

Harnessing the Cloud for SaaS & Hosted Platforms

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Joomla Day Midwest



Why trust this guy?

- Started programming when he was 8
- PHP for more than a decade
- MKEPUG
- Author/Tech Editor
- You paid to see me. :)



What you need to do now...

- Take notes?
- Tweet
 - #jdmw
 - @aaronsaray
- Download presentation later

- Put a \$1 in the "OK" jar

What are we doing to do today?

- Talk about Joomla
- Talk about SaaS
- Talk about Cloud Hosting
- Make some sense of this
- Tell some Joomla Jokes
 - @jokemla
- Do something about it

Definitions

- The talk title was a bit misleading?
- There is a difference
- Cloud hosting vs SaaS

What is Cloud Hosting?

- Traditional hosting platform:
 - Server(+++++)
 - UPS
 - Multi-homed internet connections
 - Aaron with a Pager
 - Non linear costs

What is Cloud Hosting? (con't)

- Cloud hosting platform:
 - Server (1)
 - real or imaginary
 - many machines of different shapes/sizes
 - Someone else with a pager
 - Linear costs
 - for the most part...
 - Scalable multiple homed architecture by design

Disadvantages of Cloud Computing

- Less Control
 - control inside of your own little box
- Linear costs
 - Have to plan to put in caps
- Security
 - Highly debated yet

What is SaaS?

- What is Software as a Service?
- Traditional software stack:
 - Have a problem? Write a solution
 - Want to attempt to shortcut?
 - Have you TRIED middleware? yuck!

What is SaaS? (con't)

- Software as a service stack
 - Have a problem? Do a request to a vendor
 - New features can be immediately available
 - Vendor manages availability / security

Disadvantages of SaaS

- Lack of customization
- Fee structure
- Less control
- Less blinky lights (or is that a pro?)

OO MMMM GGGG

Hosting
SaaS
Platform
Cloud
as a Service
Software

What are the Options (which comes first?)

Need to find out how much shipping costs

- Software as a Service

Need a ton of extra storage (Promise it's not warez...)

- Cloud hosting

Want to write an application but not worry about configurations

- Platform as a service

Don't want to ever be slashdotted ever again

- Cloud hosting / Service

Last bit of advice in the planning stage:

- Do: Plan
- Don't: Pick a service first
- Do: Figure out your needs
- Don't: Blindly assume and lock in

Let's put this in Joomla Context

I'll try not to make it more confusing

- Save time / money
- Spend money
- Lose some configuration options
- Less headaches
- Retain most (80/20) Joomla features
 - most people are customizing templates and adding components right?

Some Vendors

Joomla Specific

- CloudAccess.net
 - Touts as Platform as a Service
 - Many template options
 - PDS to template
 - Template gallery
- SimplWeb.com
 - PaaS
 - Appears to be a bit more locked down (see: more stable?)
 - Vote on extensions

More Vendors

Non Joomla Specific / Full Stack

- Amazon Separate services
 - ec2
 - s3
- GoGrid
 - Very thorough offering (traditional stack like it seems)

Even More Vendors

- Microsoft Azure
 - Less than ideal (*hides from Ballmer*)
- Rackspace
 - Multiple options
 - files / servers / load balancers

Toolsets

- Generally provided by the company or community
 - onsite
 - googling / grouping
- SimpleCloud

Scenario 1

- Hosting my own joomla site
- Every other week, I release a new download
- I'm super cool so that download is super popular
- Tends to take down my whole joomla site on that day
- I'm not rich...

Solution 1

- Keep hosting
- Change file upload to a cloud file hosting system
 - I choose Amazon S3

Solution 1 continued

Solutions I've found:

- JA Amazon S3 (<http://saray.me/toiWeR>)
 - Very full featured
 - Rewrites the downloads basically
 - New uploads to the cloud
 - filter the types even
 - Supports not only upload file but CDN
 - useful for js / css that is static

Solution 1 continued

- jomCDN (<http://saray.me/v0WULE>)
 - works with rackspace
 - integrates with smush.it
 - seems really easy to use

Solution 1 continued (even more)

- These cost \$
- For single known uploads:
 - Apache can do this for you:
 - `mod_proxy`
 - or `mod_rewrite [P]` tag
 - could write a cron script to automate portions

Solution 1 continued (even more)

- For a more robust solution
 - write a plugin
 - onContentBeforeSave of media component hook
 - doing this alone will save backup
 - new module required for backupless uploads

Scenario 2

- I'm like a mega awesome rapper
- I have tons of fans looking at my site, my images, my mp3s
- I add new stuff almost every day
- I already have 2 web servers and a db server
- I wanna spend more \$ on bentleys and less on nerdstuff

Solution 2

- Cloud Hosting
- Fire up a rackspace cloud hosting account
 - Migrate my data
 - (it's just like your first install really...)

Solution 2 (continued)

- Platform as a Service (less likely)
- Go over to cloudaccess.net
- sign up - FTP in my whole site
- Send them a ticket for migration
- profit / bling

Scenario 3

- I sell nice rims
- I just need a site now
- Need it NEVER to go down
- I don't care so much what it looks like - my friend might design it

Solution 3

- Platform as a Service
- Launch site, populate it
- Possibly choose a different theme

El Fin

Thanks so much!

Questions?

Shower me with money?



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