

ENTERPRISE CLOUD SUMMIT

@ INTEROP

A DEMONSTRATION OF CLOUD COMPUTING

May 18th-19th, 2009

The ECS demo showcases the power — and limitations — of cloud computing. Working closely with six cloud computing leaders, we've built an example application. Each of the six demonstrations shows a specific aspect of cloud computing as it applies to enterprise users.

The Application

Our demo, based on the Panda open source project, lets users upload and label video content that is then transcoded into a variety of formats.

It was chosen for several reasons:

- It's written in Python, a format supported by many cloud platforms
- It's bandwidth-intensive (large video uploads), processing-intensive (transcoding), and bursty, making it an ideal candidate for on-demand platforms.
- Many people can access the application concurrently.

The Demonstration

We showcase six aspects of cloud computing:

- On **Amazon EC2** we spin up multiple instances of machine images, each of which is a transcoding server.
- Using **Rightscale**, we launch instances that are managed and load-balanced.
- With **SOASTA** we generate synthetic testing traffic from a cloud platform.
- Deploying **10Gen's Mongo**, we migrate data between on-premise and public cloud infrastructure.
- With **Google's App Engine**, we run the application on a service-based cloud where we don't interact with individual machines.
- Finally, using **Elastra** we deploy a legacy application in a cloud environment.

About Bitcurrent

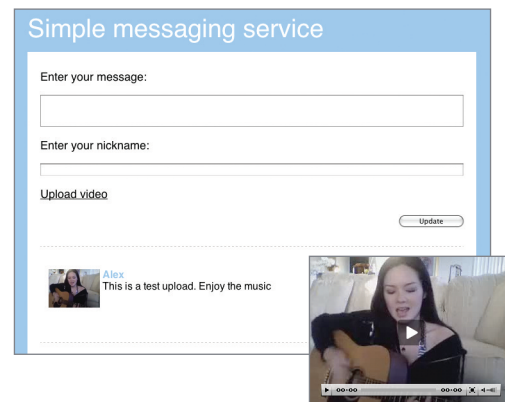
Bitcurrent is a team of technology analysts that research and consult on cloud computing, human-computer interaction, online and offline analytics, social networks, and web technologies. We also author industry research and plan and run a variety of events including the annual Bitnorth conference.

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About Syntenic

Syntenic helps SaaS, e-commerce, and enterprise customers operate their online properties 24x7 using the latest technologies and proven best practices. Syntenic optimizes software performance, reliability, and cost-effectiveness using hybrid private-public cloud infrastructure.

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The ECS Demo Application

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