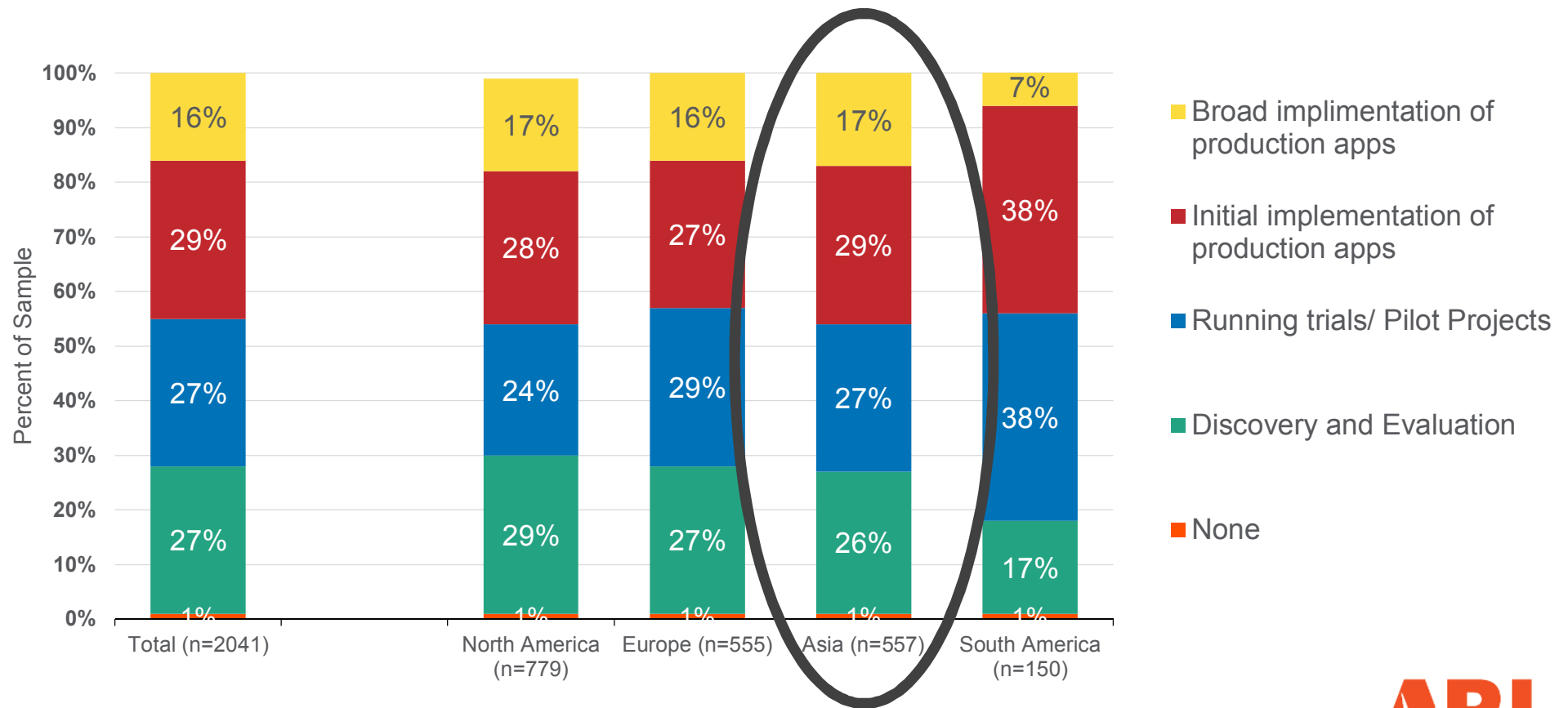


Cloud Investment Model

Colleen Smith
Vice President Product Marketing
April 2015

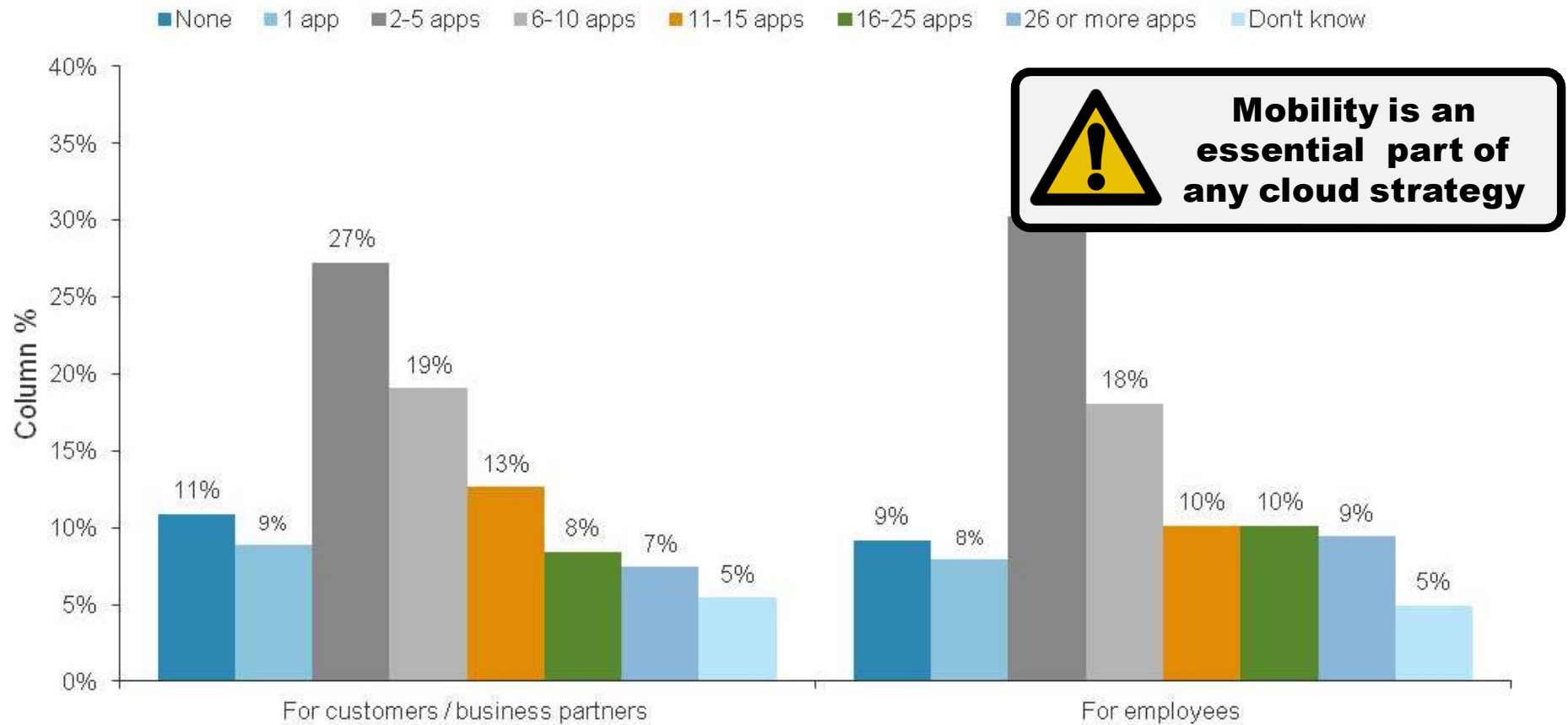


