

cloud
accelerators

who can build
a cloud for my
location-aware
applications?

we can



“We started out conducting geospatial analytics, but we quickly realized there was a much more exciting opportunity—one made possible by cloud computing. Now we’re the geospatial infrastructure experts.”

Ryan Hughes
CEO, Skygone Inc.

agility
made possible™

SKYGO  **NE**

ca
technologies

we help creators of geospatial applications
get their applications deployed on the cloud.
we can spin up new instances in minutes.

About Skygone

- Cloud hosting infrastructure purpose-built for the Geographic Information Systems (GIS) industry
- Services include cloud application design, load testing, application performance optimization and SaaS deployments
- Customers include federal, state and local governments, large and small commercial companies and non-profit organizations
- Founded in 2007
- Have been working with the CA 3Tera® AppLogic® cloud platform since 2008

For more information, visit skygoneinc.com

Types of services offered:

IaaS
SaaS
PaaS



Ryan Hughes
CEO, Skygone Inc.

Career Highlights

- Hands-on expertise as a geospatial analyst and software project manager
- B.S. in Geographic Information Systems—Bowling Green State University. M.B.A. in Project Management—Pennsylvania State University
- Personal interests: spending time with his 2 young sons, playing basketball and tennis, and running

With the AppLogic platform we can spin up multi-tier environments with a single mouse-click. Nothing else on the market can do that. Period.

What types of services do you provide and to whom?

When we first launched our business in 2007, we were focused on conducting geospatial analysis to help our customers make important decisions. There are lots of different uses for geospatial analytics—companies like Starbucks and McDonalds use it to decide where to put new stores, and the military uses it to track troops and assets, for example.

But we quickly realized there was a much more exciting and more profitable opportunity for us—one specifically made possible by cloud computing. We became the geospatial infrastructure experts. We build and host geospatial web applications for independent software vendors and integrators in geospatial technology. We have deep expertise in running a cloud-based infrastructure and how to architect solutions for the specific requirements of geospatial applications.

We're priced competitively with other hosting providers, but the real differentiation is our expertise. When you call us for support, the people who answer the phone are IT-savvy geospatial engineers who know your business and the applications you're trying to run.

When you work with customers who are new to cloud computing, what are the biggest challenges they face?

The technical issues we see are extremely minor compared to the management and philosophical challenges that the average organization faces when trying to implement a cloud strategy for software delivery. For instance, one company we've worked with is one of the oldest and most respected providers of geospatial software in the world. They have tens of thousands of customers and many of them were asking them to provide a SaaS version of their software. We worked closely with them to build a template of their solution on the cloud that could be instantly deployed on



SKYGONE

To learn more about Skygone, visit skygoneinc.com

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

demand. The technological piece—getting the applications deployed on our infrastructure—was easy. The harder part was getting their management, sales, licensing, and legal teams all on the same page. At times we played mediator more than service provider, but it was amazing to be the driver behind transforming the way their entire organization thought about delivering software products to customers.

What value does the CA AppLogic platform provide to your customers?

It's all about speed to market and reliability. If someone calls me today and wants a new application deployed, it can be done within minutes. With the AppLogic platform I can spin up multi-tier environments with a single mouse-click. Nothing else on the market can do that. Period.

The other piece of this is cost efficiency. Our business model simply wouldn't work with a dedicated-server approach. But, because we can take advantage of economies of scale and share infrastructure across clients, we can pass along those savings to our customers.

The portability aspect is also important. With the AppLogic platform, we can easily move workload between different data centers.

Where do you see further opportunities for differentiation in the market?

Given the amount of competition out there right now, specialization is key. We've enjoyed great success at Skygone because we've been focused on a horizontal niche. Geospatial information is a general-purpose technology with applications across many different industries. We also had the benefit of an early-mover advantage. I would advise companies to look for similar types of general-purpose technologies and applications.

Another effective approach is to differentiate based on vertical market. The healthcare market in particular will provide a lot of interesting opportunities. What's exciting there is that healthcare systems that are just emerging or maturing have a lot of options available to them now. In essence, they can skip an entire generation of computing. If you have a credit card and an Internet connection, you can go to a website and, all of a sudden, you're up and running with a patient management system. There's no need to build an infrastructure or a huge staff to manage it all.