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Cloud Strategies and Technologies

Lecture (2)

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Introduction

Commonly, clouds are built by relying on one or more ***datacenters***. In most cases hardware resources are virtualized to provide isolation of workloads and to best exploit the infrastructure. According to the specific service delivered to the end user, ***different layers can be stacked on top of the virtual infrastructure***: a virtual machine manager, a development platform, or a specific application middleware.

Cloud computing is a utility-oriented and Internet-centric way of delivering IT services on demand. These services cover the entire computing stack: from the hardware infrastructure packaged as a set of virtual machines to software services such as development platforms and distributed applications.

The cloud reference model

Cloud computing supports any IT service that can be consumed as a utility and delivered through a network, most likely the Internet. Such characterization includes quite different aspects: ***infrastructure, development platforms, application and services.***

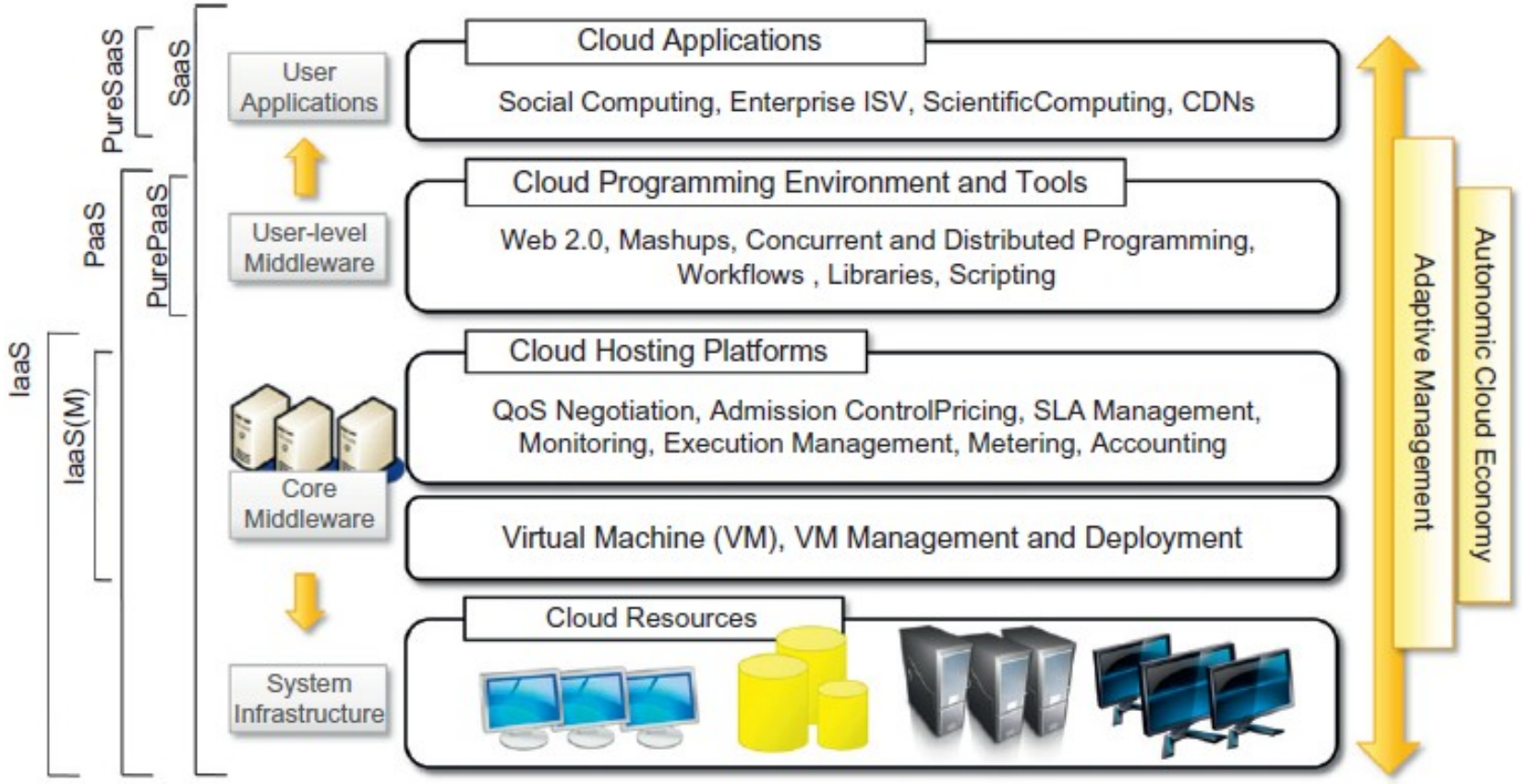
Cloud Architecture

Cloud infrastructure can be heterogeneous in nature because a variety of resources, such as clusters and even networked PCs, can be used to build it. Moreover, database systems and other storage services can also be part of the infrastructure.

Cloud Architecture

The physical infrastructure is managed by the middleware, the objectives of which are to provide an appropriate runtime environment for applications and to best utilize resources. At the bottom of the stack, virtualization technologies are used to guarantee runtime environment customization, application isolation, sandboxing, and quality of service. Hardware virtualization is most commonly used at this level. Hypervisors manage the pool of resources and expose the distributed infrastructure as a collection of virtual machines. By using virtual machine technology it is possible to finely partition the hardware resources such as CPU and memory and to virtualize specific devices, thus meeting the requirements of users and applications.

Cloud Stack Layers



Background of Models

According to the specific service offered to end users, other virtualization techniques can be used; for example, programming-level virtualization helps in creating a portable runtime environment where applications can be run and controlled. This scenario generally implies that applications hosted in the cloud be developed with a specific technology or a program ming language, such as Java, .NET, or Python. In this case, the user does not have to build its system from bare metal. Infrastructure management is the key function of core middleware, which supports capabilities such as negotiation of the quality of service, admission control, execution management and monitoring, accounting, and billing.

