



morphTM

www.morphexchange.com



morph Application PlatformTM



morph eXchangeTM

Chicago Ruby Meetup

March 15, 2008

- Introduction to Morph Application Platform
- Watch me deploy a Rails application LIVE!
- What is happening behind the scenes
- How this can help you
- Introduction to Morph eXchange
- Q&A

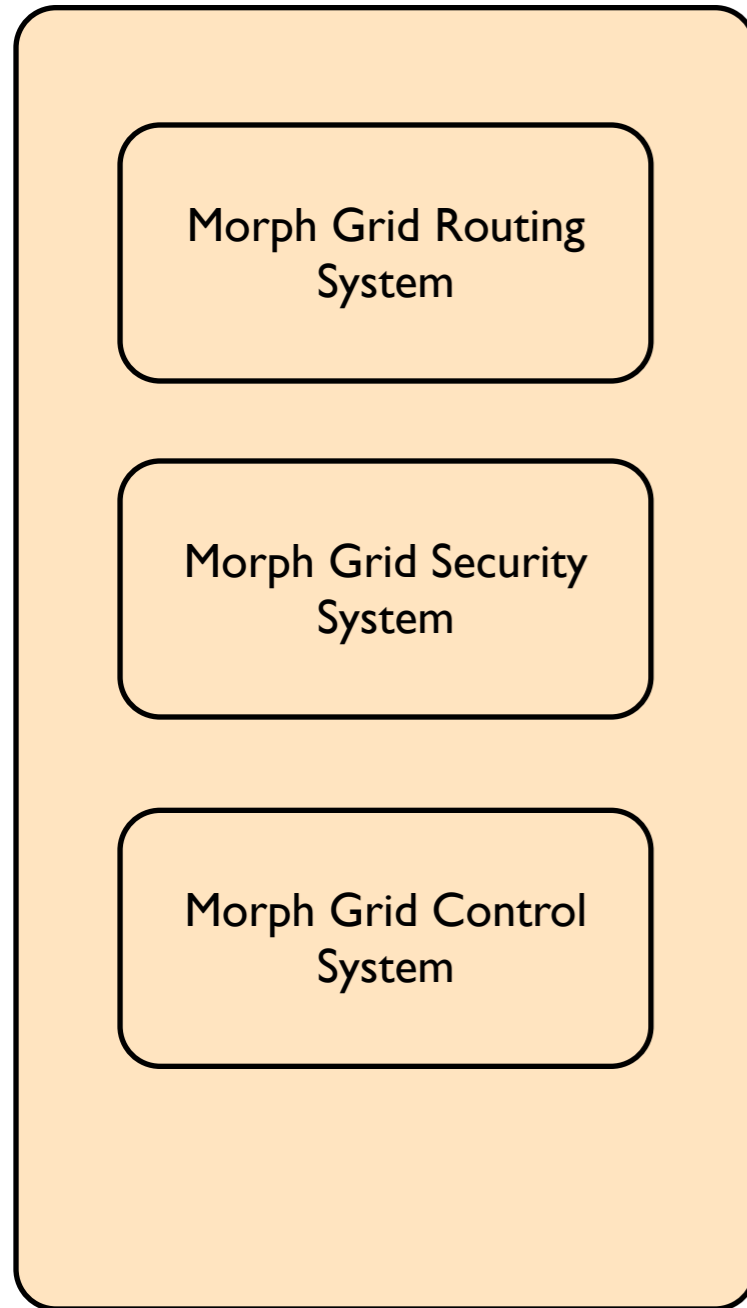


morphTM **Application Platform**

- Deployment, Delivery & Management of Ruby on Rails Applications
 - Elastic scaling up and down
 - On-demand resources
 - Enterprise class services

