

# Partnering with Service Providers

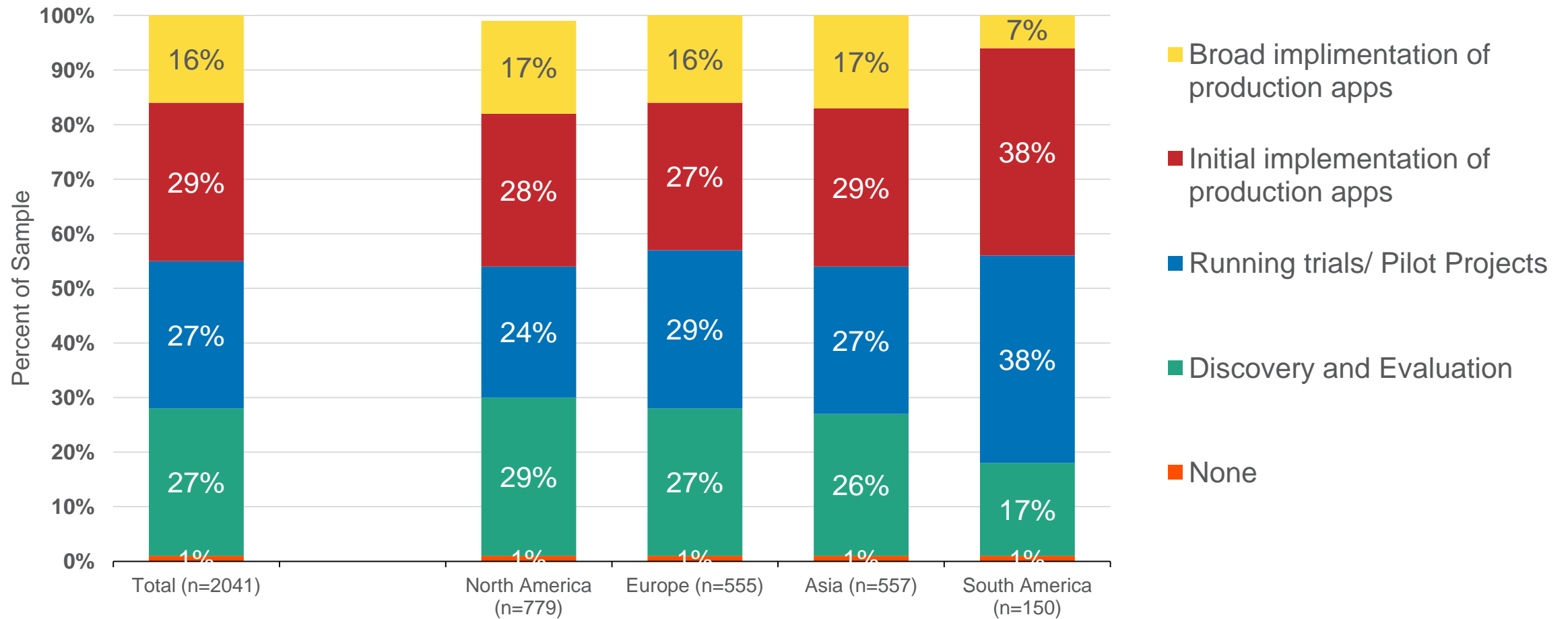
## The HP EMEA Case Study

Richard Stone

Director, Service Provider and System Integrator  
Go-to-Market, Progress Software

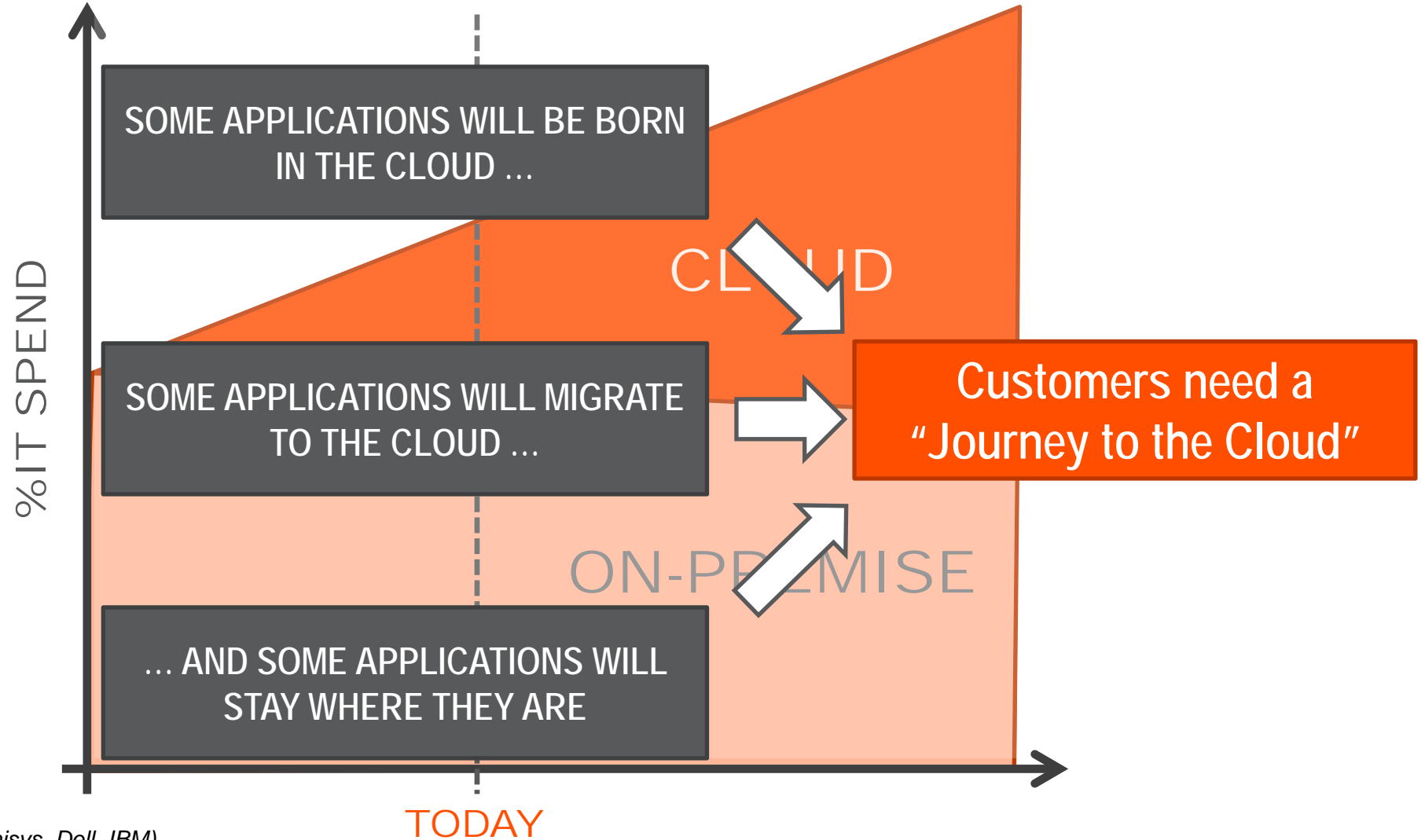


# Cloud Adoption Around the World ...



Source: "Hosting and Cloud Study 2014" 451 Group, Uptime Institute, Yankee Group

# Very Few Companies Will Be Just 'On-premise' or Only 'In The Cloud'



(Source: Gartner, IDC, McKinsey, Unisys, Dell, IBM)

