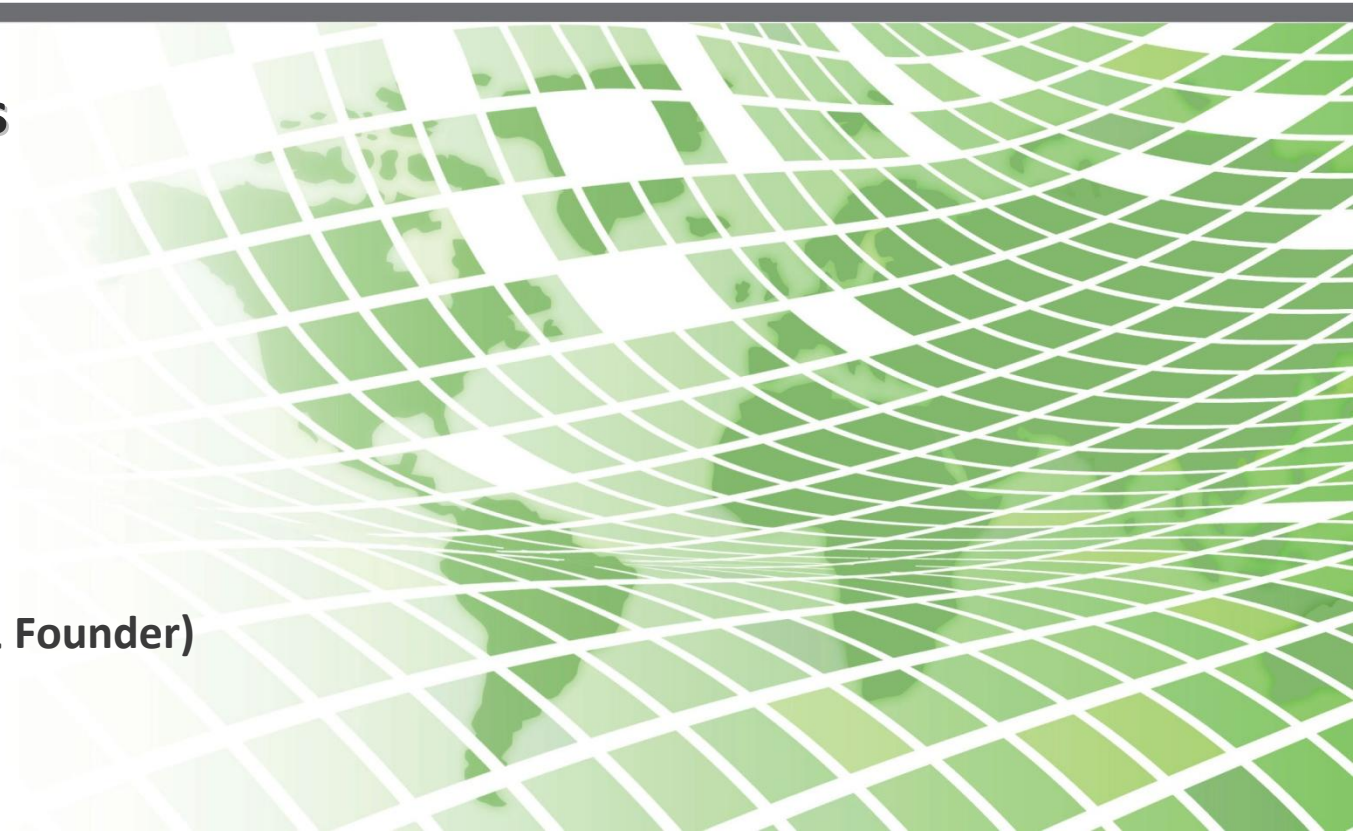
GOGRID

Complex Infrastructure Made Easy™

Cloud Infrastructure Leadership

Alliance of CEOs

May 20, 2011



- **John Keagy (CEO & Founder)**

Agenda

- Brief GoGrid overview
- What is cloud computing?
  - Cloud pyramid
    - SaaS
    - PaaS
    - IaaS
- The economics of cloud computing
- Questions

