



- One grid, 5 products
- Single management console
- Use existing hardware
- One-click provisioning
- Convenient snapshots
- Universal high-availability
- On-demand scalability

## New Opportunities

The hosting industry is at a cross-roads. Power and space limitations are impeding growth. Fierce competition is commoditizing the market. Labor remains a large part of the cost equation. And analysts forecast imminent changes.

AFCOM's Data Center Institute predicts that nearly 70% of data centers will utilize grid computing by 2010. Gartner reports that 40% of mid-sized businesses will move to virtualized infrastructure by 2007.

With promises of dynamic resource provisioning and automatic recovery from hardware failure, it's little wonder that these technologies have captured imaginations.

You can capitalize on the utility computing trend today with minimal learning curve and no incremental capital investment. 3Tera's AppLogic can be deployed with the hardware and staff that you already have.

### AppLogic Grid OS

The AppLogic grid operating system runs existing web applications – from simple control panels all the way to Internet-scale Web 2.0 services – on grids of commodity Intel/AMD servers. No SAN, firewalls, load balancers or other expensive equipment is required. Designed from the ground up for hosting, it's the first system that enables hosting providers to offer several distinct products from the same infrastructure.

## A New Architecture

### Disposable Infrastructure

AppLogic replaces layers of hardware and software infrastructure with pre-built, pre-integrated virtual appliances which offer the functionality of firewalls, load balancers, storage, web servers and databases.

These "disposable" components can be assembled into applications visually using just a browser. When an application starts, AppLogic manufactures its disposable infrastructure on the grid. Each component runs its own copy of Linux, so almost any Linux software can be used.

Using advanced virtualization, AppLogic ensures compatibility with existing OS, middleware and applications, allowing billions of lines of code to run as-is, with absolutely no modification.

### Portable and Scalable

AppLogic packages even very complex applications into portable self-contained entities. You can configure, start, stop, copy, backup or even migrate an application to another grid with a single command.

You can also change the amount of grid resources assigned to any application, from a fraction of a physical server to many servers. You can add or remove servers from the grid without stopping the already running applications.

## New Services

### Universal High Availability

AppLogic provides across-the-grid mirroring. If a server becomes unresponsive, all data remains available. Any affected application components will automatically be restarted on new resources throughout the grid with no operator intervention required.

### Convenient Snapshots

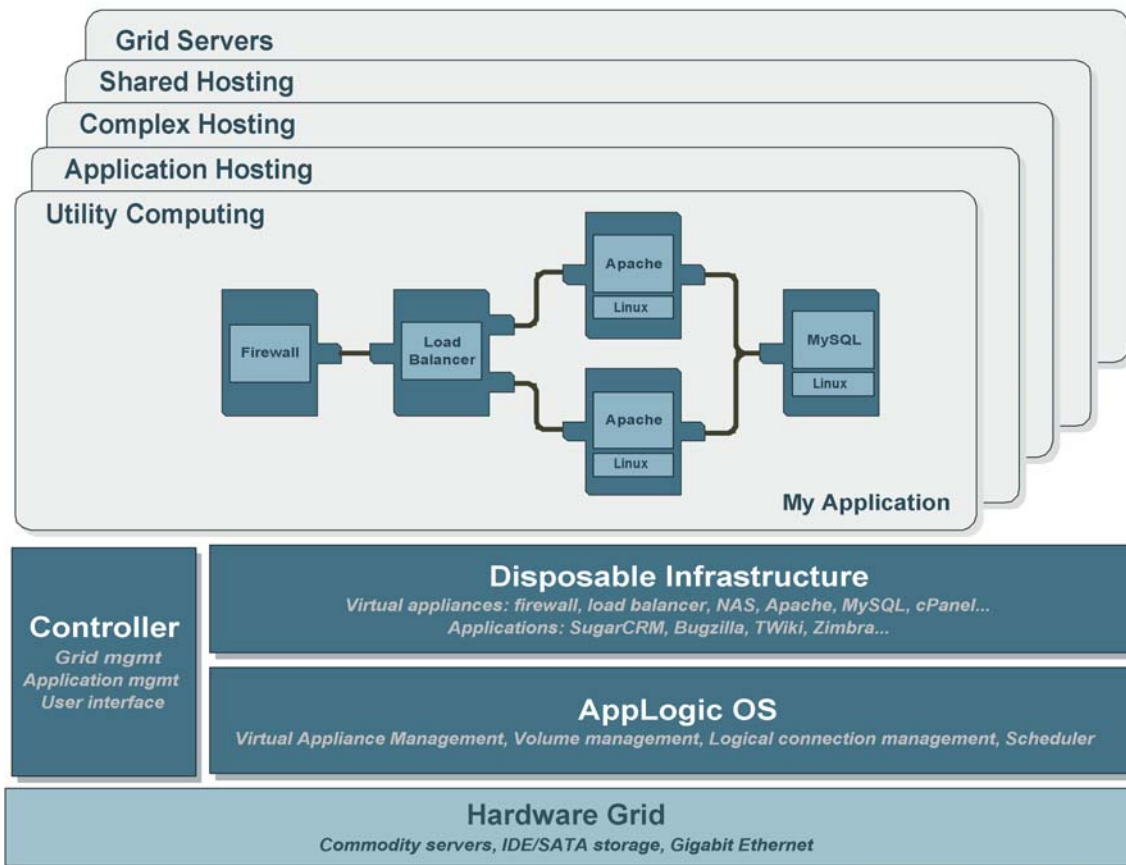
With AppLogic, you can offer customers snapshots of entire applications. The entire state will be captured, including code, content and databases. Snapshots can be turned on at any time to replace failed applications or roll back a faulty upgrade.

### Grid Servers

An AppLogic grid server behaves like a dedicated server– but with the benefit of universal high-availability. Users get root access and their own copy of Linux. You can allocate any amount of resources to each grid server, up to a full physical server.

### Shared Hosting

You can sell high-availability shared hosting within grid servers, either directly or through resellers. Grid servers can be deployed in minutes through AppLogic's visual interface or automatically through your web portal.



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### Complex Hosting

Complex hosting is labor intensive, but offers higher profit margins. AppLogic offers the best of both worlds. You can create pre-assembled systems, with dedicated data transfer capacity, private VLANs, firewalls, load balancers and web/application/database server clusters. AppLogic packages these systems into self-contained logical entities, which become available for one-click deployment on any grid. You can even upsell customers by scaling their systems from a fraction of a server up to the entire grid without any code modification.

### Application Hosting

Customers want turnkey applications and AppLogic enables you to deploy pre-integrated applications from a catalog. Manage an application for one customer, or sell it to your entire user base.

You can even scale each instance independently to accommodate customers with differing budgets and needs.

Also importantly, you can help software developers become SaaS businesses by deploying multiple instances of their application on an AppLogic grid.

### Utility Computing

For your most sophisticated customers, AppLogic enables full utility computing. Customers can build applications and choose how much CPU, RAM and bandwidth to deploy. Usage is metered, allowing you the option to sell hosting under a pay-as-you-scale model.

Utility computing gives SaaS and Web 2.0 startups access to robust hosting platforms at manageable costs. It also allows enterprise IT departments to migrate incrementally to a fully outsourced infrastructure.

## 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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**3Tera, Inc.**

27121 Aliso Creek Road #140  
 Aliso Viejo, CA 92656

Phone: (949) 305 0050  
 Fax: (949) 305 0160

[www.3tera.com](http://www.3tera.com)