# The Key Elements of a Customer's "Journey to the Cloud" ...

## A Plan

A company-wide cloud investment strategy and plan which includes:

- **Modernizing** existing 'systems of record'
- **Building** new, compelling 'systems of engagement'
- **Delivering** 'anywhere, anytime, any device' connectivity



## A Platform

A single cloud application development and delivery platform which provides:

- **A complete cloud stack** (IaaS, PaaS, SaaS)
- **Public, private, & hybrid** deployment options
- **'In-Country' availability** through Tier 1 Service Providers



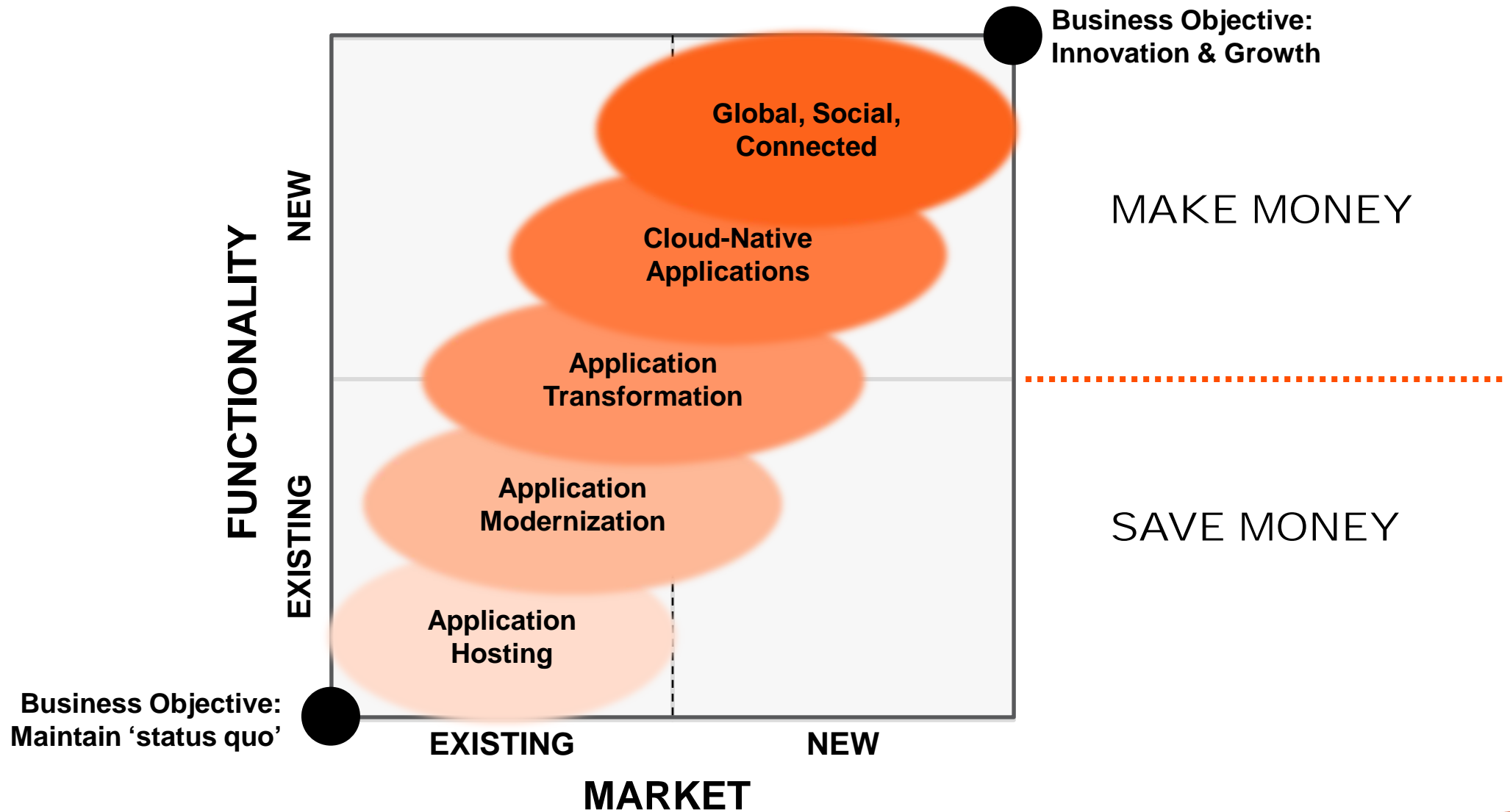
## A Team

An ecosystem of partners who can provide the complementary skills to:

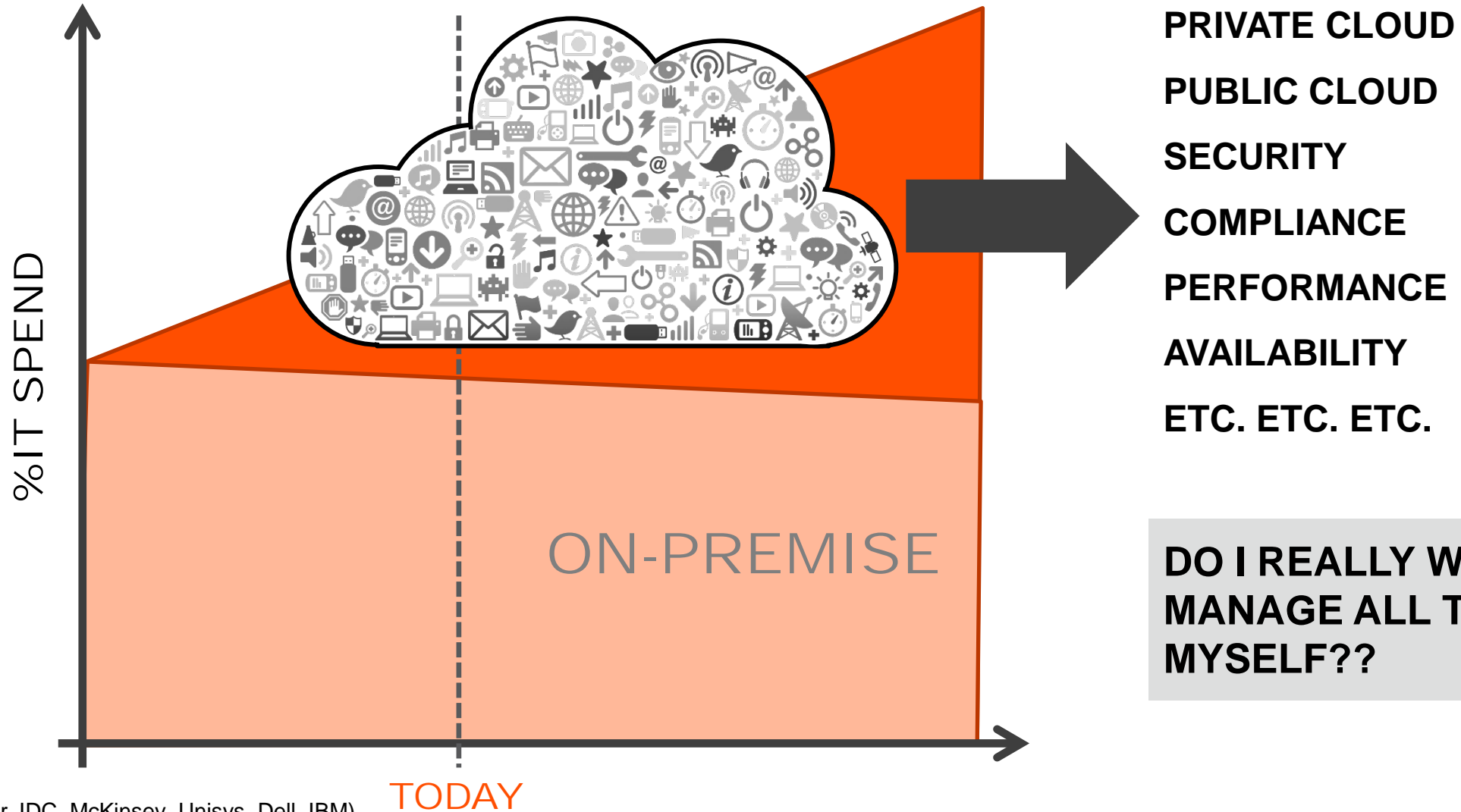
- **Develop, deploy, and manage** cloud applications
- **Integrate** existing customer systems, services, and data
- **Train, support** system & operations personnel