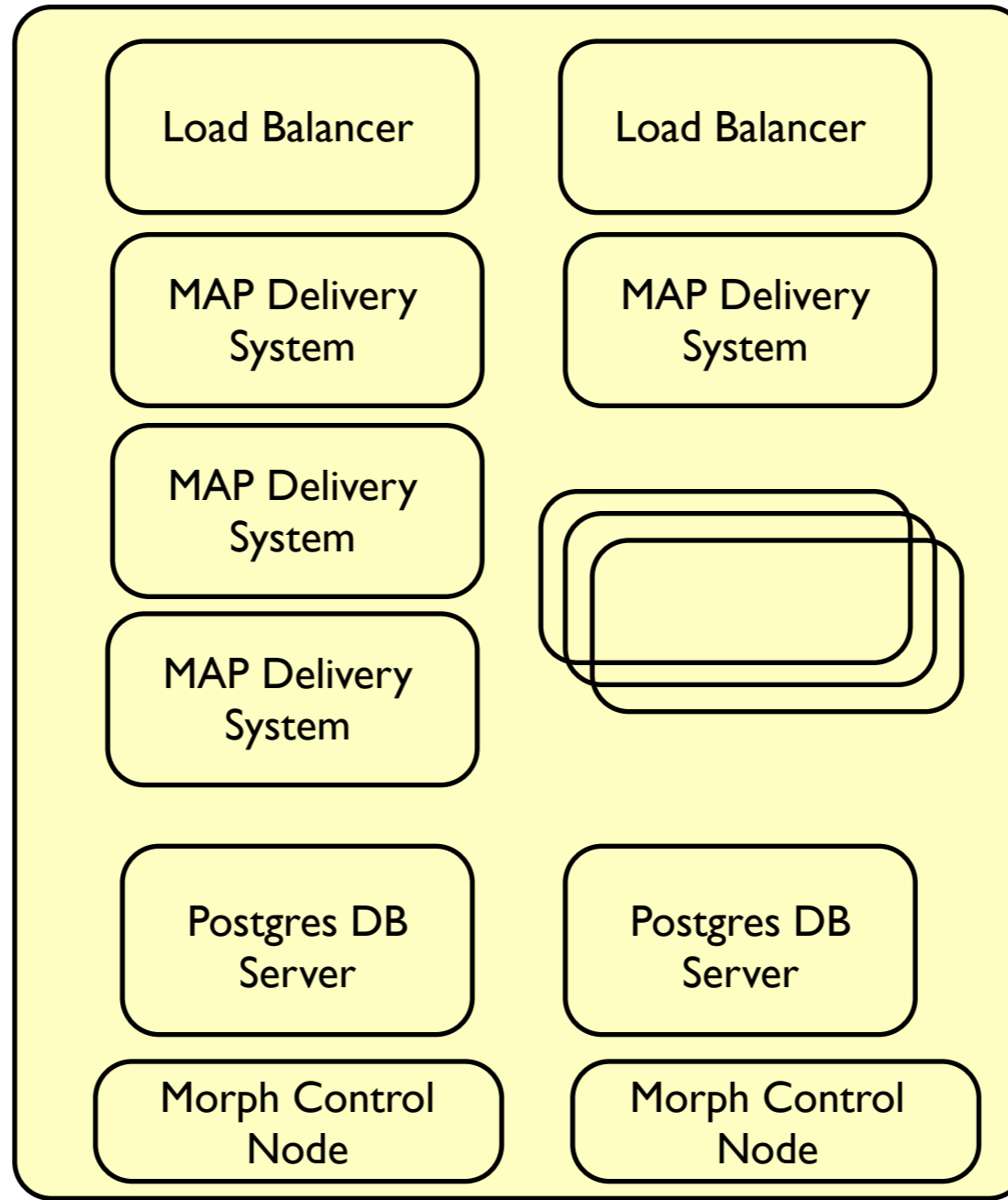
MAP System Overview

Morph Grid Routing Center



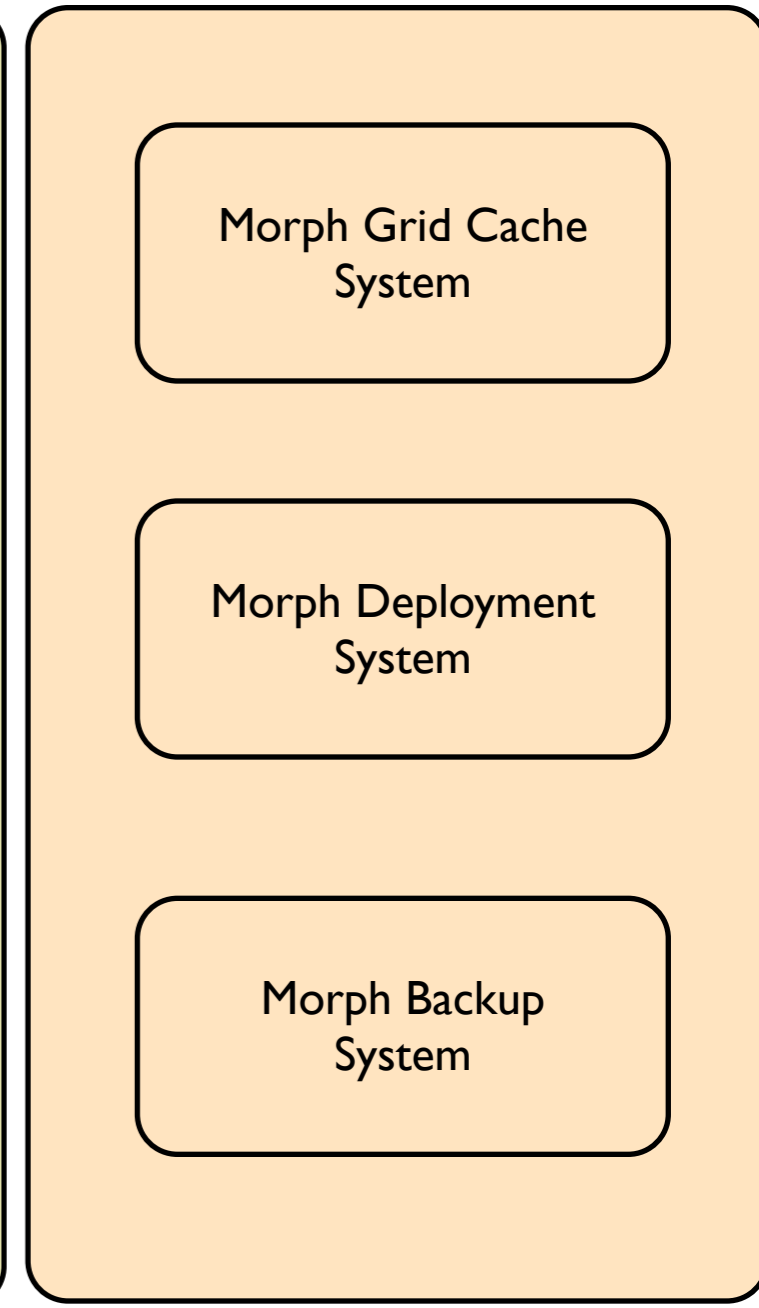
