



The PHP Company

# Cloud & PHP

**Andi Gutmans**

CEO and Co-Founder

Zend Technologies

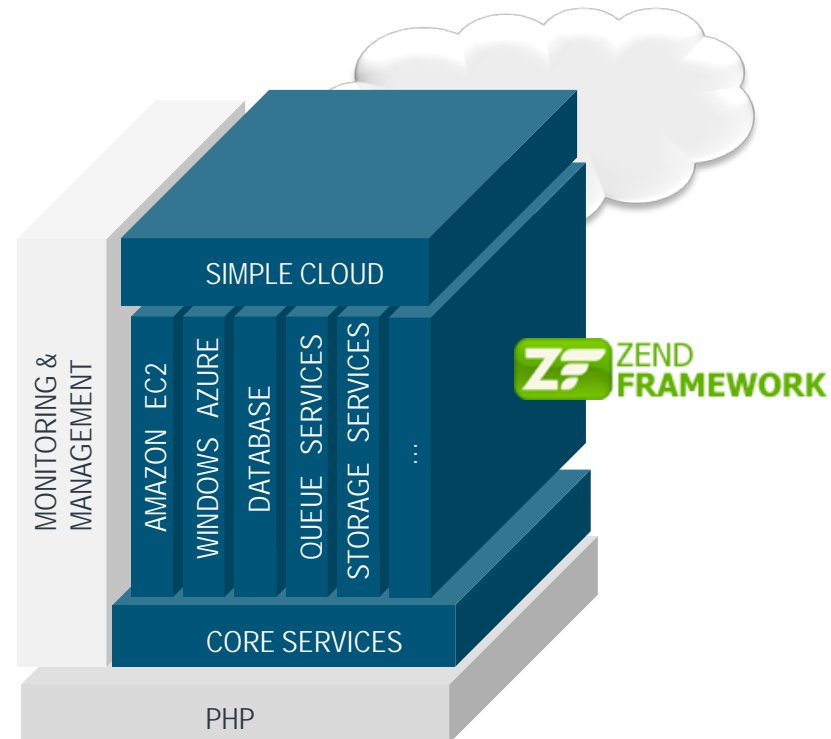
# Most apps running in the cloud will be web

---

- The majority of Cloud-based workloads are targeting Web browsers, mobile devices or exposing a service
- Services in the cloud are mostly based on Web services with a strong trend towards REST-based services
- Languages and frameworks created for the web (PHP, Rails) have the upper hand as they were designed for the Web from the get go
- Attempts to build proprietary, custom languages for Cloud will fail and not gain critical mass
- Open languages will gain the widest developer adoption

# Cloud portability is important!

- Application portability across clouds is key to avoiding vendor lock-in
- Simple Cloud open-source project enables cloud portability
- Provides unified API for Cloud application services
- Language agnostic initiative spearheaded by PHP-based Zend Framework

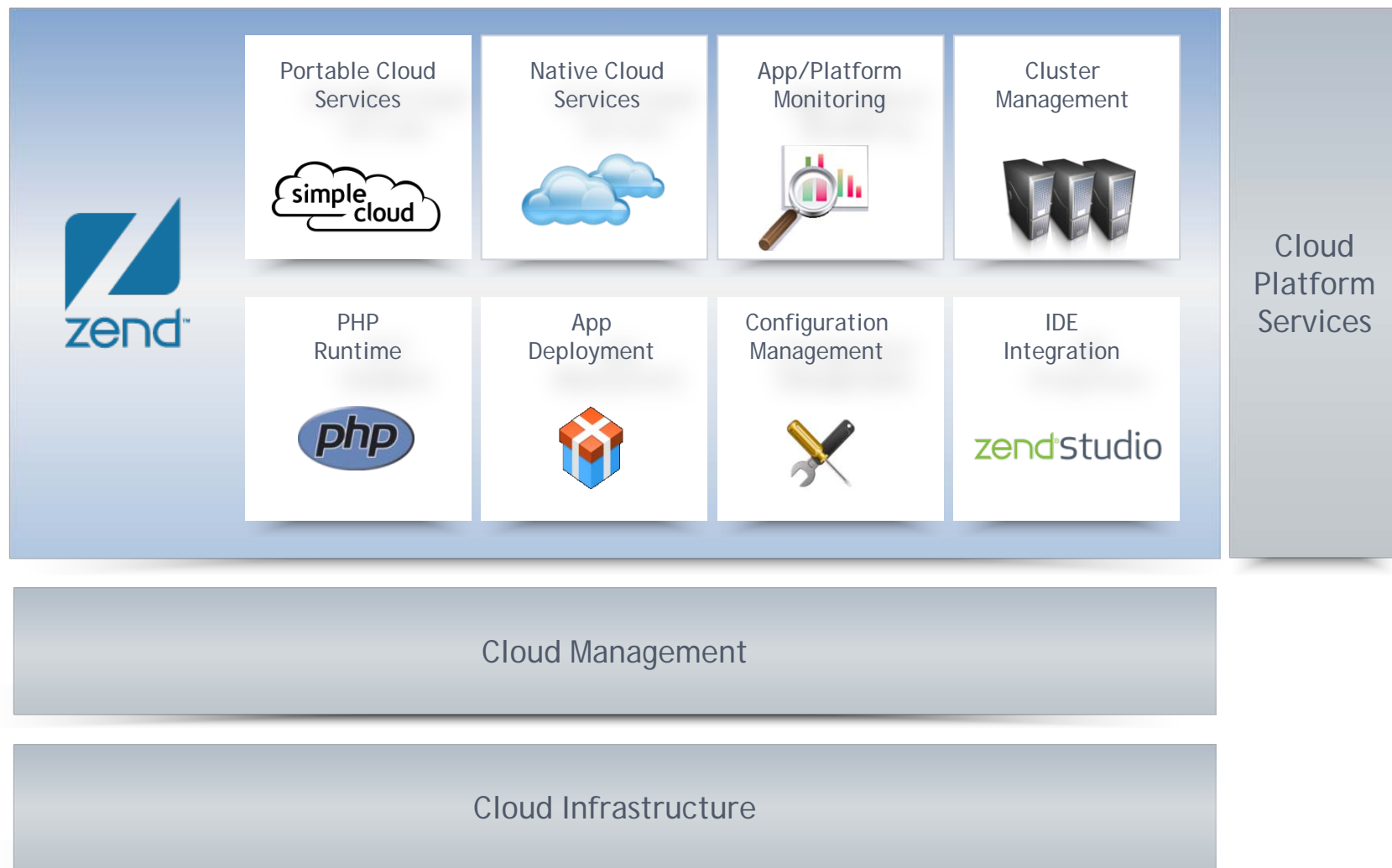


# Application lifecycle process for the cloud

---

- IT heterogeneity implies clear advantage to development platforms that can run in private and public clouds
  - ▶ Data locality requirements incl. concerns around performance, vendor lock-in, compliance and security drive need for choice
- Traditional lifecycle best practices still hold, e.g. separation of development and production environments
- Use the cloud as a driver to enhance the development lifecycle process and tooling

# Zend PHP Cloud Application Platform



# Poll #1

---

What's your primary programming language?

1. PHP
2. Java
3. .NET
4. Ruby
5. Python
6. Perl
7. Other

# Poll #2

---

How do you use cloud computing?

1. We use it only for development and testing
2. We use it only as our production environment
3. We use it for development, testing and production
4. We don't use cloud but are considering using it
5. We don't use cloud and are not considering using it