# Our Vision for the “Journey to the Cloud”: The Cloud Investment Model



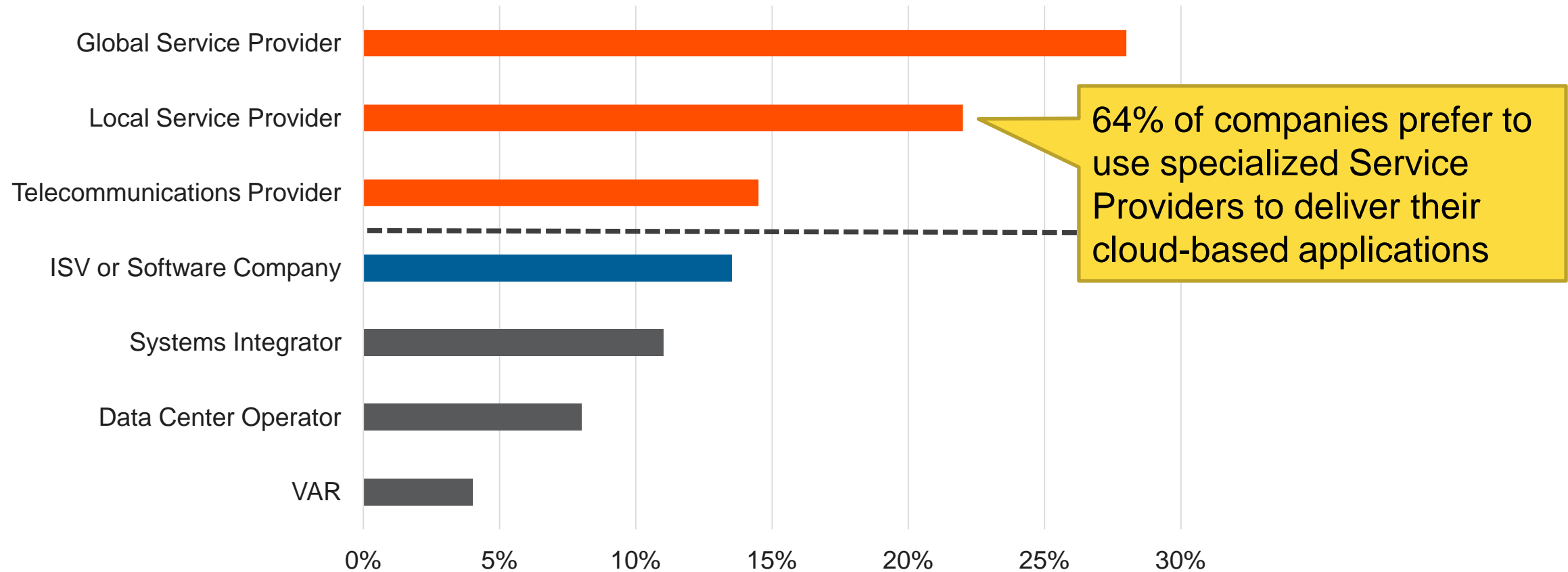
# Life in the Real Enterprise World ...



(Source: Gartner, IDC, McKinsey, Unisys, Dell, IBM)

# Where Do Enterprises Host Their Cloud Applications Today?

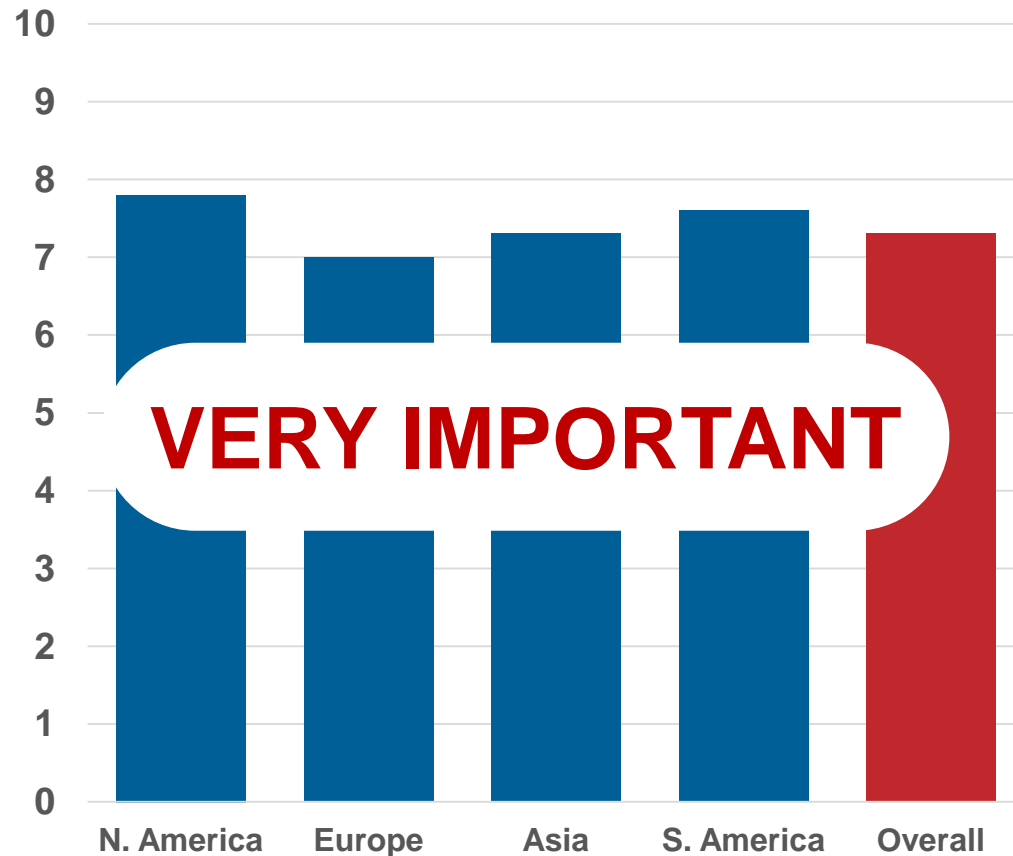
“Which type of Service Provider do you use for your applications?”