Cloud Services in Stack Layers

Table 4.1 Cloud Computing Services Classification

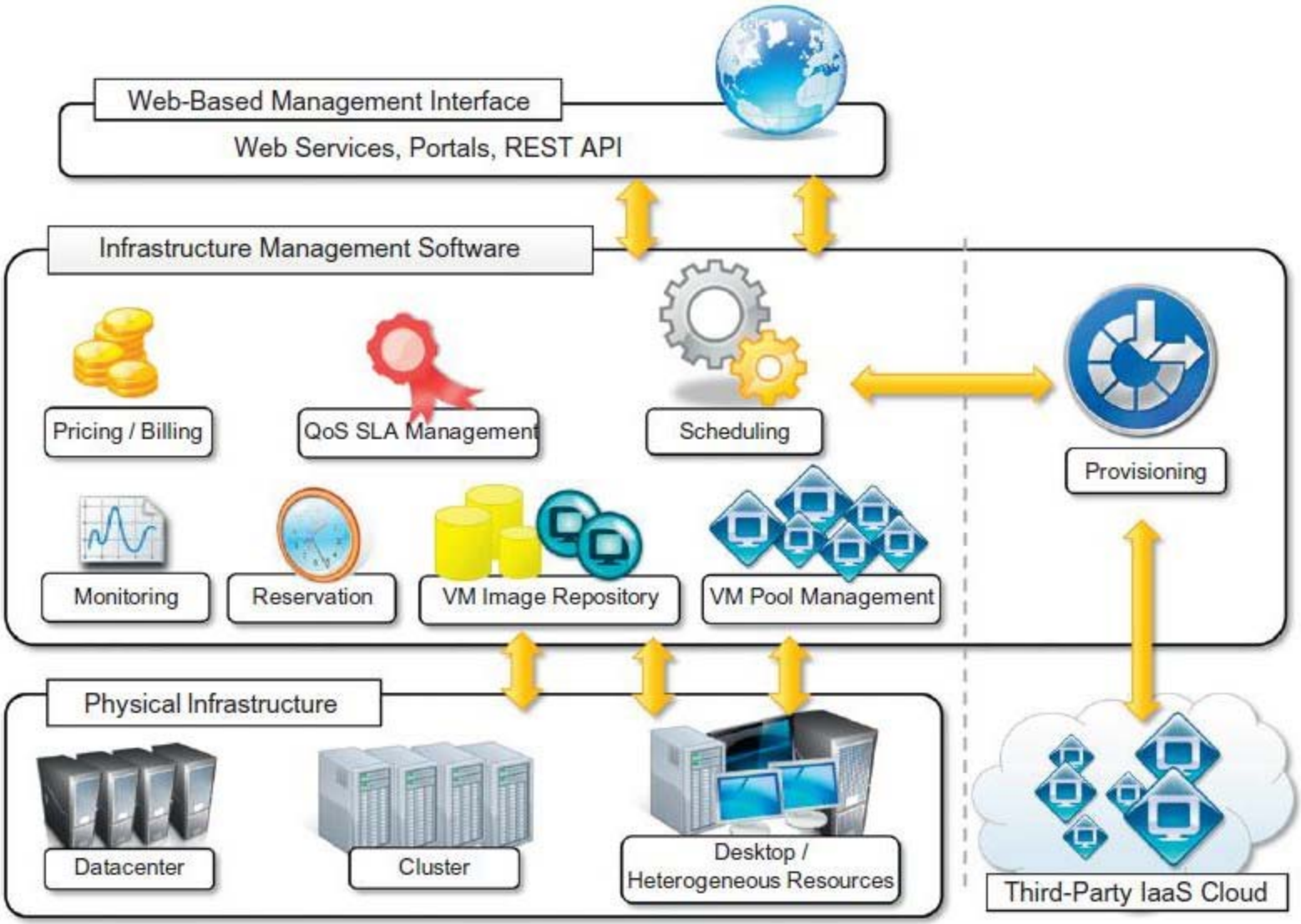
Category	Characteristics	Product Type	Vendors and Products
SaaS	Customers are provided with applications that are accessible anytime and from anywhere.	Web applications and services (Web 2.0)	SalesForce.com (CRM) Clarizen.com (project management) Google Apps
PaaS	Customers are provided with a platform for developing applications hosted in the cloud.	Programming APIs and frameworks Deployment systems	Google AppEngine Microsoft Azure Manjrasoft Aneka Data Synapse
IaaS/HaaS	Customers are provided with virtualized hardware and storage on top of which they can build their infrastructure.	Virtual machine management infrastructure Storage management Network management	Amazon EC2 and S3 GoGrid Nirvanix

IaaS Layer

The combination of cloud hosting platforms and resources is generally classified as a *Infrastructure-as-a-Service (IaaS)* solution. We can organize the different examples of IaaS into two categories: Some of them provide both the management layer and the physical infrastructure; others provide only the management layer (*IaaS (M)*). In this second case, the management layer is often integrated with other IaaS solutions that provide physical infrastructure and adds value to them.

The main technology used to deliver and implement these solutions is hardware virtualization: one or more virtual machines opportunely configured and interconnected define the distributed system on top of which applications are installed and deployed. Virtual machines also constitute the atomic components that are deployed and priced according to the specific features of the virtual hardware: memory, number of processors, and disk storage. IaaS/HaaS solutions bring all the benefits of hardware virtualization: workload partitioning, application isolation, sandboxing, and hardware tuning. From the perspective of the service provider, IaaS/HaaS allows better exploiting the IT infrastructure and provides a more secure environment where executing third party applications.

