Linear costs
    - for the most part...
  - Scalable multiple homed architecture by design

Disadvantages of Cloud Computing

- Less Control
  - control inside of your own little box
- Linear costs
  - Have to plan to put in caps
- Security
  - Highly debated yet

What is SaaS?

- What is Software as a Service?
- Traditional software stack:
  - Have a problem? Write a solution
  - Want to attempt to shortcut?
    - Have you TRIED middleware? yuck!

What is SaaS? (con't)

- Software as a service stack
  - Have a problem? Do a request to a vendor
  - New features can be immediately available
  - Vendor manages availability / security

Disadvantages of SaaS

- Lack of customization
- Fee structure
- Less control
- Less blinky lights (or is that a pro?)

What are the Options (which comes first?)

Need to find out how much shipping costs
- Software as a Service

Need a ton of extra storage (Promise it's not warez…)
- Cloud hosting

Want to write an application but not worry about configurations
- Platform as a service

Don't want to ever be slashdotted ever again
- Cloud hosting / Service

Last bit of advice in the planning stage:

- Do: Plan

- Don't: Pick a service first

- Do: Figure out your needs

- Don't: Blindly assume and lock in

Let's put this in Joomla Context

I'll try not to make it more confusing

- Save time / money
- Spend money
- Lose some configuration options
- Less headaches
- Retain most (80/20) Joomla features
  - most people are customizing templates and adding components right?

Some Vendors

Joomla Specific
- CloudAccess.net
  - Touts as Platform as a Service
  - Many template options
    - PDS to template
    - Template gallery

- SimplWeb.com
  - PaaS
  - Appears to be a bit more locked down (see: more stable?)
  - Vote on extensions

More Vendors

Non Joomla Specific / Full Stack
- Amazon Separate services
  - ec2
  - s3

- GoGrid
  - Very thorough offering (traditional stack like it seems)

Even More Vendors

- Microsoft Azure
  - Less than ideal (*hides from Ballmer*)

- Rackspace
  - Multiple options
    - files / servers / load balancers

Toolsets

- Generally provided by the company or community
  - onsite
  - googling / grouping

- SimpleCloud

Scenario 1

- Hosting my own joomla site

- Every other week, I release a new download

- I'm super cool so that download is super popular

- Tends to take down my whole joomla site on that day

- I'm not rich…

Solution 1

- Keep hosting

- Change file upload to a cloud file hosting system
  - I choose Amazon S3

Solution 1 continued

Solutions I've found:
- JA Amazon S3 (http://saray.me/toiWeR)
  - Very full featured
  - Rewrites the downloads basically
  - New uploads to the cloud
    - filter the types even
  - Supports not only upload file but CDN
    - useful for js / css that is static

Solution 1 continued

- jomCDN (http://saray.me/v0WULE)
  - works with rackspace
  - integrates with smush.it
  - seems really easy to use

Solution 1 continued (even more)

- These cost $
- For single known uploads:
    - Apache can do this for you:
        - mod_proxy
        - or mod_rewrite [P] tag
        - could write a cron script to automate portions

Solution 1 continued (even more)

- For a more robust solution
  - write a plugin
    - onContentBeforeSave of media component hook
    - doing this alone will save backup
      - new module required for backupless uploads

Scenario 2

- I'm like a mega awesome rapper

- I have tons of fans looking at my site, my images, my mp3s

- I add new stuff almost every day

- I already have 2 web servers and a db server

- I wanna spend more $ on bentleys and less on nerdstuff

Solution 2

- Cloud Hosting

- Fire up a rackspace cloud hosting account
  - Migrate my data

  - (it's just like your first install really...)

Solution 2 (continued)

- Platform as a Service (less likely)

- Go over to cloudaccess.net
- sign up - FTP in my whole site
- Send them a ticket for migration
- profit / bling

Scenario 3

- I sell nice rims

- I just need a site now

- Need it NEVER to go down

- I don't care so much what it looks like - my friend might design it

Solution 3

- Platform as a Service

- Launch site, populate it

- Possibly choose a different theme

El Fin

Thanks so much!

Questions?

Shower me with money?

 http://aaronsaray.com
web developer blog

 @aaronsaray