Application Provisioning and Management Software Platform for Cloud Environments

John Yung - CEO
Appcara Inc.

CEOCFO: *Mr. Yung, your site indicates that you reinvent how the world manages applications in the cloud. Would you tell us how you do so at Appcara?*
Mr. Yung: Traditionally, installing and managing applications is a very long process that requires many skill sets because you have to deploy the server and install different components of some base software before you even go to install the application that you want to use. Often times in enterprise application there are many different components, so it takes the installation process a long time and requires a great deal of skills. Therefore, the readiness and the time to market for an application is slow and costly. We have about 10 patent pending technologies that capture the entire application environment, not just the application itself. It also includes the server attributes into what we call a data model, which is an in-memory database that captures anything from the cloud infrastructure to security policies to the operating system that you use to the different dependencies as well as the application itself. Therefore, we can automatically deploy this application into a public and private cloud. We only have to do it one time and we also provide a library of applications ready to use. For example, if you were using Microsoft Exchange it would take a very high skilled Microsoft Exchange Administrator three or four days to put one together that works. However, with our software, the whole deployment by the user would probably only take one to two minutes to enter a few pieces of information. After that you push deploy and in two or three hours the whole exchange environment is ready.

CEOCFO: *Where are the biggest challenges in capturing all of the different components?*
Mr. Yung: There are many skills that are required to capture all of these attributes because we need to understand from the infrastructure level how many servers are required to put together this application environment. For example, with a database you may want to put it on a separate server. Therefore, all of these help us to understand how the application works. If a customer knows how the software works, they can also package the software themselves. We have a tool kit that allows customers to package their own application and they will not have to worry about code. Many times in the industry you will hear about people that can write scripts. Our goal is to enable non-technical people.

CEOCFO: *What types of companies or industries are taking advantage of your services today?*
Mr. Yung: Our biggest success has come in the three years, although the company has been around for five years. We sold our first product to a major customer, British Telecom, close to three years ago. Therefore, we continue to evolve our service offering with our capabilities. Our service providers want to add on something to offer benefit to their customer and not just compete with for example Amazon. Those are the early adopters that we saw and we enable to put this application marketplace and self-service packaging capability, so that they can offer that to their enterprise customers. What we see is that in the last twelve to eighteen months the enterprises also realized that hiring a bunch of people to write script was not the solution. The service provider might make sense because they might have hundreds or even thousands of people that would buy exchange services from them. However, if you are an enterprise, it does not make sense for you to spend a great deal of time packing these applications. More enterprises are trying to gain efficiency by taking advantage of this kind of order: application automation. Therefore, we have seen a great deal of traction in the enterprise space beginning about twelve to eighteen months ago.

CEOCFO: *Do people come to you because they understand the depth of your offering or are they surprised to find out what you are able to do for them?*
Mr. Yung: Most of them are surprised because many opportunities came to us and they simply want multi-cloud. They wanted a single user interface able to connect to their private cloud and public cloud because learning those different

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capabilities and user interfaces to operate is very difficult. That was the first catch – multi-cloud, single user interface. They would not have to hire many people to learn different user interface environments, and still gain efficiency. They see that we have around 60 applications in our library all ready to use. Then they realize that they can gain efficiency by deploying their Sequel Database in a few clicks instead of having to a PPA to do so. Then they realize that they can actually do more. We can enable them to package a very sophisticated application environment. Therefore, most of our opportunities started with something really basic, then they realized that they could actually help them automate a great deal more.

CEOCFO: *How do you gain attention from prospective customers?*
Mr. Yung: Mostly in the past three years it has been by word of mouth. We have also attended some trade shows in the last few years, but most of our customers have come from referrals. In addition, we are beginning to work with channels where we have had a great deal of success. They can offer our solution to the enterprises.

CEOCFO: *What is your geographic reach today?*
Mr. Yung: This was not by design, but a great deal of our success is in Asia. They are catching on with getting onto the cloud. Asia is typically about eighteen months behind the US where many people are already on the cloud. They have also learned that the cloud is not the end game. They have spent a great deal of time and money implementing the cloud but ultimately you want to launch applications quickly. Therefore, we have had a great deal of success in the last two years where we started with just implementing cloud or automating multi-cloud to fast forward and adopting our application solution. In the past twelve months, we have also gained quite a bit of traction in the US as well as in Europe because BT is a big customer in London. We also have some joint opportunities on some of the smaller service providers and enterprises to suit what they have.

> "Appcara's product, App360TM, abstracts infrastructure and application elements into data-models for automated public and private cloud deployments." - John Yung

CEOCFO: *Are you able to keep up with the demand?*
Mr. Yung: We transformed ourselves. The service provider market is large. However, there is a great deal of customization and that is actually to our advantage. We can integrate with a service provider on the backend. That is where we shine. It is fairly high touch; however, in the last twelve months we have developed a standard appliance complete with super high processing power and memory that we put our software and bundle OpenStack into that one new box. That has been the biggest selling point. We launched the product about two months ago and we already have three major service providers as channels that are beginning to sell our product to enterprises. We also have non-service provider channels that signed up that also market our product into enterprises. The appliances are a great deal lower touch. We just image into the appliance, make a few setting changes and the box is ready to go. We expect that in the next twelve months the appliance is going to be carrying much of the revenue and it is going to be very low touch.

CEOCFO: *What has surprised you as Appcara has grown and developed?*
Mr. Yung: What surprised me was that there was a great deal of competition about twenty four months ago that all claimed to do similar but different things. However, the market soon realized that there are different categories of application management. There are those that generate server templates, but those are completely different from what we do. In addition, the big service providers like BT and Global Cloud Xchange talked a great deal about our platform after they adopted it, so people came to us directly. Even though we do not have a large quantity of customers today, the customers we do have are huge thought leaders in this space. They went through months and months of validation on the technology and company. Then they finally chose us. That is something that we are really proud of. This appliance was more of a concept about a year ago, and now almost everyone wants it. That is a good surprise.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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