Cloud Adoption Around the World



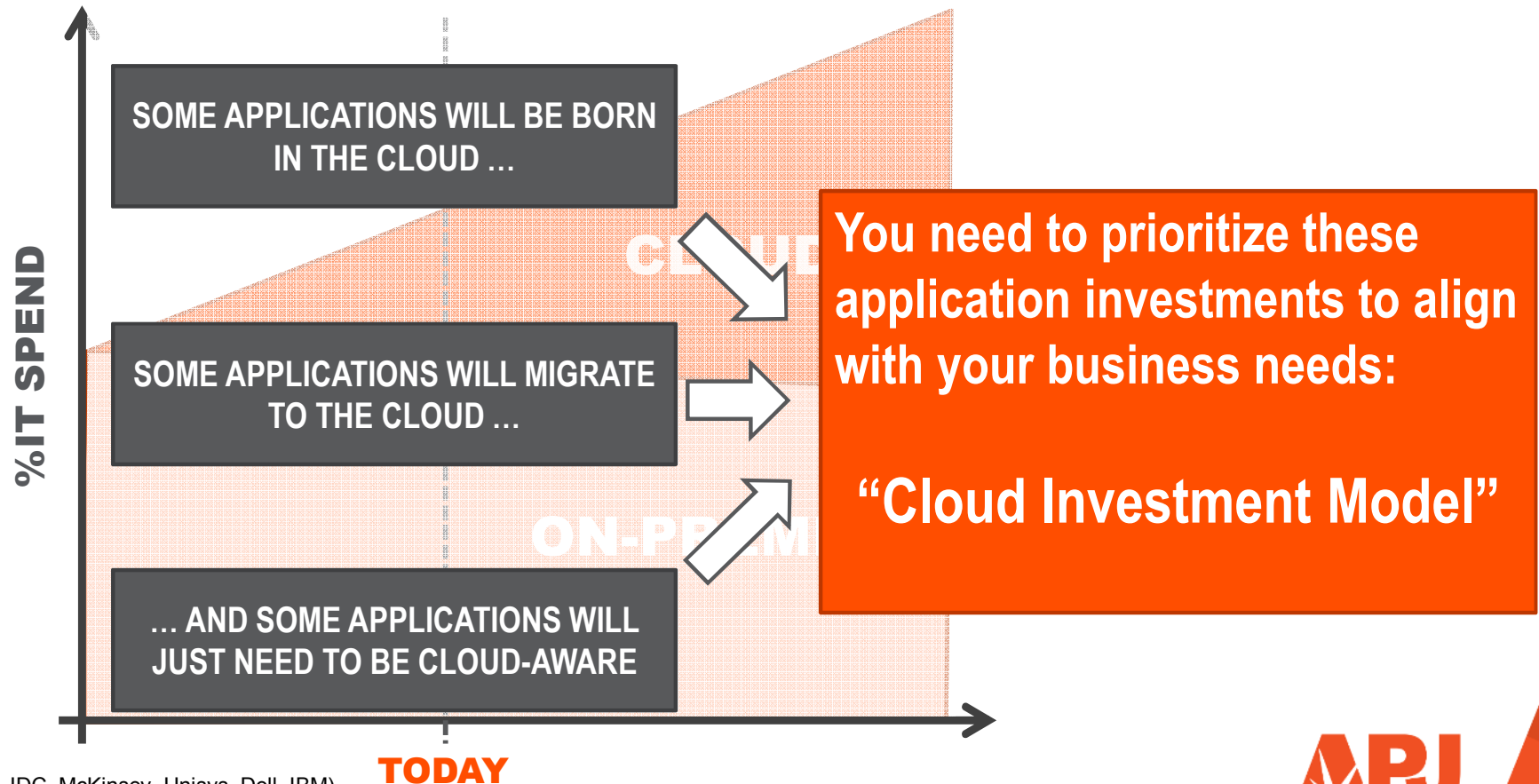
Source: "Hosting and Cloud Study 2014" 451 Group, Uptime Institute, Yankee Group

