

## Reducing Operating Expense by Integrating Internet into Your Business Strategy

### Cloud forward or Cloud backward

No business can run without using or interacting with the Internet in some form. No successful business can run without integrating the Internet into their operation. We all know how important it is to exchange information in a safe and timely manner for internal and external communication. The latest buzz on Internet business applications has focused on cloud computing. Businesses can take either a cloud-forward or cloud-backward approach. Cloud forward is the use of new applications that are hosted on the Internet. Cloud backward is about converting and transitioning existing offline applications to Internet-ready applications.

At its core, cloud computing is about using an Internet browser as a data terminal. Cloud vendors would like to convince you and your business that you will not get the benefit of cloud computing unless you use their platform or service. We all know the importance of Internet computing for business. It is the “how”, “how much”, and “what if” that we must consider. Before deciding upon a strategy, let us first enumerate the pros and cons of extreme approaches available today as well as any hybrid solutions that lie in between.

Using 3 <sup>rd</sup> Party Cloud Vendors (e.g. Salesforce.com)	Private/Internal Cloud Development and Infrastructure
<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>- Eliminate data center hardware expenditures</li> <li>- Eliminate the associated human cost of administration/operation</li> <li>- Pay for use only</li> <li>- Save the bulk of development cost</li> <li>- No infrastructure cost</li> </ul>	<p><b>Cons:</b></p> <ul style="list-style-type: none"> <li>- Full control over data safety and operation</li> <li>- Fully-customized applications tailored to fit your business needs</li> <li>- Investment in IT becomes asset – offers strategic niche</li> <li>- Employment agreements ensure confidentiality</li> <li>- Your business retains control of system operation, response time, backup/restore</li> </ul>
<p><b>Pros:</b></p> <ul style="list-style-type: none"> <li>- Business data resides at an external data center</li> <li>- Vendor applications, business data are not portable; hard to switch vendors.</li> <li>- Proprietary language is unlikely to sustain over time</li> <li>- Uncertain factors as a result of cloud vendor’s business condition</li> <li>- No cloud vendor will provide you with <b>full indemnity agreement</b> if your data is lost as a result of breach of security or failure of hardware/software</li> <li>- No legal precedent to enforce liability</li> <li>- No guarantee of availability, although down-time is seldom</li> <li>- Limited backup, disaster recovery not proven</li> <li>- No control over system operation, response time, backup/restore</li> </ul>	<p><b>Cons:</b></p> <ul style="list-style-type: none"> <li>- High cost of maintaining a data center</li> <li>- High cost of maintaining IT human resource, uncertain availability</li> <li>- High cost of maintenance</li> <li>- Software license fees for application platforms, databases</li> <li>- Infrastructure cost</li> </ul>

These pros and cons make business managers feel like they've been intentionally stuck between a rock and a hard place.

**Hybrid solutions**, however, exist as **a viable alternative**. This is the solution AJAXO delivers to your business. Modern servers are much more environmentally friendly, smaller foot print, use less electricity, and requiring little cooling. 'OPEN SOURCE' such as LINUX, JAVA, and POSTGRES provide an effective, robust, and sustainable platform for application development. AJAXO created a development platform from these sources to provide a timely hybrid solution your business can own, use, and maintain without the downside of the aforementioned models. Below is a summary of issues that the AJAXO solution has addressed:

1. Leverages on the power of automation – performs all day-to-day operations, including system backup, while lowering operational costs.
2. WEB-based application development platform built with JAVA – leverages on the power of automation to assume the role of an automated programmer and database administrator
3. Ease of use – anyone without programming skills can be trained to create data warehouse applications in half a day.
4. Remote secure maintenance support – takes care of any system incidental administrative tasks.
5. Remote, but domestic, software development – provide JAVA application development at a low, fixed price. No run-away development costs. All development is performed in the Silicon Valley.
6. A scalable platform – specializes in load balancing from one to many servers to meet business growth
7. A secure, hack-proof environment – time-tested and proven over the past 10 years
8. Requires no IT staff to maintain the operating environment
9. Requires no special programming skills in creating or maintaining new applications
10. AJAXO offers services to convert your existing non-Internet, offline applications so that every aspect of your business can take full advantage of the Internet

At first glance, many of the advantages our solution addresses may come across as too good to be true. Technology is supposed to solve problems, not create them. This founding principle has guided our development ideology since founding. AJAXO stands by our promise and ability to develop applications at a fraction of conventional-led cost. Our solution is versatile and vastly efficient, capable of creating commercial-grade enterprise applications as well as mass-consumer-facing web services. AJAXO currently offers a nation-wide grocery search engine and a business-to-consumer social media network for the public. If you are interested in seeing the depth and breadth of AJAXO's solution, please use the following URL to access these applications via <http://www.Ajaxo.com>.

Results speak louder than words. Take the AJAXO Challenge today and see how AJAXO's solution can be applied to help your business with a particular project. We welcome the opportunity to discuss with you a budget, cost, and timeframe of system delivery. I guarantee you our results will surprise you.

*Contact: [singkoo@ajaxo.com](mailto:singkoo@ajaxo.com)*