Morph Data
Center LAX

Morph Compute Grid



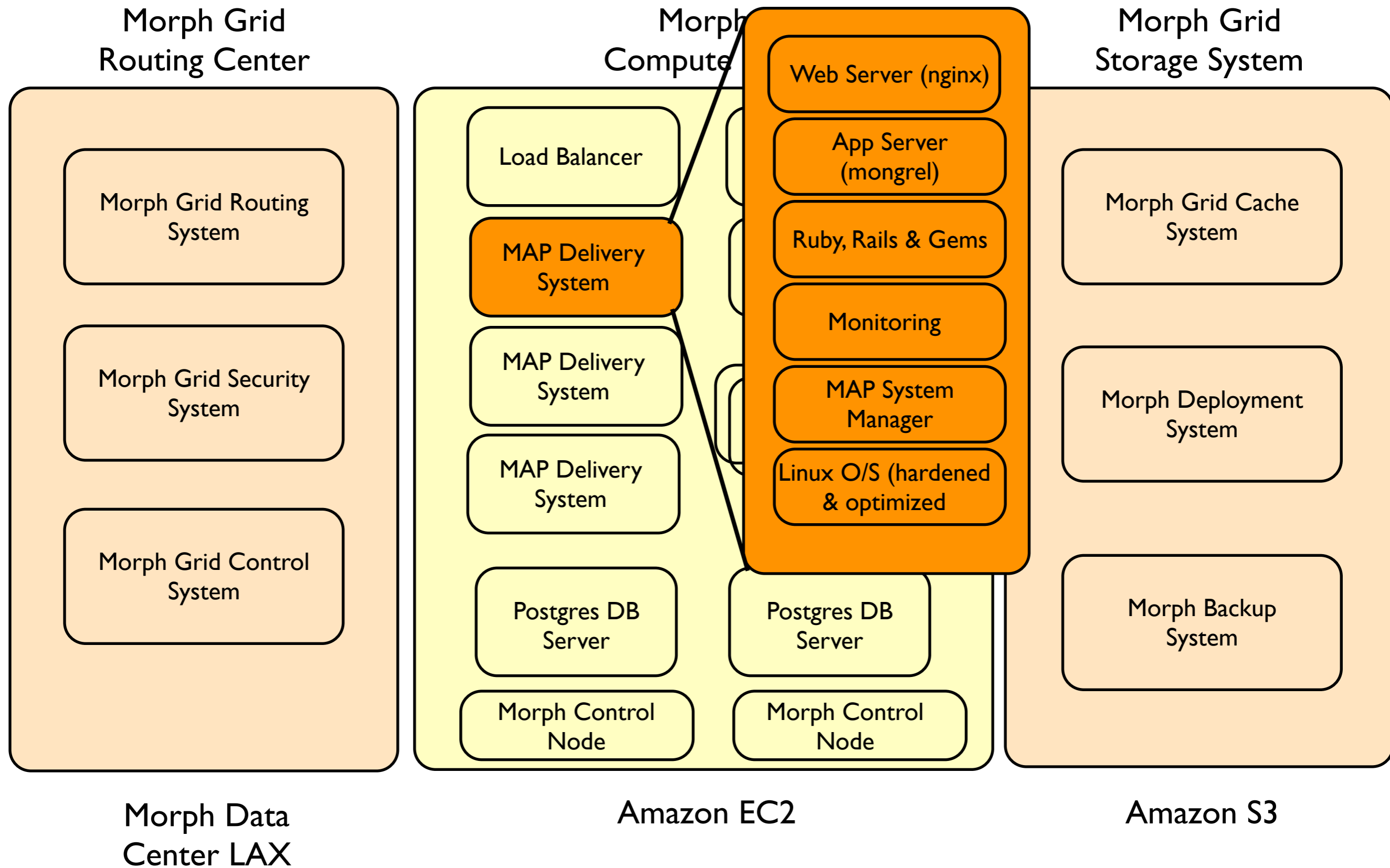
Amazon EC2

Morph Grid Storage System



