Xuropa Inc.

Cloud Implementation
Beyond the Servers

ELECTRONIC DESIGN
PROCESSES SYMPOSIUM
(EDPS) 2011

James Colgan
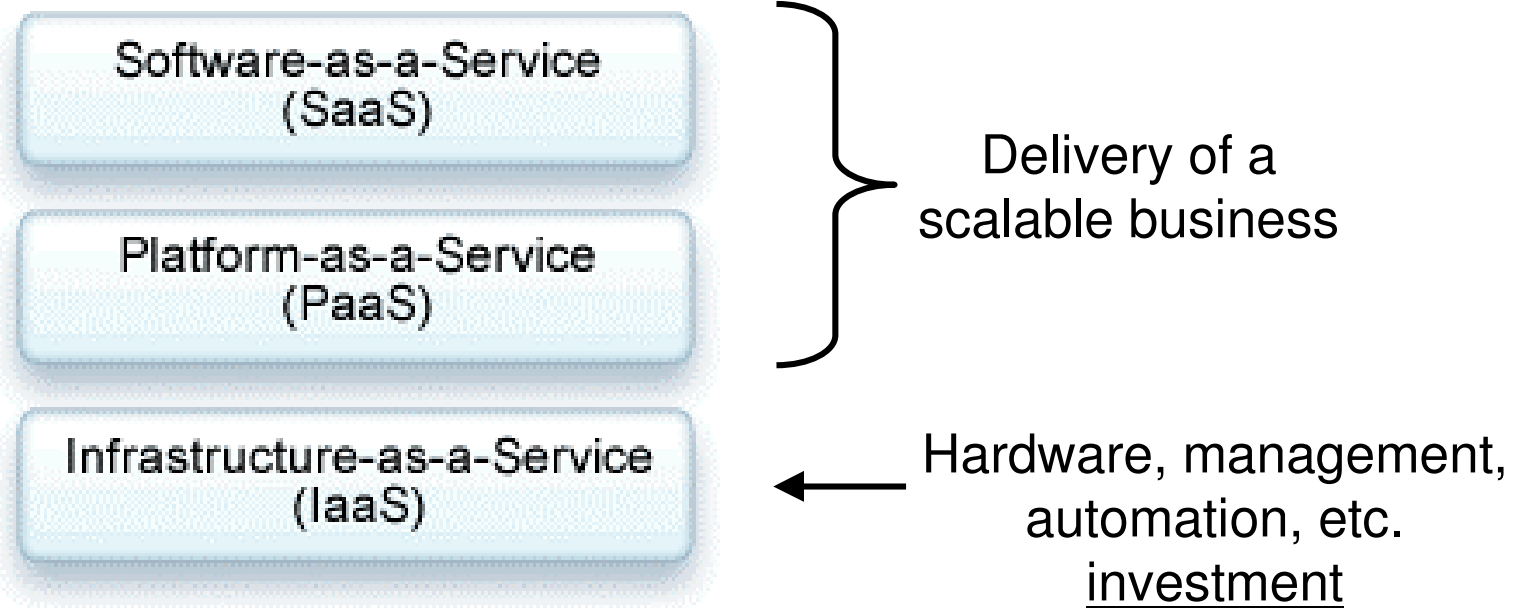CEO
San Francisco
james@xuropa.com
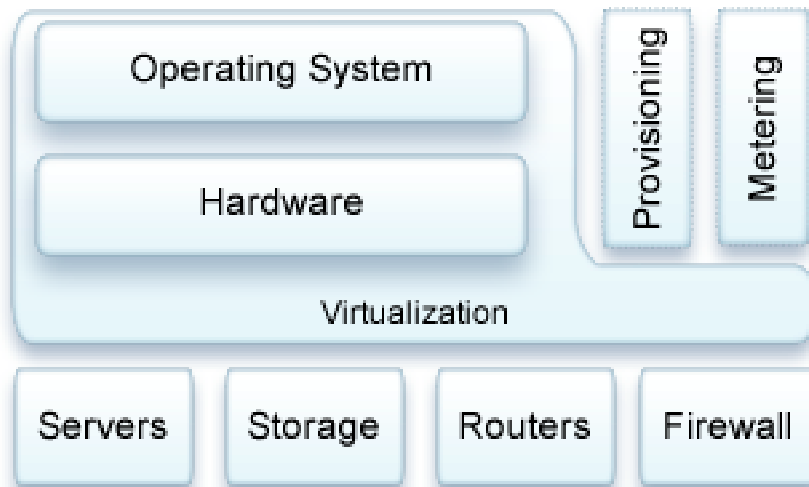(415) 867-9506

Who Are We?

Xuropa was founded over 3 years ago with the long term vision of enabling cloud delivery of EDA tools.

Hosted on Amazon or private clouds, the Xuropa platform enables vendors to offer full SaaS deployment or trials of their software products via the cloud.