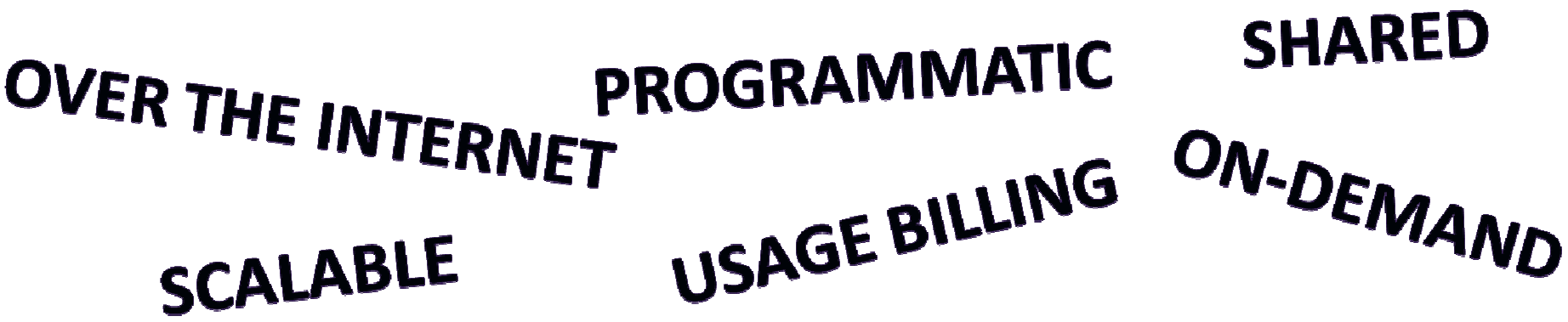
10,000+ Customers Across All Verticals

Serviced by

- 150+ Domestic Employees
- 50+ International Employees

Cloud Thought Leadership

Cloud Computing is…



"A style of computing where scalable and elastic IT-related capabilities are provided 'as a service' to customers using Internet Technologies"

- Gartner

No Hardware!

- In 2010 Gartner Predicted:

"By 2012, 20% of businesses will own no IT assets"

=

By 2012 20% of businesses will be 100% cloud

Audience Questions regarding IT assets:

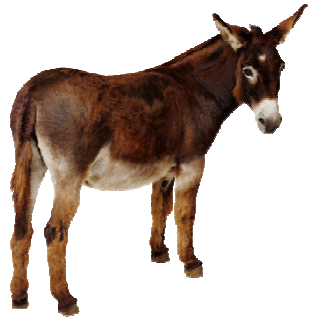
- What percentage of the audience has at least a closet-full of servers?

