

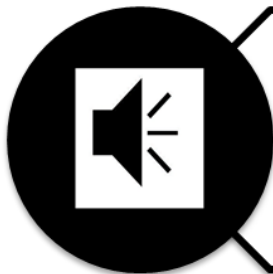
Application Development: In the Cloud, It's Not The Same

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Today's Presenters



Andrew Binstock, Executive Editor, Dr. Dobb's Journal



Charles Babcock, Editor-At-Large, InformationWeek



Andi Gutmans, CEO, Co-founder, Zend Technologies

App Dev: In the Cloud, It's not the same

Charles Babcock

Editor at Large, InformationWeek

Author of:

Management Strategies for the Cloud Revolution

a McGraw-Hill book

Webcast **April 6, 2011**

Poll #1

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

Automate at all costs

Frameworks take
spotlight

- Spring Framework
- Ruby on Rails
- Zend Server
- Windows Azure



Platform as a service

Development platform equals deployment platform:

- Force.com for Apex
- Google App Engine for Python, Java
- Heroku, Engine Yard for Ruby
- Zend Server on Amazon for PHP

The Cloud likes open source code

- Amazon's EC2 started out running Linux; Red Hat commands premium
- Web services are standardized and frequently built with open source
- Open source offers prospect of circumventing vendor lock-in

Open source levels the field

- OpenStack or commercial CloudStack
- Zend-sponsored Simple API
- Nimbula Director
- Eucalyptus Systems
- OpenNebula
- PHP, Ruby, Javascript, Java

Cloud itself is a new platform

- Scale out, not up; a 'mainframe from commodity parts'
- Heavily virtualized, multi-core servers
- Reliance on memory caching
- Heading for I/O congestion
- Converged SAN/LAN networking

Cloud architecture differs

- Applications modular, so different parts scale as needed, one not held back by others
- Hardware fails... so reliability lies in cloud software, not the hardware
- Identity, application access based on policies

Targeting more than one cloud

- Novell's multi-hypervisor approach
- CA Technologies
- Credit Suisse spin-off DynamicOps
- CloudSwitch
- Skytap
- rPath

Managing the invisible app

- Self-describing app--introspection
- Topology mapping
- Dependency discovery
- Change control applied to builds
- Develop once, run anywhere—
really?

App management converges

3 data center disciplines merge:

- System configuration
- Performance management
- Capacity management

VMware combines the three in vCenter Operations; one way or another, gap between app operation & app development must be closed; operations informs dev.

Poll #2

If you are using or planning to use the cloud, please select its type:

1. Public cloud
2. Private cloud
3. Both public and private clouds
4. Don't know

What apps belong in the cloud?

- It's more about data & compliance
- Do you know where your data is stored?
- Does your cloud vendor have secondary data storage across the state line?

What apps belong in the cloud...?

- Is this app customer-facing?
- Variable demand, Web site applications?
- Intermittent, non-persistent, short lifecycle applications?
- Is it mission critical? What's your recovery plan?

Movement toward hybrid cloud

- Ultimate goal is to let cloud absorb your data center spikes
- Workloads need to be managed the same way, whether on premises or off
- Barriers to hybrid operation will slowly fall

Poll #3

What's your primary programming language for building Web applications?

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



The PHP Company

Cloud & PHP

Andi Gutmans

CEO and Co-Founder

Zend Technologies

The Ideal Cloud Application Platform

Multi-Cloud

- Support multiple Cloud infrastructure and management providers

Application

- Application-centric view and management; abstract physical or virtual resources