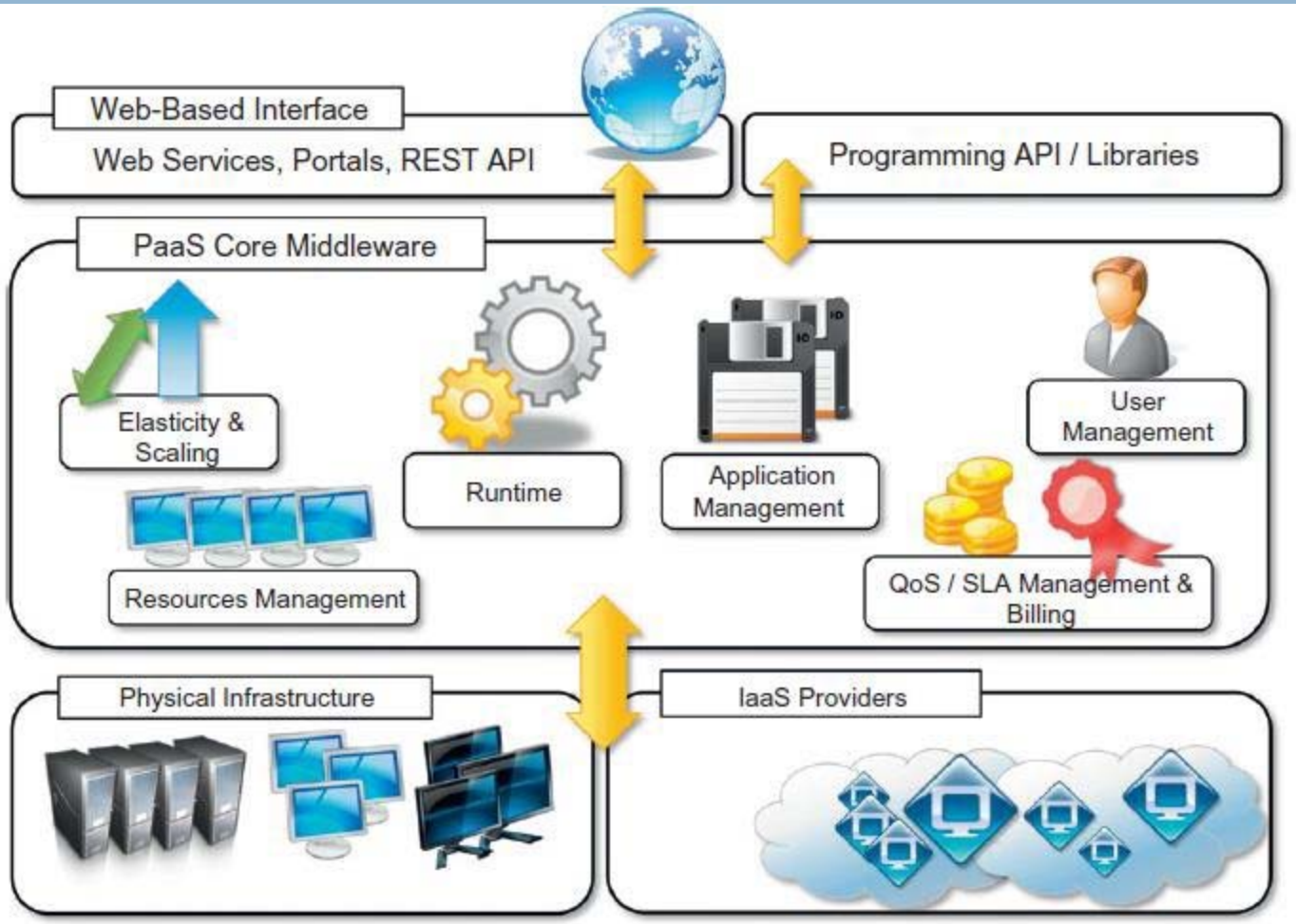
IaaS Layer


Web-Based Management Interface
Web Services, Portals, REST API
Infrastructure Management Software
Pricing / Billing
QoS SLA Management
Scheduling
Provisioning
Monitoring
Reservation
VM Image Repository
VM Pool Management
Physical Infrastructure
Datacenter
Cluster
Desktop / Heterogeneous Resources
Third-Party IaaS Cloud

PaaS Platform Layer

Platform-as-a-Service (PaaS) solutions provide a development and deployment platform for running applications in the cloud. They constitute the middleware on top of which applications are built. A general overview of the features characterizing the PaaS approach is given

