



The PHP Company

Zend Server 5.5: Bringing the Agility of PHP to IT Operations


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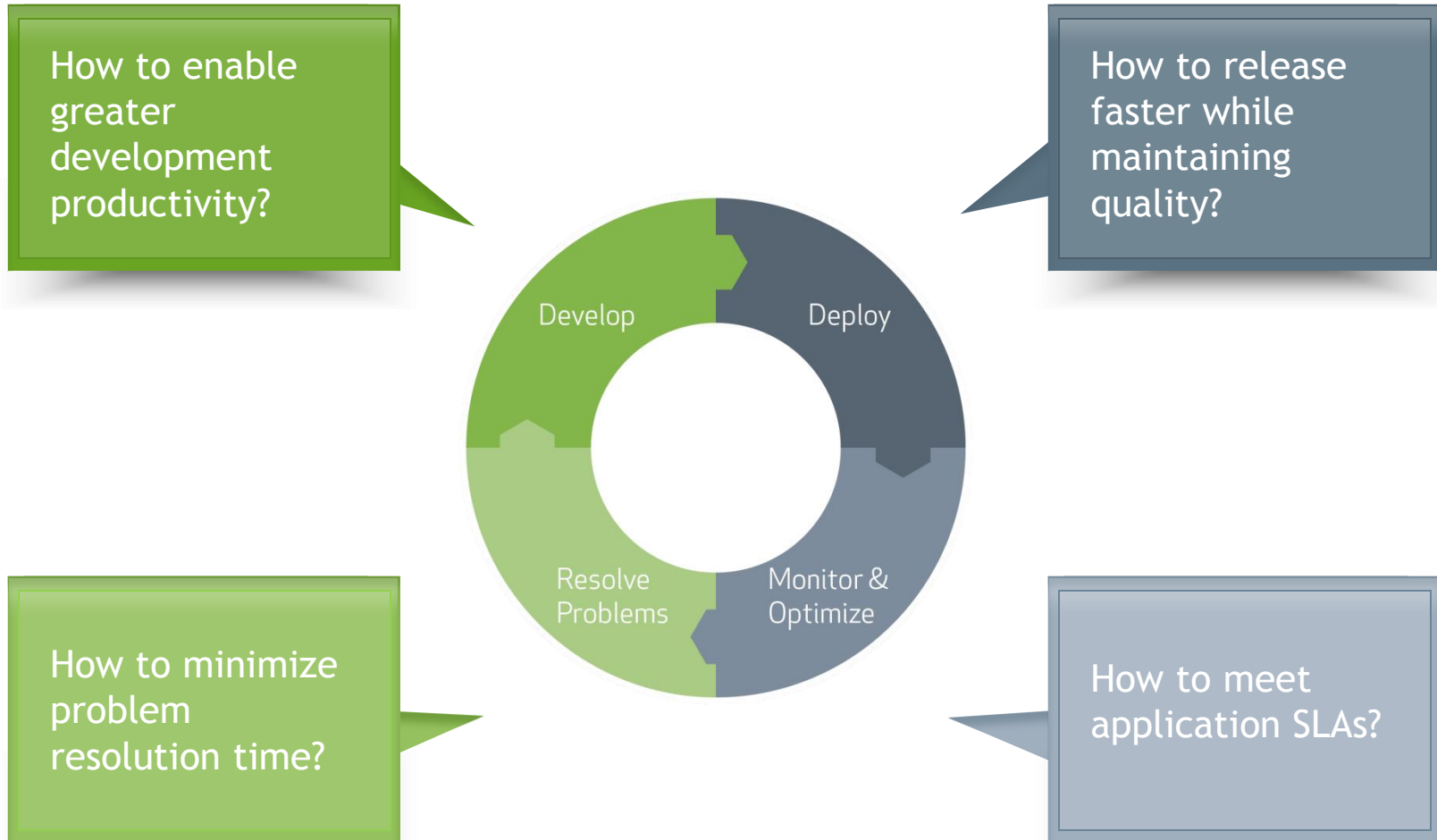
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<http://bit.ly/oBBqvl>

What is Zend Server?

- A complete, tested and supported PHP environment 
- Developed by Zend for running business-critical PHP apps
- With features including:
 - ▶ Application deployment
 - ▶ Application monitoring
 - ▶ Performance optimization
 - ▶ Problem root cause analysis

Designed to meet challenges across the app lifecycle



Zend has focused on helping clients address these challenges for PHP

How to enable greater development productivity?

“...we have achieved a 50% reduction in development and testing time by using Zend.”

*Chief Systems Architect,
Netretail Holding*

How to release faster while maintaining quality ?