Beyond the Servers

Software-as-a-Service (SaaS)

Platform-as-a-Service (PaaS)

Delivery of a scalable business

Infrastructure-as-a-Service (IaaS)

Hardware, management, automation, etc. investment

Infrastructure-as-a-Service

- Provisioning automation?
- License management?
- Access control?
- Access security?
- Billing & invoicing?
- Server-side installs?
- Support tools?
- User management tools?
- User analytics?
- Instance management?
- Scale users?
- IT investment?

Operating System

Hardware

Provisioning

Metering

Virtualization

Servers   Storage   Routers   Firewall

Public or Private?

- **For Private**
  - No vendor lock-in
  - Physical control
  - Configurability
  - Performance
  - Regulatory compliance

- **Against Private**
  - Capital investment
  - IT investment
  - Regulatory compliance
  - Scalability
  - Useful life of hardware
  - Commitment

- **For Public**
  - No up-front investment
  - Pay-as-you-use
  - Scalable
  - Flexible
  - Global
  - Regulatory compliance
  - Security

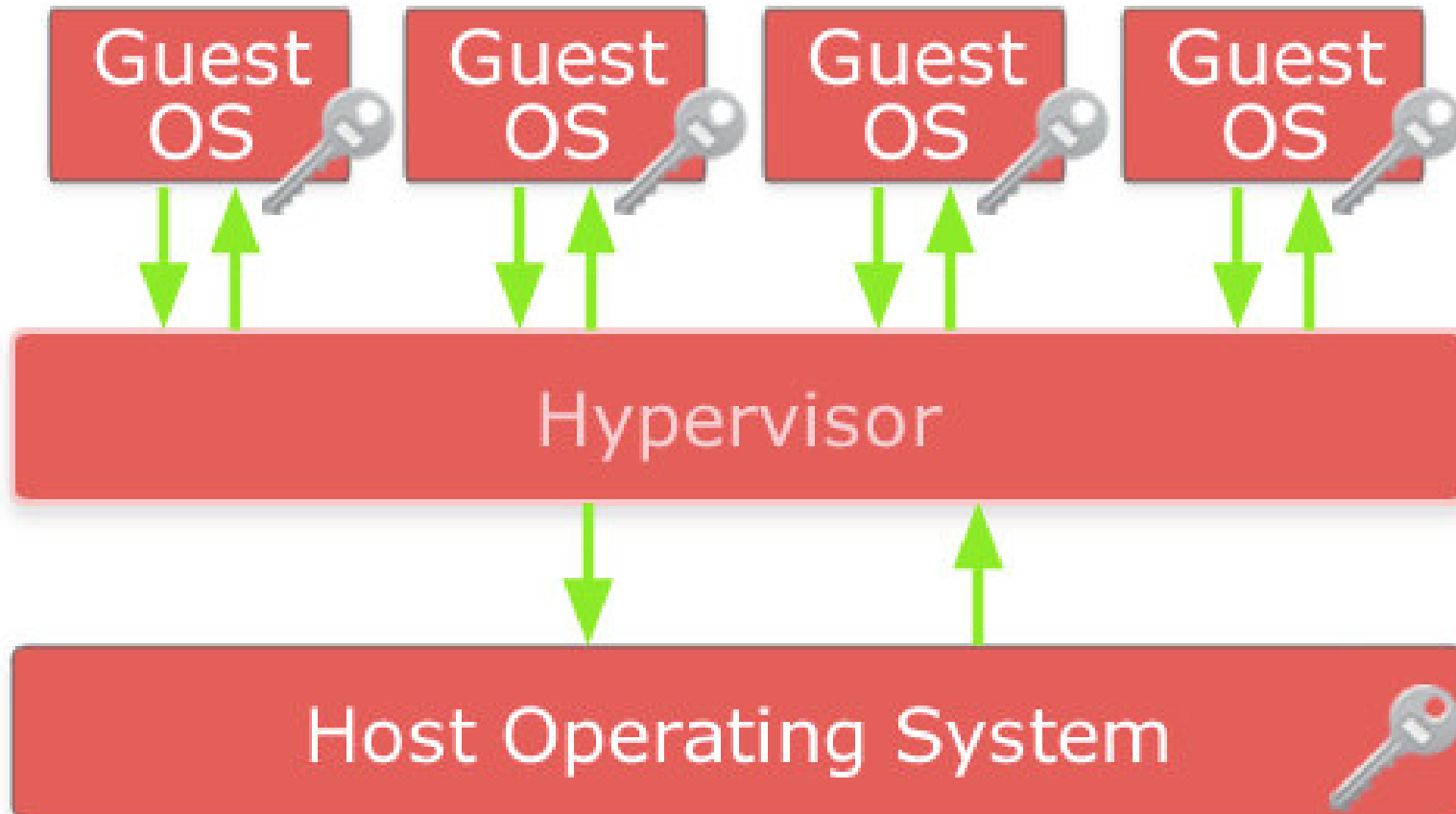- **Against Public**
  - Vendor lock-in
  - No physical control

