

## Cloud Computing Expo; from Adaptivity to Azure; Abiquo to Oracle

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Last week, T1R attended **SYS-CON Media's** fifth international Cloud Expo 2010 held in the Javits Center in NYC. What was interesting is that most presentations talked to providers enabling services in any one of the traditional three cloud layers, namely: IaaS, PaaS or SaaS. Although not as well attended as one would expect from such a hyped-up event (that overlapped with the online Cloud Slam event), there were a number of interesting technology vendors on hand, with a few service providers including **Rackspace**, **Savvis**, **NTT** (touting its **Red Hat Cloud**), **NaviSite**, **Unisys** and **Amazon** Web Services, and even one or two facilities vendors selling chilling equipment and the like. Attendees also included representatives from **OpSource**, **CSC**, **Joyent**, **Novell** and **RightScale**. Most of the topics centered around the technical platforms rather than much business talk.

Standout discussions ranged from cloud accounting technologies to cloud assessment techniques. **Zuora** was on hand to describe billing and payment solutions for the cloud, which is becoming ever more complicated with the advent of Amazon's fourth billing model. **3tera** and **Nimsoft** were interestingly in stand-alone exhibits, minus new owner **CA Inc.** **Abiquo** was one of the formerly small startups out of Spain that T1R [covered](#) early last year that has since been bought out and brought out to the US with a splash. The company had created an open source cloud computing platform for purposes of creating a cloud environment for datacenter operators and hosters, with a far more mature-looking management console than the one it started with last year.

### Adaptivity

One of the standout companies was **Adaptivity**. The company made some interesting points that ring true to enterprises; that IT is not what it used to be – it is now the lifeblood of all companies. That means that decisions are no longer made at arm's length, with IT being seen as a cost center for the company. Rather, IT governance has become increasingly important when it comes to aligning IT with business rationale. The CIO needs to be able to intelligently decide where costs are cut, how checks and balances and auditing and reporting of operational processes align with business needs. With that in mind, the company has an interesting software that aggregates the ingredients that should encompass a company blueprint, and maps business demands and IT function to workloads. The software in effect accepts input of a variety of business, technical and financial variables and profiles a set of workloads into allocatable buckets that align to specific resources – something akin to the cloud assessment services that are growing in popularity. This is a very useful tool for hosting providers to have in their cloud arsenal.

### Oracle/Sun

Among the bigger vendors, T1R was interested in **Oracle's** position; a company that has traditionally fought the cloud concept from the upper echelons. There was some confusion in the messaging, as the company seemed to have built a PaaS. So does this mean Oracle/**Sun** are now in the cloud services game with the likes of Amazon Web Services and Azure? Not yet. The company has leveraged common cloud terminology to suit its needs. Oracle believes that the ability to manage and control the physical and virtual server clusters is what the cloud is all about. What this really means is that 81% of cost reduction within infrastructure environments was produced by driving down human capital costs. The company is therefore myopically targeting an integrated solution that reduced three things: operational efficiency, deployment efficiency and how to make runtime efficient. It may not be a PaaS – but it is an admirable task in the evolution of automated workflow.

The company showcased reference architecture, its assembly builder tool and even enterprise use-cases. Certainly this is in the right direction when it comes to making the economics of cloud work, and getting enterprises to spend money on more efficient and cost-effective infrastructure – but the company remains an enablement technology company– with increased integration of the parts with its new Sun acquisition.

### NaviSite

NaviSite continues to impress with the way in which is approaching the momentum swing in its favor. Although timing is critical, the company has been patiently investing in marketing campaigns and presence at a number of the most relevant cloud events. The company was touting the new release of its [enterprise cloud offering](#). Of course, the way in which to showcase any cloud is generally limited to a Web management interface. And that's where the competition begins, despite the fact that some providers seemed to have missed this cue. What is revealing about both NaviSite's offering and other providers' lexicon when it comes to the cloud is that it revolves around prescribing their service as an enterprise-facing, private cloud solution.

### T1R take

T1R continues to believe that enterprise private clouds are driving the next wave of cloud computing – and this will show up materially in the financial statements of service providers soon enough. The question become, what are the differentiators amongst the managed hosting providers to get them there? Although the NYC Expo showed the increasing interest from the ISV sector in enabling cloud providers, T1R also recently attended a State of the Cloud event in Boston, and the recent **Microsoft** Hosting Summit in Bellevue, Washington, that indicated that online services and features may be the wave of the future in differentiating services rather than underlying middleware or customer support that is fast becoming a commoditized part of the story. We will report on these events in the next Daily T1R.