“How Many Mobile Apps Will You Deploy in the Next 12 Months?”



Source: Forrester Business Technographics Global Mobility Survey, 2014

Very Few Companies Will Be Just “On-premise” or Only “In the Cloud”



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

The Key Elements of Your “Journey to the Cloud” ...

A Strategy

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



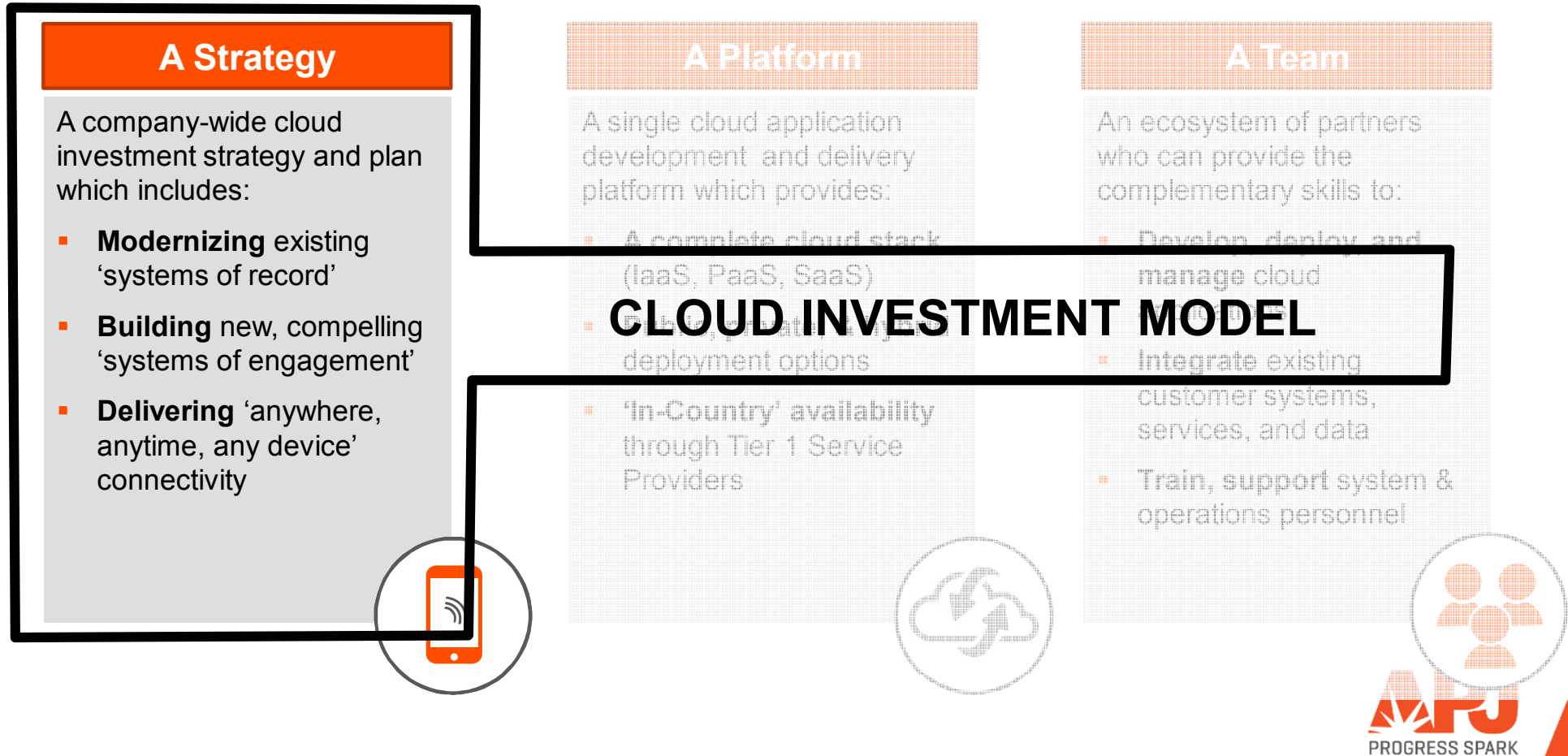
A Team

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



The Key Elements of Your “Journey to the Cloud” ...



Progress Cloud Investment Model for OpenEdge Partners

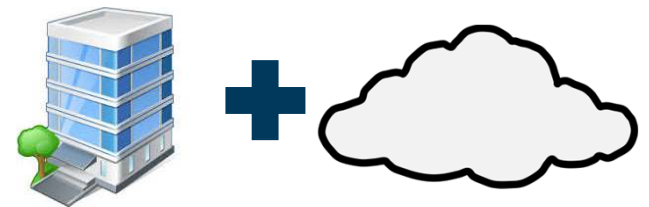
Overview

- Provides our partners with all the tools, services and “best practices” they need to make the right cloud application investment decisions at the right time:
 - **What** applications should we move to the cloud?
 - **How** to do it... modernize, add new objects, or re-write?
 - **When** to do it... Changing customer needs? New competitors? New markets?

Progress Cloud Investment Model for OpenEdge: Objective

Objective: Enable you to leverage existing and future OpenEdge investments to:

- Meet your new business needs
 - Bring new/updated solutions to market quickly for both traditional (on-premise) and cloud-based deployments and business models
- Meet your new technology needs
 - Provide a future-proof platform which can access—and be accessed by—any cloud-based service or application



