

# Zend Core

## Reliable PHP Made Easy

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# What is “Reliable PHP”?

- **PHP for your Business Critical applications**
- **The “right” version of PHP**
  - w/PHP security patches & critical bug fixes
  - w/Stable PHP extensions
  - w/Stable PHP frameworks
- **Databases and drivers**
- **Integrated & Configured**
- **Tested**
- **Maintained**

- **Do it yourself**
  - Assemble the parts
  - Integrate and Configure
  - Test
  - Maintain
- **Get it off-the-shelf**
  - Your OS vendor
  - Open source stacks
  - Most commercial stack vendors (SpikeSource, etc.)
- **Get Zend Core**
  - Reliable PHP from the PHP experts

- **Select a PHP release as baseline**
  - Probably the latest but ....
  - Tack down and apply high priority patches
- **Select Extensions & libraries**
  - Pear, PECL, etc.
- **Databases & DB drivers/clients**
  - IBM, Oracle, MySQL, etc.
- **Frameworks**
  - Zend Framework, etc.

- **The sources of information**
  - PHP.net, IBM , Oracle, MySQL, Apache, Zend Framework, etc.
- **How do you build and package everything?**
  - What compiler do you want to use?
  - Do you have the right level of expertise to apply the patches?
  - How do you handle the deployment process?
- **How is everything configured?**
  - Do you know all the details of setup
  - Can you easily distribute this across all you machines?

- **How do you initially test?**
  - What do you use as a test suite?
  - Does it cover all parts of the stack?
- **Can you automate regression testing?**
  - Do you have infrastructure for this?
  - Do you have good way to stage fixes?

- **Scale of the ongoing changes**
  - PHP: 500+ changes / month
  - Zend Framework 250+ changes / month
  - PECL: 150+ changes / month
  - Add in Apache, Databases and this gets hard!
- **How do you decide what is important?**
  - What mailing lists do you have to monitor?
  - Do you have the expertise to do the job?
- **Can I back port the fix to my source code?**
  - Do you understand the code well enough?

- **Ghostbusters??**
  - But seriously ... How do you get support?
- **Post a request to bug list/system**
  - And wait (and hope someone fixes it)
- **Change the code yourself**
  - This is the “lure” or open source
  - Do you have the expertise needed?
- **Hire a consultant**
  - This can be expensive
  - Do they have the expertise needed?

- **Monitoring version control commits and mailing lists**
  - At least 30 minutes / day to track everything
- **Identifying the critical problems**
  - Sorting out all the issues can be time consuming
  - 1 hour for simple problems, days for complex ones
- **Rebuilding, retesting and redeploying**
  - Lots of setup and several hours per update
- **The short answer is “A Lot!”**
  - This does not even consider downtime & lost customer costs
- **End-of Life issues only make this more complex**
  - Bugs can force upgrades

- **Linux vendors**
  - Simple and easy to deploy
  - Often out of date!
  - No real PHP expertise or focus
  - No clear SLA for PHP
- **Open Source stacks**
  - Simple and easy to deploy
  - No support / service level agreement
  - No real PHP expertise or focus
- **Other commercial stacks**
  - Simple and easy to deploy
  - No real PHP expertise or focus
- **Zend Core**
  - The only PHP stack from people who focus on PHP

- **Zend Core the production quality PHP stack**
  - *Enhanced with critical functionality*
  - *Automatic updates to maintain reliability*
  - *All in one easy to install and deploy stack!*



- **Zend works in the OS community**
  - We are leaders in PHP and Zend Framework
    - We have developers that know PHP inside and out
  - We are involved in bug fixes and patches every day
    - We know what changes are critical for reliability
    - We know how to back port patches if needed
- **Partnerships for complete solutions**
  - We work with IBM/Oracle/MS/MySQL to identify the best databases and drivers
- **Comprehensive testing of complete stack**
  - Fully automated test suites

- **Complete PHP stack**
  - Bundled Zend Framework and Extensions
  - Bundled Web Servers, DBs, Driver, etc.
- **Easy to deploy and maintain**
  - Unattended deployment for consistent environment
- **Backed by comprehensive support services and PHP updates**
  - Comprehensive Web and Phone support options
  - Zend identifies, builds, packages and tests all critical updates
  - Updates automatically delivered via Zend Network

# The Zend Core SLA

Service	Silver	Gold	Platinum
Web support	Yes	Yes	Yes
Web response time (P1)	48 Hrs	24 hrs	24 hrs
Phone support	No	Bus hrs	24x7
Phone response time (P1)	N/A	6 Hrs	2 hrs
Remote PHP security exploits	72 hrs	72 hrs	72 hrs
Local PHP security exploits	1 week	1 week	1 week
Critical PHP bug fixes	No	1 week	1 week
Customer requested PHP fixes	No	No	Yes
PHP "mini" version updates	Yes	Yes	Yes
PHP "back port" period	1 Year	2 Years	2 Years+

# What Does This Cost?

## Cost for 2 CPU Server

Silver      \$298 – only 6 hrs / year

Gold        \$998 – only 20 hrs / year

Platinum   Call

*Calculated at cost of \$50.00/hour*

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