

HP Cloud Computing SaaS Offering

HP and Intel's Solution for the SaaS Delivery Model



The Software as a Service model

Software as a Service (SaaS) is a cloud computing model for delivering business software applications over the Internet.

SaaS is increasingly popular because it allows businesses to access specialist and complex services on demand, with no initial investment or ongoing maintenance required. SaaS also benefits service providers by making their services available globally, dramatically increasing the potential customer base.

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For business users, the SaaS delivery model provides:

- Immediate access to a wide range of hosted services and IT infrastructure resources
- Reduced capital expenditure (CAPEX) through a pay-as-you-go, usage-based delivery model
- Scalability, security, and reliability benefits from using cloud technologies

SaaS, meanwhile, enables service providers to:

- Participate in the growing SaaS market
- Rapidly develop end-user service portfolios
- Minimize the technical and business risks of launching new services by leveraging proven services offered by external SaaS providers

HP's SaaS offering

The HP Communications & Media Solutions (CMS) division has developed the HP Aggregation Platform for SaaS (AP4SaaS) specifically for the public cloud computing market.

The HP AP4SaaS platform is targeted at both providers and consumers of SaaS services. Moreover, its portal is integrated into the cloud governance layer, providing Infrastructure as a Service (IaaS) services with access to software templates and IT resources such as network, storage, and processing capacity.

HP AP4SaaS also simplifies the integration of services into a service provider's environment and expedites their delivery to Small and Medium Business (SMB) customers. It helps service providers extend their offering to include Infrastructure as a Service (IaaS), Communications as a Service (CaaS), and other service types.

From the service provider's perspective, HP AP4SaaS provides a single point of access to all the applications needed to offer SaaS services.

HP AP4SaaS is a component of HP's Cloud Reference Architecture and uses standard platforms based on HP ProLiant BladeSystem servers with Intel® Xeon® processors.

Intel Xeon processors offer industry-leading performance-per-watt efficiency and sophisticated built-in security features, making them the ideal choice for deployment in cloud-based data centers.

Demonstration SaaS scenarios

The HP Aggregation Platform for SaaS allows both SMB customers and service providers to streamline their operations by automating many of the key processes, including provisioning, activation, mediation charging, and revenue settlement.

HP's solution for the public cloud is based on the functional architecture shown in Figure 1.

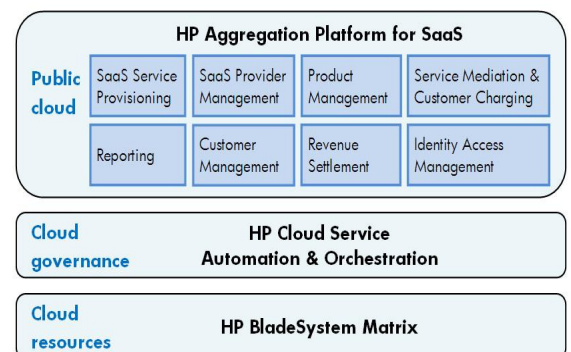


Figure 1: The Public Cloud Architecture





HP AP4SaaS supports many of the processes involved in cloud service deployment, including the ability to:

- **Provision** services and manage SaaS providers within the service provider ecosystem
- Support **charging models** appropriate to SaaS-based business (trial versions, subscriptions, and pay-per-use) and facilitate their integration into existing billing systems
- **Manage revenue distribution** between service providers, SaaS providers, and resellers
- Monitor the availability of SaaS services to **guarantee quality of service**

The platform also provides a **services portal**, through which customers can discover new products and services.

As an example, consider a scenario: an SMB customer accesses a service provider's portal and is offered a choice between:

- An SaaS service, for example, "Data backup". The service is provisioned in real-time and online data backup begins immediately.
- An infrastructure service, for example, "Virtual server". The required number of chosen servers are immediately provisioned and made ready for use.

When the customer selects a service, HP AP4SaaS's subscription engine is configured to charge for the service and any chosen options. The platform's mediation component begins collecting charging events and forwards them to the customer's billing system.

HP Intel CME Solution Center's team and facilities

The HP Intel Communications, Media, and Entertainment (CME) Solution Centers located in France, China, and the United States are the reference laboratories for Telecoms-based cloud services and innovations, and host the HP Cloud Reference Architecture.

The HP Intel CME Solution Centers propose a number of SaaS demonstrations. These demonstrations are available at customer sites, online, or on our premises, where technical experts and consultants from HP and Intel are always on hand to provide assistance and answer questions.

The solution centers also offer a range of programs specifically targeted at services to SMBs, including innovation workshops and proofs-of-concept.

HP and Intel key hardware components

HP BladeSystem c7000 enclosure

Provides all the power, cooling, and I/O infrastructure needed to support modular server, interconnect, and storage components today and throughout the next several years.

Intel® Xeon® Processor 7500 Series

Exceptional scalable performance, with advanced reliability for your most data-demanding applications and intelligent performance that automatically adapts to the diverse needs of a virtualized environment.

For more information

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