Core Competency

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Security

The Original "Cloud"
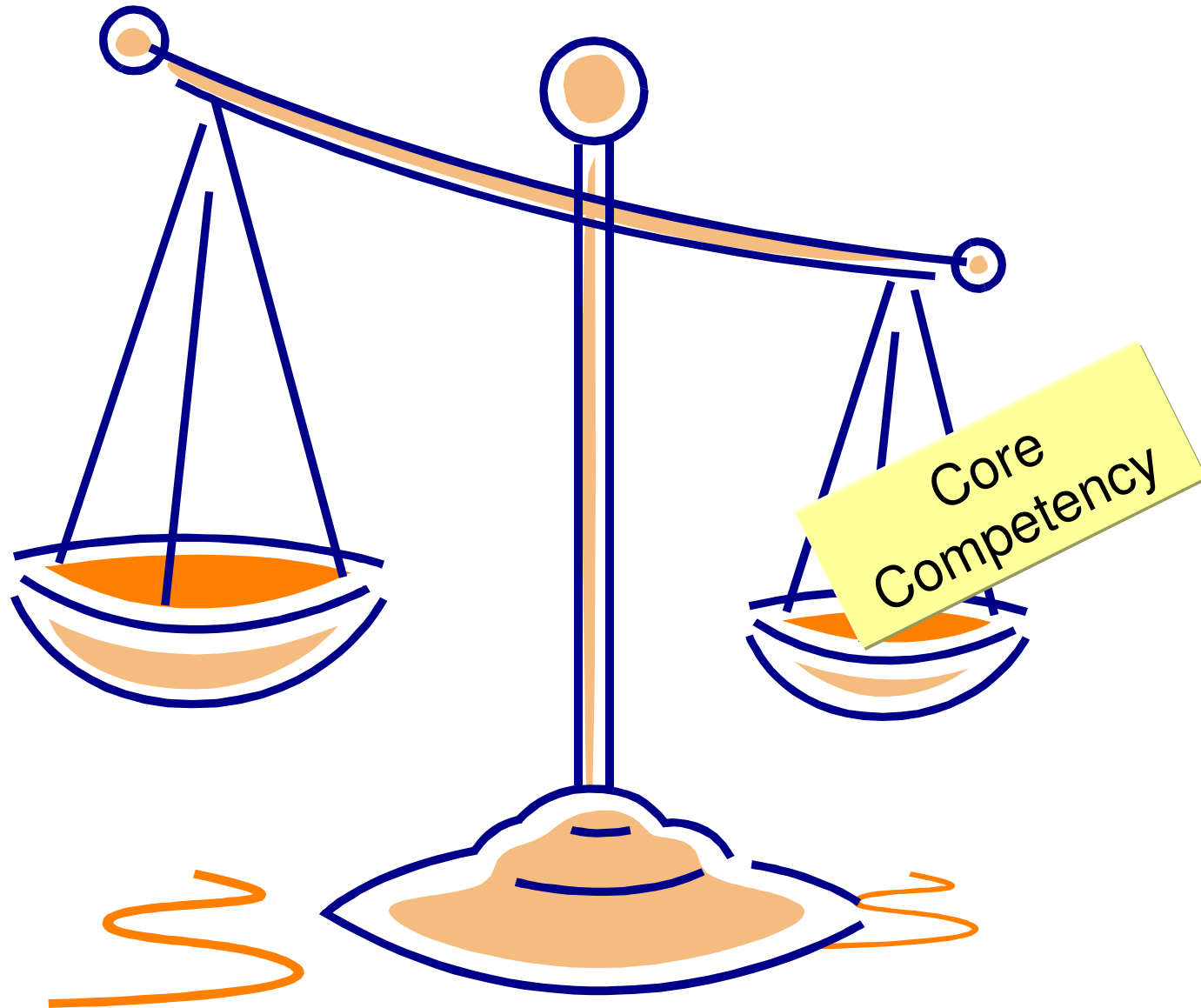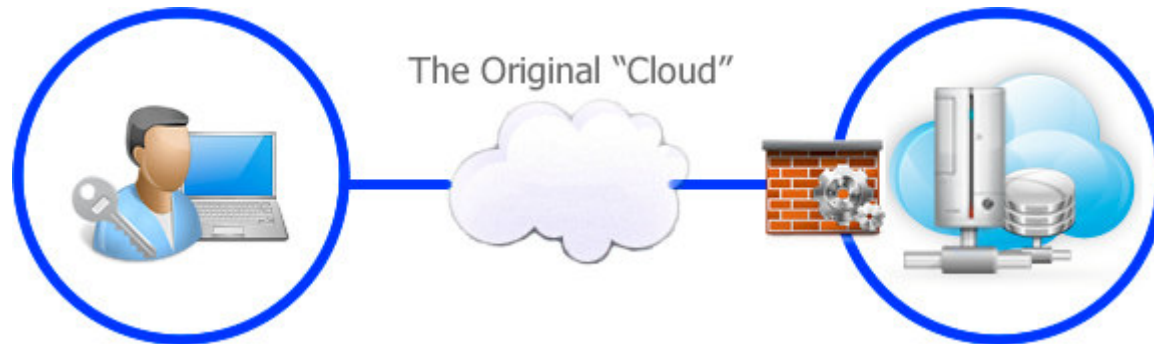
- Physical security