Lifecycle

- Focus on delivering full develop, test, deploy, manage lifecycle

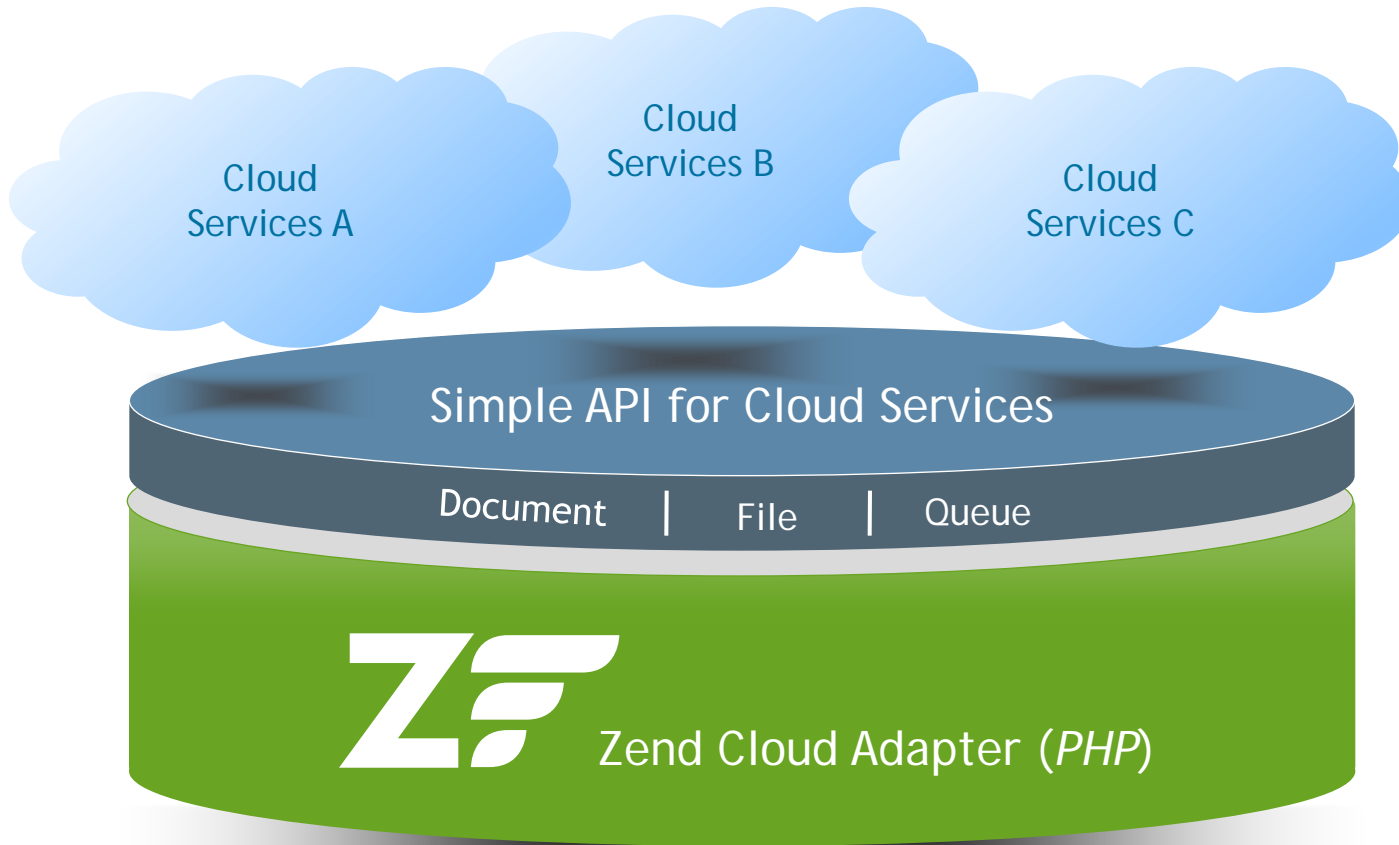
Portability

- Enable portability across Clouds

Elasticity

- Auto scale-up and scale-down to meet demand

Simple Cloud API Industry Collaboration



Zend PHP Cloud Platform Components

Developer Tooling



Portable Cloud Services



Native Cloud Services



App/Platform Monitoring



Resource Management



Optimized PHP Runtime



