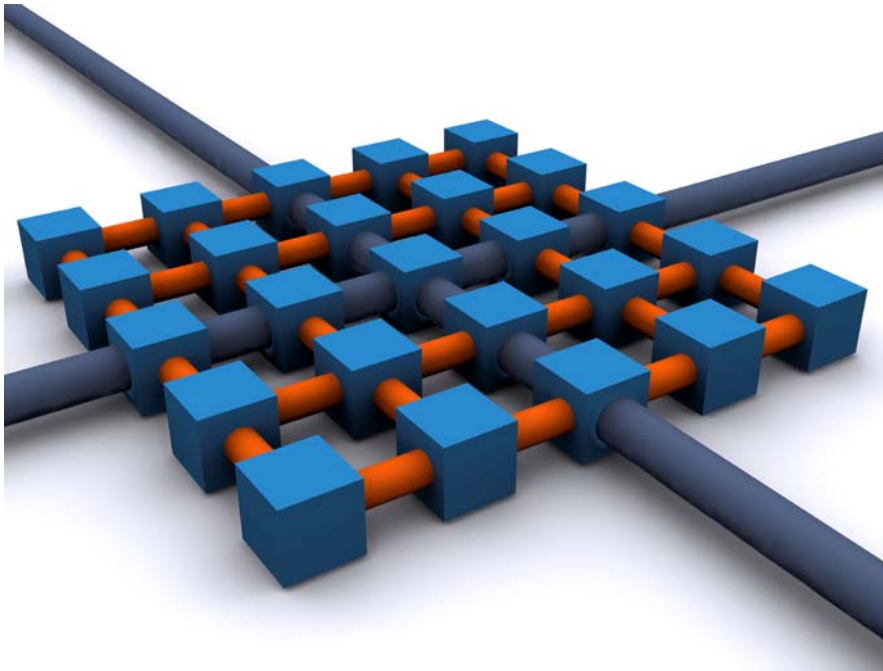




Utility Computing Services for SaaS and Web 2.0



- Run existing apps
- Scale on-demand
- High-availability
- Self-serve interface
- Metered billing
- Actionable SLAs
- Easy multi-tenancy

Utility Computing

Utility computing is the future of our industry. The promise of being able to provision resources dynamically, pay as you go for what you actually use, and recover automatically from hardware failures have captured imaginations.

For SaaS providers, utility computing means the ability to get to the market quicker, with lower capital expense. As demand increases, resources should be added incrementally, without the need for major architecture changes.

Unfortunately, utility computing has been limited to technical computing, financing schemes and managed services.

AppLogic Grid OS

AppLogic enables true utility computing for the first time. The AppLogic grid operating system makes it possible to remotely manage not only software, but also the infrastructure required for modern applications by running them on grids of commodity servers.

AppLogic is specifically targeted to enable hosting providers to offer utility computing using the hardware and staff they already have. From simple control panels to complex N-tier applications and Internet-scale Web 2.0 services, AppLogic enables self-serve operations, including provisioning, management and scaling of applications.

A New Architecture

AppLogic runs existing Web application on grids of commodity servers. No SAN, blade servers, firewalls, load balancers or other expensive hardware is required.

Disposable Infrastructure

AppLogic turns deployment upside-down. It replaces the complex layers of hardware and software infrastructure with “disposable infrastructure” that is assembled visually using a browser and then embedded into the application.

When the application is started, the system manufactures and assembles its disposable infrastructure on the grid. Each infrastructure component runs its own copy of Linux or Windows. Using advanced virtualization, AppLogic ensures compatibility with existing OS and middleware, allowing billions of lines of code to be used unaltered.

On-demand Scaling

Disposable infrastructure makes applications self-contained and portable, enabling AppLogic to instantiate and scale them on demand as well as migrate them from one grid to another. This makes applications remarkably easy to manage. A single command can copy, configure, start, stop, export, backup or even migrate an entire application to another grid.

New Services

Universal high-availability

Building highly available applications has always been difficult. AppLogic provides affordable high-availability to all applications. With AppLogic, all storage is mirrored across the grid. Should a server fail, all data remains available, and affected application components are restarted automatically on the grid.