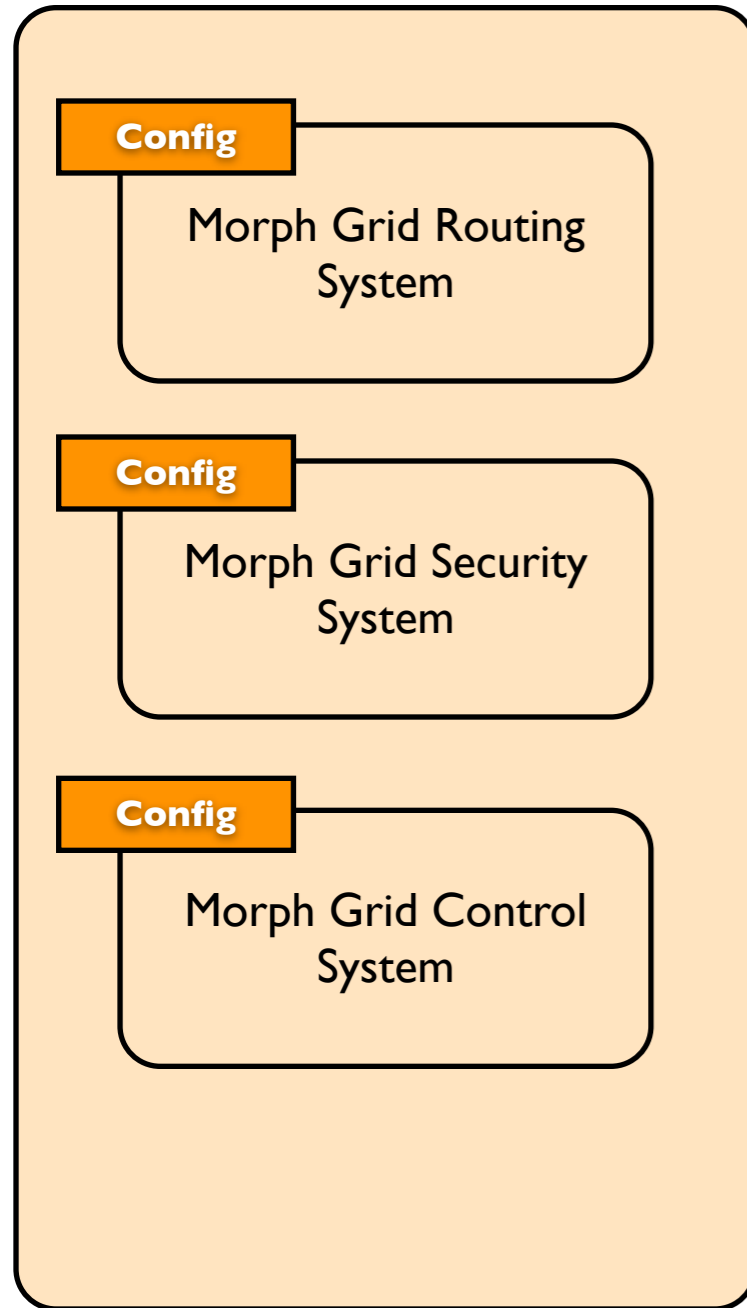
Amazon S3

MAP System Overview



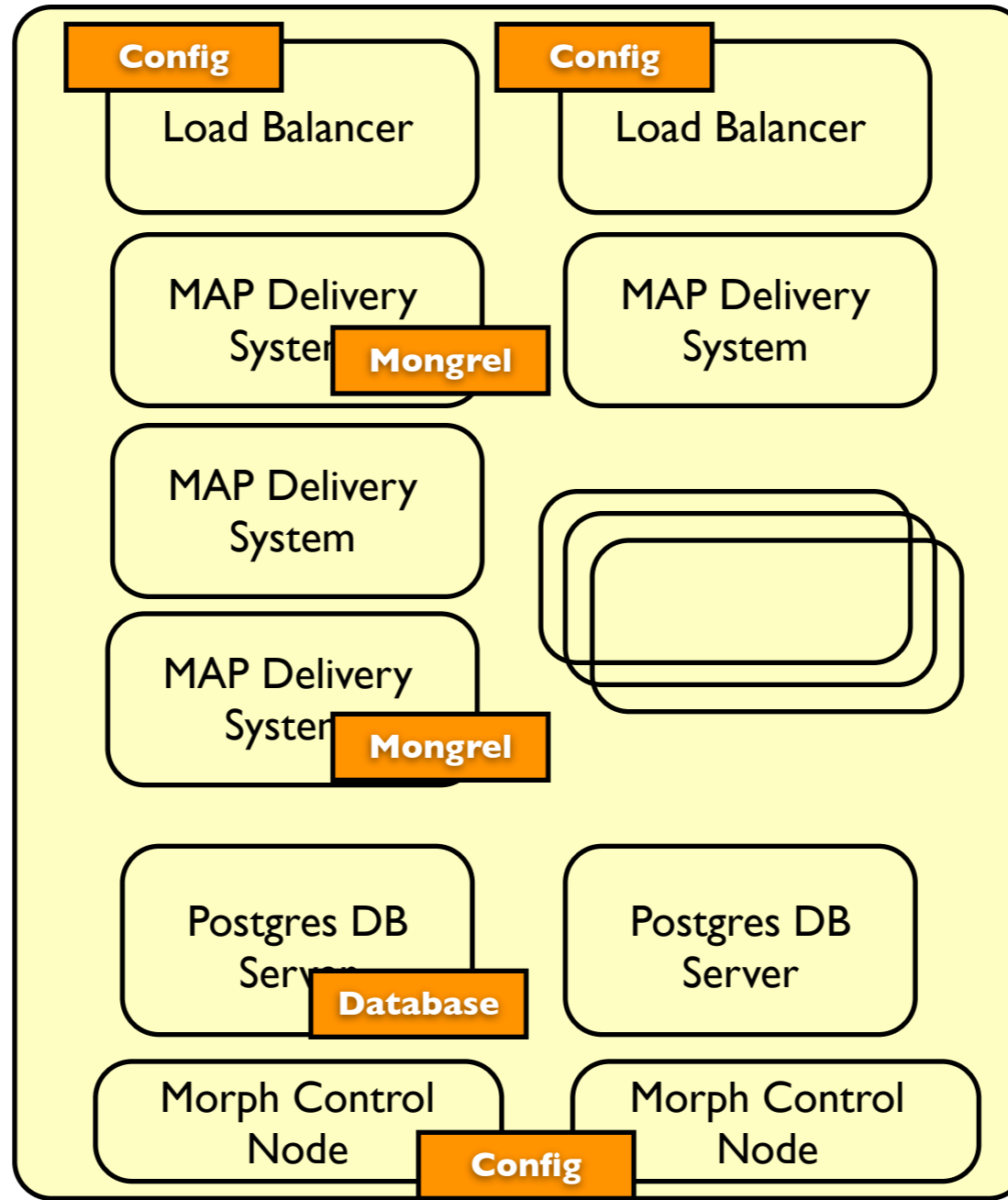
morph AppSpace™

