



**at&t**

# **Building and Managing Cloud Applications and Infrastructure**

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# Agenda

## Building and Managing Cloud Applications & Infrastructure

### **Industry Trends**

### **Common Delivery Models**

### **SaaS Enabling Technologies**

- Utility and Cloud
- Transforming Applications
- Creating End-End Application Solutions

### **Data Integration Challenges and Solutions**

# What does the market look like today?



## 32%

North American Enterprises plan to **adopt or increase use** of SaaS applications

Source: Forrester Research  
Enterprise and SMB Global IT Budget and Spending Survey, Q2 2009



## 71%

North American Enterprises **considering, piloting, implementing or expanding** utility/cloud solutions

Source: Forrester Research  
Enterprise IT Services Survey, North America & Europe Q2, 2009

## Top Challenges for ISVs Delivering SaaS

### Performance



Application End Users  
Business Processes  
Key Transactions

### Reliability



Solution Availability  
Fault Tolerance  
Technology Interoperability

### Security



Multiple Layers  
Data, Users, Information  
Processes, Compliance

### Control



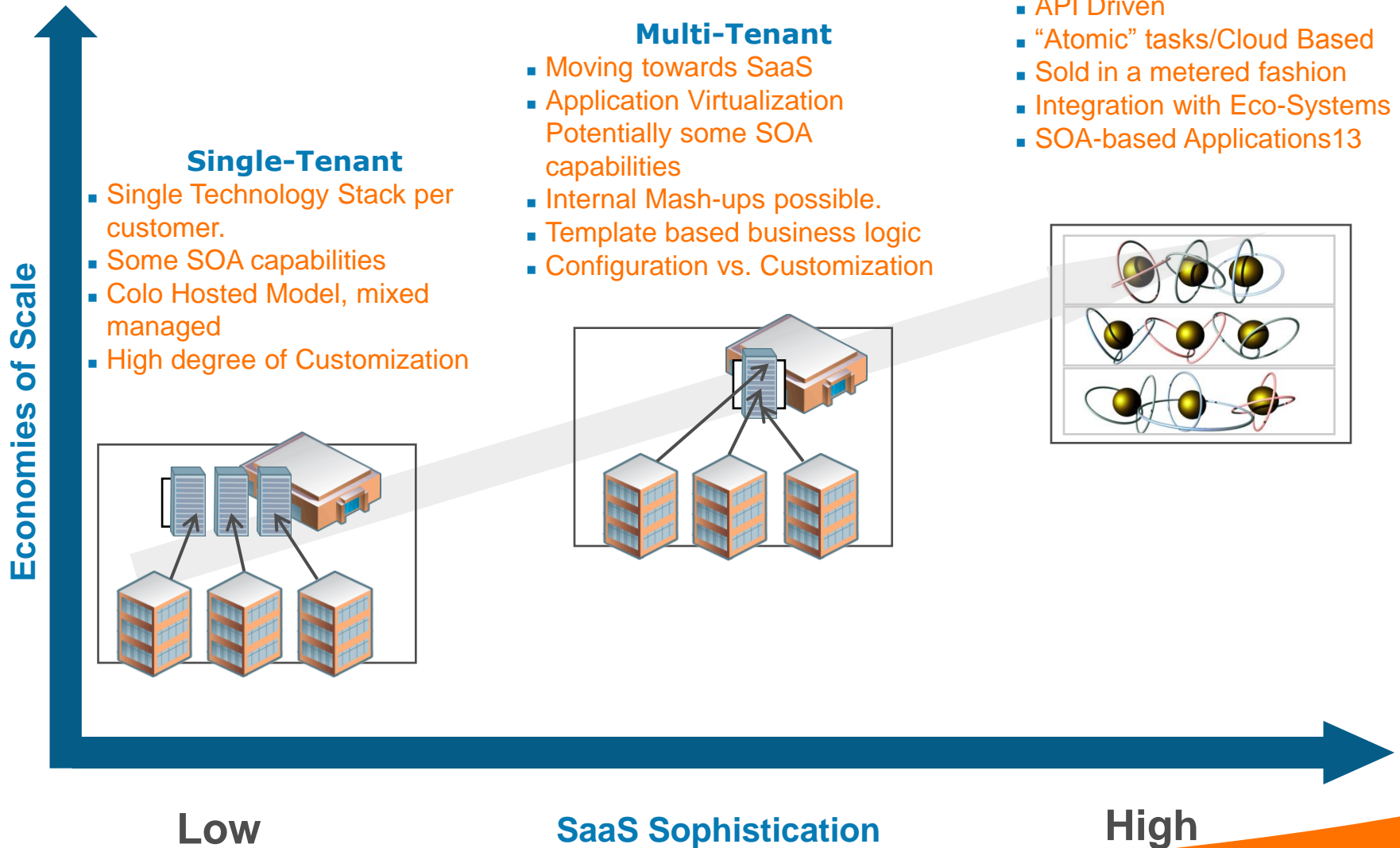
Management Services  
Presentation of data  
Accessibility of Infrastructure

