

DataFlex Entwickler Tag 2017

Nick Nikijuluw, DataFlex Cloud



“DataFlex Cloud”



How to WebApp?

- Create a DataFlex web application
- Get a DataFlex WebApp license
- Deploy your App

Create a WebApp

- DataFlex Studio
- Program, debug and compile
- Test and demonstrate
- Localhost

WebApp Pricing & Licensing

- Server based licenses
 - Per Application
 - Unlimited Users
- 1 App = EUR 1800, EUR 450 subscr.

WebApp Pricing & Licensing

- Web Client based
 - Per Named User
 - Unlimited Apps
- 5 Users = EUR 500, EUR 125 subscr.

Deployment

- Purpose
 - Develop, Test & Demo
 - Small, Large, Critical (or not)
- Requirements
 - Embedded DB, SQL XPRS, or SQL^(*)
 - Managed Hosting
 - Scalability

Deployment

- Intranet, internet
- On premise
- Provider

Providers

Very popular: 1 & 1

- Windows Cloud Server, EUR 15 (p/m)
- Server location in Germany (Karlsruhe)

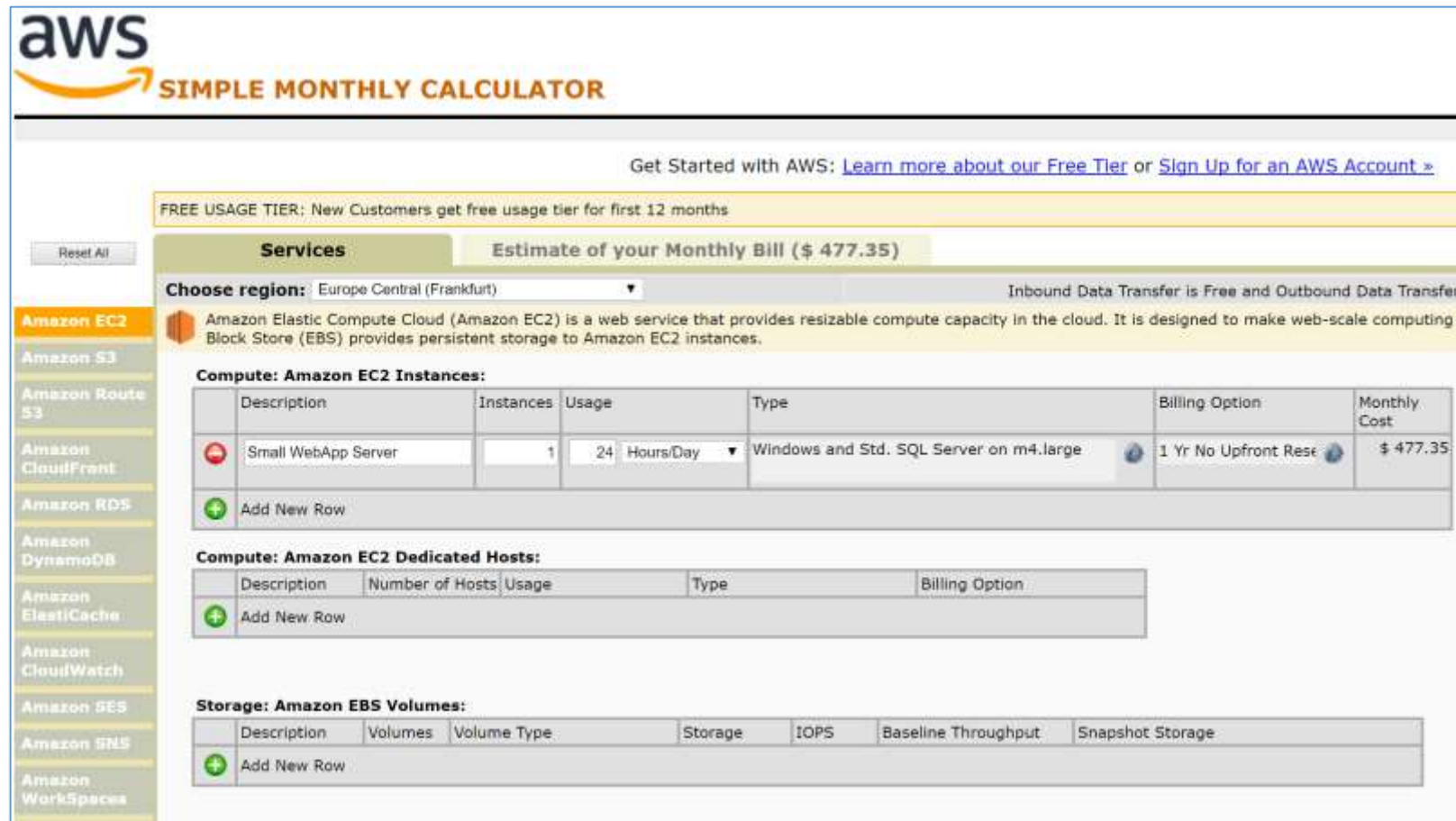
Providers

- Deutsche Telekom
 - Microsoft Azure
 - High performance servers
 - Server location in Germany (Frankfurt, Magdeburg)
 - Basic rate starts at EUR 15 (p/m)
 - <https://azure.microsoft.com/de-de/pricing/calculator/>

Providers

- Amazon web services
 - Big, global player
