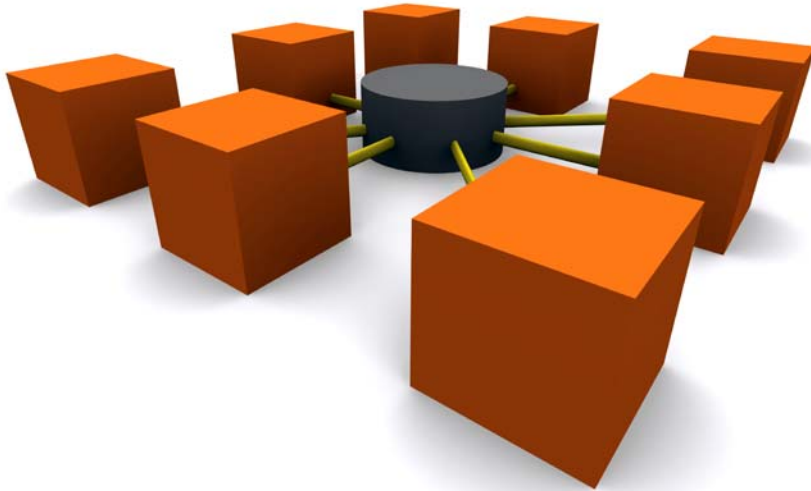




Grid Operating System for Utility Computing



- Commodity hardware
- Run existing Web apps
- Scale on-demand
- High-availability
- Self-serve interface
- Metered billing
- Actionable SLAs

Utility Computing

Utility computing is the future of our industry. The promise of being able to provision resources dynamically, pay as you go for what you actually use, and recover automatically from hardware failures has captured imaginations.

For hosting providers, utility computing means continuously expanding market opportunities, as more and more of the IT operations migrate from in-house and colocation datacenters to hosted utility platforms.

Unfortunately, until now utility computing has been limited to technical computing, financing schemes and managed services.

AppLogic Grid OS

AppLogic enables true utility computing for the first time. The AppLogic grid operating system makes it possible to remotely manage not only software, but also the infrastructure required for modern applications by running them on grids of commodity servers.

AppLogic is specifically targeted to enable hosting providers to offer utility computing using the hardware and staff they already have. From simple control panels to complex N-tier applications and Internet-scale Web 2.0 services, AppLogic enables self-serve operations, including provisioning, management and scaling of applications.

A New Architecture

AppLogic runs existing Web application on grids of commodity servers. No SAN, blade servers, firewalls, load balancers or other expensive hardware is required.

Disposable Infrastructure

AppLogic turns deployment upside-down. It replaces the complex layers of hardware and software infrastructure with "disposable infrastructure" that is assembled visually using a browser and then embedded into the application.

When the application is started, the system manufactures and assembles its disposable infrastructure on the grid. Each infrastructure component runs its own copy of Linux or Windows. Using advanced virtualization, AppLogic ensures compatibility with existing OS, middleware and applications, allowing billions of lines of code to be used unaltered.

On-demand Scaling

Disposable infrastructure makes applications self-contained and portable, enabling AppLogic to instantiate and scale them on demand as well as migrate them from one grid to another. This makes applications remarkably easy to manage. A single command can copy, configure, start, stop, export, backup or even migrate an entire application to another grid.

New Services

Universal High Availability

Building highly available applications has always been difficult. AppLogic provides high availability to all applications. With AppLogic, all storage is mirrored across the grid. Should a server fail, all data remains available, and affected application components are restarted automatically elsewhere on the grid within a couple of minutes.

