

cloud
accelerators

can I use the
cloud to access
my virtual
desktop anytime,
anywhere?

you can



“Our approach typically works out to a 45-55% savings over a traditional model of delivering and managing applications in-house.”

Marc Landry
Chairman and CEO, CorePLUS

agility
made possible™



we help customers get the applications they need without spending a fortune on service and licensing fees.

About CorePLUS

- CorePLUS is a Cloud Service Provider with a Platform as a Service (PaaS) ecosystem. The PaaS ecosystem is a full Application Delivery environment for the management, administration, deployment, integration, development, and delivery of windows-based, web-based, or complex multi-tier applications all within a single framework and delivered as virtual desktop to any device
- CorePLUS gives SMB and enterprise customers a much more cost-effective way to get the applications they need and provide a flexible way to access and manage those applications from any device
- CorePLUS enables hosting providers to sell cloud services to the SMB market
- Founded May 2006
- Have been working exclusively with the CA 3Tera® AppLogic® cloud platform since 2008

For more information, visit coreplusworld.com

Types of services offered:

IaaS

PaaS

Virtual Private Data Center

Integration Services



Marc Landry
Chairman and CEO, CorePLUS

Career Highlights

- Previously, founder & CEO of Go Figure Technology, an application service provider
- Previously, founder & CEO of XtendWave, a semiconductor developer for telecom applications
- More than 18 years management experience within technology
- Enjoys coaching his 13-year-old son's Select Baseball team

We chose the AppLogic platform because of the extensibility of the platform and the ability to launch virtual instances much faster.

What types of services do you provide and where are you seeing the greatest interest?

CorePLUS is an application delivery system for web-based and Windows-based applications. We provide companies of all sizes with the ability to access a centralized framework (called CoreDesk) from any device anywhere. We also developed an instantly-scalable grid infrastructure (called CoreGrid) that is built on the CA 3Tera AppLogic platform. CoreDesk is a much more functional alternative to Citrix. CoreDesk is application and OS agnostic, working across platforms to support a multitude of end-user devices. We provide a centralized environment for the administration, provisioning, and integration of applications.

Not surprisingly, we've seen a lot of interest in these service offerings among small and medium businesses. For companies that don't have a large IT department, this is an easy decision. They want Microsoft Office and QuickBooks and lots of other commercial applications, but they don't want to spend a lot on licensing fees and maintenance. Employees are starting to bring in iPads and want to use them to interact with their CRM systems, for example. IT organizations don't want the headaches or expense of managing application delivery on all of these disparate devices. Increasingly, we're also seeing interest among larger enterprises now as they are beginning to recognize the incredible cost savings they too can realize from an approach like this.

What types of applications do you offer in CoreDesk and what are the costs involved?

CoreDesk is a modular, PaaS offering; we give customers lots of flexibility to customize the apps they want to receive and how they want them to be displayed. A typical implementation might include a taskbar with Windows-based applications across the bottom, a set of social networking applications

on the right (such as Facebook, LinkedIn and Plaxo), communication tools on the left side of the screen (instant messaging, video conferencing and webinar capabilities), and across the top could be a web-desk for a dashboard with specific widgets or applications needed for their jobs, often with social components built right in (maybe SharePoint, social CRM or social project management tools).

On average, we charge a nominal set-up fee and a flat rate per user per month. The applications and data are housed in the cloud, through hosting partners. Plus, because CoreDesk runs on our instantly-scalable CoreGrid infrastructure, the capacity customers need is there when they need it. Customers no longer have to pay individual licensing fees to the software vendors, or hardware on which to run those applications, nor worry about maintaining those applications. CorePLUS and the hosting providers we work with also provide the support needed to keep everything running smoothly. We've found this model typically works out to a 45-55% cost savings over the traditional model of delivering applications and managing an in-house client-server environment.

How can CorePLUS help hosting providers expand their businesses?

We can bring an entirely new set of potential clients to hosting providers, by enabling them to effectively sell to SMB customers. Many of the hosting providers we speak with have made great strides in increasing the efficiency of their infrastructures through virtualization, and they are effectively selling cloud capacity to independent software vendors and SaaS providers. But now that they've got their infrastructure running very efficiently, they're looking to expand the types of customers they can sell to.

By providing the Application Delivery Platform, we're filling in the missing link so that these hosting providers can effectively sell to the SMB market. Hosting partners who work with us can host a customers' entire application delivery and development environment for all their applications, and also offer backup and disaster recovery services as well. Additionally, it's really a win-win for the SMB market, because there simply hasn't been an affordable option for this market to give them everything they need to future-proof their business. The only alternative previously was something like Citrix; a Citrix deployment can cost tens of thousands of dollars and requires a dedicated Citrix expert on staff, plus a rollout time of several months or more.

What are some of the types of companies you've helped and how quickly can you get CoreDesk up and running for them?

One of the organizations we've been working with is a school system with about 600 students and 125 staff members. The night before the demo, we received a list of all the applications the client uses. In two hours, we had

CoreGrid is an environment that is application and OS platform-agnostic—eliminating the expense of managing application delivery on different devices.



To learn more about CorePLUS, visit coreplusworld.com



To learn more from cloud service providers working with CA Technologies, visit ca.com/cloudaccelerators

customized CoreDesk with all of their windows and web-based applications, including RenWeb, a web-based data management system for schools. We demonstrated their smartboard application for the classroom and showed how the teachers can access all of their applications from the same desktop. We then allowed them to access the same virtual desktop via an iPad, a Droid device and a desktop machine in the teachers' lounge and dynamically move between devices. We provide the school with a cost-effective way to manage their entire IT environment.

We're also working with an energy company in Houston that is looking to start a multi-level marketing approach in 14 different states. We set up an environment so that their customers can remotely manage electricity usage at their homes through their iPhones or the web. Their customers can turn on the lights in their landscape or close the garage door from wherever they are. We have clients across a range of industries—from CPA/audit firms to logistics companies to mortgage companies and franchise retail companies.

Why did you choose the CA 3Tera AppLogic software as your cloud platform?

We did an extensive comparison with VMware before selecting the AppLogic platform. We chose it because of the extensibility of the platform and the ability to launch virtual instances of the entire application and its supporting infrastructure. The fact that the AppLogic platform abstracts the physical infrastructure so that you can focus on managing at the application layer makes it much easier to work with and also provides better scalability.

Also, the Virtual Private Data Center (VPDC) approach delivered by the AppLogic platform gives IT managers a lot of flexibility in how they allocate resources. For instance, let's say that 5 employees at a 100-person company are engineers running simulations that require extra RAM and data storage, and the IT administrator wants to make that capacity available in a utility-type fashion on a metered basis. He can simply access the VPDC portal and allocate extra processing power and storage to just those 5 people. Providing that level of granular control and flexibility is yet another selling point to our customers.

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