

'DevOps in the Enterprise' track,
Cloud Expo, London, February 2020

Cloud Economy

Containers are the new currency.

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Chief Commercial Officer

platform.sh

End-to-end web platform for
development teams

The image features a hand holding a container icon with a green leaf, symbolizing cloud infrastructure. Arrows point from this icon to the AWS and Google Cloud logos. The main focus is a screenshot of the platform.sh web interface. The interface shows a project named 'Supply Nation' in a 'Staging' environment. It displays a 'Master' development environment with details such as 'Active' status, 'Europe EU-4' region, and '1 Oct 2018, 13:00' last deployed. Below this, there's a 'Services' section with a diagram of interconnected services. On the right, an 'Activity' log shows recent actions like 'Tom merged Test test_2 from user pages' and 'Lou synced Test test_2 of user pages'.

We live in a cloud economy

Containers are the new currency

- Cash is the most basic form of currency
- But bank cards are convenient
- Even better levels of abstraction & value
eg. Paypal, Revolut, Apple Pay...

Simple is best

- K8S simplifies access to cloud liquidity
- PaaS frameworks start to abstract
- **Platform.sh** is a high level of abstraction:
 - Instant access to limitless numbers of containers
 - On any cloud provider, anywhere in the world
 - Out of the box

Level of control suited to 99% of business use cases

Build and
manage!



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Pivotal **Cloud Foundry**



Winners & Losers in the cloud economy

Which one will you be ?

Providers (of cloud services)...

WINNERS are all 'abstraction builders'

- Hyperscalers: AWS, Azure, GCP, Ali Baba...
- CMP vendors providing abstraction
 - K8S framework (**30% enterprise**)
 - Pivotal (**\$2.7B to VMware**)
 - RedHat (**\$34B to IBM**)
 - Platform.sh PaaS (**\$1B by 2023**)

LOSERS are not

- Traditional hosting
 - Rackspace struggling
 - Local hosting companies struggling
 - Magento hosting ecosystem collapse

Consumers (ie. enterprise)

WINNERS are mostly 'abstraction consumers'

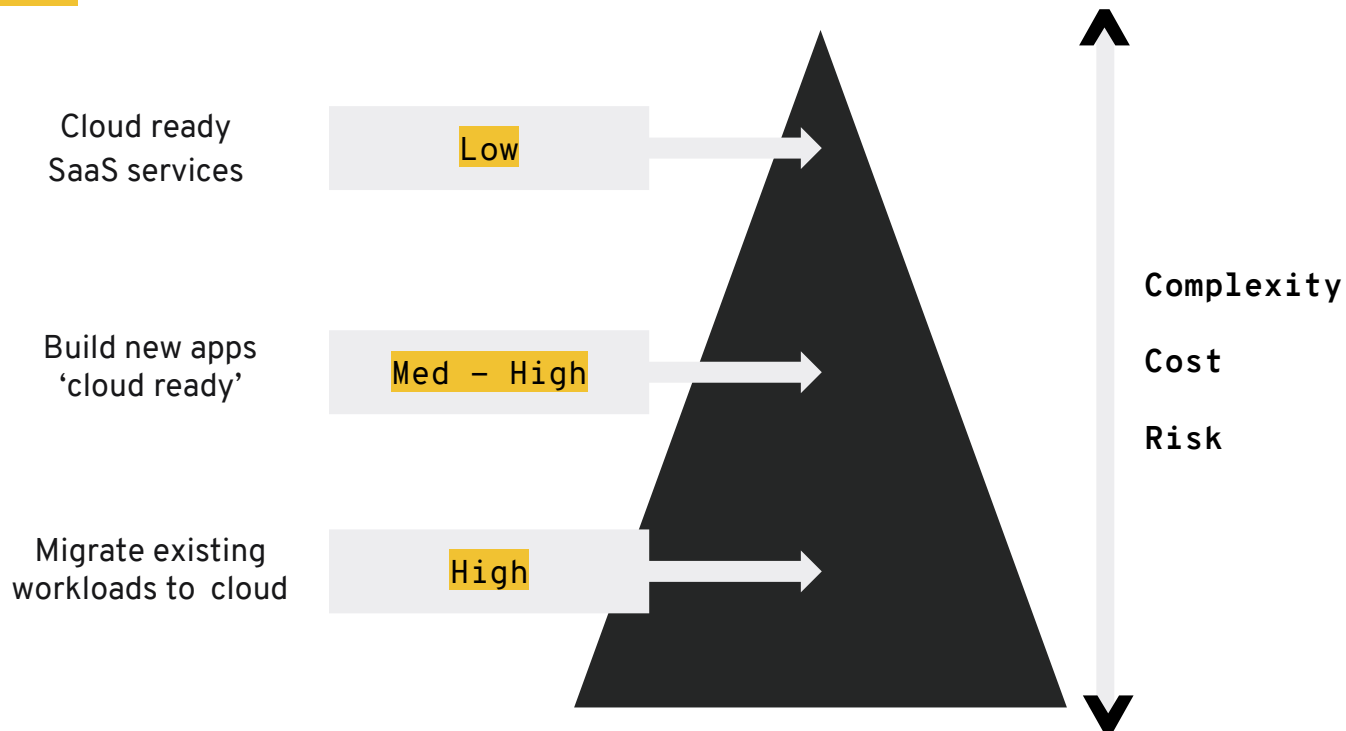
- Google, Netflix, Facebook, Amazon marketplace
- Every SMB / Enterprise moving to the cloud
- 5,000 Platform.sh customers, eg. Magento
- The greater the abstraction, the greater the advantage