Source: “Hosting and Cloud Study 2014” 451 Group, Uptime Institute, Yankee Group

# And Where Will Enterprises Host Their Cloud Applications Tomorrow?

“How important will Service Providers be in meeting your (enterprise) business goals in the next 2 years”



Enterprises will be looking for strategic relationships with Service Providers who can enable them to meet their new business needs



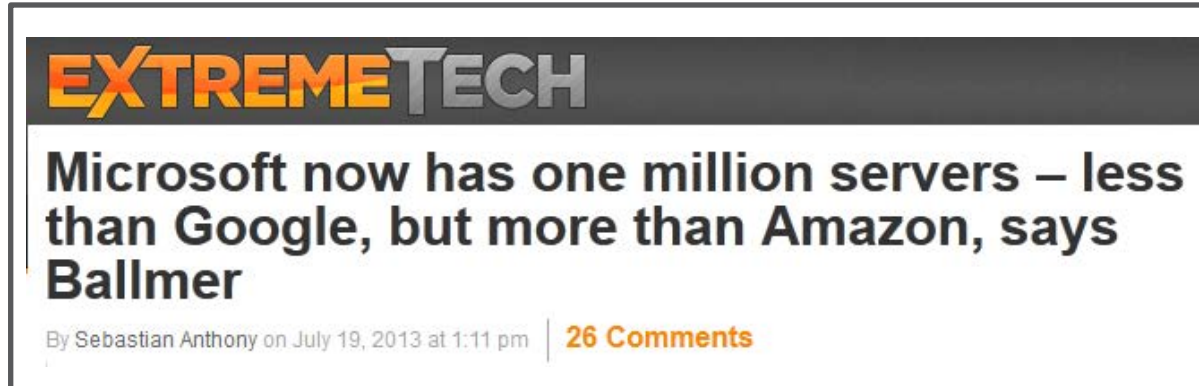
## The Story So Far ...

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- Enterprises are moving many applications to the cloud
- They will be forming strategic partnerships with selected Service Providers who can deliver those applications in public or private clouds
- So, Service Providers should be happy, right?

**Well, they're not ...**

# This Is a Fundamental Problem for Many Service Providers



**EXTREME TECH**

Microsoft now has one million servers – less than Google, but more than Amazon, says Ballmer

By Sebastian Anthony on July 19, 2013 at 1:11 pm | 26 Comments

## Plan A

Compete with 'Big 3'

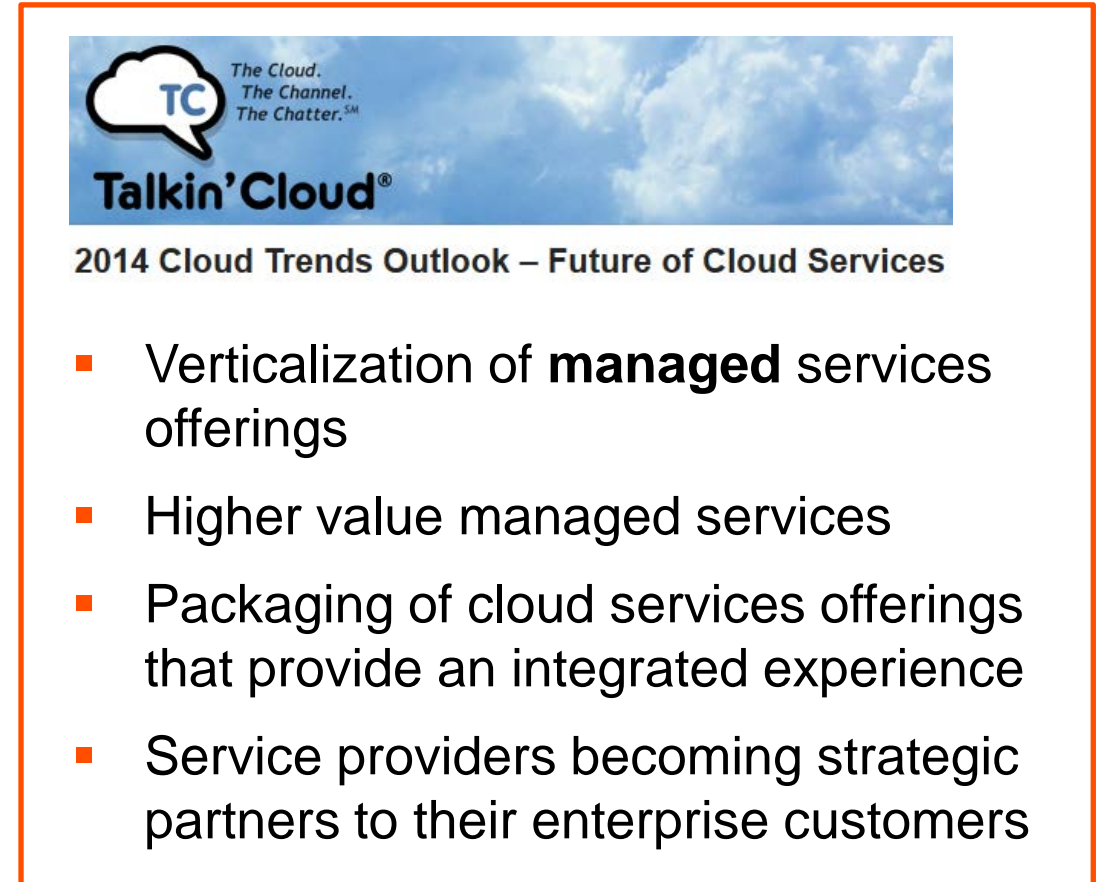
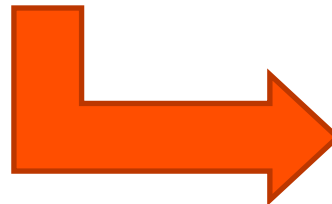


**NETWORKWORLD**

Rackspace bows out of commodity IaaS market'