PaaS Platform Layer



PaaS Classification

Table 4.2 Platform-as-a-Service Offering Classification

Category	Description	Product Type	Vendors and Products
PaaS-I	Runtime environment with Web-hosted application development platform. Rapid application prototyping.	Middleware + Infrastructure Middleware + Infrastructure	Force.com Longjump
PaaS-II	Runtime environment for scaling Web applications. The runtime could be enhanced by additional components that provide scaling capabilities.	Middleware + Infrastructure Middleware Middleware + Infrastructure Middleware + Infrastructure Middleware + Infrastructure Middleware	Google AppEngine AppScale Heroku Engine Yard Joyent Smart Platform GigaSpaces XAP
PaaS-III	Middleware and programming model for developing distributed applications in the cloud.	Middleware + Infrastructure Middleware Middleware Middleware Middleware Middleware	Microsoft Azure DataSynapse Cloud IQ Manjrasof Aneka Apprenda SaaSGrid GigaSpaces DataGrid

PaaS Layer

Another essential component for a PaaS-based approach is the ability to integrate third-party cloud services offered from other vendors by leveraging service-oriented architecture. Such integration should happen through standard interfaces and protocols. This opportunity makes the development of applications more agile and able to evolve according to the needs of customers and users. Many of the PaaS offerings provide this facility, which is naturally built into the framework they leverage to provide a cloud computing solution.

Software as a service SaaS

Software-as-a-Service (SaaS) is a software delivery model that provides access to applications through the Internet as a Web-based service. It provides a means to free users from complex hardware and software management by offloading such tasks to third parties, which build applications accessible to multiple users through a Web browser. In this scenario, customers neither need install anything on their premises nor have to pay considerable up-front costs to purchase the software and the required licenses. They simply access the application website, enter their credentials and billing details, and can instantly use the application, which, in most of the cases, can be further customized for their needs. On the provider side, the specific details and features of each customer's application are maintained in the infrastructure and made available on demand.

Multitenancy, which is a feature of SaaS compared to traditional packaged software, allows providers to centralize and sustain the effort of managing large hardware infrastructures, maintaining and upgrading applications transparently to the users, and optimizing resources by sharing the costs among the large user base. On the customer side, such costs constitute a minimal fraction of the usage fee paid for the software.

SaaS Platform

How is cloud computing related to SaaS? According to the classification of services shown in Figure 4.1, the SaaS approach lays on top of the cloud computing stack. It fits into the cloud computing vision expressed by the *XaaS* acronym, Everything-as-a-Service; and with SaaS, applications

are delivered as a service. Initially the SaaS model was of interest only for lead users and early adopters. The benefits delivered at that stage were the following:

- Software cost reduction and total cost of ownership (TCO) were paramount
- Service-level improvements
- Rapid implementation
- Standalone and configurable applications
- Rudimentary application and data integration
- Subscription and pay-as-you-go (PAYG) pricing

SaaS Services

Software-as-a-Service applications can serve different needs. CRM, ERP, and social networking applications are definitely the most popular ones. SalesForce.com is probably the most successful and popular example of a CRM service. It provides a wide range of services for applications: customer relationship and human resource management, enterprise resource planning, and many other features. SalesForce.com builds on top of the Force.com platform, which provides a fully featured environment for building applications. It offers either a programming language or a visual environment to arrange components together for building applications. In addition to the basic features provided, the integration with third-party-made applications enriches SalesForce.com's value. In particular, through AppExchange customers can publish, search, and integrate new services and features into their existing applications. This makes SalesForce.com applications completely extensible and customizable. Similar solutions are offered by NetSuite and RightNow. NetSuite is an integrated software business suite featuring financials, CRM, inventory, and ecommerce functionalities integrated all together. RightNow is customer experience-centered SaaS application that integrates together different features, from chat to Web communities, to support the common activity of an enterprise.

SaaS Services

Another important class of popular SaaS applications comprises social networking applications such as Facebook and professional networking sites such as LinkedIn. Other than providing the basic features of networking, they allow incorporating and extending their capabilities by integrating third-party applications. These can be developed as plug-ins for the hosting platform, as happens for Facebook, and made available to users, who can select which applications they want to add to their profile. As a result, the integrated applications get full access to the network of contacts and users' profile data. The nature of these applications can be of different types: office automation components, games, or integration with other existing services.

Office automation applications are also an important representative for SaaS applications: Google Documents and Zoho Office are examples of Web-based applications that aim to address all user needs for documents, spreadsheets, and presentation management. They offer a Web-based interface for creating, managing, and modifying documents that can be easily shared among users and made accessible from anywhere.

THANK YOU