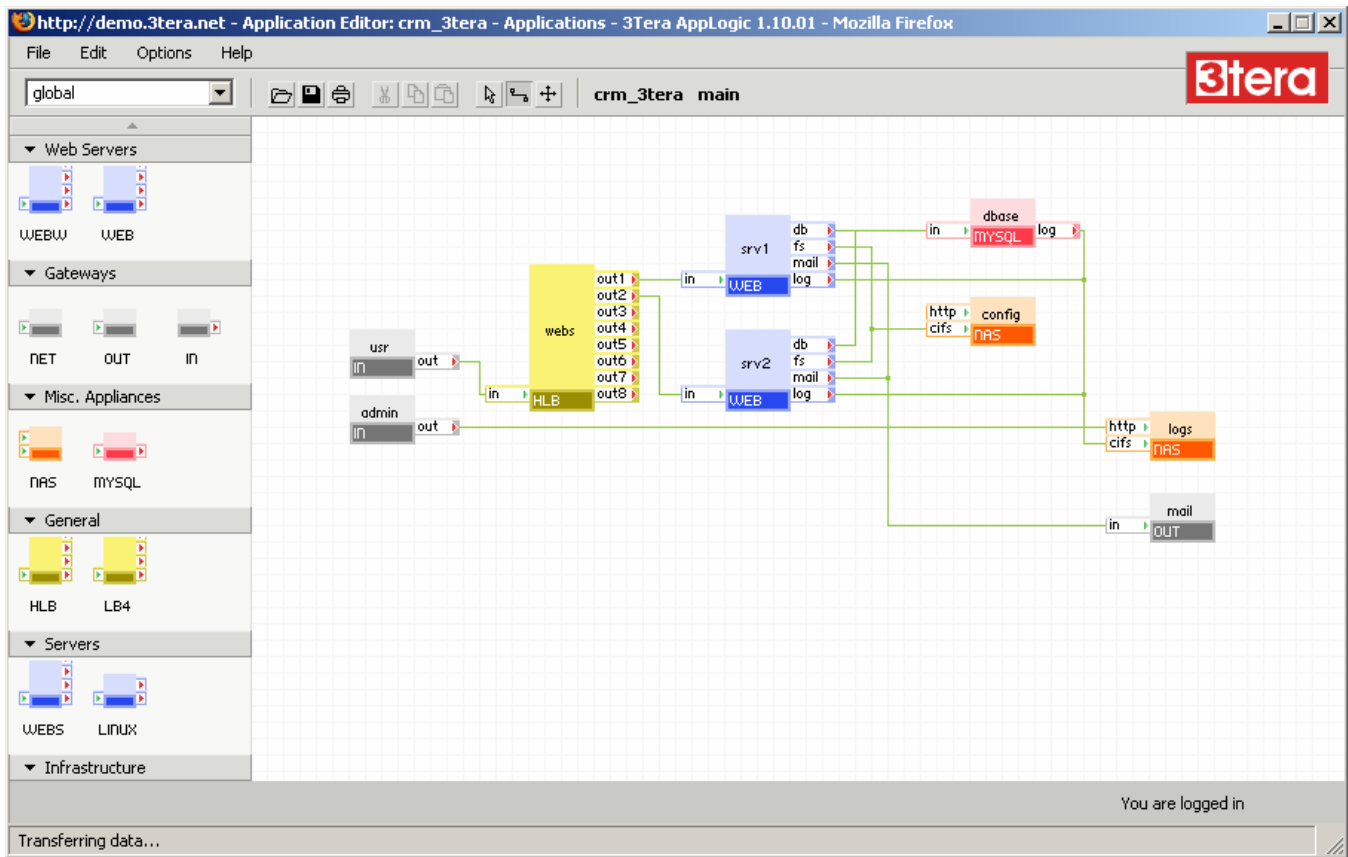
Metered Usage

AppLogic allows subscribers to choose how much CPU, memory and bandwidth to give applications at runtime. Resource usage is metered throughout the grid, including subscriber, application and component using each resource and the data is saved for billing.

The resulting database can easily be integrated with existing subscriber management systems to provide metered billing.

Service Level Agreements

Dynamic resource assignment also makes it possible to offer fully actionable SLAs with AppLogic. Instead of simply reporting that performance isn't meeting the objectives, AppLogic provides a simple means of actually adding resources to the application to improve performance.



Time-to-market

AppLogic saves time and aggravation when building and testing applications. It provides everything that traditional co-location offers in a fraction of the time, and all online. There's never a delay to provision hardware, rebuild images, or test configuration changes. Disposable infrastructure allows testing with the exact middleware and system configuration used in production. Each engineer can run their own copy of the application in their "sandbox" for functional test, or use a larger grid to test the code under real-world loads.

Easy multi-tenancy

Architecting applications for multi-tenancy complicates development and requires scarce skills. AppLogic offers a unique alternative by making it simple to deploy and scale individual copies of your application for each customer. Existing applications can be turned into online services in weeks.

By automatically creating application instances for new subscribers, each can be scaled to meet the needs and budget of a specific customer. This creates new opportunities for upselling.

Application snapshots

Traditional backups only protect individual files. Actually restoring and using the data is complicated at best.

AppLogic offers a new concept in backup, application snapshots. Each snapshot is a complete executable instance of an application including all of the data. Anytime you need to restore an application you simply run the latest snapshot. Snapshots are so easy to use, that restoring an application to a previous state can even be made available through a user portal.

About 3Tera

3Tera does for web applications what HTML and web servers did for web content. The company's breakthrough product, AppLogic, is the first grid operating system designed specifically to enable utility computing for web applications, allowing anyone with a browser and basic IT skills to operate online applications without any knowledge of the underlying infrastructure. 3Tera was founded in 2004 by a team of experienced technology entrepreneurs and is privately held. The company is headquartered in Aliso Viejo, California, with R&D presence in Silicon Valley, Israel and Eastern Europe.

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