“...configuration and set up is automated for us, and we can spin servers up or down, literally in minutes.”

*Manager EVM Reporting &
Analysis at Bell Helicopter*

How to minimize problem resolution time?

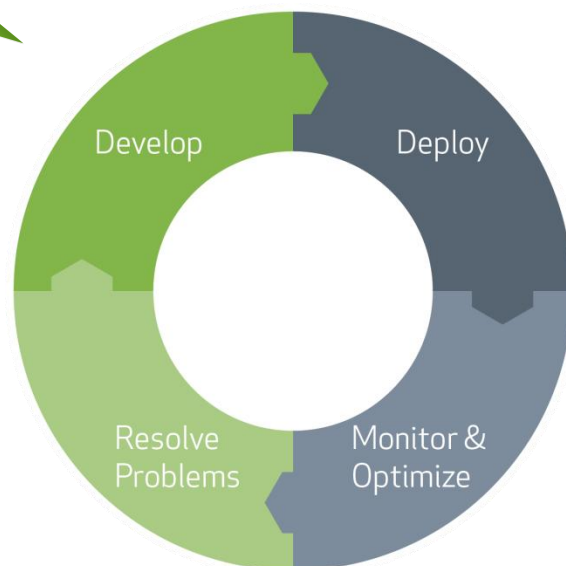
“Zend Server paid for itself by virtue of the issues we found and fixed in the first week alone.”

*Director of Web Development,
Offers.com*

How to meet application SLAs?

“ [Our customers] reported an immediate and noticeable improvement in the overall quality of their online shopping experience “ --

*Sr. Manager, E-Business at
Levolor*



How does Zend Server add value?

Developer productivity

- Complete PHP stack
- Use a common environment
- Build better apps w/ APIs
 - ▶ Data caching
 - ▶ Job queue
- Get apps deployed faster and fixed faster

High-quality deployment

- Use certified, tested PHP
- Session clustering for high availability
- Integrated app deployment process
- Insight into deployment success or failure

How does Zend Server add value? (cont.)

Monitor and optimize performance

- Multi-level performance improvement:
 - ▶ Bytecode caching
 - ▶ Data caching
 - ▶ Page caching
 - ▶ Job queue
- Application-level insight into performance (and other) issues

Resolve problems more quickly

- Code Tracing:
 - ▶ Snapshot of problem requests
 - ▶ Designed for production use
 - ▶ Designed to streamline ops-to-dev workflow

The Zend Solution

Development

Production



zend studio

- Agile Development
- RIA: Ajax/Flash
- Debugging & Profiling
- Unit Testing
- Code Assist, Refactoring
- Zend Server Integration
- Remote Systems (FTP, SSH, SFTP)
- SVN, Git

zend server

Monitoring	Code Tracing
Acceleration	Caching
Job Queue	Deployment
Support	Hot Fixes

Zend Framework

PHP

zend server

Clustering

Auto-scaling

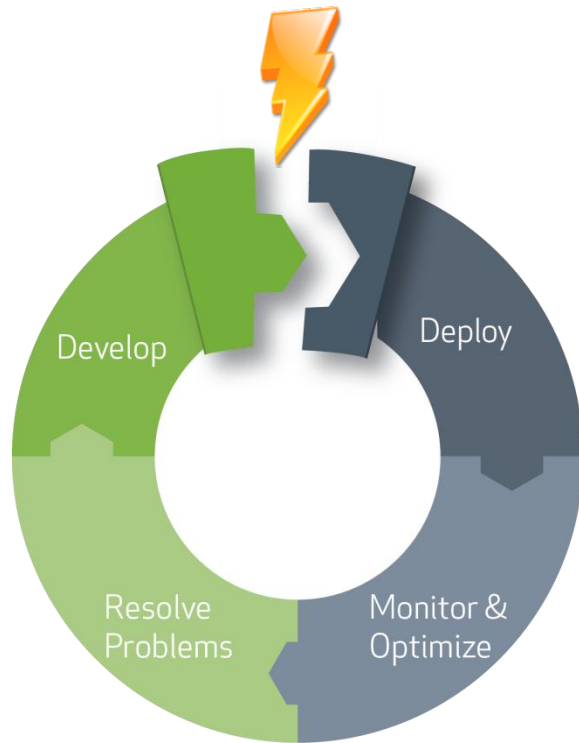
Session Management

Monitoring	Code Tracing
Acceleration	Caching
Job Queue	Deployment
Support	Hot Fixes