LOSERS are more likely to be doing nothing or 'DIY'

- Migrating to hyperscalers
- Not seeing enough value / differentiation

Let's start spending

Cloud consumption
comes with risk...







Idea



Developers
Designers
UX
Lowcode

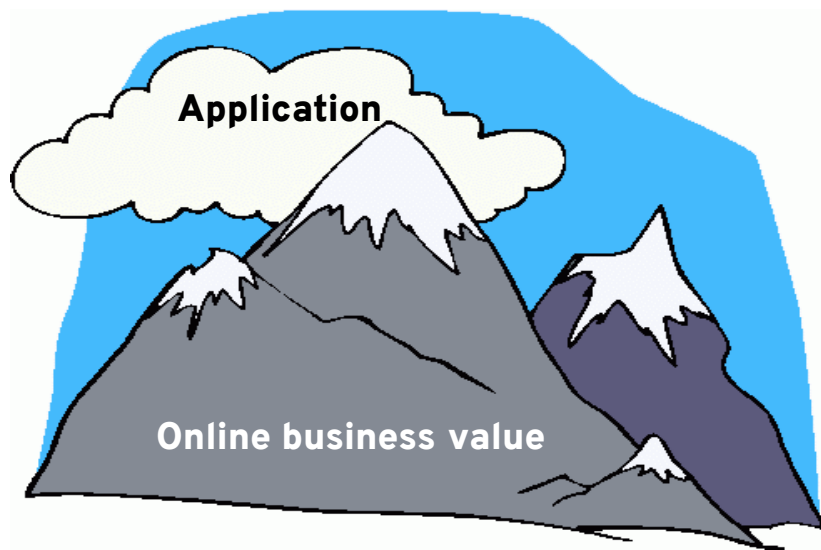


Customers always looking for better experience

Application is at the apex of online business value

Highly desirable

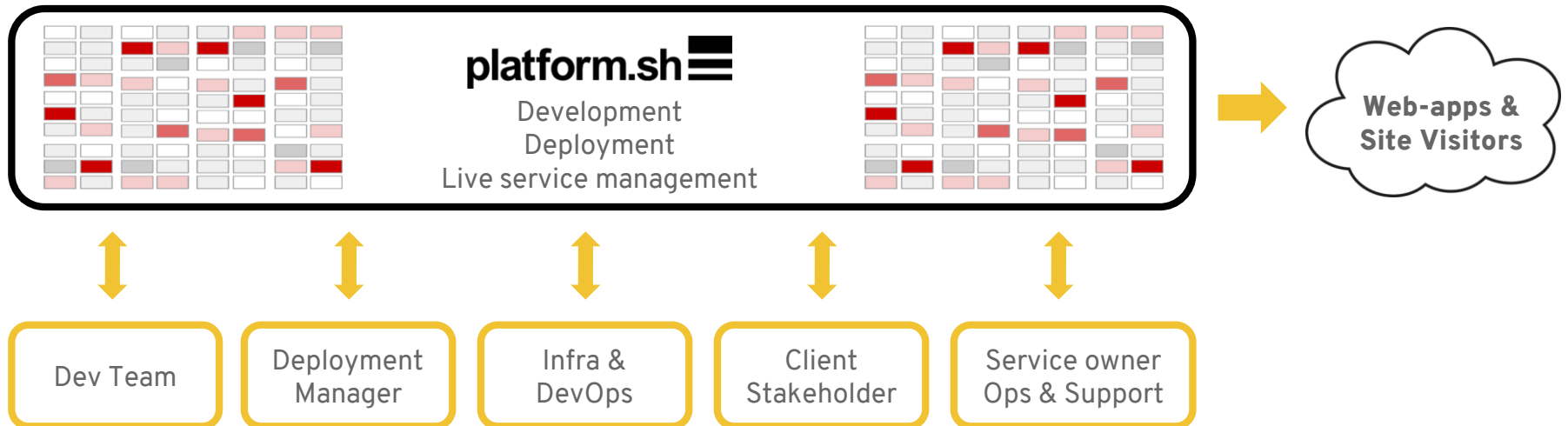
1. All our focus on business value through the application, and better productivity
1. **Yes** to Docker and cloud, but **No** to container and infrastructure complexity
2. **Yes** to “pay as you go”, **No** to CapEx build costs
3. Fast migration to the cloud
4. Portability between clouds
5. Deploy to any geography
6. Zero downtime