Morph Grid Routing Center



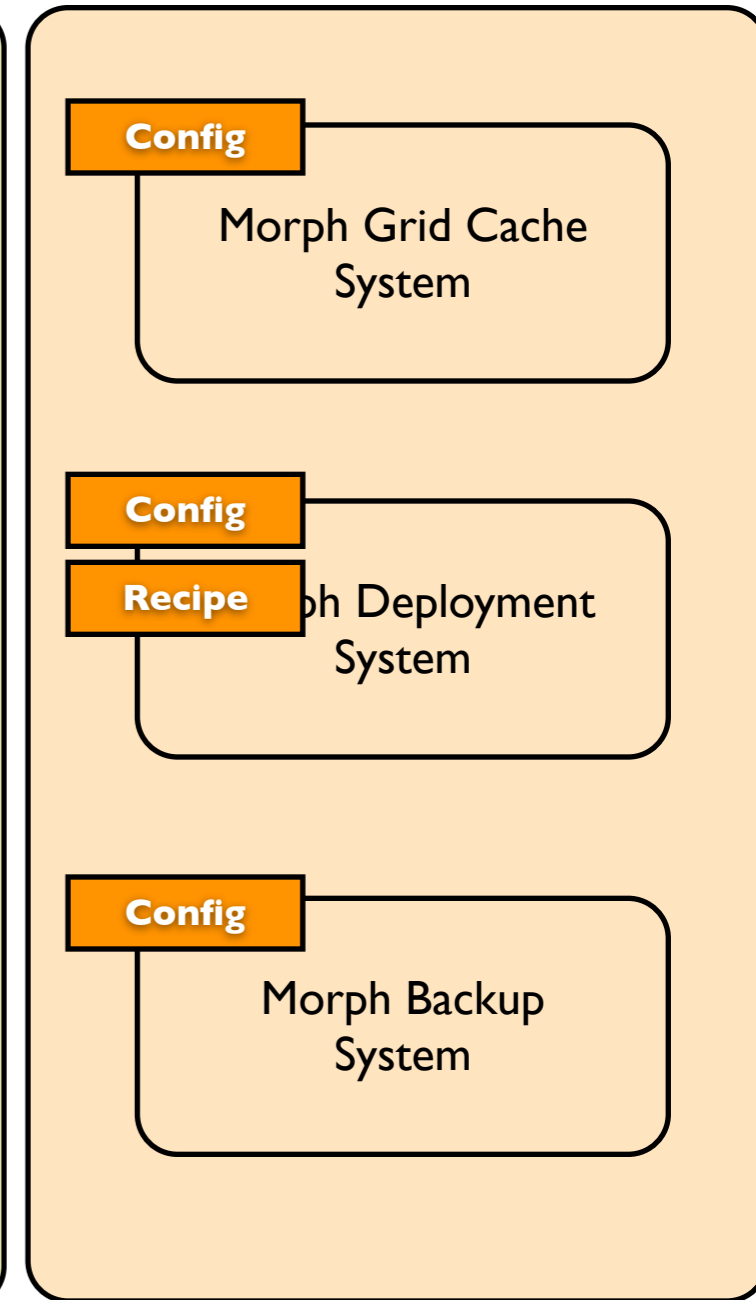
Morph Data Center LAX

Morph Compute Grid



Amazon EC2