### Data Integration



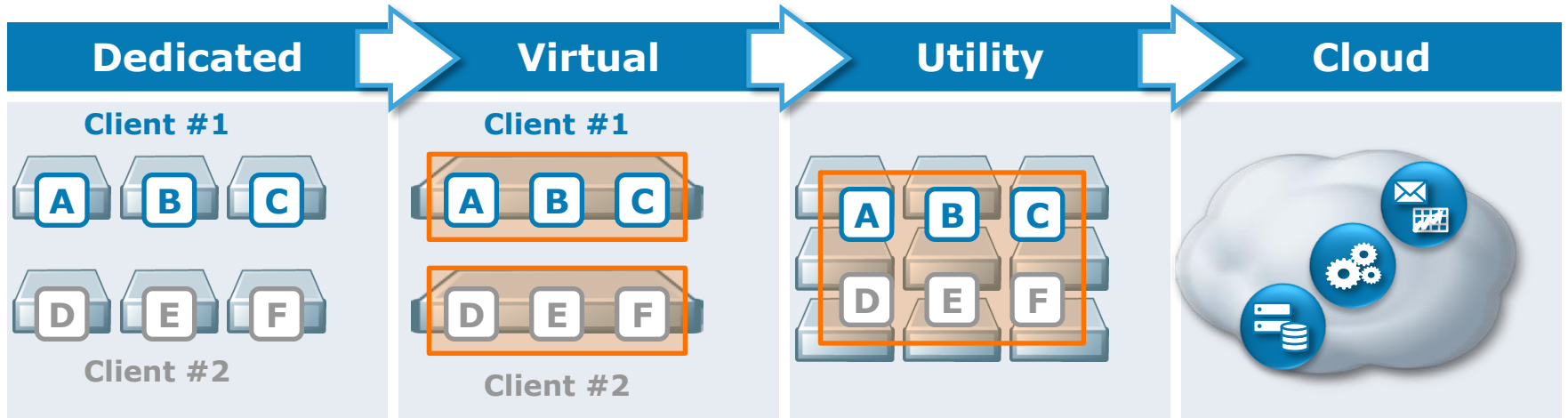
Modernization of Applications & business processes.  
Web Services & Mashups.

