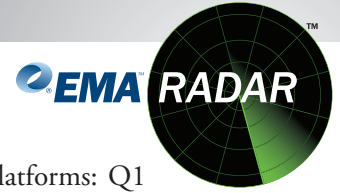


EMA Radar™ for Private Cloud Platforms: Q1 2013

Vendor to Watch: Convirture



ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) Radar for Private Cloud Platforms: Q1 2013 analyses the marketplace for private cloud technologies from a customer perspective.

EMA's Definition of Private Cloud

EMA's definition of private cloud is simple: "Private cloud constitutes an abstraction layer on top of the typically already existing server virtualization layer." This cloud layer orchestrates the existing virtualization stack, as well as the customer's current enterprise IT management systems in order to offer IT resources in a self-service manner. These resources can be individual virtual machines (IaaS), collections of virtual machines that include specific application services such as databases, middleware, and performance monitoring (PaaS), or entire business services that are delivered in a turn-key manner (SaaS). Today's definition of "private cloud" always includes a platform's capability to manage multiple resource pools – servers, storage, network – that are located inside the corporate datacenter and in the public cloud. This comprises the capability to centrally manage the provisioning and lifecycle management of application environments that are hosted on today's most popular public cloud offerings, such as Amazon EC2, Microsoft Windows Azure, or Rackspace.

The Marketplace for Private Cloud Technologies

The marketplace for cloud technologies consists of four general segments:

- Big 4 – Systems Management Vendors
- Pure Play Commercial Platforms
- Open Source Platforms
- Virtualization Vendors

EMA Vendors to Watch

The "EMA Vendors to Watch" awards go to vendors with product portfolios which either complement the value proposition of the vendors on the Radar chart or which meet some, but not all of the criteria necessary to be listed on the chart. In many cases, the latter group of vendors will make it on the chart in the next EMA Radar on this topic.

Convirture: EMA Radar Vendor to Watch

Convirture is one of these indispensable products that does not fit squarely into any categories and therefore struggles with a lack of public awareness. However, EMA believes that Convirture deserves more time in the spotlight, due to the product's tremendous virtualization and cloud orchestration, and automation capabilities. It is appropriate to think of Convirture as a management layer that is located above the physical, virtual, and cloud infrastructure, and enables the rapid self-service provisioning, lifecycle management, and reclamation of application environments.



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While the key value of Convirture constitutes of delivering a “single pane of glass” for a more holistic datacenter management approach, the software also enables customers to lower their hypervisor licensing cost by adding critical enterprise-class features to low-cost or free hypervisors, such as KVM. Achieving feature parity between the free KVM hypervisor and its commercial competitors by providing customers with high availability, advanced backup and restore capabilities, load balancing, and policy based workload management, represents a significant value proposition by itself.

EMA was impressed by Convirture’s take on the concept of the Software Defined Datacenter, ensuring agility and efficiency through a central self-service portal and enabling organizations to take advantage of multiple hypervisors (ESXi, Xen, KVM) and cloud resources (Amazon EC2, OpenStack, or Eucalyptus). End users can then determine where to best run their individual application workloads, while Convirture ensures that these workloads are placed into resource pools with sufficient headroom.

In summary, EMA believes that Convirture’s value proposition is a compelling one. The software sits “on top of the cloud” (private and public) and existing hypervisors, and drastically simplifies policy and SLA-driven VM lifecycle management.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on [Twitter](#) or [Facebook](#).

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