

cloud
accelerators

we created a
revolutionary way to
run data centers far
more efficiently. so,
you don't have to.

we can

"Once our customers see
for themselves the value
cloud delivers, they can't
wait to use it for more and
more projects."

Mark Ortenzi
CEO, ScaleMatrix

agility
made possible™



with all the confusion around cloud, many customers need an experienced guide. ScaleMatrix brings people out of the fog and into the cloud.

About ScaleMatrix

- Launched in 2010. Company leaders have extensive leadership experience in the IT, data center, and business infrastructure realms. They also have 10+ years combined experience working with cloud technology and with the CA 3Tera® AppLogic® platform
- 12 data centers across the US
- Offers a wide range of public and private cloud services including IaaS, SaaS, PaaS and virtual private data center and will even manage private cloud implementations at customer sites
- Customers served run the gamut from SMB to enterprise, independent software vendors and other MSPs

For more information, visit scalematrix.com

Types of services offered:

IaaS
SaaS
PaaS
Virtual Private Data Center
Private cloud



Mark Ortenzi
CEO, ScaleMatrix

Career Highlights

- Held senior executive positions with several data center and dedicated server companies
- Authored several industry standard articles related to data center operations, design and efficiency, and has several patents pending
- An avid golfer in his (limited) spare time

Tell us about the services you offer.

ScaleMatrix offers a wide range of services. The AppLogic cloud platform was primarily chosen because it gives us the flexibility to construct the right solution for our customers' needs. Utilizing this platform enables us to provide our customers with rapid ROI as an operating expense as opposed to significant capital expenditures. ScaleMatrix offers services in our 12 data centers across the US and we also have the ability to provide our services in our customers' data centers.

We work with numerous independent software vendors and "wrap" their solutions into the AppLogic cloud platform. In this way, we can provide new customers with ready-to-use software instances in the AppLogic environment.

We host and directly sell business software, including Microsoft, Business Objects and Oracle applications, to the SMB market through a SaaS model. We enable MSPs to enter into the business of reselling SaaS applications virtually overnight.

What makes your data centers different?

ScaleMatrix has developed a radical new approach to the existing data center model, which enables us to manage costs in lock-step with the growth of our business. In addition, our disruptive cabinet design provides a level of efficiency that is truly ground-breaking. We can achieve a PUE (power usage effectiveness) of 1.1, compared to the industry average of 1.5. Our recent infusion of \$10 million of venture capital funding was largely driven by our new approach to data center design and our business model.

Our proprietary rack design can house any commodity server and has self-contained cooling. Most data centers have to cool the entire facility,

We help solve the two biggest problems for IT: the need for speed and crushing complexity.

regardless of how many racks of equipment are up and running or how many customers they have. We only cool what we need to cool (that is, the content of the rack), which is clearly more efficient.

Another example of our efficiency is in our method of fire suppression. When building a brand new data center, you typically have to spend \$5-6 million in fire suppression systems. Our server racks have self-contained fire-suppression. In addition to reducing our upfront costs, it also has the advantage of greatly reducing risk. Our approach makes it much less likely that a problem affecting one of our customers is going to bring down other customers or the entire data center.

What benefits does the AppLogic cloud platform deliver to your service provider customers?

It provides virtually any business the ability to have a scalable, easy to use cloud solution. It can run on affordable x86 technology, making the cost-of-entry low. You can pass that cost savings on to your customers, which is really important if you're trying to target the SMB market, especially. It's also really important if you want to have a decent margin.

The AppLogic platform delivers true cloud computing. It's not just server virtualization, which lots of people are claiming is "the cloud." The AppLogic platform virtualizes the entire application infrastructure. You can create a template once for a given application configuration, and never have to do it again. Let's say you want to roll out an application via SaaS. You define it once and put it in your application library. If you want to scale capacity, all you have to do is right-click and allocate more resources. It doesn't get any easier than that.

What's the biggest hurdle you face in selling cloud services to enterprise or SMB customers?

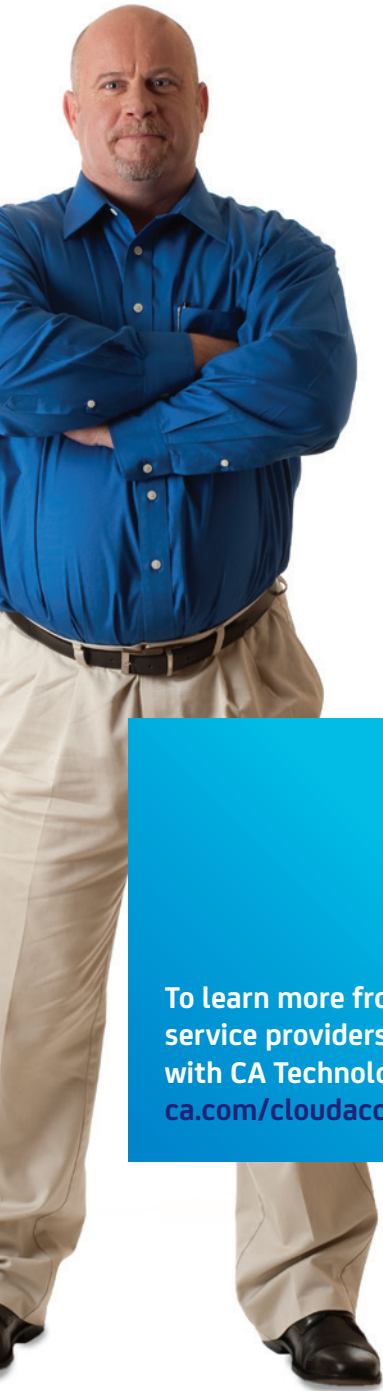
Getting customers to understand how cloud computing works and how to take advantage of it can be very challenging. It's so fundamentally different from how business-class computing has been done in the past. We work closely with potential customers to figure out what their business model is and the biggest pain they are currently facing. We don't go in and try to convert the whole infrastructure over to cloud right away. That just won't work.

But, once they get that first project up and running, other implementations are sure to follow. There have been several occasions in which we installed a cloud computing grid for a company to support a particular pilot project. Everything is going really well and then, all of a sudden, we start getting warnings that they are crossing their high-availability thresholds (this happens when they

Our radical approach to rack design reduces risk and our upfront costs. We pass on these savings to our customers.



To learn more about ScaleMatrix, visit scalematrix.com



exceed 70% capacity). We call up the customer to find out what's going on and why the capacity for the project is so much greater than what we had scoped out. Turns out, they were so happy with the results, that they started moving over more projects without letting us know. At that point, we allocate more resources to them so they can maintain high-availability. Once customers see for themselves the value cloud can deliver, it's not long before they want to use it more.

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

Copyright © 2011 CA. All rights reserved. All trademarks, trade names, service marks and logos referenced herein belong to their respective companies. This document is for your informational purposes only. CA assumes no responsibility for the accuracy or completeness of the information. To the extent permitted by applicable law, CA provides this document "as is" without warranty of any kind, including, without limitation, any implied warranties of merchantability, fitness for a particular purpose, or non-infringement. In no event will CA be liable for any loss or damage, direct or indirect, from the use of this document, including, without limitation, lost profits, business interruption, goodwill or lost data, even if CA is expressly advised in advance of the possibility of such damages. The information and results illustrated here are based upon the customer's experiences with the referenced software product in a variety of environments, which may include production and nonproduction environments. Past performance of the software products in such environments is not necessarily indicative of the future performance of such software products in identical, similar or different environments.