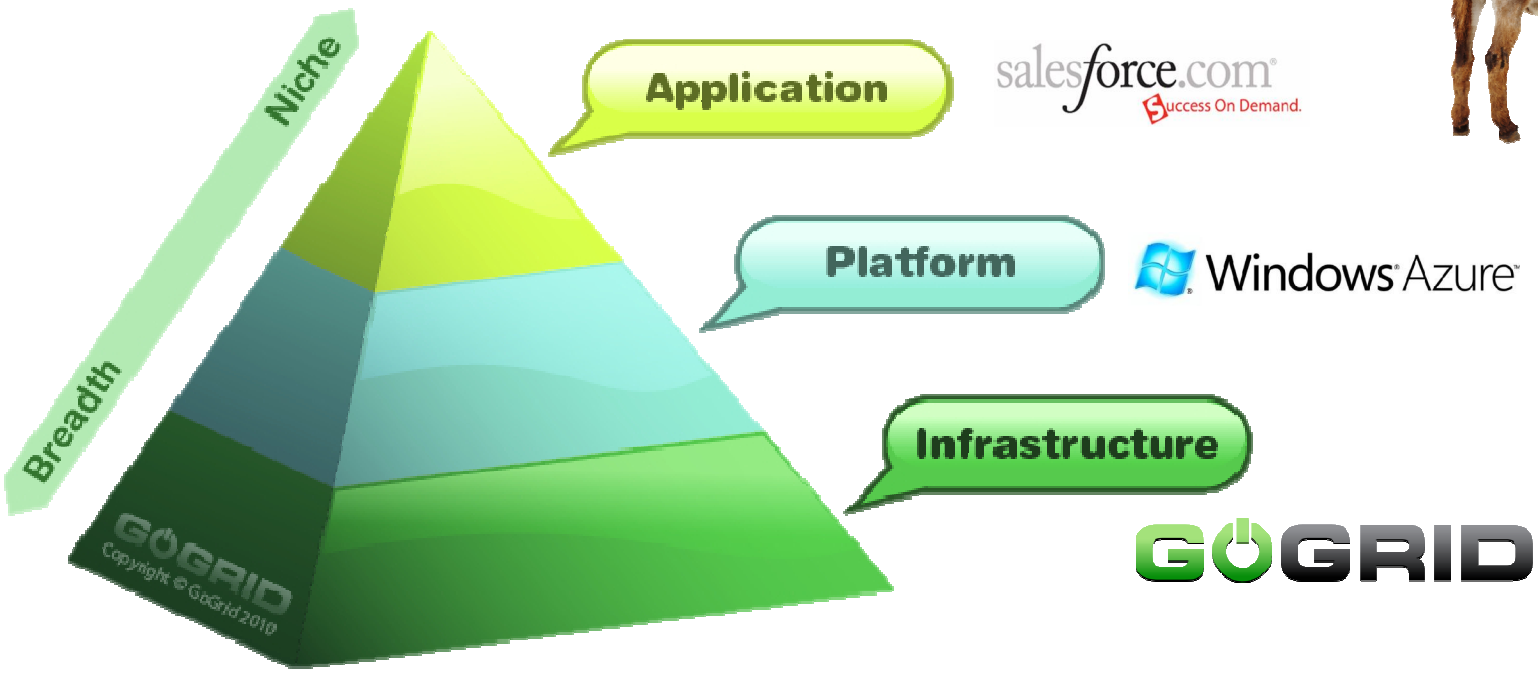
“Cloud Computing” Trends

- Search volume on Google for “cloud computing”

The Cloud Pyramid

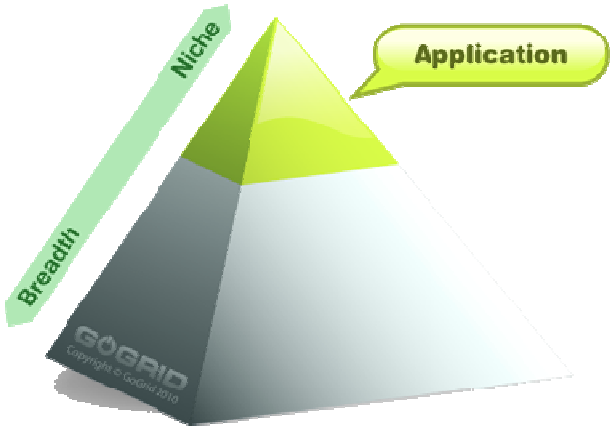
- IaaS → PaaS → SaaS = Being an “aaS”





HTTP://PYRAMID.GOGRID.COM

Cloud Applications (SaaS)