## Plan B

Get Out of the Way



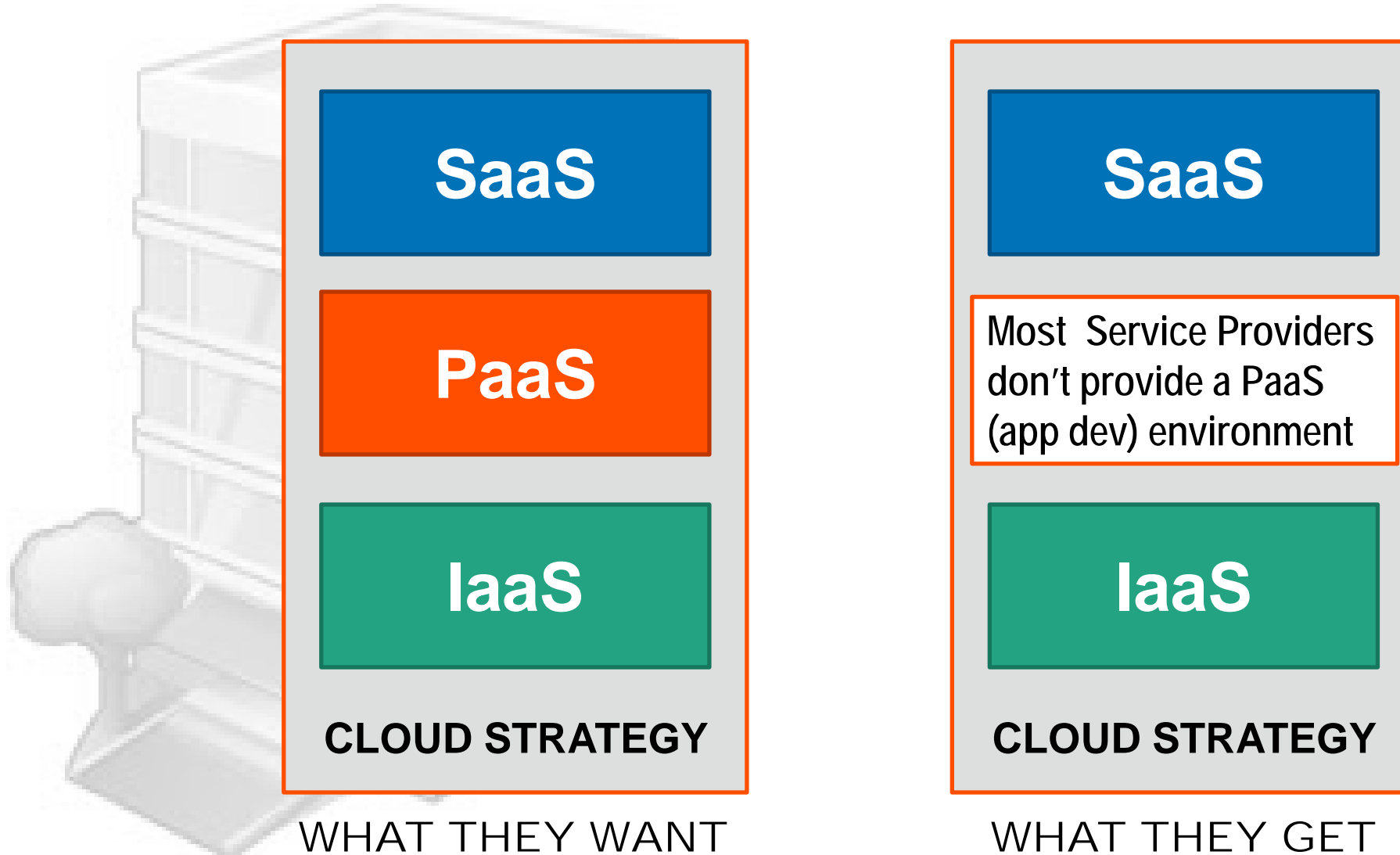
**TC** The Cloud. The Channel. The Chatter.™

**Talkin'Cloud®**

2014 Cloud Trends Outlook – Future of Cloud Services

- Verticalization of **managed** services offerings
- Higher value managed services
- Packaging of cloud services offerings that provide an integrated experience
- Service providers becoming strategic partners to their enterprise customers