- Logical security

- Encryption

- Back-up

- User authentication & validation
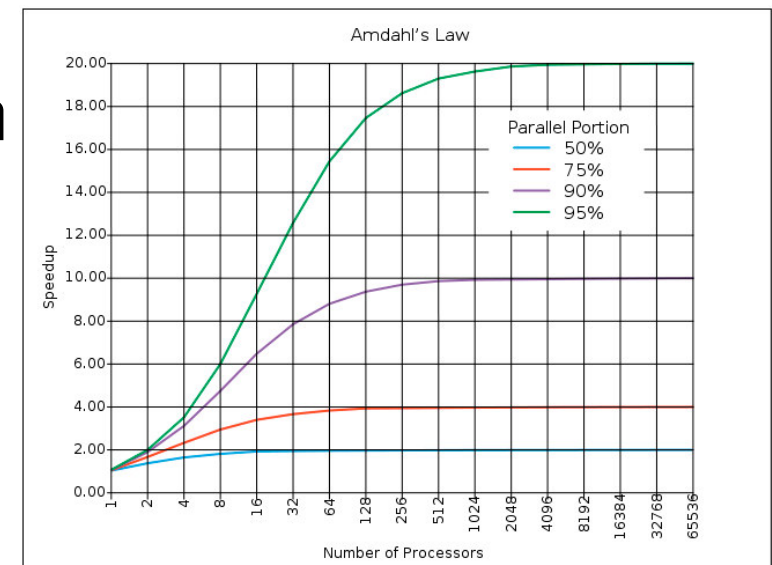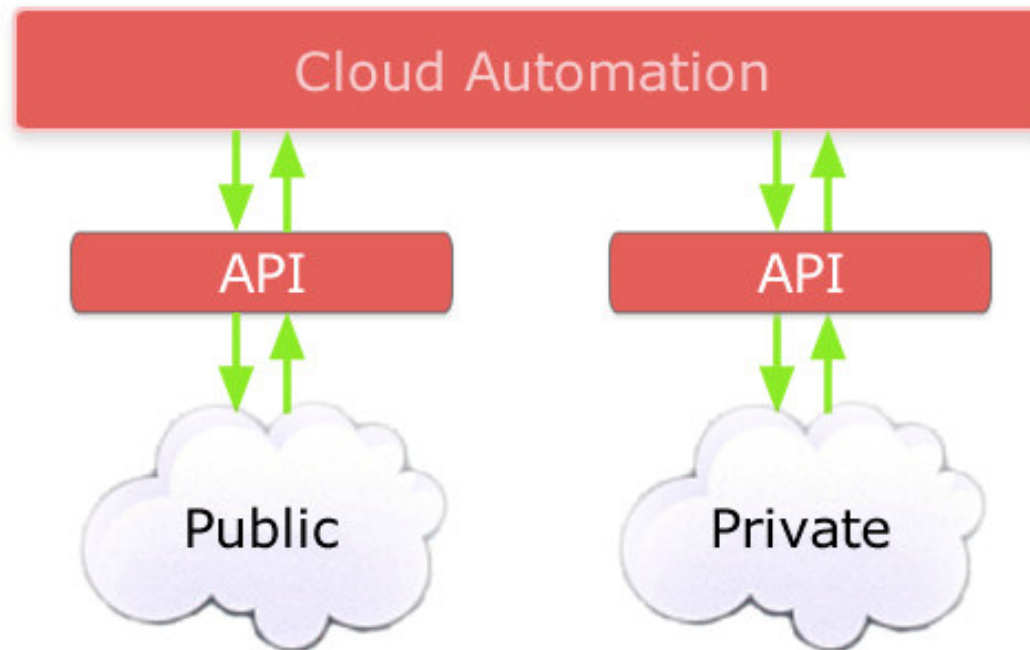
Security

