



**News Release  
For Immediate Use**

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**firstservis launches 3Tera's cloud computing technology in Australia  
and New Zealand**

*Taking the data centre beyond virtualisation*

**Brisbane, Australia [November 20, 2008]** – Innovative Australian IT company, **firstservis**, can now offer organisations access to scalability, better performance and cost savings for their operational IT systems through the creation of a cloud computing environment, with the launch of solutions from US-based 3Tera, the leading innovator of [cloud computing](#) technology and [utility computing](#) services.

Cloud and utility computing allows companies to focus on building applications instead of configuring hardware, installing software, moving data or modifying code. 3Tera makes enterprise-grade cloud computing solutions available to customers of all sizes in external hosted clouds, or as a platform that can be deployed in corporate data centres, behind customer firewalls.

3Tera has chosen **firstservis** to distribute its award winning AppLogic cloud computing platform in Australia and New Zealand.

The AppLogic grid operating system is the first commercial platform designed specifically to enable true utility computing. The system converts commodity servers into scalable grids on which users can visually deploy, operate and scale transactional Web applications without any modification of code.

At the heart of the system is 3Tera's disposable infrastructure technology that packages applications with the definition of the infrastructure required to run them into self-contained and portable entities, able to run on any grid anywhere in the world. As a result, applications become completely separated from the hardware infrastructure traditionally needed to run them, allowing users to remotely manage their applications through a Web browser and provision resources as needed.

"AppLogic's unique visual representation of complex distributed applications – from servers, to firewalls, to load balancers – gives a level of control that has evaded application developers, and provides a simple click-to-deploy capability," said Gavin Keeley, Director and Chief Technology Officer, **firstservis** Pty Ltd. "For infrastructure engineers, AppLogic gives true on-demand management and higher levels of resource utilisation beyond that offered by traditional virtualisation. For enterprises, AppLogic delivers unprecedented levels of resilience and reliability coupled with simple scalability."

**Customer Benefits**

AppLogic enables both large and small organisations in critical market sectors like banking and finance, telecommunications, government and utilities, to invest their time in building their applications, rather than worrying about hardware.

"We are focused on helping our customers leverage emerging technologies to provide Agile, Lean and Green IT infrastructure solutions," said Keeley. "We have elected to work closely with 3Tera, as it offers the most complete and easy-to-use cloud computing platform available today. "

"**firstservis**' approach to IT is very compatible with 3Tera's vision and market goals," said Bert Armijo, Senior Vice-president, Sales, Marketing and Product Management, 3Tera, Inc. "Its unique knowledge of the Australian IT market and vast consulting experience with organisations of all sizes makes **firstservis** a great partner to educate and deliver cloud computing-based solutions in the region."

Cloud computing is dramatically changing the way applications are developed, delivered and deployed by everyone from Fortune 500 companies to small businesses and start-ups.

Benefits include:

- **Time-to-market** – AppLogic's on-demand resource model increases the revenue opportunity, offers instant availability, and the ability to adapt to the needs of the business;
- **Lower CapEx** – the cloud computing model leverages commodity hardware and eliminates unnecessary over-provisioning, allowing a utility pricing model;
- **Lower OpEx** – administrators are freed from tedious manual provisioning and management of servers, so application operations are streamlined;
- **A turn-key system** – high availability "out of the box";
- **Cloud-burst** – resources within the corporate data centre and in the public cloud on the internet can be leveraged, providing maximum flexibility in capacity planning.

"Cloud computing is the next big shift in technology and it will have as big an impact on Australian enterprise IT organisations as the Internet," confirmed Bob Hayward, Director IT Advisory Services, KPMG Australia. "Enabling massively scalable IT infrastructure on a 'pay-as-you-go' model to a wide variety of online services offers enormous opportunities for agility, innovation, responsiveness and cost optimisation. Cloud computing is already transforming the data centre, providing Australian companies with a solution for responsible energy consumption and a natural way to create sustainable IT."

#### **About 3Tera, Inc.**

3Tera, Inc. is the innovator of cloud computing technology and utility computing services, simplifying the deployment and scaling of Web applications. Named "Cool Vendor in IT operations, 2008" by Gartner Group and one of the "Top 20 Companies to Watch in 2008" by *Linux Magazine*, 3Tera offers the AppLogic™ grid operating system that enables the first true utility computing services to completely remove the cost and complexity associated with infrastructure. AppLogic converts commodity servers into scalable grids on which users can visually operate, deploy and scale transactional Web applications without any modification of code. Software-as-a-Service providers, Web 2.0 companies, enterprises and open source developers can now get new online services quickly to market by utilizing resources from commodity hosting providers on a pay-as-you-go basis, while maintaining complete control of applications including visual operation, scaling and on-demand resource provisioning. For more information, visit [www.3tera.com](http://www.3tera.com).

#### **About *firstservis* Pty Ltd**

Australian company, **firstservis** uses innovative technologies, supported by its expert services, to deliver measurable operational benefits to some of the world's largest companies. These projects, delivered either directly or through resellers, typically involve the use of cloud, grid, and SaaS technologies and services, and the extensive use of agile techniques. We aim to make our clients more Agile, Lean and Green, which results in higher quality solutions, reduced cost, faster time-to-market, and an awareness and reduction of our clients' use of scarce resources in terms of energy, emissions, water, and waste. **firstservis** has offices in Sydney, Melbourne and Brisbane and manages projects across Australia and New Zealand. More information can be found at [www.firstservis.com.au](http://www.firstservis.com.au).

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