# What Enterprises Want from a Service Provider ...

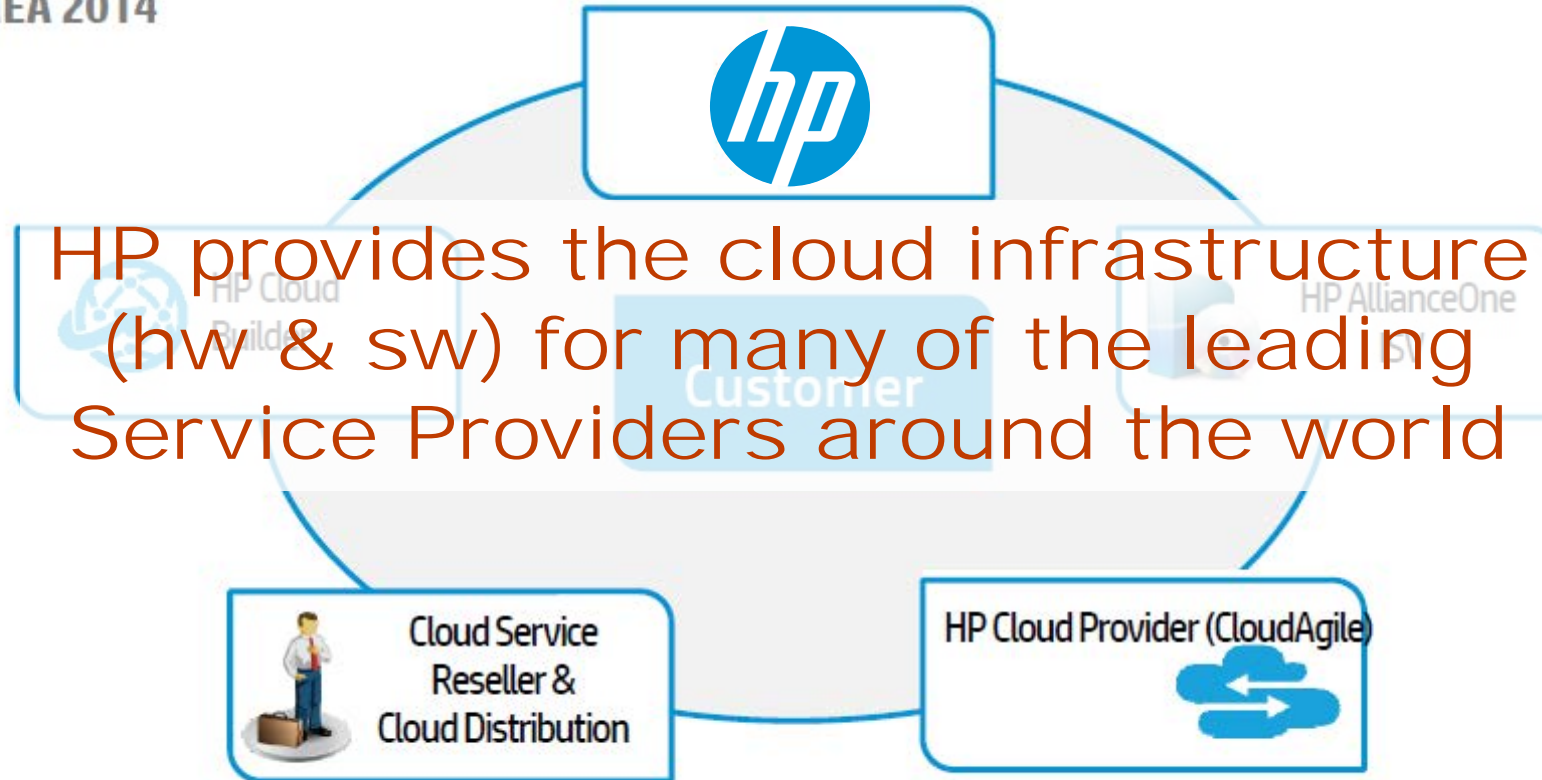


# EMEA Service Provider Strategy

## HP Case Study

## HP Converged Cloud partner ecosystem

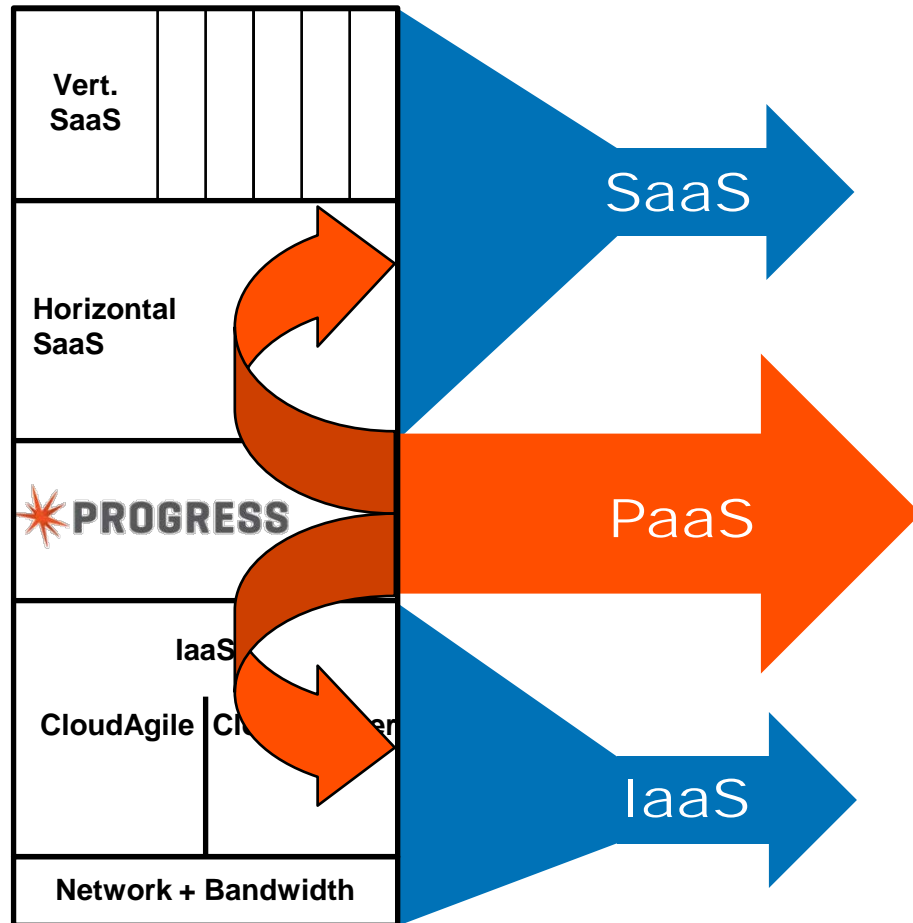
EMEA 2014



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# Two Problems, One Solution: What We've Built with HP EMEA



**A single, unified cloud application development and delivery architecture for HP Service Providers**

## **SP VALUE PROPOSITION:**

- Drive **new IaaS & SaaS** revenue
- Drive **Higher Margin PaaS Services**
- **Diversify** your offering portfolio

## **PRGS PARTNER VALUE PROPOSITION:**

- Eliminate SP **complexity and risk**
- **28 EU countries, 1 platform/architecture**
- **Your choice ... Private, Public, In-country**

# The Growth in PaaS ...

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Cost reductions not the biggest driver for cloud adoption: IBM

*“Cloud is about **increasing the speed at which businesses can deploy to market** and reducing their application development cycles”*



## Growth of PaaS

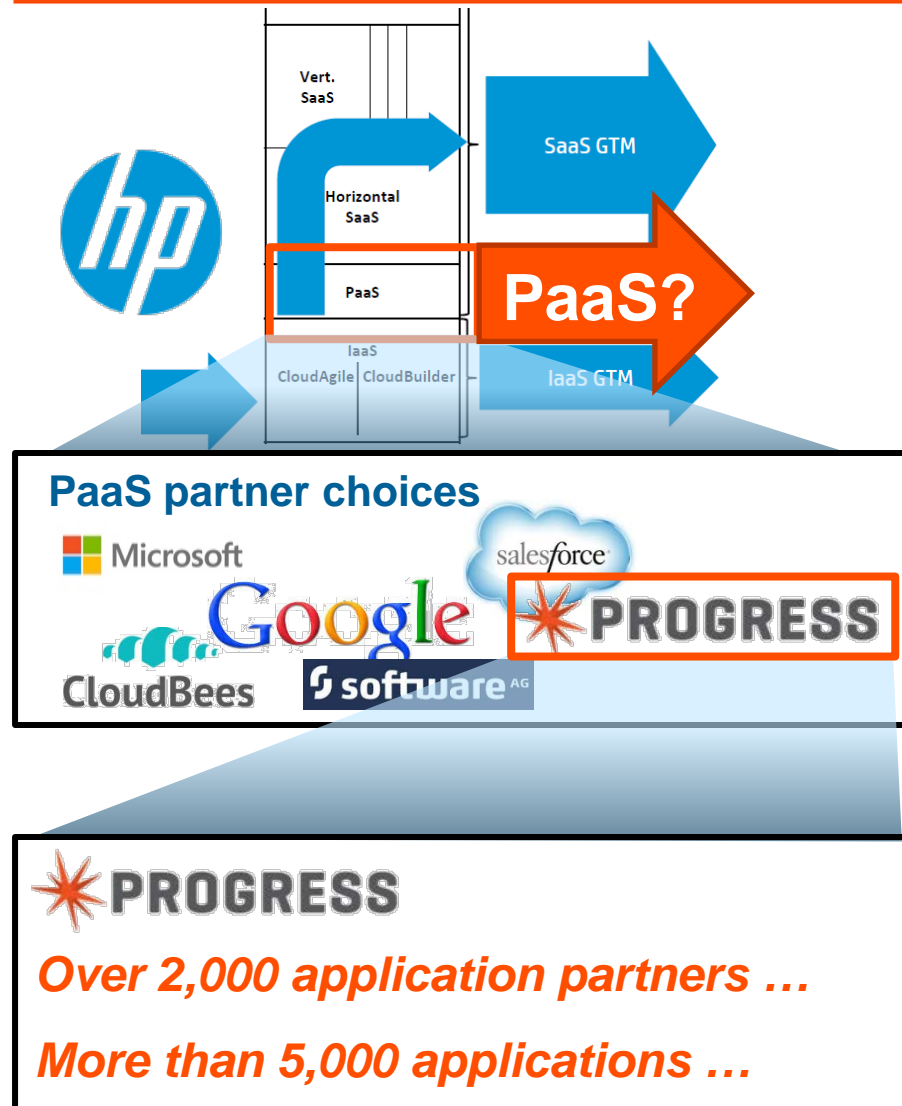


**\$3.6**bn  
Global PaaS Spending

PaaS Growth  
**41%**  
(CAGR thru 2016)