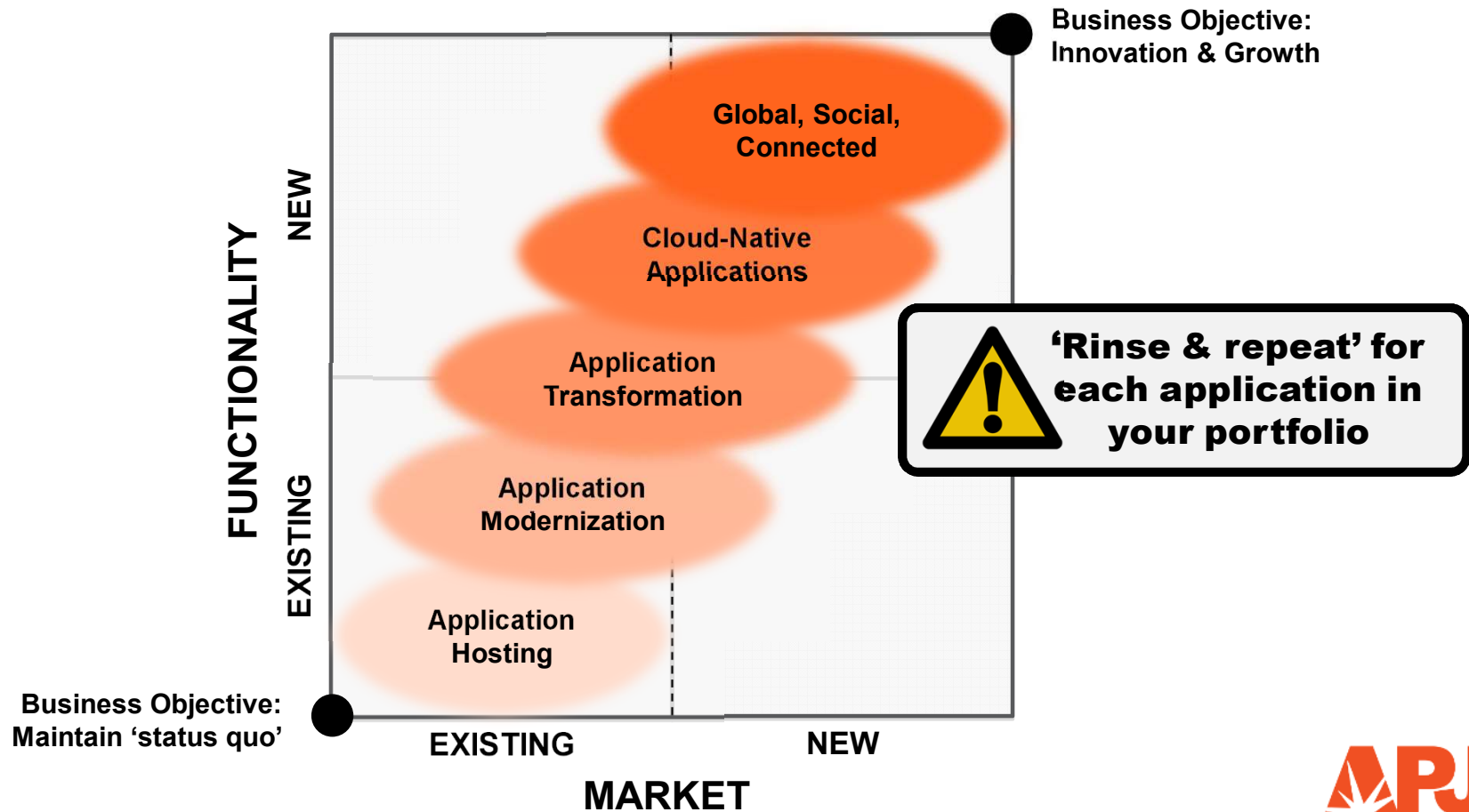
Faster time-to-value