Examples of Cloud Applications

Gmail by Google

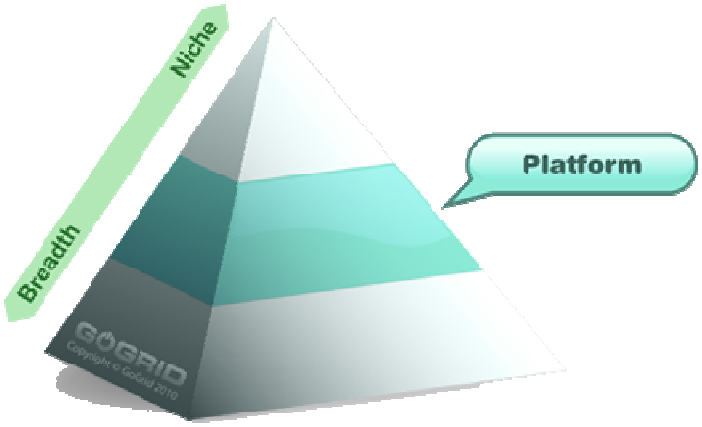
Salesforce

- **Characteristics:**
- **<u>Strengths</u>**
  - Sometimes free; easy to use; lots of different offerings; easy to access; good consumer adoption; proven business models
- **<u>Weaknesses</u>**
  - You can only use the application as far as what it is designed for; no control or knowledge of underlying technology
- **Company examples:**
  - Gmail
  - SalesForce

Audience Questions regarding SaaS:

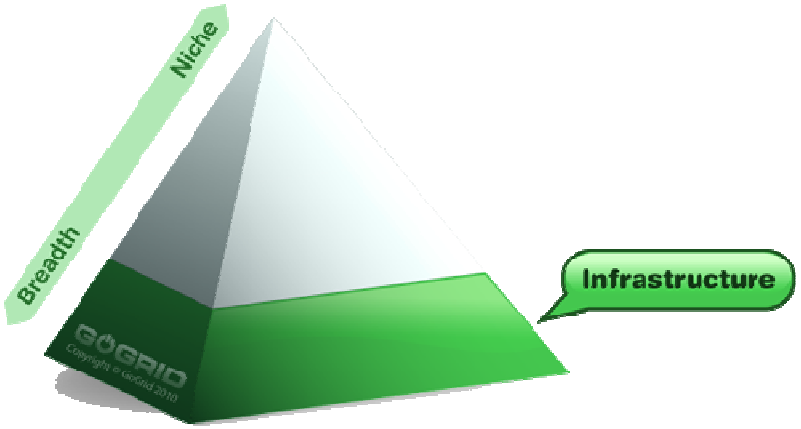
- What percentage of the audience uses SalesForce.com or another “cloud-based” CRM system?
- If yes, what concerns do you have with having all of your data in the cloud?

Cloud Platforms (PaaS)



- **Characteristics:**
- **<u>Strengths</u>**
  - Great for developers with a particular niche target, upload a tightly configured applications and it simply "runs" within the platform's framework; more control than a Cloud Application
- **<u>Weaknesses</u>**
  - Restricted to the platform's ability only; hard to work "outside the box"; sometimes dependant on Cloud Infrastructure providers
- **Company examples:**
  - Google App Engine
  - Microsoft Azure
  - Force.com (SalesForce)

Cloud Infrastructure (IaaS)