the **451** group Sep 2013

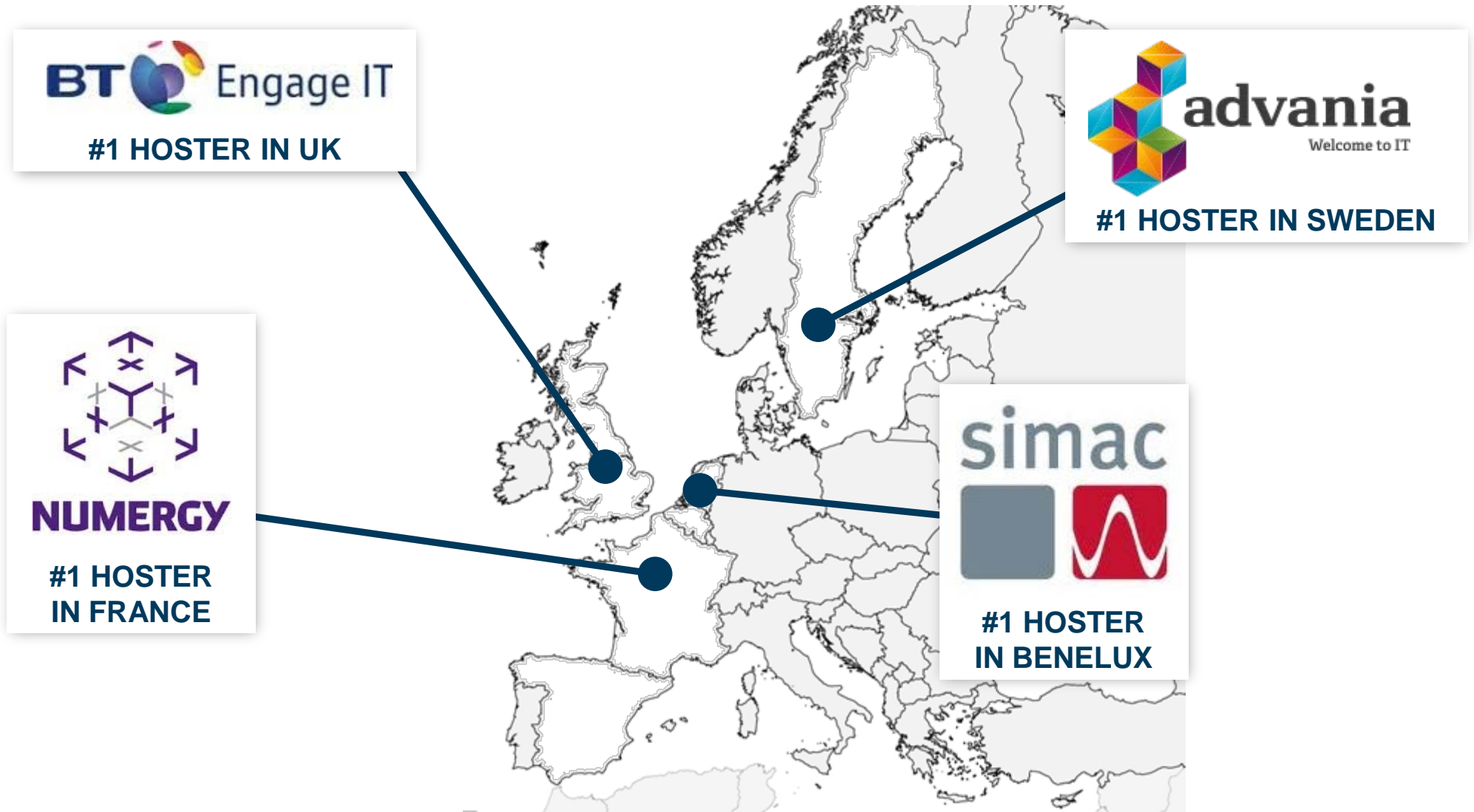
# Why Is HP Interested in Partnering with Progress?



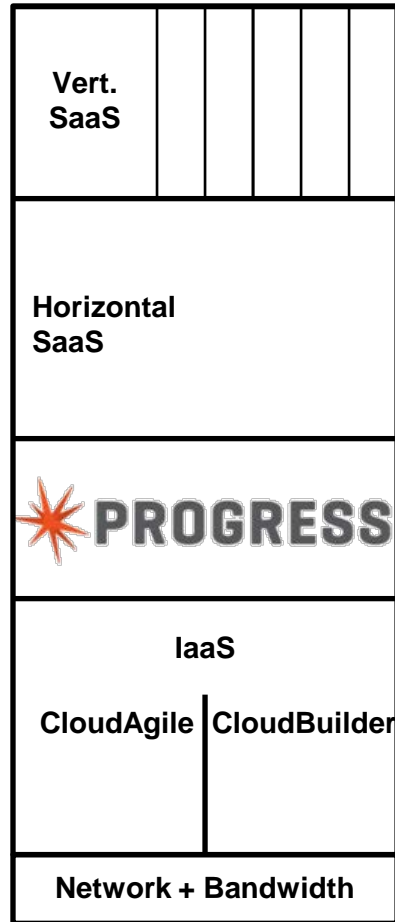
- **HP has a strategic gap in their Cloud offer**
  - Good coverage for IaaS and SaaS, but ...
  - Doesn't have a credible PaaS offer
  - **Progress Pacific fills the 'PaaS Gap'**
- **Fill the 'PaaS Gap' by leveraging a Partner**
  - Many PaaS companies out there, but they either can't work with HP or are competitors
  - **Progress perceived as responsive, partner-friendly, and non-competitive**
- **ISV recruitment is critical to HP cloud strategy**
  - Where ISVs develop apps is where they run them
  - Provides access to our partner channel to recruit ISVs who are moving to the cloud



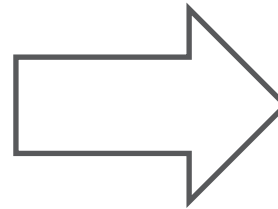
# So How Are We Doing So Far?



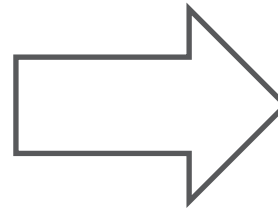
# What It Means to HP: A *Complete* Cloud Stack for All Their Customers



