

SugarCRM: Sixty Second Sugar Snippets: Twitter & CRM

Podcast Script: Outsiders Take of the Week for April 23, 2009: Three Flavors of Cloud Computing

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Hello and welcome to this sixty second Sugar Snippet, the latest installment of the CRM Outsiders Take of the Week. The Take of the Week is a weekly distillation of trends and events in the CRM world, an offshoot if you will from the CRM Outsiders blog myself and Colin Beasty write up every day at www.crmoutsiders.com.

The concept of cloud computing has taken up a lot of my time and blogging efforts over the last year. And it seems that everything is “in the clouds” these days. But I think as initiatives such as the Open Cloud Manifesto and others pop up – it is important to look at the emerging vision of the cloud and what it means to end-user organizations.

Simply put, the cloud is shaping up to be a ubiquitous platform – powering new levels of interconnectivity and application development. The core values of software-as-a-service and open source have converged perfectly to enable this type of environment.

In addition to openness, the cloud promotes portability but more importantly – consumer choice. IT consumers opting for cloud solutions are not locked-in to a single cloud provider and forced to leverage their datacenters, proprietary development tools or integration code. Rather, organizations of all sizes can make informed decisions on what kind of cloud environment fits their operations the best.

While the types of cloud environments are expected to grow – here are three basic examples of how an organization could choose to develop in the cloud. One is through a vendor cloud. An example of this would be Sugar On-Demand, where all of the application maintenance, hosting, delivery and upgrades are managed by a single provider (in this case SugarCRM). The second type would be a private cloud, where a company would take Sugar’s cloud-enabled application, and host it themselves in their datacenters, or through a third party such as Rackspace or Amazon. There is more complexity here as more parties are involved, but the end-user gets total control over their application instance.

A third flavor would be a partner cloud. An example here would be a SugarCRM partner leveraging the Cloud Console application provisioning and management tool to create several cloud-enabled yet highly customized (perhaps for key verticals or geographies) versions of SugarCRM and offer them out as cloud applications to end users around the world. Here we see a hybrid of types – the end-user only deals with one provider, and receives highly customized SaaS or cloud applications without performing a lot of heavy coding themselves. And again, it is only with an open cloud that we can offer all of these powerful flavors of application offerings.

And that, my friends, is your Outsiders Take of the Week...

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