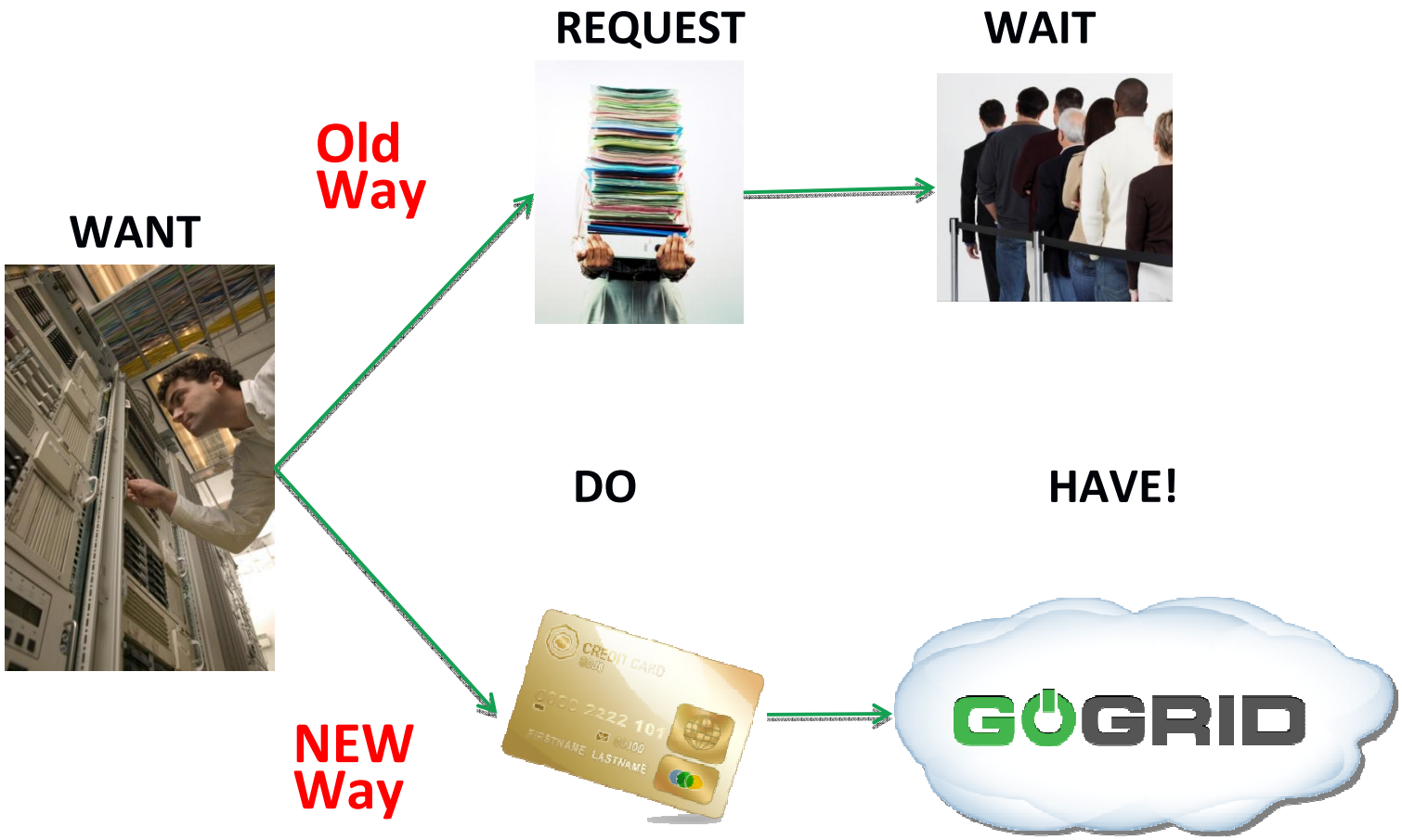


- **Characteristics:**
- **<u>Strengths</u>**
  - Offers full control of a company's infrastructure; not confined to "containers" or "applications" or restrictive instances
- **<u>Weaknesses</u>**
  - Sometimes comes with a price premium; can be complex to build, manage and maintain (based on provider)
- **Company examples:**
  - GoGrid
  - RackspaceCloud
  - Amazon Web Services

Audience Questions regarding IaaS:

- What percentage of the audience uses GoGrid, Amazon or another public cloud?
- What do you use it for?

