

cloud  
accelerators

can you build a  
cloud in a day?

you can

“Our customers’ response is typically, ‘Wow, that’s great. My IT people can go back to supporting the business rather than managing what’s in the data center.’”

**Gihan Behrmann**  
CEO, ScaleUp Technologies



agility  
made possible™



ScaleUp Technologies



# who can build a cloud the CEO will love as much as the CIO?

## About ScaleUp Technologies

- Developer of a complete Cloud Management Platform that turns the technology inside your data center into a complete self-service cloud offering
- Built the first cloud in Germany using the CA AppLogic® cloud platform in 2008
- Clients include MSPs, telcos, enterprises and integrators of all sizes around the world that are building clouds
- Intense focus on the cloud “Point of Purchase”—the spot where providers and consumers of cloud technology meet

For more information, visit [ScaleUpCloud.com](http://ScaleUpCloud.com)



**Gihan Behrmann**  
CEO, ScaleUp Technologies

### Career Highlights

- IT entrepreneur since 1994
- More than 13 years of IT industry experience
- Founder of German-based Managed Services Provider
- Personal interests: family & innovative technology



**Christoph Streit**  
CTO, ScaleUp Technologies


### Career Highlights

- Responsible for R&D and product development
- Working in IT for almost 15 years
- Co-founder of German-based Managed Services Provider
- Personal interests: cooking & traveling

### Tell us about ScaleUp's business.

ScaleUp is a spin-off of a 12-year-old MSP based in Europe. Initially we started out in cloud computing by selling public and private cloud services. We quickly came to the realization that the real users of cloud—the overwhelming majority and the decision makers—are not cloud savvy and shouldn't have to be. In order to make it easier for business users to purchase and use cloud services, we built a cloud business management platform solution for the AppLogic cloud platform. Our solution focuses on what we call the "cloud point of purchase"—that important and often overlooked spot where the provider and consumer of cloud technology meet. The ScaleUp Cloud Management Platform works with AppLogic software to handle self-service provisioning, billing, metering, chargeback for services and everything else you need to create a turn-key cloud offering.

With our Cloud Management Platform, we can effectively show the value of cloud computing to everyone—IT departments, business users, developers,



the CIO and, in some cases, even the CEO. When we show them how we can change the way they run their business from an IT perspective, they go “wow, that’s great—my IT people can go back to supporting the business rather than managing what’s in the data center.”

### Why do clients choose you?

Our clients are business people, and our platform focuses on the business side of cloud. We focus on what happens OUTSIDE the data center, while everyone else is focusing on what happens inside. Our clients realize they need both in order to succeed in their cloud projects. The power and simplicity we add to the cloud “point of purchase” is a huge differentiator for us. Speed and time to market are also major concerns for our clients, regardless of their location or industry. ScaleUp built the Cloud Management Platform to transform great technology like the AppLogic platform inside a client’s data center into a full self-service cloud offering that is ready to go in as little as one business day.

### Why did you select the CA AppLogic cloud platform?

The reason we originally picked the AppLogic platform and built an entire management system on top of it is because it allows us to manage at the application layer, which is how the business runs. Whether you’re a developer or a typical business user of IT, you’re generally not concerned with virtual machines or memory or disk. You care about the application—which includes the data base and disk and CPU and multiple servers and firewalls and business logic and corporate governance and regulatory governance built-in. With the AppLogic platform, you can manage the application as a whole and easily visualize what you’ve built.

It’s not just a collection of virtual machines. You have a canvas where you can draw what you want. You can connect things in the canvas to make them work across geographies and across data centers. Trying to do that yourself would involve a lot of scripting and trial and error. If our clients had to do this separately for every user, they would end up with an unmanageable environment.

We also like the fact that it’s a stable cloud platform that has been in use for years. With the AppLogic platform, what you get is solid, proven technology.

The overwhelming majority of cloud users and decision makers are not cloud savvy. Nor should they be.

It’s not just a collection of virtual machines. You have a canvas where you can draw what you want.



ScaleUp Technologies

To learn more about ScaleUp Technologies, visit [ScaleUpCloud.com](http://ScaleUpCloud.com)



To learn more from cloud service providers working with CA Technologies, visit [ca.com/cloudaccelerators](http://ca.com/cloudaccelerators)

### What kind of application portability can you provide?

Because the AppLogic platform encapsulates the entire application—and all the infrastructure and business logic supporting that application—you can easily pick it up and move the application to another data center whenever you want to. You can move it to your own data center, to a public environment, whatever.

Let's say a banking customer has built an application that runs in their private cloud in New York. They decide they want to do business in China, but the data has to physically reside in China. We can help the customer move the whole application and the virtual infrastructure, security and configurations that power it to a private cloud environment in China with just a click of the mouse. To do this without the AppLogic platform would take weeks of testing to make sure that what you end up with in China is what you started with in NY.

### What advice would you give to service providers who are building clouds?

Beware of all the hype around cloud, and take small steps. Figure out who your users are, how they want to “consume” your cloud services, and what you need to do in order to serve them. What happens outside of the data center (your users, your business) is often more important than what is happening inside (your software and hardware). ScaleUp recommends to many of our provider customers that they start with a hosted (public, private or hybrid) cloud project. The cost is very low (OpEx, not CapEx) and they are able to get started very quickly (in weeks, not quarters), while still having an easy path to move the hosted-cloud fully or partially in-house to their own data centers once they have validated the business case.

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