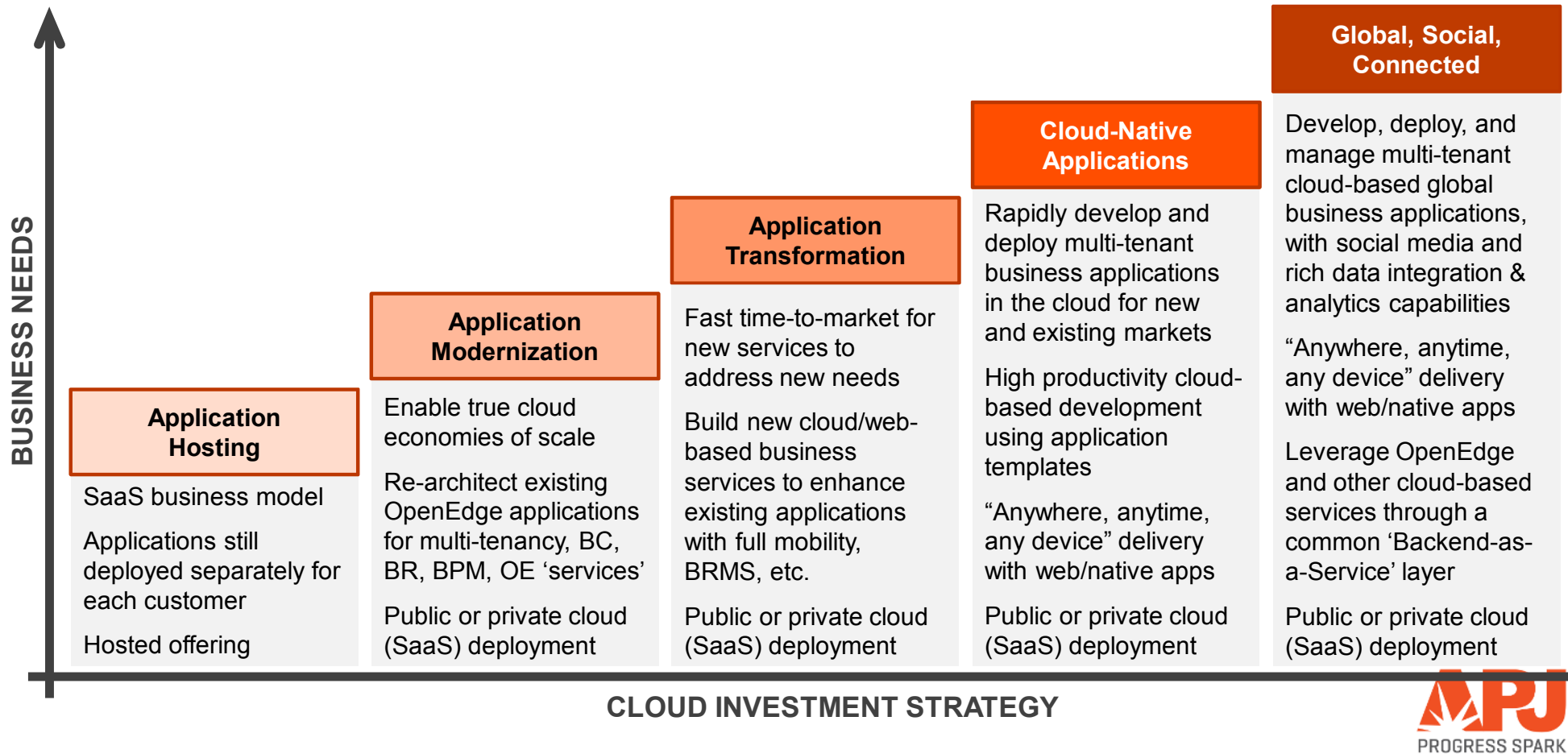
Future-proof platform

PROGRESS SPARK