 - Less popular in Germany
 - Server location in Germany as well
 - <https://aws.amazon.com/de/s3/pricing/>

Example AWS...



aws SIMPLE MONTHLY CALCULATOR

Get Started with AWS: [Learn more about our Free Tier](#) or [Sign Up for an AWS Account](#) »

FREE USAGE TIER: New Customers get free usage tier for first 12 months

Reset All

Services Estimate of your Monthly Bill (\$ 477.35)

Choose region: Europe Central (Frankfurt) Inbound Data Transfer is Free and Outbound Data Transfer is Free

Amazon EC2 Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides resizable compute capacity in the cloud. It is designed to make web-scale computing easier for developers. Amazon Elastic Block Store (EBS) provides persistent storage to Amazon EC2 instances.

Compute: Amazon EC2 Instances:

| Description | Instances | Usage | Type | Billing Option | Monthly Cost |
|---------------------|-----------|--------------|---|----------------------|--------------|
| Small WebApp Server | 1 | 24 Hours/Day | Windows and Std. SQL Server on m4.large | 1 Yr No Upfront Rese | \$ 477.35 |
| Add New Row | | | | | |

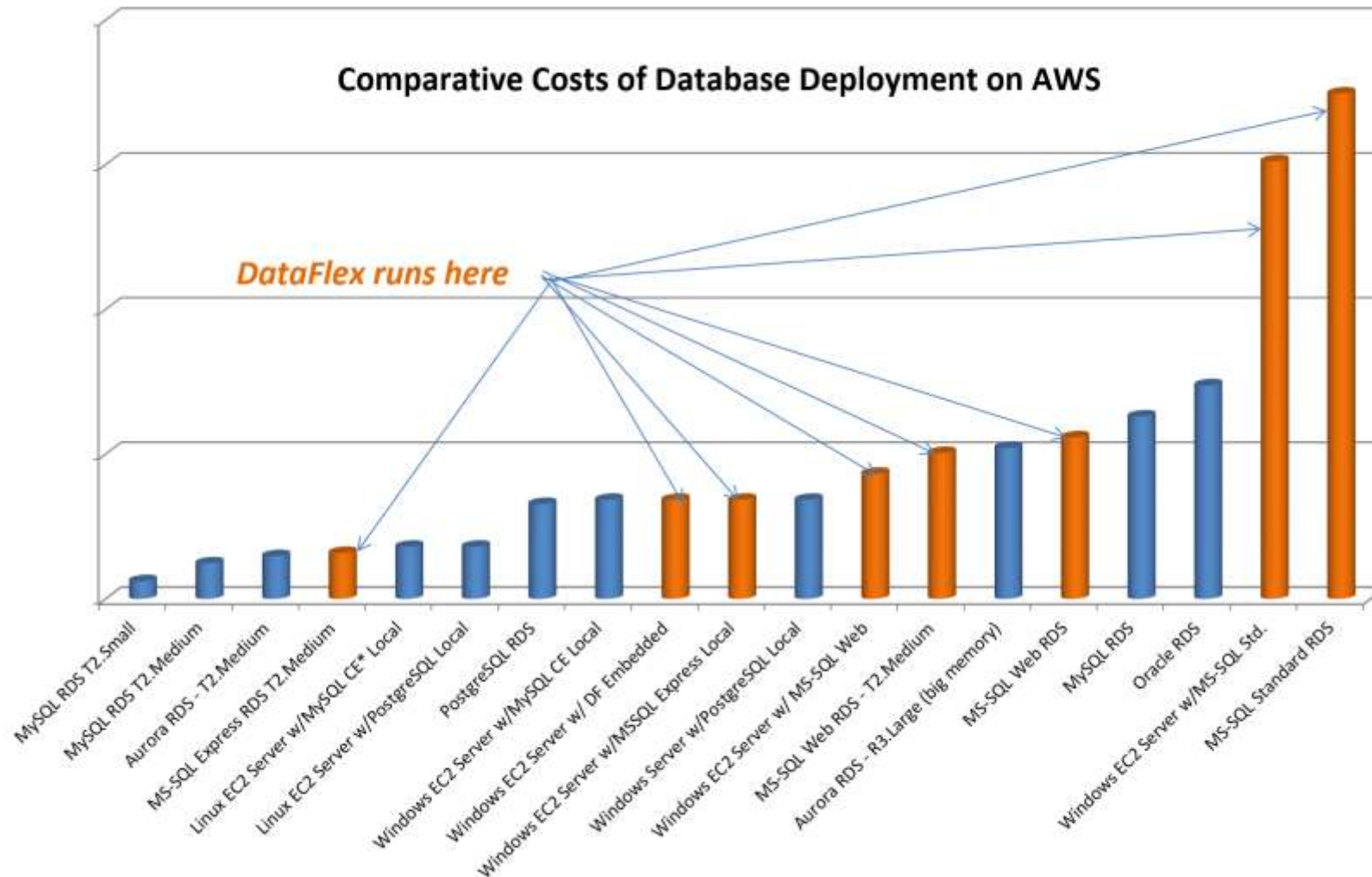
Compute: Amazon EC2 Dedicated Hosts:

