

cloud
accelerators

can I use the cloud
to transform my
business?

you can



“We use cloud technology to help your IT teams focus less on application and infrastructure support and more on business transformation.”

Sean Curry
Co-Founder, StratITsphere

 STRATITSPHERE

agility
made possible™


ca
technologies

Today, most oil and gas companies are in the beginning stages of implementing cloud computing. The early movers definitely have an edge.

About StratITsphere

- Based in Houston, Texas
- Provides data center services and IT infrastructure and security advising to Fortune 500 and 1000 companies
- Deep expertise in the oil and gas industry
- 35 employees, more than 150 clients
- 3 data centers in Texas

For more information, visit stratitsphere.com

Types of services offered:

IaaS
SaaS
PaaS



Stephen Webster
President & CEO, StratITsphere

Career Highlights

- Deep expertise in the Energy industry, with experience at Accenture, Calpine Corporation, Dynegy, Enron, and Tenneco Energy
- Formerly, VP & CTO of BG Group PLC
- Formerly, founder and partner of Cirrus Consulting
- Personal interests: golf, University of Texas football, and sports with his twins



Sean Curry
Co-Founder, VP & CTO, StratITsphere

Career Highlights

- One of only 6 people named a "Distinguished Fellow" by the Network Professional Association
- Formerly, founder & president of Eolas Group
- Formerly, head of global network & infrastructure security at BG Group
- Veteran of the US Marine Corps
- Personal interests: spending time with his 2 children in Boy/Girl Scouts and swim team

What types of cloud-based services do you offer?

We have several SaaS offerings that have proven very popular with mid-size companies. Specifically, we offer availability and performance management as a service based on CA eHealth® and CA Spectrum® and we offer storage as a service leveraging CA ARCserve® Backup. We offer availability and performance management services based on a fixed rate per managed element. A lot of the interest in these SaaS solutions is driven by the need for a more affordable entry point where costs scale in line with usage, plus the advantage of not having to hire staff to manage and run the applications. What I've found in my experience is that you get the most value out of availability and performance management software when you have people dedicated to parsing through the data and looking for opportunities to optimize IT services. We provide this service to our SaaS customers.

We've also launched PaaS and IaaS services based upon the CA 3Tera® AppLogic® cloud platform. We love the flexibility that the AppLogic



Our criteria for a cloud platform: security, stability, flexibility, the ability to consume resources freely, and cost.

Nothing we saw came close to the CA 3Tera AppLogic platform.



To learn more about StratITsphere, visit stratitsphere.com

platform affords us—that we can offer multiple types of services off the same platform. We’re planning to “wrap” industry-specific applications into our AppLogic environment, so we can offer SaaS versions of, for instance, enterprise trading and risk management (ETRM) solutions. ETRM implementations are extremely complex and can take years to implement. Given our expertise in the oil and gas industry, we’re extremely well positioned to be able to offer this type of solution as a SaaS offering and offer customers a way to get started right away.

What are the dynamics within the oil and gas industry in terms of moving to cloud computing?

The oil and gas industry tends to move as a group, since the IT community within the sector is very close knit, and there is a lot of best practice sharing among the majors. Typically, one of the majors will move on a new technology, and then everyone else will follow suit.

Today, most oil and gas companies are in the beginning stages of implementing cloud computing. They’ve typically made major steps toward virtualizing their internal infrastructures, but they haven’t implemented the full-scale automation or self-service provisioning that comprise a true private cloud. They’ve begun using public cloud services for non-mission critical functions, like test and dev, or to support systems without sensitive information. I can also envision them moving email or personal productivity applications to the cloud. But certain applications which are core to their intellectual property—such as reservoir-modeling tools or applications that house pre-bid lease data—those applications certainly aren’t in the public cloud today and, even in the future, would likely only be hosted in an environment with dedicated hardware specific to that client.

What were the criteria you used to select a cloud platform?

There were 5 criteria we identified when we went looking for a cloud platform: security, stability, flexibility, the ability to consume resources freely, and the ability to do so at a reasonable price. We evaluated many alternatives, including open source options, and at the end of the day nothing else even came close to the CA 3Tera AppLogic platform. The AppLogic technology was definitely superior. Also, while some other solutions met some of the functional requirements, they would have driven our costs so high that we wouldn’t have been able to offer services at a price point our customers could afford. We needed a platform that could run on commodity-based hardware and didn’t require a huge upfront and recurring investment.

The AppLogic platform also gives me the ability to scale our resources gradually over time to keep up with demand as it grows. Starting with a base



base AppLogic platform, I can burst into a partner's cloud and leverage their resources if needed while we expand our own capacity. That's a huge benefit for us. We also liked 3Tera's entrepreneurial history combined with the stability and support provided by CA Technologies.

What strategies have you put in place to run your data centers more energy efficiently?

We've been offering metered power control for some time, charging customers only for the power they use. This has been a key differentiator for us in the collocation market. It helps control energy usage by providing an incentive to customers to use less power, plus provides us and our customers the rich reporting needed to control energy usage. We had been doing this with some proprietary software we'd built that involved lots of manual steps. We recently purchased CA ecoMeter to automate these processes for us.

Do you think cloud computing can give a competitive advantage?

The early movers in cloud computing will definitely have an edge. Those companies that figure out faster than their competition how to focus less of their IT teams' resources on application and infrastructure support and more time on business transformation will benefit greatly. Cloud computing is changing the market, and it's only going to get bigger and bigger.

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

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