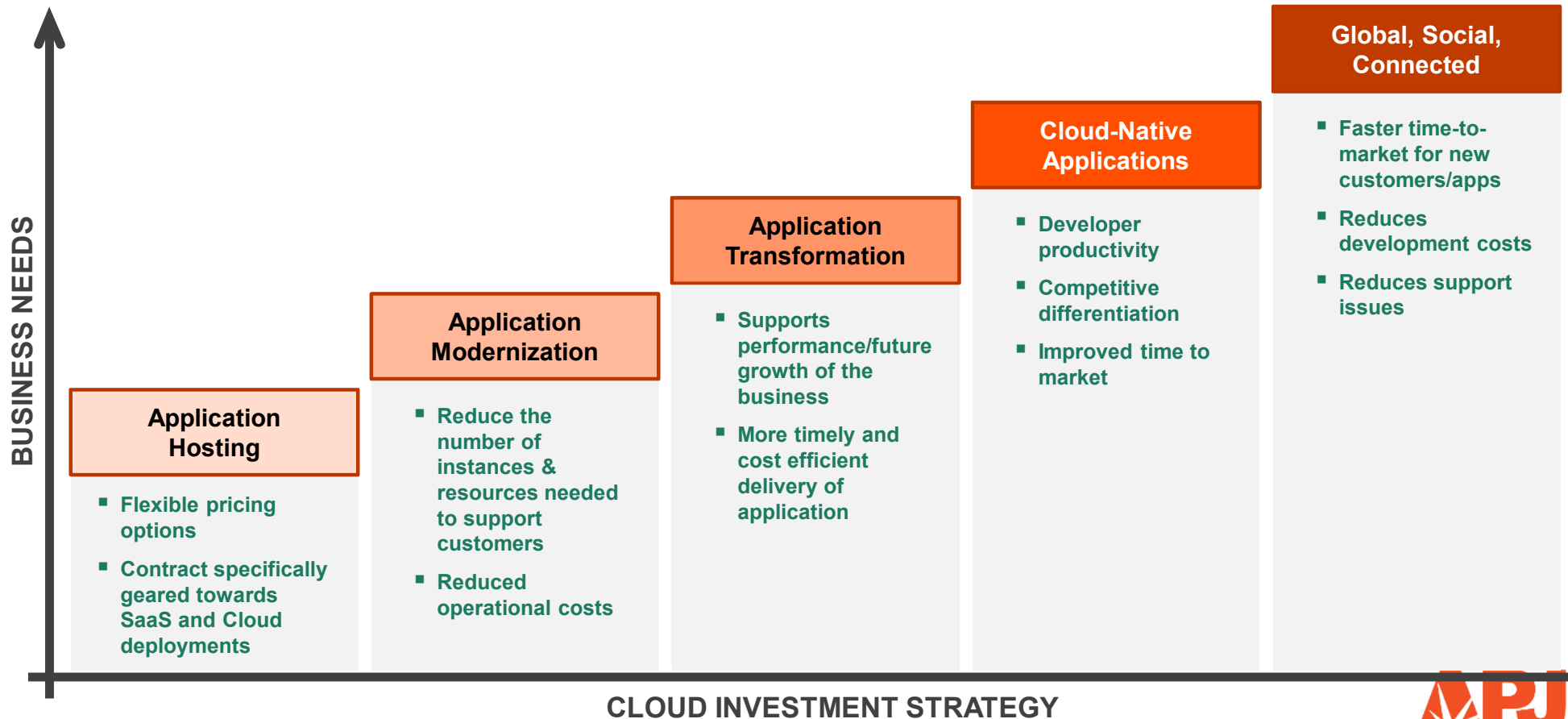
Progress Cloud Investment Model for OpenEdge