# Common Delivery Models



# Transforming Application architectures

AT&T Supports a broad array of SaaS Enabling Architectures



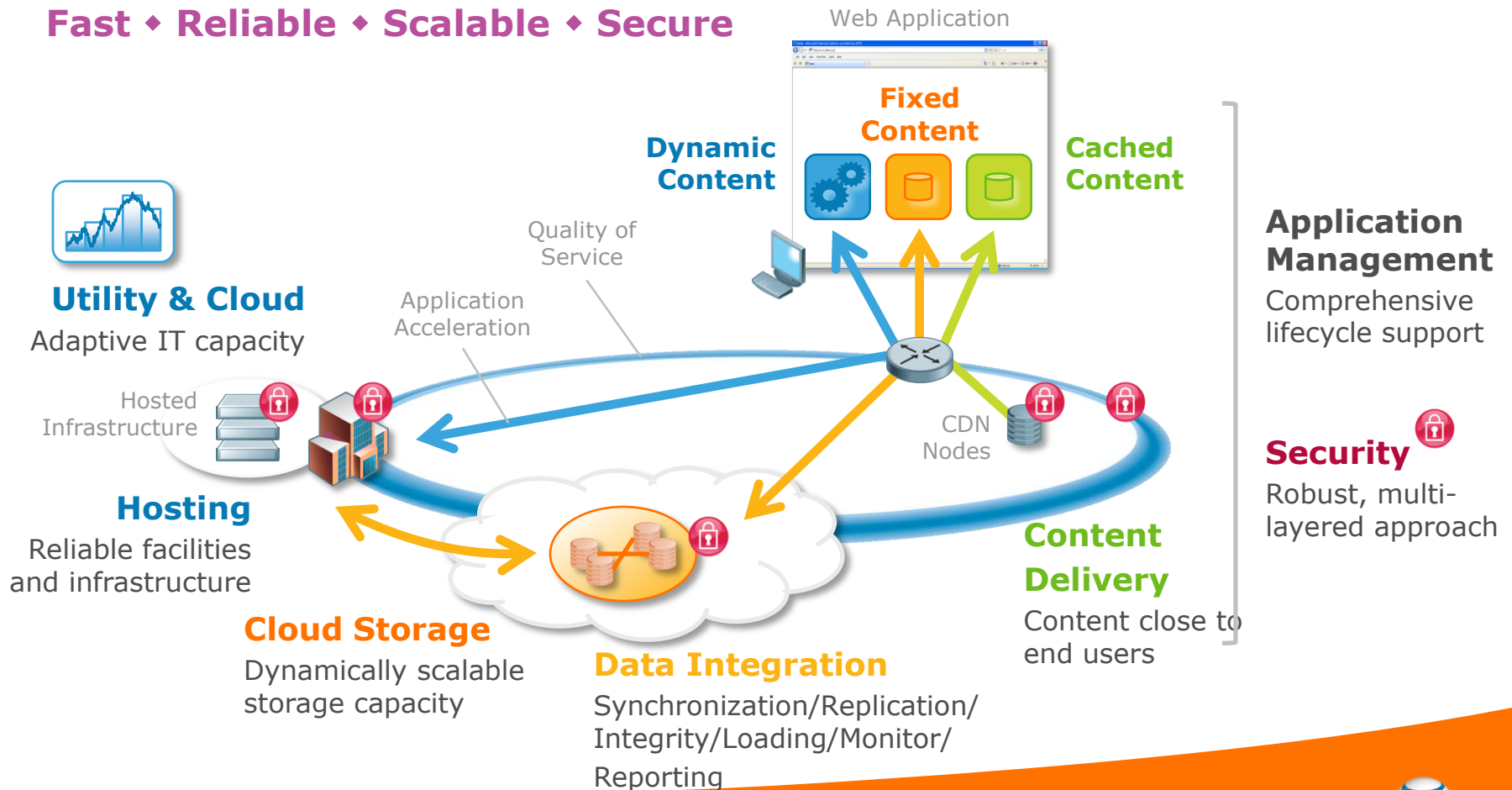
## AT&T Business Direct and MAST Portal

Built to Order	Better Utilization	Dynamic Capacity	Self Service
Managed Hosting Remote Infrastructure Management		Synaptic <sup>SM</sup> Hosting	Synaptic Compute as a Service
ToplineISV <sup>SM</sup> SaaS Enablement		ToplineISV Incubation Center	ToplineISV SaaS Enabling Technologies

# Creating end-to-end application solutions

AT&T can help you deliver powerful application solutions by combining hosting, application management, security, CDN, cloud services and more...

**Fast ♦ Reliable ♦ Scalable ♦ Secure**



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### **Data Integration Challenges and Solutions**