Scalability

- # Performance
  - ## – Public or Hybrid Cloud

- # Administrative
  - ## – IT only for setup & monitoring

- # Business
  - ## – Sales & Marketing driven
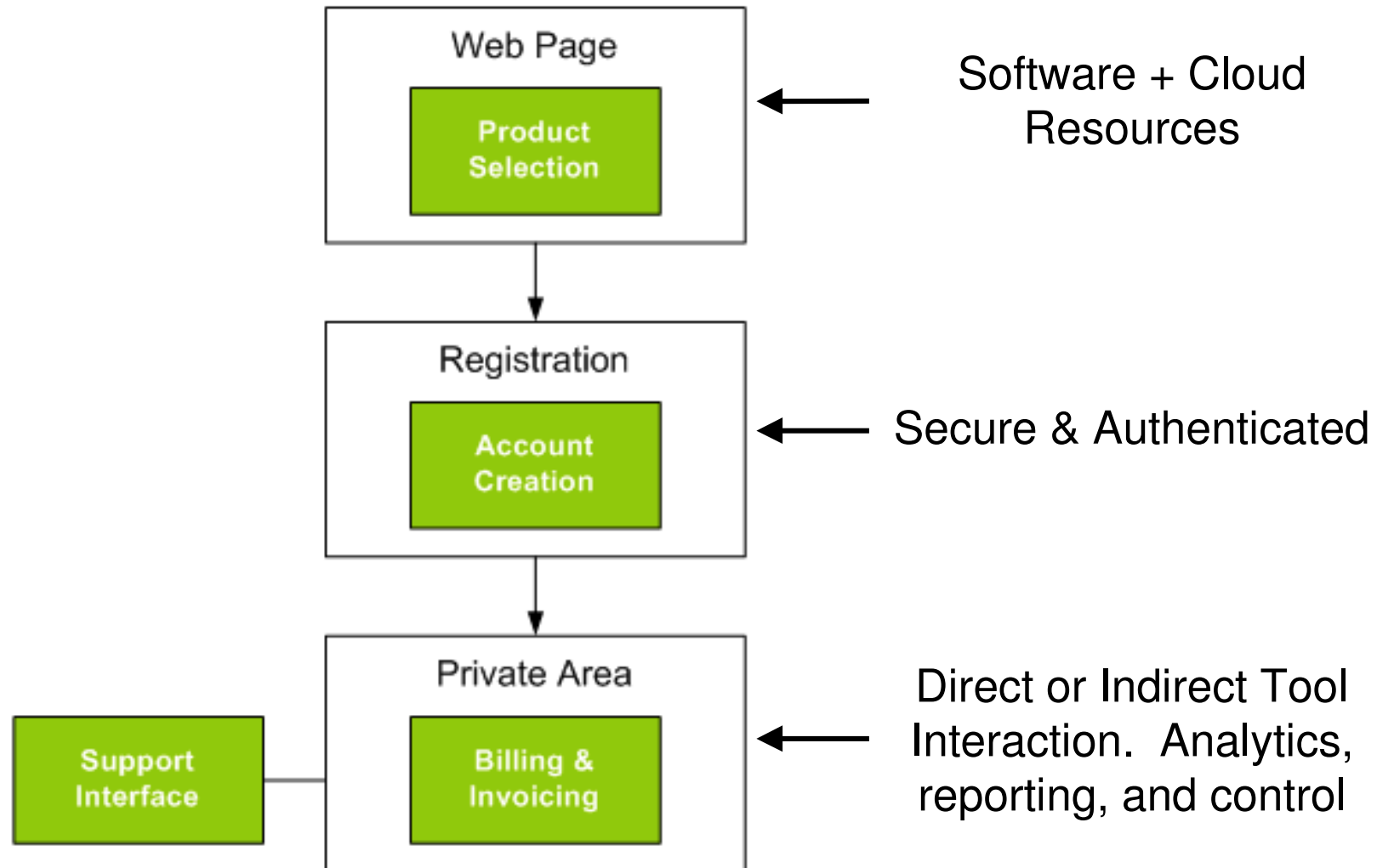
- # On-boarding
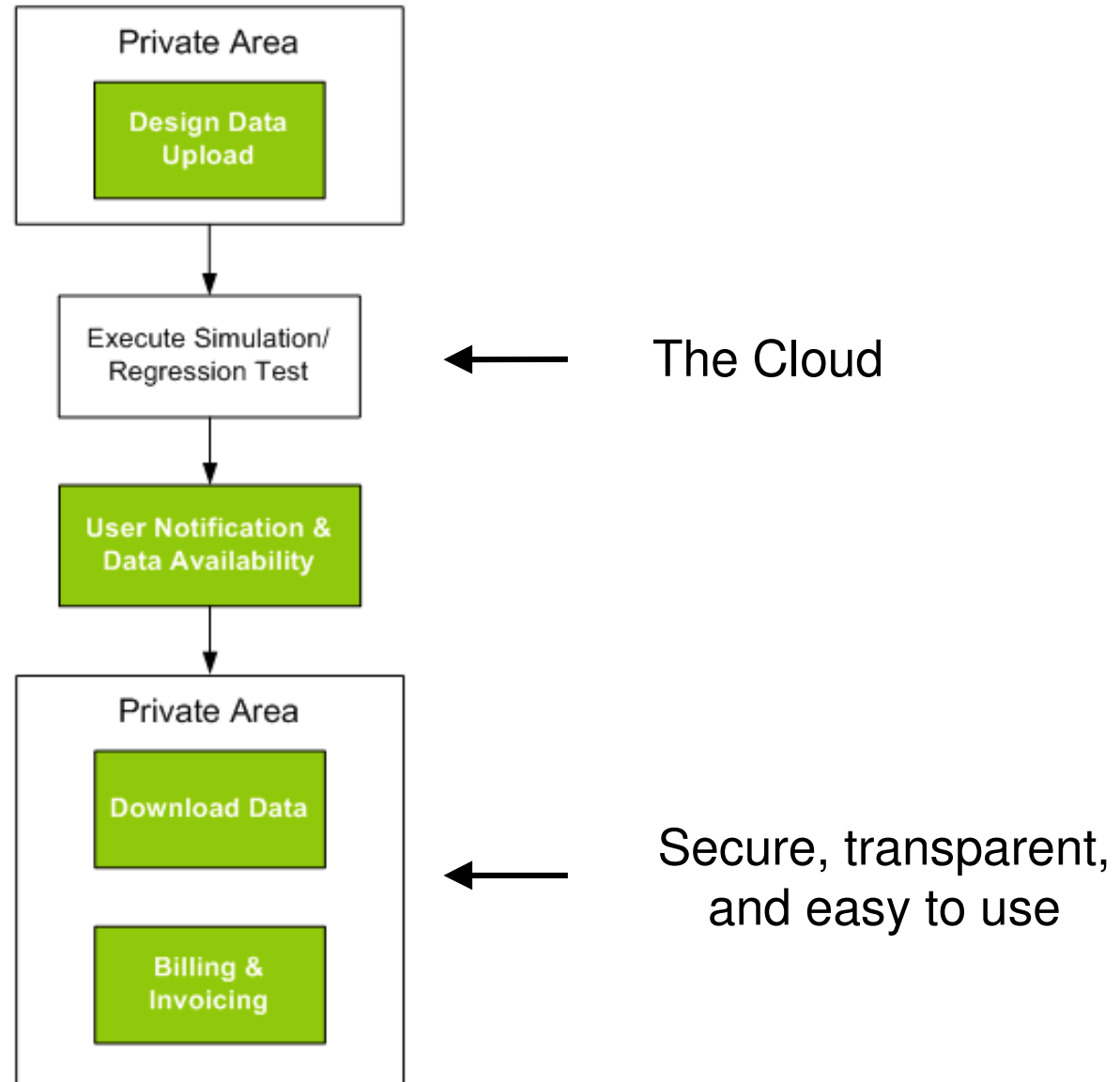 - ## – Self-serve

