



**News Release  
For Immediate Use**

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**3Tera AppLogic cloud computing platform offers new opportunities  
for *firstservis* resellers**

*Leading firstservis reseller Lucida first to offer cloud computing managed  
services*

**Brisbane, Australia [June 4, 2009]** – Lucida Group, a **firstservis** reseller, has launched a new division, LC9, to provide cloud computing managed services to local businesses. LC9 is the first company in Australia to deliver cloud computing services on 3Tera's AppLogic platform, of which **firstservis** is the sole distributor in Australia and New Zealand.

Cloud computing, sometimes also referred to as 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.

AppLogic is the first commercial platform designed specifically as a true turnkey cloud computing platform. The system converts commodity servers into scalable services on which users can visually design, deploy, operate and scale transactional Web applications without writing a single line of code. **firstservis** is also offering a free one month trial of the AppLogic platform to any interested resellers.

According to Derek Merdith, managing director, **firstservis**, cloud computing offers new revenue opportunities for resellers through the creation of managed services.

"Some of our partners will sell AppLogic directly into large enterprises for use by in-house development teams, and there is an opportunity for local service providers to build a business on cloud computing by developing and offering managed services to SMEs to generate on-going revenues," Merdith said.

Lucida assists large enterprises establish their own private internal clouds. With LC9 the company has created its own cloud offering, through which it provides IT as a service to small and medium enterprises. Lucida can also assist other IT integrators and data centre providers in establishing their own cloud computing services.

"Our cloud computing offerings to the market are based on services rather than on customers having to build and maintain applications themselves," said Craig Taylor, managing director, Lucida Group. "We view cloud computing as an evolving concept and LC9 brings together software-as-a-service (SaaS) and infrastructure-as-a-service (IaaS) so that customers can focus on their core business activities. This is what IT has been waiting for."

**Customer benefits**

Managed services based on AppLogic provide a number of benefits to customers:

- They are cost effective – businesses do not have to outlay cash for infrastructure. Even as capital expense is eliminated, operational cost is typically lower as well, very welcome in the current economic climate.
- They are very scalable and you pay as you grow – a business can expand from one user to 100 users at virtually the click of a button.
- Upgrades and add-ons to services do not disrupt day-to-day operations.
- Applications have the same look and feel from wherever users access them.

Cloud computing provides secure and portable access to applications. Disparate and mobile workforces can have a secure portal from wherever they log into the Internet, and data is stored centrally. Plus if the hardware fails everything is replicated on the grid and AppLogic has an automatic failover switch.

“Cloud computing services are available through partners of companies like Amazon but where is the accountability, how do you ensure a quick response when something goes wrong,” Meredith said. “We believe Lucida is the first Australian company to offer these services locally which gives them a strong competitive edge.

“We are looking forward to working with other such innovative companies which also have the expertise to develop cloud computing services to meet the communications, data access, storage and disaster recovery needs of Australian businesses.”

#### **About Lucida and LC9**

Lucida Group ([www.lucida.com.au](http://www.lucida.com.au)) is an application delivery and virtualisation specialist providing infrastructure solution services to enterprises of all sizes. Through its consulting and managed services, Lucida can assist organisations to optimise their IT infrastructure for increased efficiency and maximum business benefit. Together with LC9 ([www.lc9.com.au](http://www.lc9.com.au)), Lucida is responding to the changing service delivery model. LC9 can meet ongoing software and infrastructure needs, deliver applications, desktops, servers, data centres and storage solutions with flexibility, scalability and a speed not yet experienced. LC9 is focussed on delivering IT services on demand, with pay as you grow flexibility and enterprise class reliability, without the upfront capital expenditure.

#### **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** is a distributor of innovative technologies, supported by its expert services. The company focuses on the latest technologies such as cloud and grid computing, and SaaS, to help end users become more Agile, Lean and Green. **firstservis** supports and services the Australian and New Zealand markets. More information can be found at [www.firstservis.com.au](http://www.firstservis.com.au).

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