Zend Framework

PHP

Prior to Zend Server 5.5: Collaboration gaps between dev and opss



- ▶ Operations is challenged to keep up with pace of application changes
- ▶ Deployment process is manual and are error-prone
- ▶ Development hands off “blueprints” versus fully packaged “ready to run” applications
- ▶ Lack of awareness of errors
- ▶ Inability to easily rollback changes

What's new in Zend Server 5.5

- **Application Deployment**

- ▶ Package complete apps for hand-off to operations team, with predefined settings and parameters
- ▶ Rapid rollback to recover from deploying bad changes
- ▶ Pro-active alerting on application changes and deployment issues

- **IT Automation**

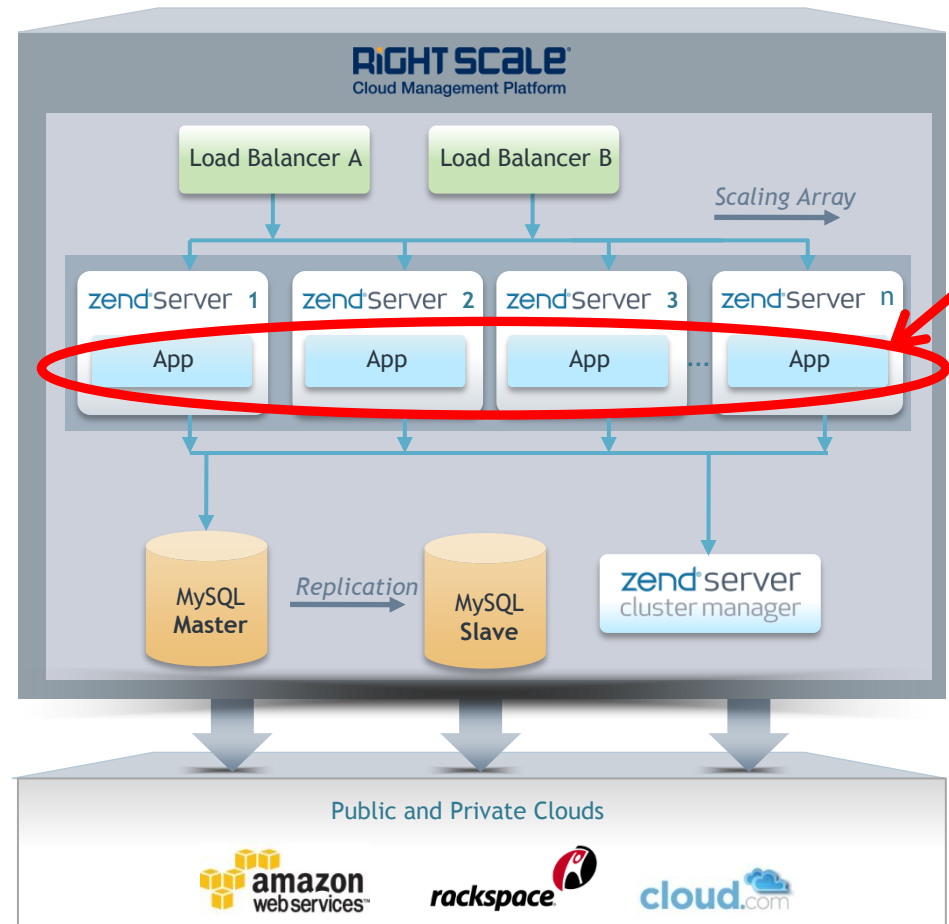
- ▶ Scalability for application, not just infrastructure
 - APIs for automated provisioning, configuring and deployment of applications
 - APIs for auto-scaling highly available clusters
- ▶ Automated provisioning of standardized environments across development, testing, staging and production
 - Enables modern Continuous Integration (CI) processes

Demo

And use Zend Server in the cloud with RightScale!

“With Zend Server 5.5 as part of our open PaaS solution, RightScale customers gain fast onboarding and auto-scaling with high availability for their PHP applications in the cloud. It’s the best and most rapid method available today to automate PHP application deployment and manage the application lifecycle.”

Michael Crandell, CEO & Founder, RightScale



Learn more!

- www.zend.com/server
 - ▶ Watch short videos explaining the major features
 - ▶ Read white papers
 - ▶ And download a free 30-day trial



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Learn about the latest developments in PHP Cloud infrastructure, management and application services

Mobile and User Experience

Learn how to build engaging mobile apps with the latest PHP technologies and tools

Enterprise and Professional PHP

Explore PHP best practices, new technologies and practical tips with industry experts

Conference Highlights

- Sessions focused on how to best develop and deploy PHP
- Sessions designed for all knowledge levels
- Intensive tutorials for accelerated learning
- PHP Certification crash courses and testing
- Exhibit hall showcasing the latest products
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Q & A

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