Progress Cloud Investment Model for OpenEdge



Cloud Investment Model: Addressing Common Business Pains



Progress Cloud Investment Model: Products/Programs/Services/Support

	Application Hosting	Application Modernization	Application Transformation	Cloud-Native Applications	Global, Social, Connected
Products	<ul style="list-style-type: none"> • OpenEdge • Arcade • Pacific App Server 	<ul style="list-style-type: none"> • OpenEdge multi-tenancy • Expose OpenEdge back-end services • Security & Business Continuity • OpenEdge Rules, OpenEdge BPM 	<ul style="list-style-type: none"> • Rollbase • Telerik Platform • Rules • BPM 	<ul style="list-style-type: none"> • Progress Pacific Development Environment • Modulus (Node.js) deployment 	<ul style="list-style-type: none"> • DataDirect Cloud, Analytics
Technical Enablement	<ul style="list-style-type: none"> • Release 11 Features and Options 	<ul style="list-style-type: none"> • Multi-tenancy, BPM & Security Workshops • App Modernization Jumpstarts • Online and instructor-led training 	<ul style="list-style-type: none"> • App Modernization Frameworks • Tenant Mgmt 	<ul style="list-style-type: none"> • Cloud Deployment Certification 	<ul style="list-style-type: none"> • Other SaaS applications/Big Data Integration
Empowerment Programs	<ul style="list-style-type: none"> • SaaS/Cloud Jump Start Workshop 	<ul style="list-style-type: none"> • Pricing/Deployment Workshop • SaaS Account Business Review 	<ul style="list-style-type: none"> • SaaS/Cloud Acceleration 	<ul style="list-style-type: none"> • SaaS GTM Workshops 	<ul style="list-style-type: none"> • Cloud Optimization Workshop
Services	<ul style="list-style-type: none"> • Application Health Check; Security Vulnerability Check 	<ul style="list-style-type: none"> • Application Modernization Engagement/Methodology 	<ul style="list-style-type: none"> • Mobile /UXJump Start; OpenEdge-Pacific App Server 	<ul style="list-style-type: none"> • Management & Billing Services/Push Notification services 	<ul style="list-style-type: none"> • Data Integration Services
Support	<ul style="list-style-type: none"> • SPLA 	<ul style="list-style-type: none"> • Mission Critical 	<ul style="list-style-type: none"> • Hosted Development Services 	<ul style="list-style-type: none"> • Managed Services 	<ul style="list-style-type: none"> • Community & Collaboration

“Yes, but what about ...”



Data Security: “My Customers Say the Cloud Isn’t Secure”

 Privacy Rights Clearinghouse Empowering Consumers. Protecting Privacy.	
932,730,026 RECORDS BREACHED from 4,480 DATA BREACHES IN USA (made public since 2005)	
	40M Credit Card details Cost to rectify: \$1.5Bn
	26.5M Health records Cost to rectify: \$20M ++
	360K Credit Card details Cost to rectify: \$20M

KEY TAKEAWAY

Q: How many data breaches were the fault of a *reputable* Cloud Service Provider?

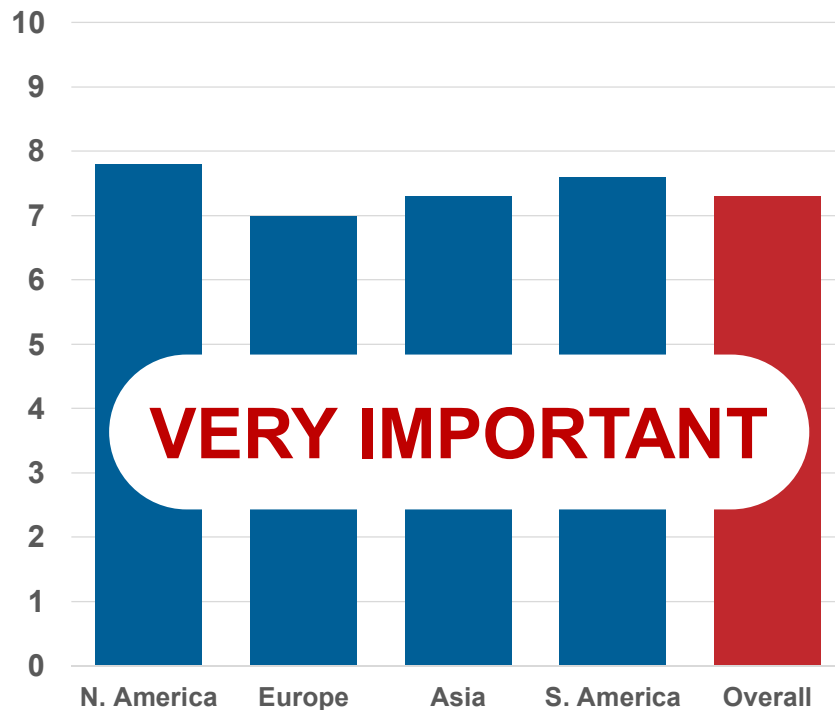
A: Approximately zero

“Reputable cloud vendors have better security than we have.”

Michael Armstrong, CIO of Corpus Christi, TX

“Should We Host Our Own Cloud Applications?”

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



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

KEY TAKEAWAY

Your customers will be forming strategic relationships with Service Providers.

They will expect ISVs to deliver their products through these Service Providers



Think about the data security, disaster recovery, and business continuity.

If you host, you are responsible for all those critical needs

“Should We Host Our Own Cloud Applications?”

