

cloud
accelerators

can I focus on my
business instead
of on my servers?

you can



“Our VPDC offering has been an important differentiator for us and has helped us appeal to the cloud “toe-dippers” as well as to support full-scale implementations.”

Todd Abrams
EVP, Layered Tech

agility
made possible™



our on-boarding experience ensures
the best possible performance
at the best possible price.

About Layered Tech

- Infrastructure hosting company founded in 2004
- Provide compliance-based managed hosting services, managed dedicated hosting services, and on-demand virtualization/cloud services
- 13 data centers around the world (6 in the US, plus Tokyo, Amsterdam, Berlin, London and Alberta, Canada)
- More than 4,000 customers, ranging from Web 2.0 startups to mid-sized enterprises to some of the world's largest consultancy and integration firms
- About 200 employees
- Have been using the CA 3Tera® AppLogic® cloud platform since 2007
- In 2010, purchased GSI Hosting, a leader in PCI compliance

For more information, visit layeredtech.com

Types of services offered:

IaaS

Virtual Private Data Center



Todd Abrams

Executive Vice President, Layered Tech

Career Highlights

- Previously, founder and CEO of FX-Directors Solutions
- Served as VP of Operations for EDGE Technologies, where he grew sales from \$2 million to \$110 million in 2 years
- Personal interests include working out and snowboarding with his family in Colorado

We've got the expertise to help highly regulated industries take advantage of cloud computing, while maintaining compliance.

What types of cloud services does Layered Tech offer?

We offer an Infrastructure as a Service offering, similar to what Amazon Web Services (AWS) offers, only with a more straightforward and simpler pricing model. Our customers tell us that our costs are much more reasonable and easier to control. We also provide our customers with insight and choice around the hardware on which their applications run. With our solutions, you know exactly what kind of equipment you're on and what speed CPU you're using. Our more transparent approach is appealing to companies who really care about performance.

We also offer Virtual Private Data Center services. Unlike a traditional hosting environment where you are limited by the CPU or RAM of the servers your application is hosted on, our Virtual Private Data Center (VPDC) services provide greater flexibility to grow as your traffic needs change. A VPDC is not a shared environment. The resources are private and unique to you, but additional capacity is automatically allocated when you need it, and you pay only for what you use.

What makes Layered Tech unique?

Our VPDC offering has been an important differentiator for us and has helped us appeal to both the cloud "toe-dippers" as well as to support full-scale implementations. We also have a unique customer on-boarding experience. We work closely with customers to determine the CPU, core and RAM requirements of their specific applications to ensure we provide a solution that will deliver the best possible performance at the best possible price.

Another important differentiator for us is the expertise in compliance that we have thanks to our acquisition of GSI Hosting. Companies in highly regulated industries like financial services and healthcare want to take advantage of the flexibility and cost savings that cloud computing can deliver, but they have to be compliant with PCI, HIPAA and other regulations.

Do you see private clouds as a long-term solution or a stop-gap measure to public cloud offerings?

I believe there will always be interest in private cloud services. The public cloud serves a purpose and is great for certain industries. But, when you look at the financial services or healthcare industries, I don't believe they will ever be 100% in public cloud. They may use the public cloud for bursting capacity or for certain applications or pieces of applications. Today, companies can't be HIPAA or PCI certified if applications with sensitive patient or client data are housed in the public cloud, and I don't see that changing.

What is the key to selling cloud services to enterprise customers?

When selling to large enterprises, we've found it's really important to focus on cloud education and to find an evangelist within the organization who can champion cloud computing. We've found that having an evangelist can be extremely helpful in everything from overcoming security concerns to ensuring the success of an implementation over time. Often the evangelist comes from the IT side of the house, but we've even seen some companies where the cloud evangelist is the CFO or someone on his team.

I do credit the AppLogic platform with enabling us to grow our business because it is proven, solid technology.

What kind of growth are you seeing with your cloud services and how are you enabling that growth?

Today cloud-based services make up a significant percentage of our revenue and we're seeing great growth in that part of our business, especially. I do credit the AppLogic platform with enabling us to grow our business because it is proven, solid technology. Also, we can use it to roll out additional cloud-based services beyond what we offer today. The other element that is going to be critical to our continued success is expertise. We were an early mover in cloud computing, so we've got a lot of expertise with cloud services. Add to that the industry-specific and compliance expertise that we acquired with GSI Hosting, and we're a force to be reckoned with in the cloud services space.



To learn more about
Layered Tech, visit
layeredtech.com



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

How Layered Tech customer KANA is using cloud computing to change the game:

KANA is one of the largest and most well-recognized customer service SEM (service experience management) solution providers in the world. More than half of the Fortune 100 companies use KANA's products. In addition to offering their solutions via on-premise software, in 2007 they decided to launch a hosted managed service solution. At the time, they had multiple data centers across the US and Europe and were struggling to keep their overall licensing and maintenance support costs in check. They were looking for a partner that could host their environments for them so they could reduce their cost structure, while providing an improved level of service to their customers.

After considering lots of hosting options, they chose Layered Tech and the AppLogic cloud platform. Not only did KANA reduce licensing and maintenance support costs by combining these into a single package with one vendor, but more importantly, they are now able to roll out new services and new customers far more quickly and easily.

The AppLogic platform enables KANA to "clone" an entire application deployment. As a result, they can ramp up a new customer with 50% less effort. The easy drop-and-drag user interface helps KANA roll out new appliances in 30% less time. They are now also able to load balance and virtualize network switches, which allows them to segregate and separate customer deployments to better manage risk.

"In our previous data centers, we were really restricted by physical hardware," said KANA Vice President, Stuart Mills. "If the hardware doesn't meet your current demands, then you have to go out and purchase new hardware. With the AppLogic platform, we have a lot more flexibility. Out-of-the-box we could test multiple different appliances and load balancers with different capabilities and find the best fit for a given implementation."

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