App Deployment



Configuration Management



Application Awareness

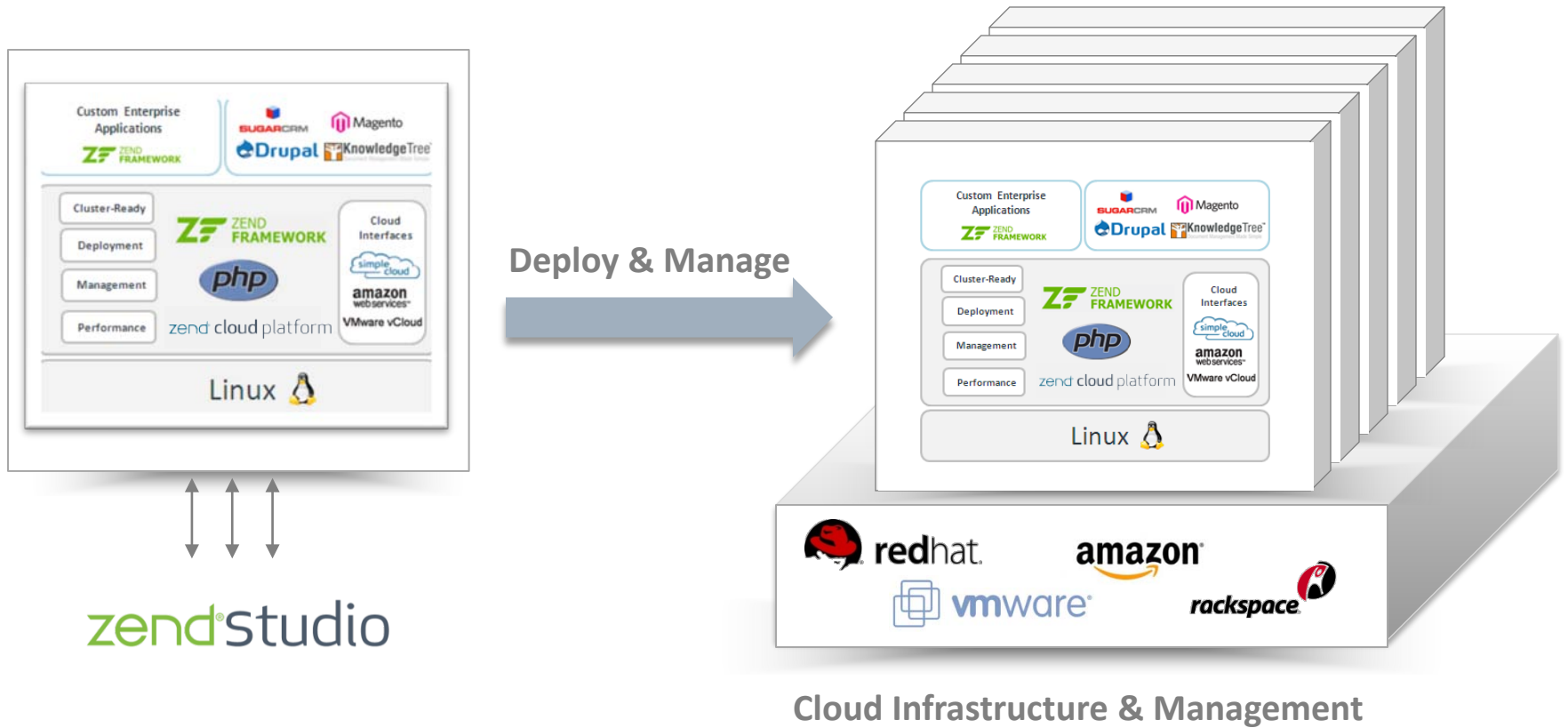


Cloud Platform Services

Cloud Management

Cloud Infrastructure

Write Once, Deploy on any Cloud



Q&A

Please Submit Your Question Now

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For More Information, Please Visit:

<http://www.zend.com/en/products/php-cloud/>

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