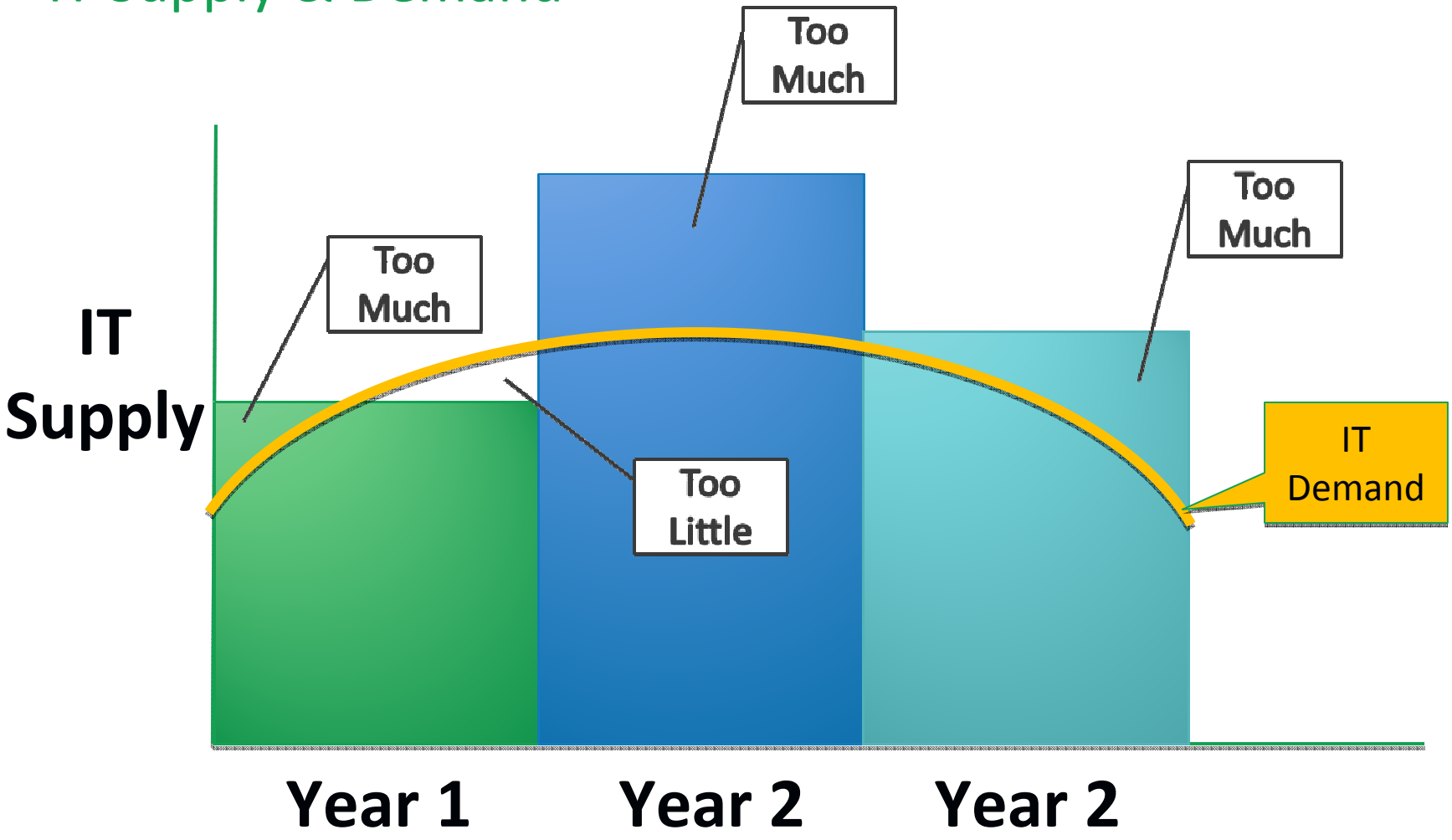
“Backdoor” IT Provisioning



Which of these actually make cloud computing financially compelling?

A. Super cheap power, such as hydro-electric
B. Shipping container datacenters
C. Massive datacenters
D. Datacenters with super-efficient cooling
E. VMware virtualization licenses
F. Pay-as-you-go pricing
G. Automation
H. Shared platforms
I. Commodity hardware

IT Supply & Demand



Shared Platform - SalesForce.com Cloud Economics

- Typical on-premises CRM solution 2 - 10 servers
- SalesForce.com 97,700 customers on 3,000 servers