Minimal effort to achieve maximum value

“Got control of code, how do we extend control to the live service”

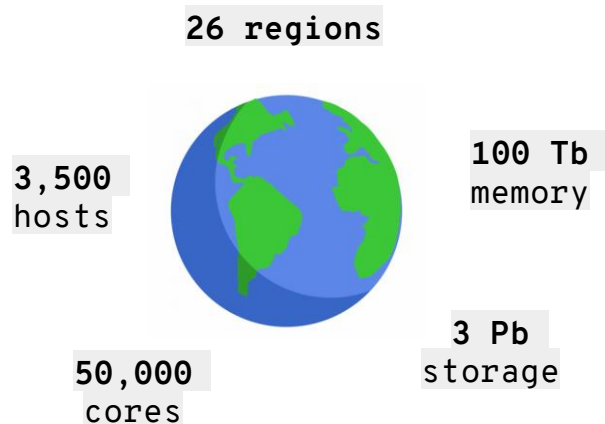
- **Code repository** - everything driven from here now; application, service versions, hosting location & SLA's
- **Infrastructure as code** - for complex, repeatable, container-based, cloud architectures
- **Cloning** - instantly create branch environments to test every code change
- **Cheap** - for everybody to use all day long!



Platform.sh is a powerful CMP for development teams through live service management.

If K8S were simple, it would be Platform.sh.

- DevOps now 'infrastructure as code'
- Developers and their code
- Environments on demand
- Build system + deployment
- 99.99% uptime live service management, end-to-end (server to CDN)



Protecting our customers from cloud complexity

Consumers

PaaS
our regions, or their own IaaS account



Digital Agencies
SMB self-service
Enterprise attention

Hundreds of **Enterprise** (6-384 cores)
7,000 SMB (2-32 cores)

Providers

PaaS, White Labelled
our regions, or their own IaaS account



Software vendors
Hosting vendors
Managed Services Providers & Systems Integrators

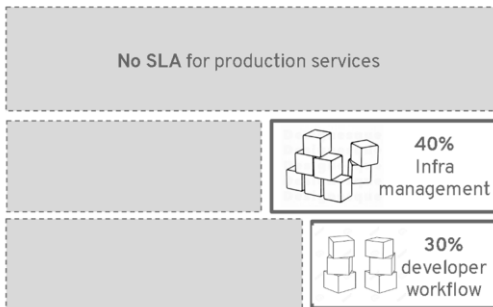
25 clients
2,000 **Enterprise** PaaS (6-384 cores)
8,000 SaaS subscribers (containers & cores)

TCO - Build & Manage yourself

We see this frequently

“Let’s build it ourselves”

\$2m (5-8 man years)



“Thin layer of containerisation for the development process, for a limited set of technologies”

“Buying it makes more sense”

\$47m (80 man years)



Global PaaS for 99% of common languages, frameworks & services.

Build & operate to equivalent PaaS

10x to build, 7x to operate

Paying 2x for compute & storage

Several months planning + many man-years build

- **Reproducible build chain**
Nothing less than deterministic results
- **Read-only architecture**
Immutable environments mean nothing change in live
- **Intelligent cluster orchestration**
Stateful apps + data corruption = catastrophe

Serious savings & productivity gains

20x

More deployments

40%

Uplift in developer
productivity

90%

Reduction in
DevOps

15x

Faster user
acceptance
testing

Great traction within developer ecosystem

DevOps eliminated from the daily lives

of 70,000 developers

PHP (85%)

5+yrs

Node, Python, GoLang

2yrs

Java, Dotnet

<1yrs

Questions?

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