



# Build a Business in the Cloud

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CLOUD SUMMIT 2010

**GO FOR LAUNCH**



# Who is Appirio? Products & Professional Services to Help Enterprises Accelerate their Adoption of the Cloud

5000+ Companies...



- 180+ services customers
- 5000 product customers

...have turned to Appirio...



- 2x revenue growth
- Funded by Sequoia, GGV

...to build solutions on cloud platforms



- Strategic partner of salesforce.com & Google

# Context: Enterprise Cloud Adoption is Accelerating

## Momentum to Date



2M+ paid subscribers  
70K+ companies



25M+ apps users  
2M Companies  
3K every day



25M servers  
490,000 developers  
52B objects on S3



## Reaching a Tipping Point

“Cloud Computing is the #1 strategic technology of 2010....By 2012, 20% of businesses will own no IT assets”



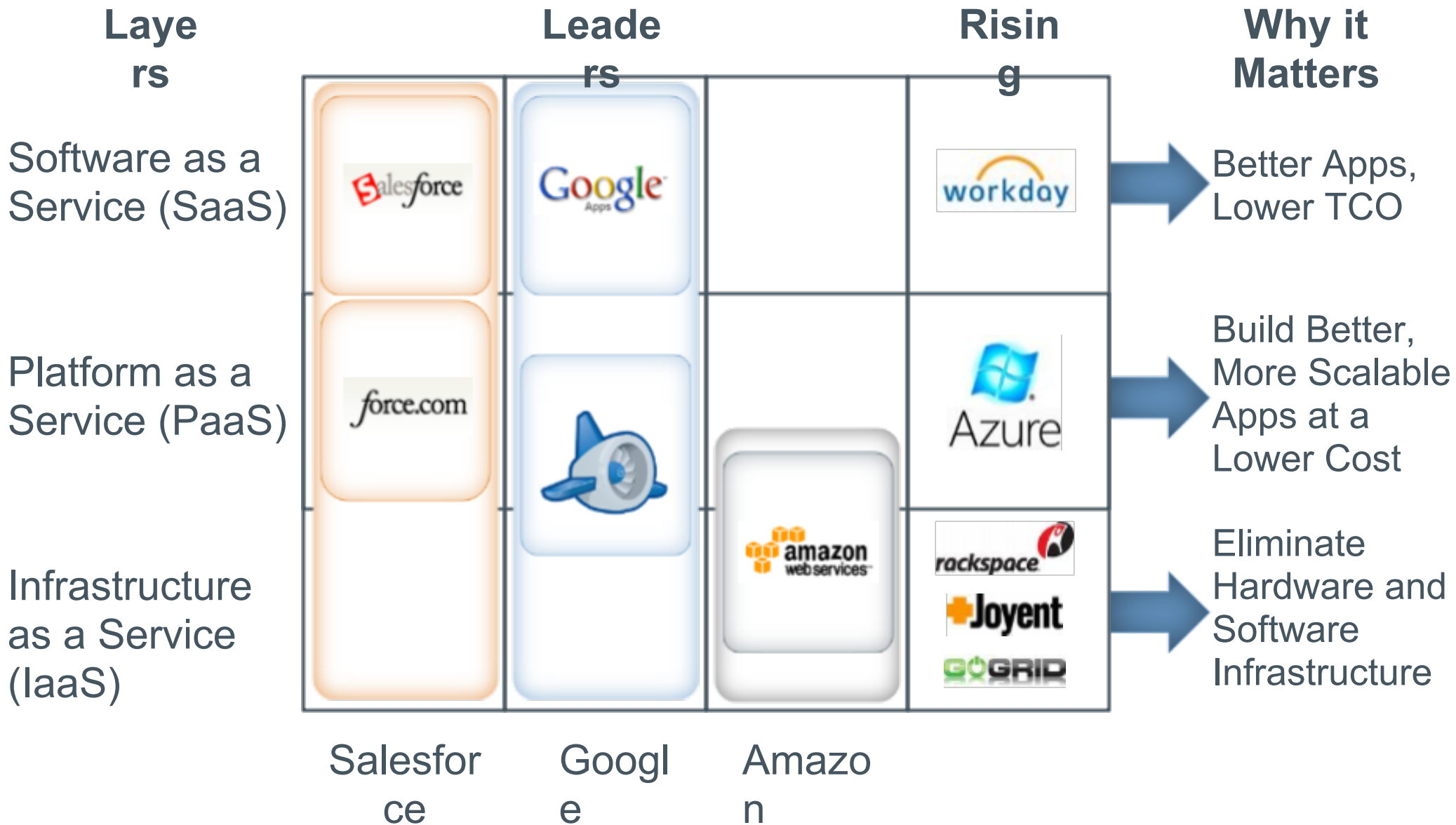
“Every enterprise should be roadmapping their adoption of the cloud”



“Cloud Services are a \$42B market”



# What is Cloud and Why Does it Matter?



# How Can You Capitalize on the Shift to Cloud?



**Pick Your Partners  
Wisely**



**Align Your Entire Business with  
Cloud**



**Drink Your Own  
Champagne**

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# Pick Your Partners Wisely

## Appirio Has Only 2 Strategic Partnerships – Salesforce & Google



- ▶ **Management Focus**
- ▶ **Deep Relationships**
- ▶ **Expertise**

# Align Your Business Model with Cloud

## Appirio's Business is Entirely Different than Traditional SIs



- ▶ **Small, Agile Teams**
- ▶ **Short Projects**
- ▶ **New Business Model**

# Drink Your Own Champagne



**Appirio Runs Entirely in the Cloud**