| Description | Number of Hosts | Usage | Type | Billing Option |
|-------------|-----------------|-------|------|----------------|
| Add New Row | | | | |

Storage: Amazon EBS Volumes:

| Description | Volumes | Volume Type | Storage | IOPS | Baseline Throughput | Snapshot Storage |
|-------------|---------|-------------|---------|------|---------------------|------------------|
| Add New Row | | | | | | |

Embedded DB, SQL XPRS, or SQL^(*)



WebApp License & Price

- Traditional License
- Cloud
- SaaS

More WebApp pricing (Cloud)

- Cloud pricing
 - Per month pricing, based on list-price
 - For Use by Licensee

More WebApp pricing (SaaS)

- SaaS pricing
 - **Metrics** based
 - number of Users,
 - Members
 - transactions, etc.
 - Monthly fees
 - SaaS Revenue based
 - For use by Customers of Licensee

DAE - Cloud Services

- Your options
 - DataFlex Content Manager (€ 15)
 - Virtual Private Server (€ 175)
 - Dedicated Cloud Server (€ 425)
 - Co-location server(s) (€ 175 per 1U)
 - Embedded or SQL Express (Free)
 - SQL SPLA (€ 300)
- Fully Managed Hosting

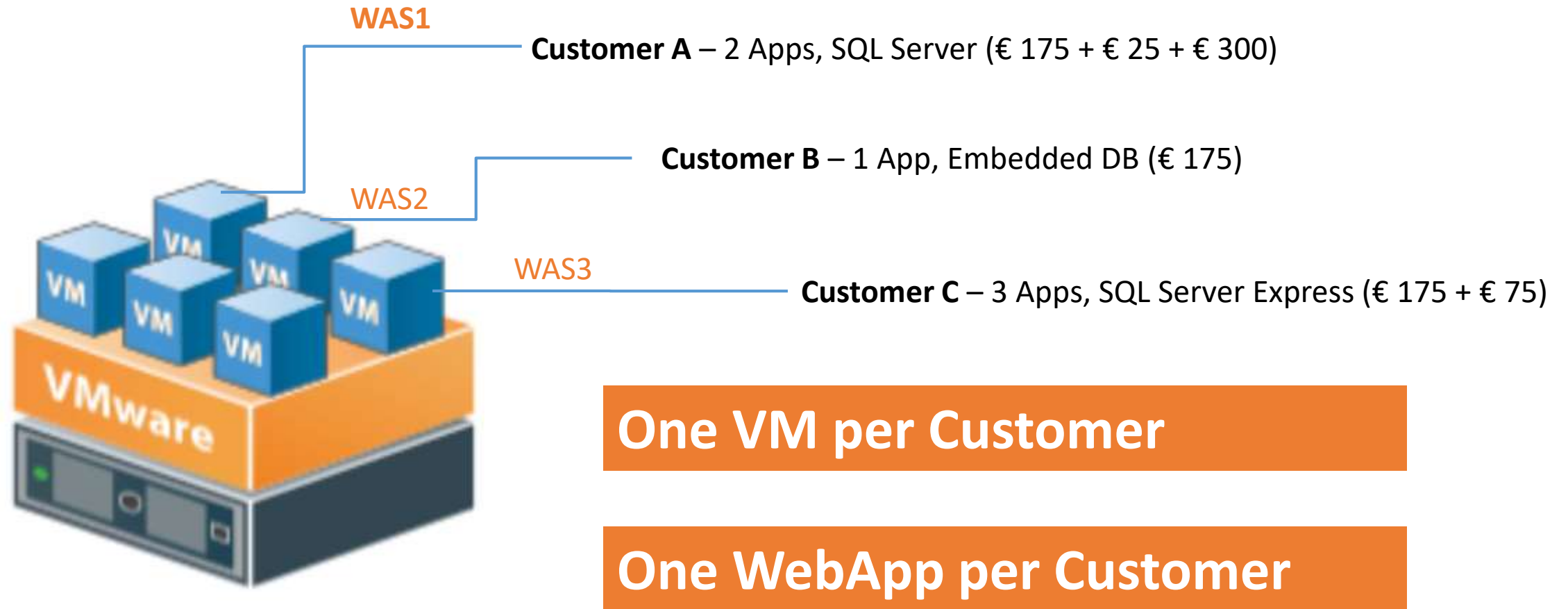