Platform Scalability

- Scale across multiple clouds
  - Better serve customers
  - Leverage commoditization
  - User Experience consistency

- Decouple on-boarding & UX

Customer On-boarding
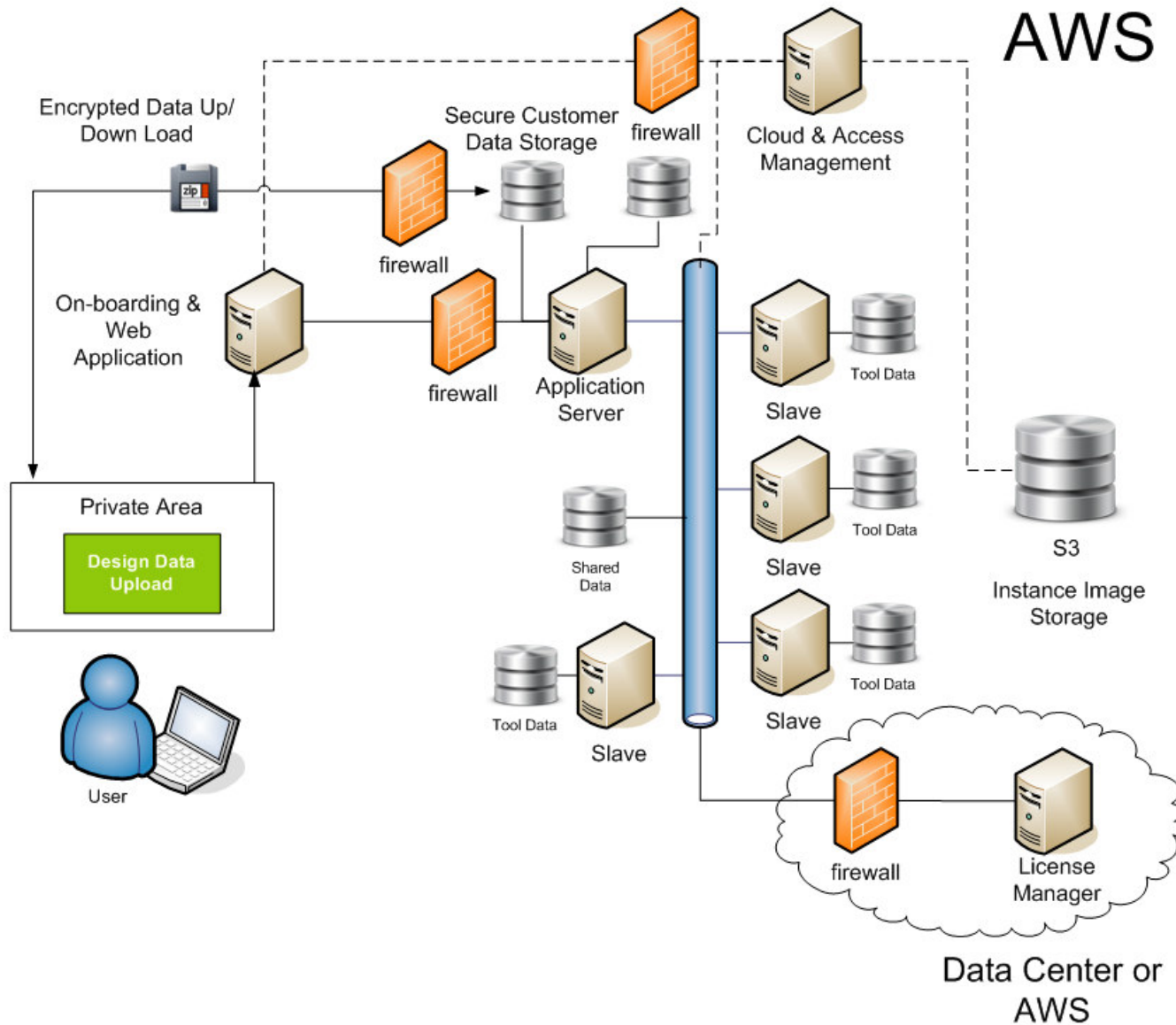

Web Page

Product Selection

← Software + Cloud Resources

Registration

Account Creation

← Secure & Authenticated

Private Area

Support Interface

Billing & Invoicing

← Direct or Indirect Tool Interaction. Analytics, reporting, and control

Tool Utilization

Private Area
- Design Data Upload

Execute Simulation/ Regression Test ← The Cloud

User Notification & Data Availability

Private Area
- Download Data
- Billing & Invoicing

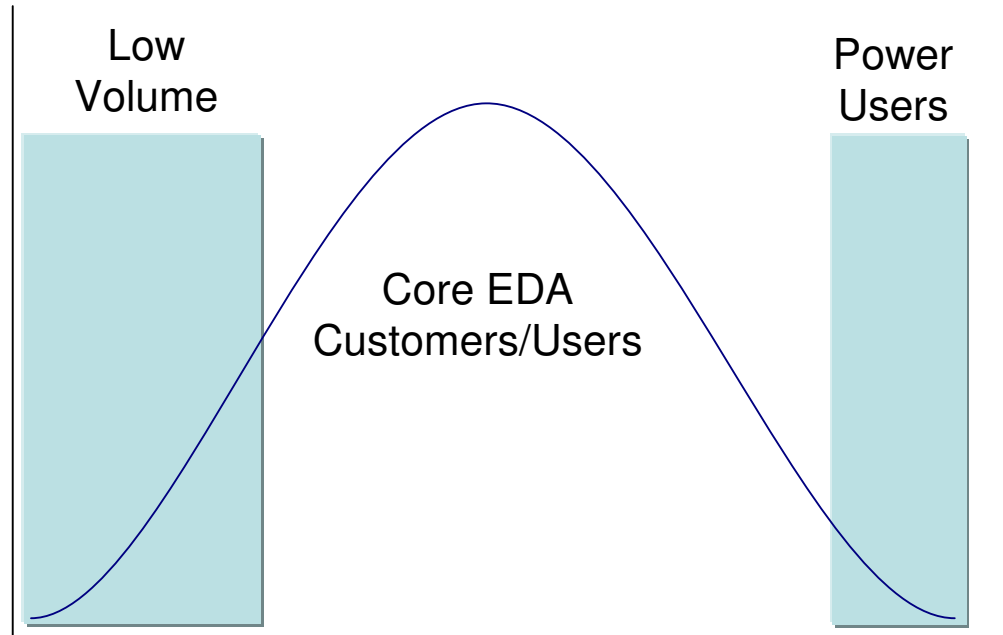← Secure, transparent, and easy to use

Business Models

- Cloud resources + Operational Mark up
  - Services opportunity
- Long Term Lease
  - (Perpetual license)/(2-3 Years)
- Short Term Lease