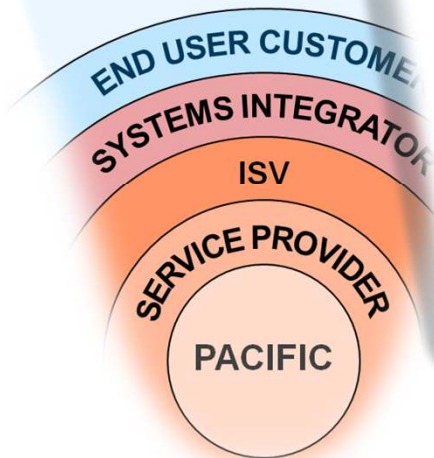
- Progress is developing relationships with Service Providers across the world
 - Highly credible Cloud Service Providers
 - Global

Thinking about selling in Europe?

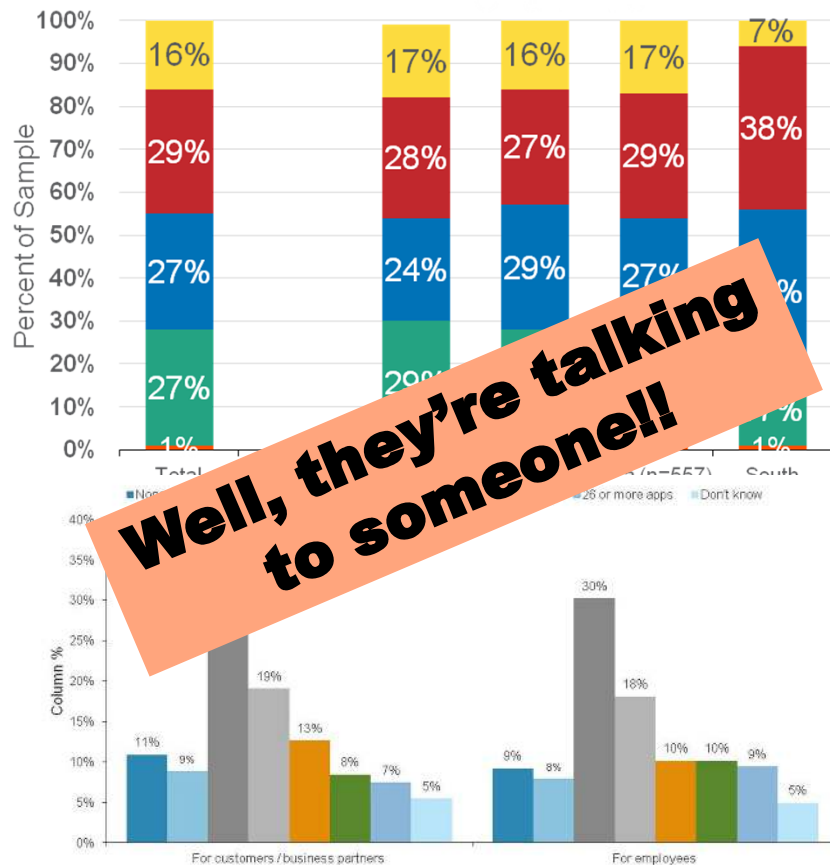
We have a network of Service Providers “over there” who know how to host and manage OE and Rollbase environments

KEY TAKEAWAY

Deploying your Progress applications with these Service Providers will be simple, easy, and very cost-effective



“My Customers Aren’t Talking About Cloud And Mobility Today”



KEY TAKEAWAY

Almost every company – large and small – is looking at cloud. But they might not be calling it that...

- “We’re looking at mobility”
- “We’re developing a ‘Digital Strategy’”
- “We’re planning to modernize ‘xyz’”

“The SaaS Business Model Is...”

Check all that apply:

- ☐ Hard
- ☐ Unattractive
- ☐ Different
- ☒ Inevitable



KEY TAKEAWAY

We have Partner Workshops that can help you with issues such as:

- **Pricing:** Usage-based vs Fixed + overages
- **Marketing:** Prospects vs Customers
- **Sales:** Inside sales, partners, comp plans...

Cloud Investment Model – Summary

- ✓ Provides a **business-focused, repeatable approach** to moving applications to the cloud
 - **What** applications to move
 - **How** to move them
 - **When** to move them
- ✓ Leverages & protects **existing Progress investments**
 - Smooth upgrades vs. “forklift” replacements
 - Full integration with existing data and OpenEdge objects
 - “Better Together” approach means faster ROI
- ✓ **Complete** set of services, training and “Best Practices”
 - Empowerment, sales enablement, marketing, etc.
- ✓ Complete Guide to Developing and Delivering **SaaS Applications**

Cloud Investment Model – Summary

Visit **PartnerLink** for
Empowerment Resources,
Product, Training and
Marketing Resources,
Support Services, etc.

progresslink.progress.com

