What does your business get from the Cloud?

ARCHITECTING BUSINESS in the Cloud

Technology Innovation for Business Success

Successful businesses rely on technology innovation to remain competitive. Cloud computing is revolutionizing IT services. Are you taking advantage of the cloud?

Cloud Computing Benefits

• **Cost Reduction**
Reduce IT expenditure while increasing capacity. Consolidate data centers, increase resource utilization and improve operational efficiencies. Pay only for what you use.

• **Flexible Capacity – 'Elasticity'**
Seamlessly grow capacity with peaks in demand and release when no longer needed. Eliminate over or under provisioning.

• **Reduced Processing Time**
Perform massively parallel operations for business intelligence or scientific research without the high upfront investment.

• **Accelerate Application Deployments**
Reduce time to market for important business application deployments, enhancements and fixes and improve business agility. Empower your application teams with self-service provisioning.

• **Risk Reduction**
Improve system and data availability and recovery.

• **Control IT Spending**
Reduce upfront infrastructure investments with utility computing.

Cloud Architectures

Cloud Architectures refer to the design and development of application architectures based on an effective use of cloud services. Applications that are built on the Cloud are those that:

• Only use the underlying computing infrastructure when needed

• Scale elastically with the changing demands of the business

• Provide high flexibility for dynamic environments

• Avoid single points of failure

Typical Applications you can take to the Cloud

The Cloud provides an on-demand, elastic and theoretically infinite infrastructure that can be utilized by many industries for a myriad of applications. The Cloud represents a cost effective and readily available set of resources that can be used to meet adhoc business requirements, applications that have fluctuating processing needs due to variations in demand or intensive distributed computing that would be difficult and expensive to resource with traditional hardware infrastructures.

Example Applications

• **Internal IT application hosting**

• **Development and test environments**

• **Web site hosting and marketing campaigns**

• **Content delivery and media distribution**

• **Storage, backup and disaster recovery**

• **High performance computing**

• **Business Intelligence and large scale analytics**

• **Business Applications**

Example Solutions

• **Banking**

• **Pharmaceutical**

• **Aerospace & Aeronautics**

• **Media, Broadcasting & Animation**

• **Marketing**

• **Utilities & Engineering**

• **Oil & Gas Exploration**

• **Telecommunications**

The Server Labs Cloud Deployment Platform combines our best practices in IT Architecture with a set of preconfigured templates, scripts and applications to create scalable and maintainable business applications.

Cloud Deployment Platform
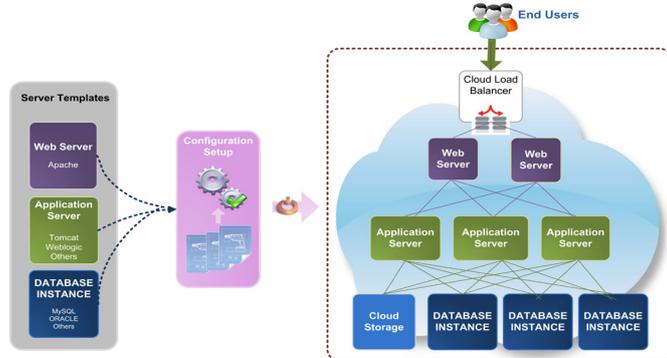
The Server Labs Cloud Services

- **Cloud Adoption Strategy**
  - Infrastructure readiness assessment
  - Solution design and technology selection
  - Technology Proofs of Concept

- **Design, Architecture and Implementation**
  - Complete architecture solutions at SaaS, PaaS and IaaS levels
  - Application migration and deployment
  - Scalable application full development services
  - Cloud Security
  - Cloud based HPC solutions

- **Managed Services**
  - Platform and infrastructure management and support

The European Space Agency (ESA) is testing the capabilities of the Cloud

The Server Labs successfully completed the first feasibility study for ESA testing the potential of moving the Gaia project's data processing to the Cloud. A vital part of this project is the processing of vast quantities of data collected in space. Now ESA is exploring Cloud Computing to augment the dedicated data centre traditionally required for this task. With the Cloud's ability to dynamically align resource capacity and demand, a shift to the Amazon EC2 (Amazon Web Services) cloud environment would dramatically reduce the cost of the Gaia project's enormous data processing needs by approximately 50%.

"The Gaia AGIS Cloud experiment has been very successful for us. It indicates that bringing the data processing to The Cloud can provide us with savings of up 50% compared to using in house hardware. An additional advantage is that it gives us the ability to scale to far more processors that we could have in house which means essentially that we can finish the job sooner"

William O'Mullane, Gaia Science Operations Development Manager for ESA.

The Server Labs

The Server Labs (TSL) is a specialist IT consultancy and development company and a leading authority in Cloud Computing services. Founded in 2004, The Server Labs focuses on the design and implementation of IT architectures and advanced software engineering projects, working with the most advanced solutions and technologies and offering its clients cost-effective, scalable and high performance solutions.

TSL's customer groups are predominantly large and medium-sized corporations which share a growing need for cost effective and scalable IT solutions. TSL has offices in Spain, Germany and the UK. Most recently TSL started partnering with Amazon and RightScale to facilitate the adoption of Cloud Computing in Europe.

For more information about The Server Labs and the services we can offer you please visit our website www.theserverlabs.com

If you would like to talk to us directly please contact us at our offices in the United Kingdom, Spain or Germany.

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