  - (Annual license)/10 for a monthly rate
- Project Based
  - Limited users
  - Measure & monitored *downloads*
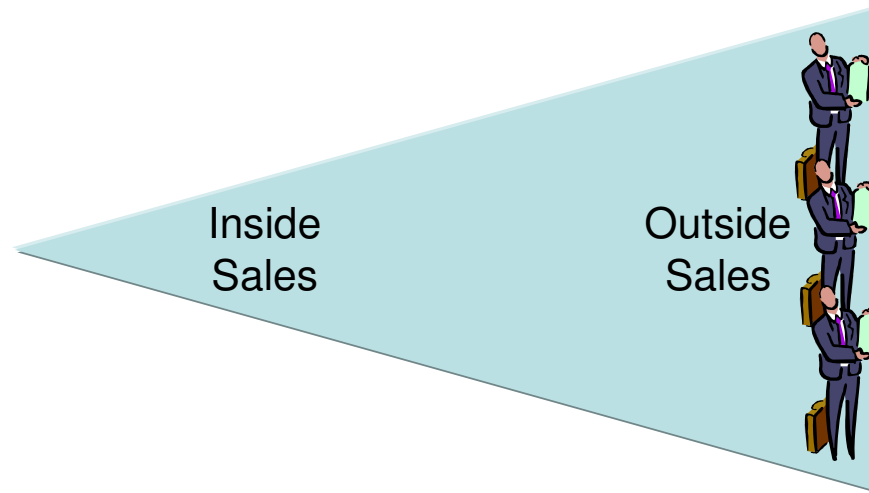
Fractional Use-Model

Scalable Business

Low
Volume

Power
Users

Core EDA
Customers/Users

Cloud Opens Growth Segments

Sales Configuration

XUROPA®
Software Sales Cloud Platform™

Traditional Model

Vendor

Inside
Sales

Outside
Sales

Customers
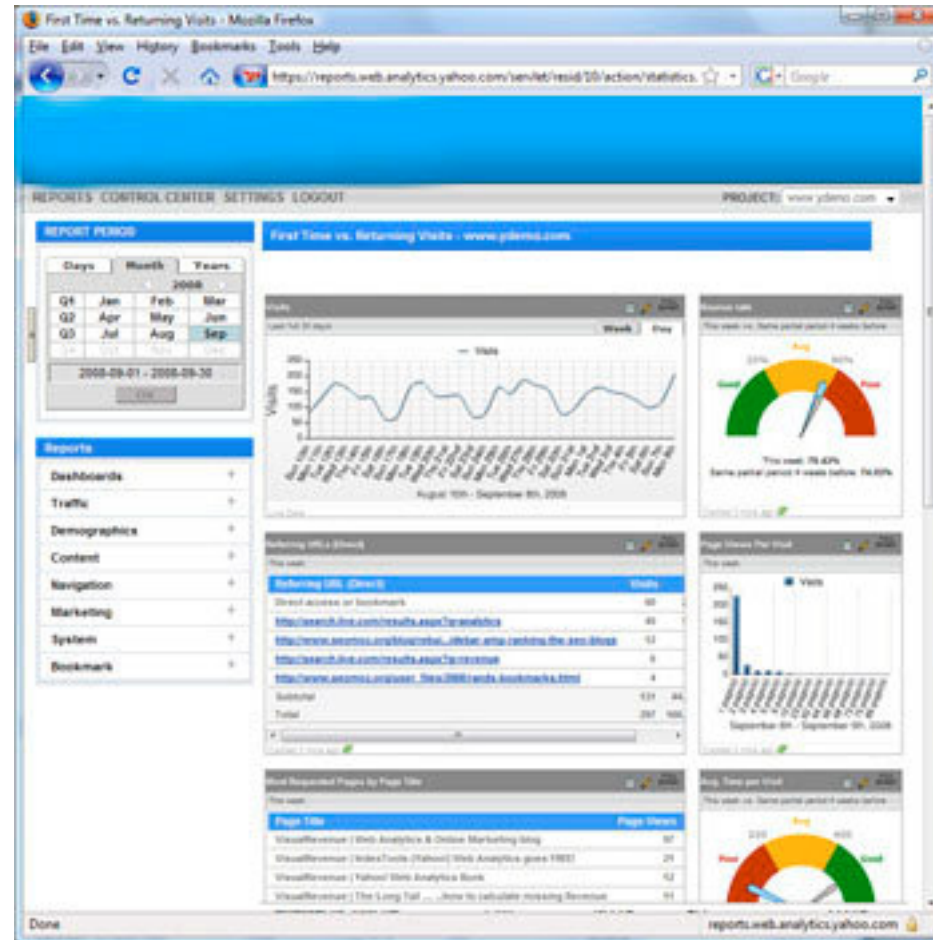
SaaS Model

Vendor

Inside
Sales

Outside
Sales

Customers

Sales & Marketing Optimization

Data is Power!

Summary

- Cloud strategy only starts with the servers
- Cloud portability in the medium-term
- IT must be a supporter & not in sales
  - Cloud automation
- Security technically solved
- Sales & marketing need to drive to scale
  - On-boarding, billing/invoicing, & support
  - Analytics driven business processes
- Business models to fit use models