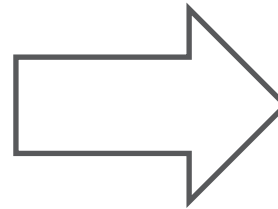
SaaS



PaaS



IaaS



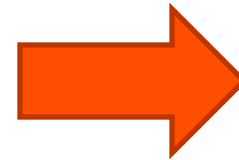
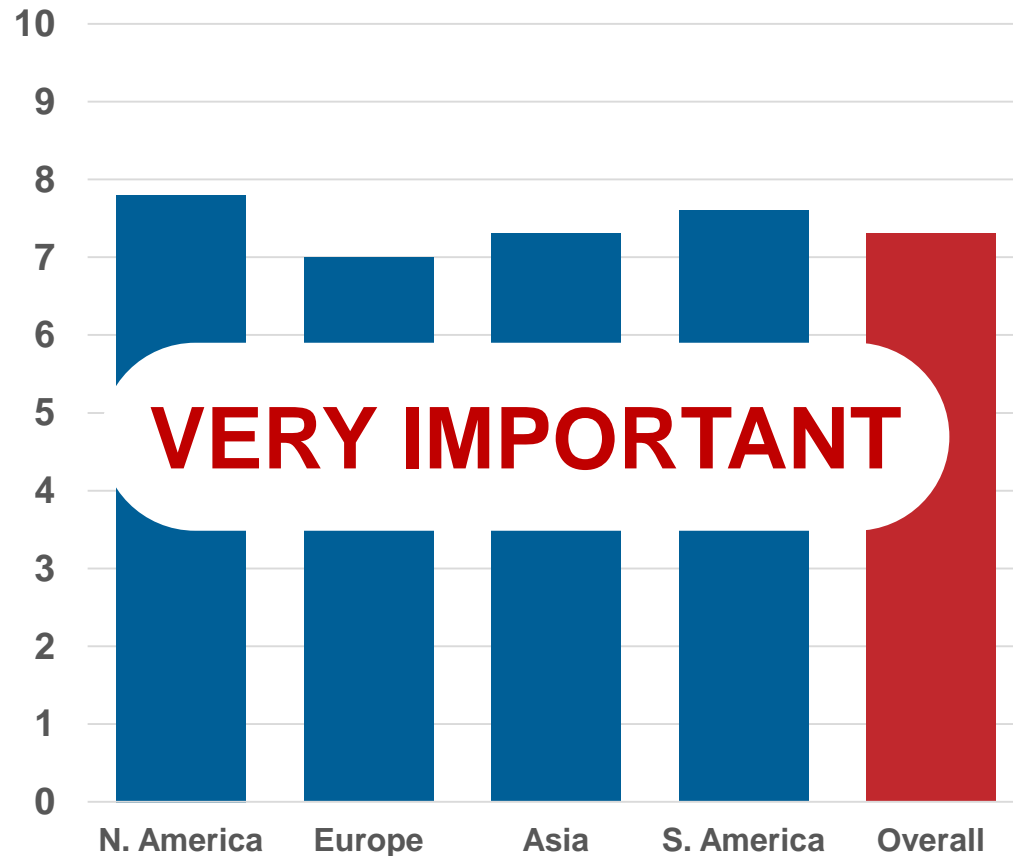
## HP EMEA Market



“So, this is all very interesting ...  
but what does it mean to me??”

# 1) We Will Be Creating Service Provider Relationships That You Can Leverage

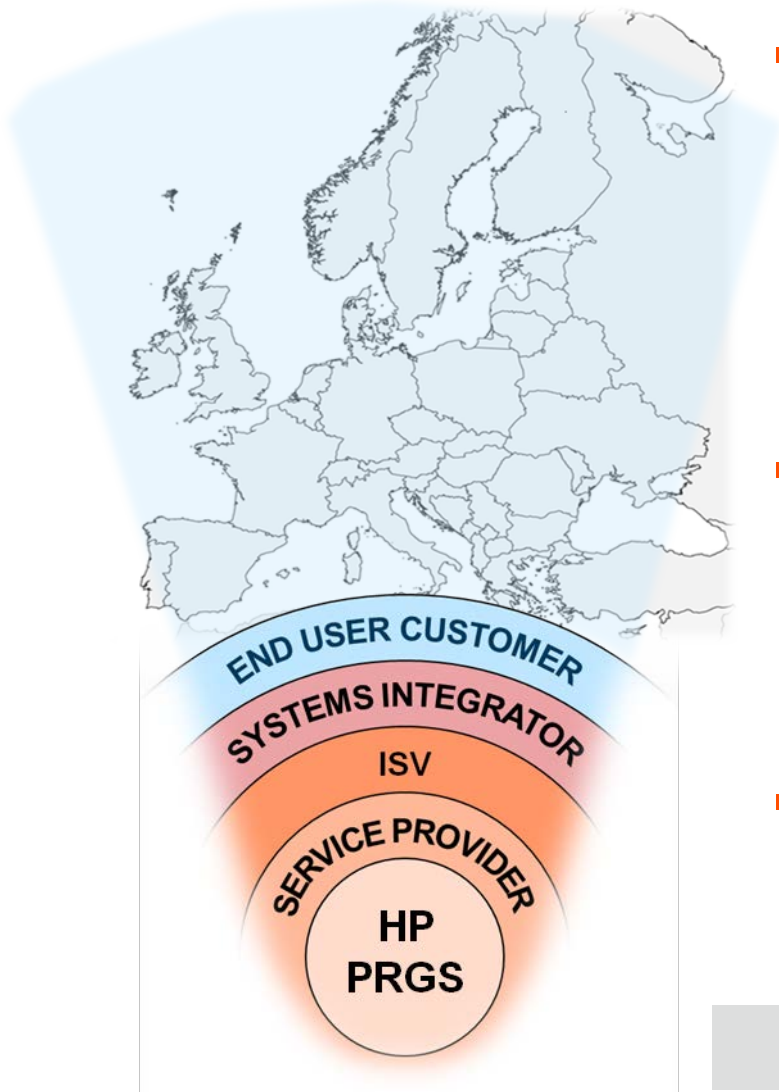
“How important will Service Providers be in meeting your (enterprise) business goals in the next 2 years”



Progress will be creating key Service Provider relationships not only in Europe, but around the world

We will also be creating the cloud ecosystem to enable you to easily deploy your applications with these SPs

## 2) An Entire Cloud Delivery Ecosystem at Your Disposal...



- Progress & HP are developing relationships with ...
  - Highly credible Cloud Service Providers
  - ISVs (existing PRGS/HP and net new partners)
  - Regional SIs and Service Delivery Partners
  - Enterprise customers
- Why? Augment customers internal skills/resources to ...
  - Modernize and transform existing (on-premise) applications
  - Develop new cloud-based applications and mobile apps
  - Deploy and manage all their cloud-based applications
- **All our partners and customers can leverage this community**



**Everything you need to develop, deploy and manage apps**

### 3) Removes the Complexity of Building and Deploying Cloud Applications

#### SaaS – How Hard Can It Be??

Multi-Tenancy Architecture  
Self-service Billing & Metering  
Data Integration Provisioning  
Scalability Auditing Security  
Mobility Personalization  
Tenant Management Reporting  
Availability UI  
Disaster Recovery Compliance



SaaS

Private  
Cloud

Managed  
Cloud

Public  
Cloud



PaaS

 **PROGRESS**

Build, deploy and manage multi-tenant, multi-language SaaS business applications



IaaS

World-class infrastructure, services, security, and support, delivered locally to insure legislative compliance

## 4) Implement Your Applications with Leading Service Providers

The image features a map of Europe with four callout boxes pointing to specific regions. Each callout box contains the logo and name of a service provider, along with their ranking as the #1 hoster in that region. The callouts are: BT Engage IT (#1 Hoster in UK), advania (#1 Hoster in Sweden), NUMERGY (#1 Hoster in France), and simac (#1 Hoster in Benelux). An orange box on the right contains the text: 'Leading in-country Service Providers, ready to run your Progress applications'.

**BT Engage IT**  
#1 HOSTER IN UK

**advania**  
Welcome to IT  
#1 HOSTER IN SWEDEN

**NUMERGY**  
#1 HOSTER IN FRANCE

**simac**  
#1 HOSTER IN BENELUX

**Leading in-country Service Providers, ready to run your Progress applications**

## Where To Go If You Want More Information ...

- Come and talk to us here at Exchange 2014
- Contact your Progress Account Representative



**Q & A**

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**PROGRESS**