

Constellation Technologies

Cloud computing business model options

4th EGEE User Forum

Catania, Sicily

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Constellation Technologies

- Selling cloud computing services and products
 - Spin out from STFC's Rutherford Appleton Laboratory.
 - Tier 1 site for UK and Ireland
 - Using technology developed to run the WLCG
- Business and technical partners
 - EGEE (EGEE Business Associate)
 - Cambridge, Oxford, Imperial and others



Business Model options (or how to make money in the cloud)

1. Consulting services and advice
 - Simple cloud advice
2. Selling use of own hardware (compute/storage)
 - AWS, Google, Flexiscale
3. Selling “access” advice to other people’s hardware
 - Many companies
4. Selling software/middleware to run someone’s cloud cycles

Example customer service

- Customer
 - Multinational pharmaceutical company
 - Genome data analysis
 - Very large data sets and memory requirement
- Tasks
 - Transfer of data to cloud through Portal
 - Process calculations
 - Return answer to the customer
 - Additional task
 - Parallelise the process
- Results
 - 21x faster than traditional method
 - Significant cost reduction potential