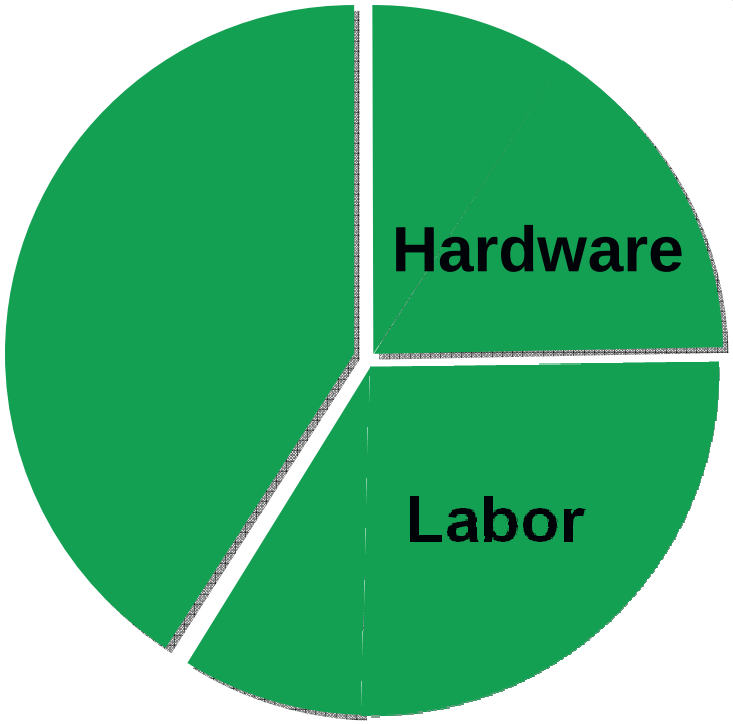
  http://www.youtube.com/watch?v=AHJSzJf-ZIU&NR=1

  1/2 of the servers unused – Disaster Recovery

  = 0.031 servers per customer
- 2 servers vs. 0.031 servers = not 10 x better… 65 x better

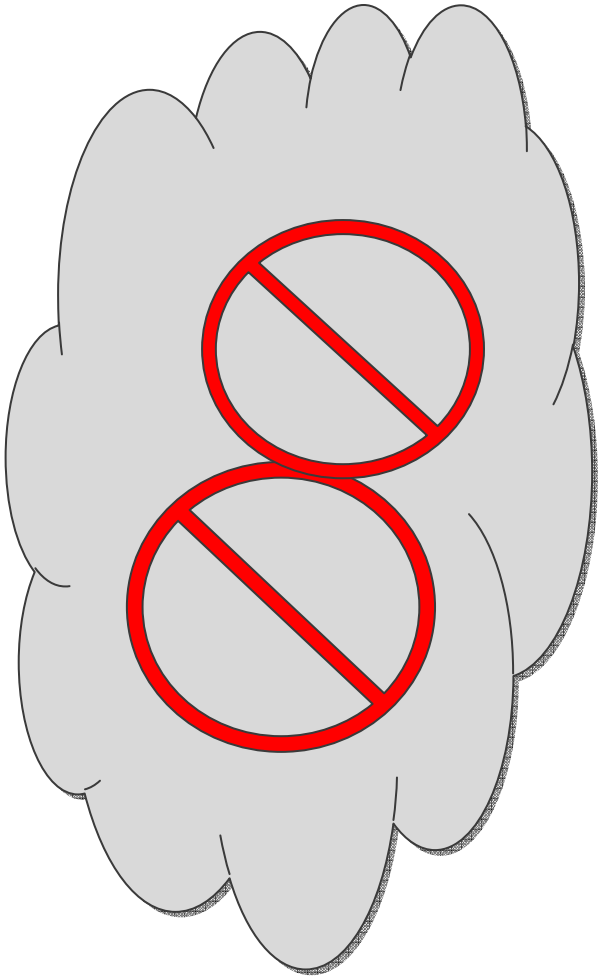
Automation Removes Labor & Hardware Costs

$3.3 Trillion IT Economy



- **No over-provisioning = 3 x savings**
- **Shared platform = 3 – 5 x better utilization**

- **Far less labor**
- **More accuracy**
- **Simpler, faster**



Questions?

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