# Primary Cloud Integration Use Cases:



**Load Data**



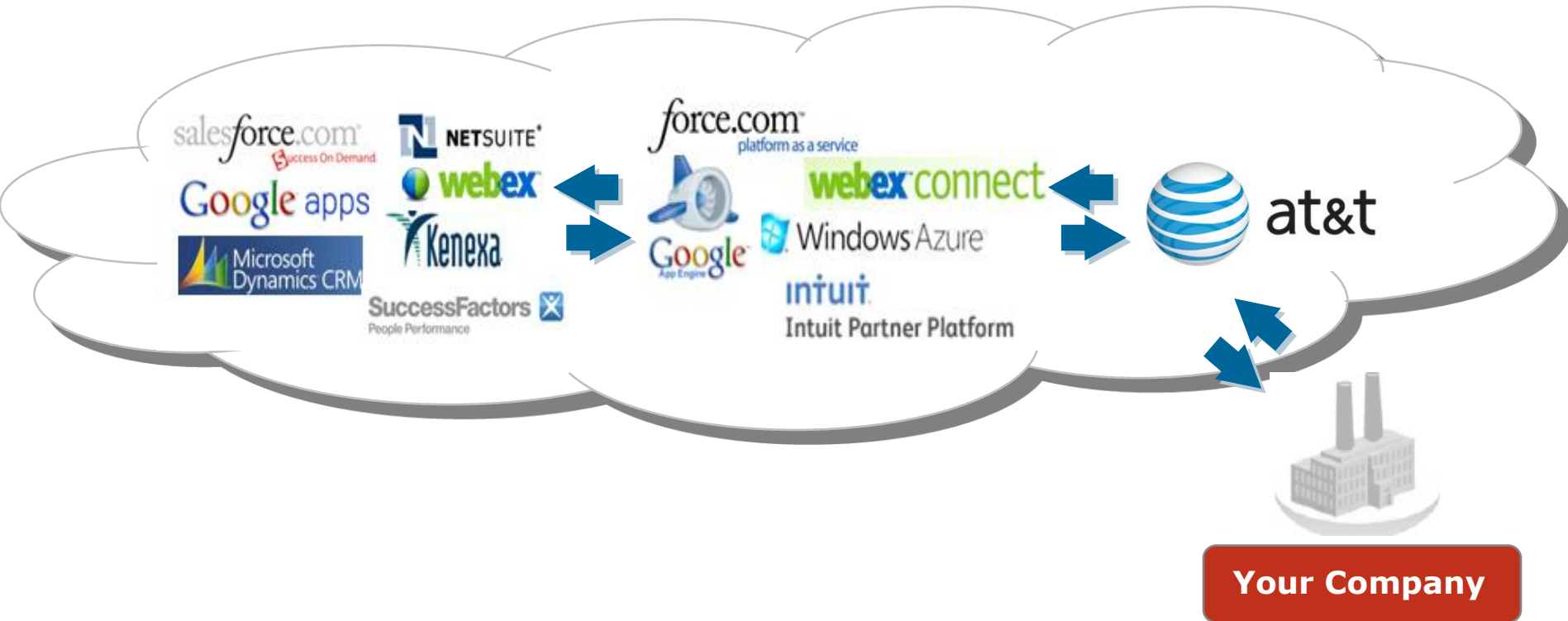
**Synchronize Data**



**Cleanse Data**

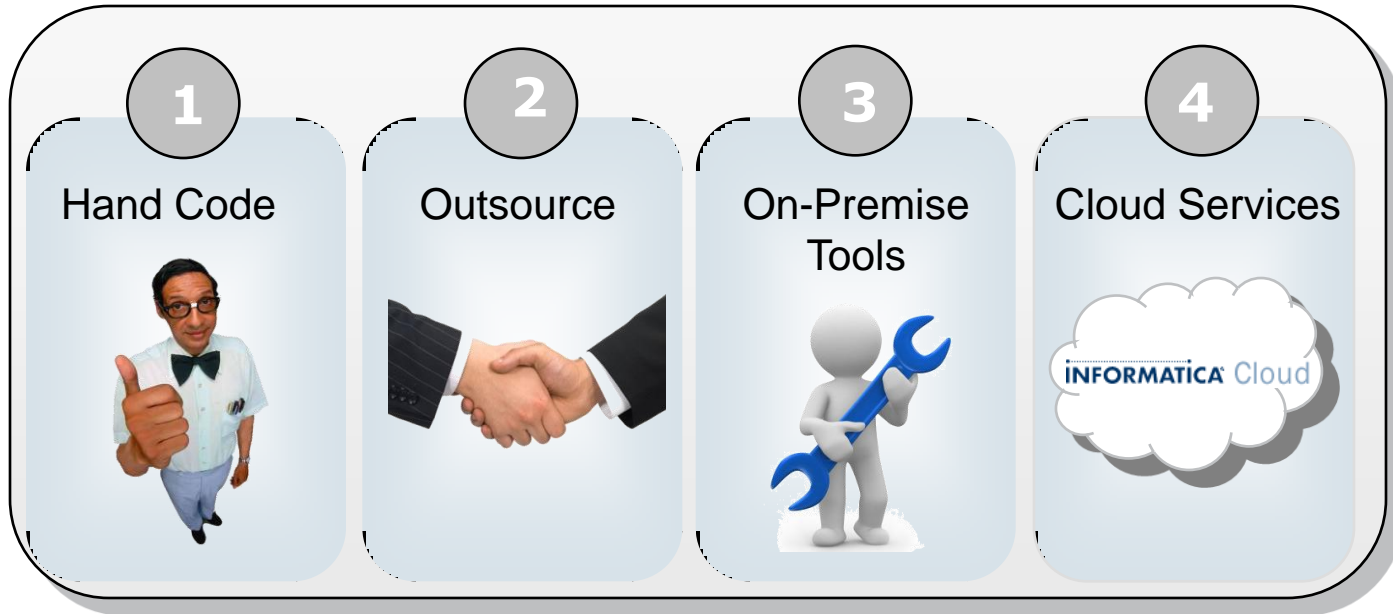


**Replicate Data**





# Cloud Integration Options



“ You need to consider integration for what it is:  
**the mother of all single points of failure.** ”

David Linthicum  
Author, *Cloud Computing and SOA Convergence in Your Enterprise*

# The Advantage of Integration as a Service

## For Customers

Rapid Deployment

Utility Pricing

Minimal Training

Fewer IT Resources

Seamless Upgrades

Usage Tracking

**INFORMATICA** Cloud

[www.informaticacloud.com](http://www.informaticacloud.com)

- Running on AT&T
- +500 customers
- +20K jobs/day
- + 5B rows/month

## For ISVs

Reduced Dev Costs

Rapid Innovation

Best of Breed Tech

Greater Scalability

Expand Your Market

Focus on Your Core



Migrate



Synch



Monitor



Replicate



Custom

# Questions & Discussion

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