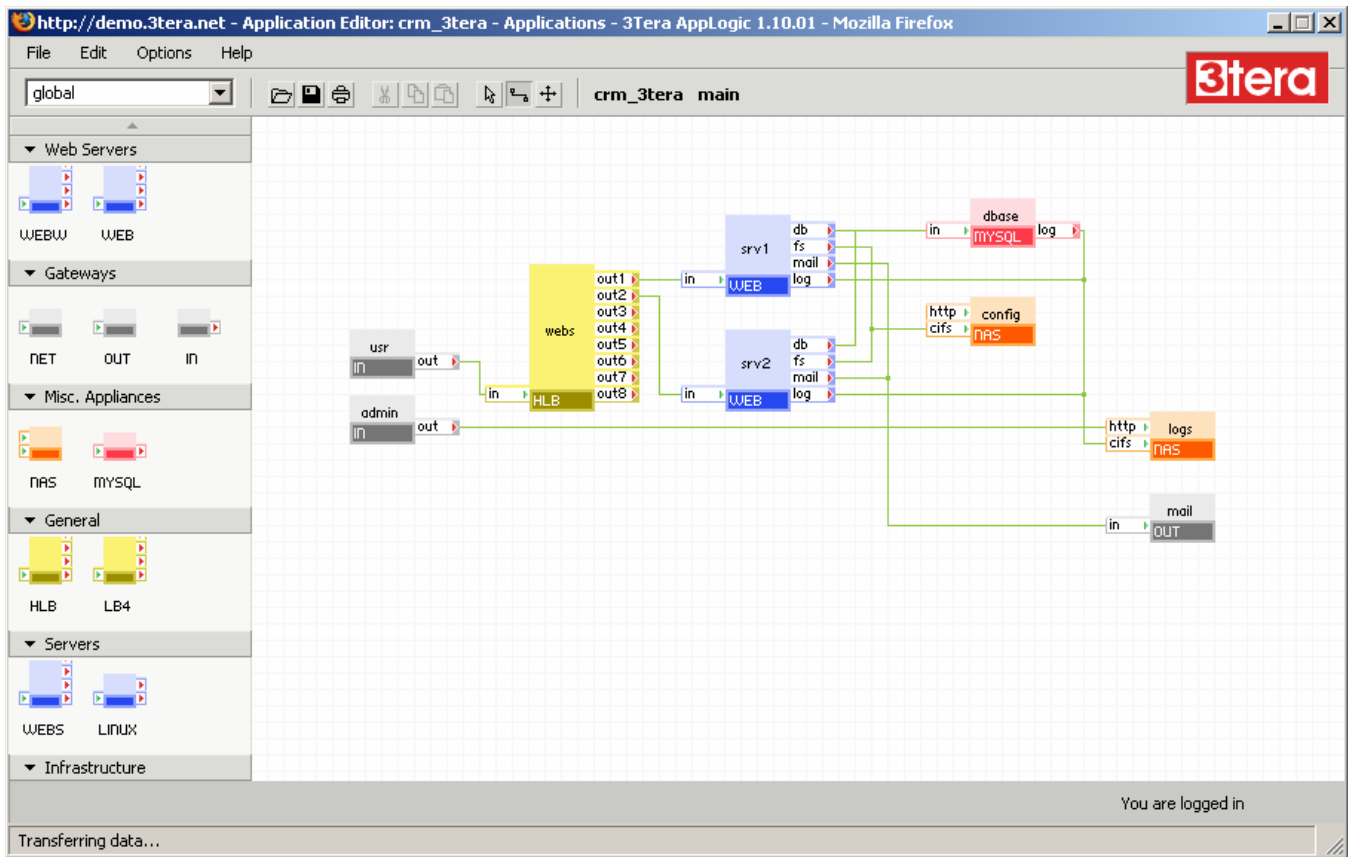
Metered Usage

AppLogic allows subscribers to choose how much CPU, memory and bandwidth to give applications at runtime. Resource usage is metered throughout the grid, including subscriber, application and component using each resource and the data is saved for billing.

The resulting database can easily be integrated with existing subscriber management systems to provide metered billing.

Service Level Agreements

Dynamic resource assignment also makes it possible to offer fully actionable SLAs with AppLogic. Instead of simply reporting that performance isn't meeting the objectives, AppLogic provides a simple means of actually adding resources to the application to improve performance.



New Markets

Application Hosting

Application hosting is booming but making money means balancing price against labor costs. AppLogic enables fully automated provisioning, so users self-serve directly from your website, eliminating the labor associated with provisioning and hardware failures.

With AppLogic, application instances scale independently so users can upsell themselves when they want more performance or storage. With reduced labor costs and the ability to upsell, AppLogic is a true enabler for application hosting.

Software-as-a-Service

Existing software is designed to serve a single customer. Software as a service means you need to serve all of your customers from a single "multi-tenant" online system. Building multi-tenant applications is expensive and risky and requires scarce engineering skills.

AppLogic makes it easy to deploy multi-tenant online services using existing applications. By automatically creating hundreds of application instances, each scaled to meet the needs of a specific customer, AppLogic makes it possible to deploy SaaS in weeks, not years.

Web 2.0

Web 2.0 companies face unparalleled demand for scale and a dizzying pace of change. AppLogic makes Web 2.0 applications easy to modify and scale.

Web 2.0 applications deployed on AppLogic are hardware independent. They can be scaled on the fly, deployed in multiple datacenters with a single command and moved from one location to another without changes.

Imagine new code rollouts in minutes, not days. AppLogic is the only platform as dynamic as the business of Web 2.0.

About 3Tera

3Tera does for web applications what HTML and web servers did for web content. The company's breakthrough product, AppLogic, is the first grid operating system designed specifically to enable utility computing for web applications, allowing anyone with a browser and basic IT skills to operate online applications without any knowledge of the underlying infrastructure. 3Tera was founded in 2004 by a team of experienced technology entrepreneurs and is privately held. The company is headquartered in Aliso Viejo, California, with R&D presence in Silicon Valley, Israel and Eastern Europe.

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