

# 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

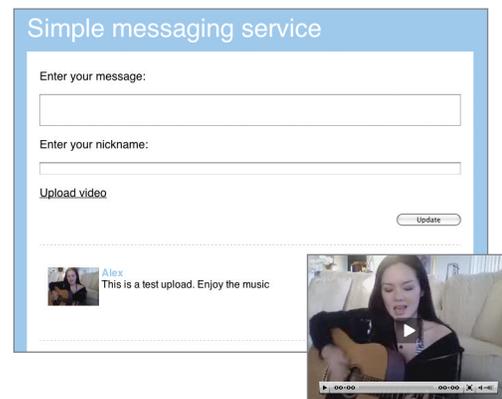
Bitcurrent is a team of technology analysts that research and consult on cloud computing, human-computer interaction, online and offline analytics, social networks, and web technologies. We also author industry research and plan and run a variety of events including the annual Bitnorth conference.

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

### 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.

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



*The ECS Demo Application*

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