DAE Cloud Services

- Planned for 2018: One Click Deploy
 - For DataFlex Developers in Europe
 - Test & Demo
 - Small Apps deployment
 - Managed Hosting

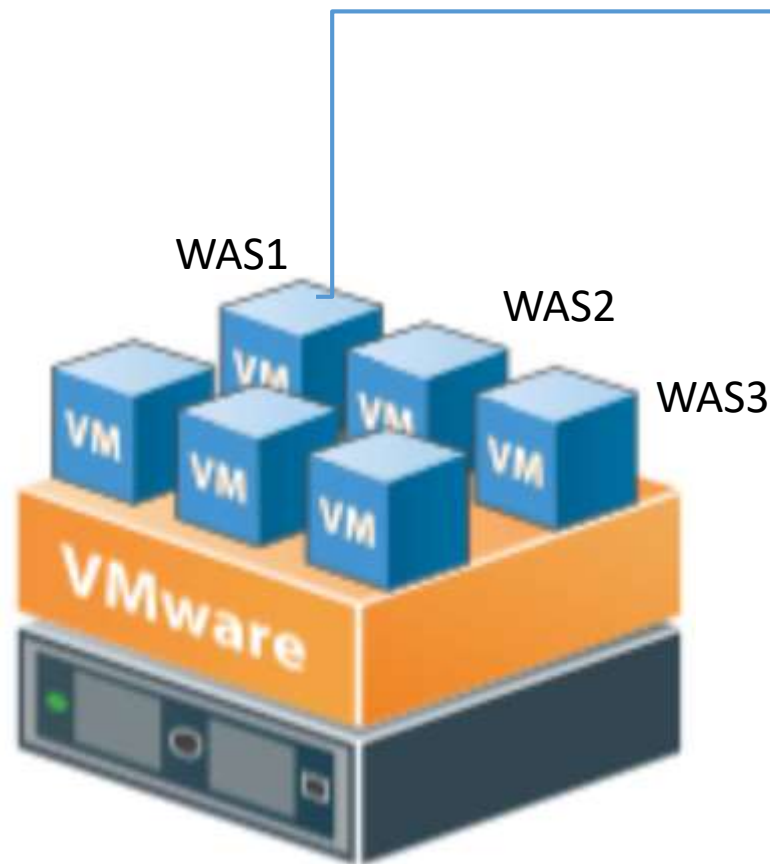
DataFlex OCD

- Very easy to deploy web applications
- Easy to include WebApp license
- Cheap for small web applications
 - € 10, 20 or 30 per month?
- Embedded, SQL Express and SQL SPLA

Current VPS offer



Multi-tenant WebApp Server



Customer A – App1, SQL Server (€ 25 + € 300)

Customer B – 1 App, Embedded DB (€ 25)

Customer C – App1, SQL Server Express (€ 25)

Customer A – App2, SQL EXPRS (€ 25)

Customer A – App3, Embedded DB (€ 25)

Customer C – App2, SQL Server Express (€ 25)

Multi-VM Server

Multi-tenant VM

Multi-tenant WebApp

DAE Cloud Services OCD - 1980

- For DataFlex Developers in Europe
- Test & Demo
- Small Apps deployment
- Dynamic Codepage selection
- Managed Hosting

Multi-Tenant Cloud Services

- Limitations
 - Scalability (goes without saying)
 - Stability (what if other apps misbehave?)
 - Accessibility (no root access)
 - Operability (external controls etc?)

Cloud Business Development

- Looking for New Business in the Cloud?

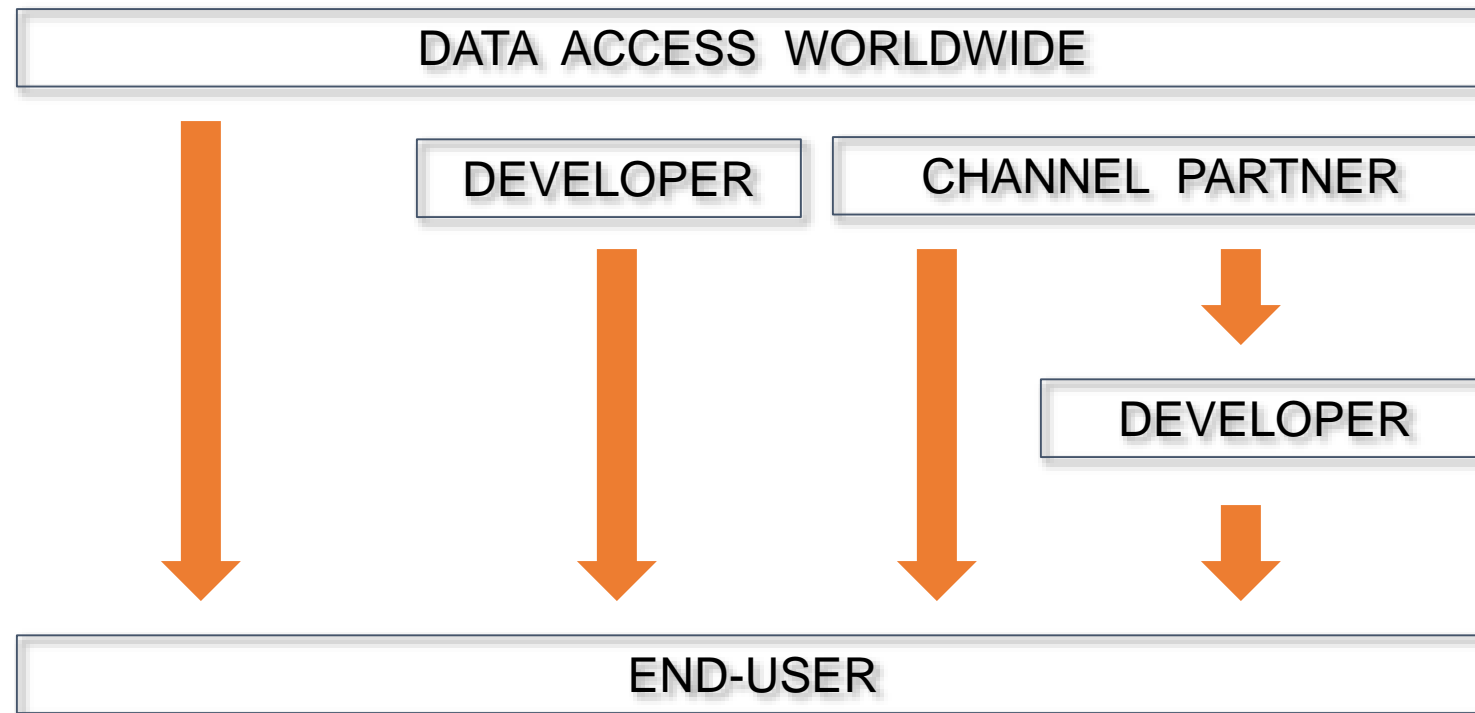
Offering Cloud or SaaS Solutions?

- “Application as a Developer Platform”

Offering Cloud or SaaS Solutions?

- Help Desk Express 2.0 (DEMO)

Do you see opportunities?



HelpDeskExpress 2.0 (planning)

- Replace HDE 1.0 before end of Year
- HDE 2.0 for business partners (Q2/Q3)
 - Hosting at DAE
 - Hosting Partner
 - Developing & Hosting
- Special partner agreements will apply

Vielen Dank für Ihre Aufmerksamkeit!
Haben Sie Fragen?