Morph Grid Storage System



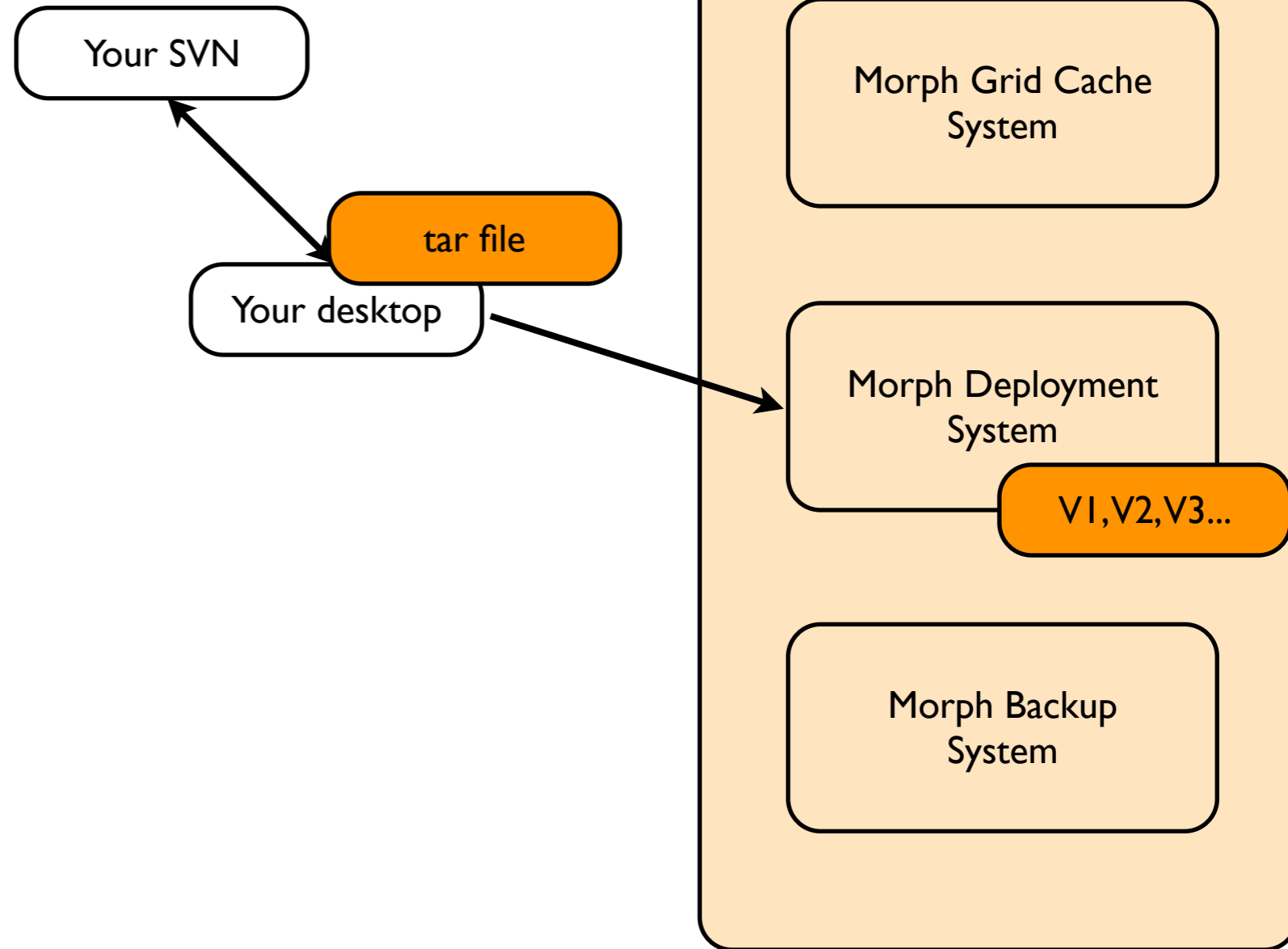
Amazon S3

Deploying to the MAP

1 - Download the Morph generated capistrano recipe

2 - Update the morph_deploy.rb with the location of your SVN

3 - Issue the cap command from your desktop



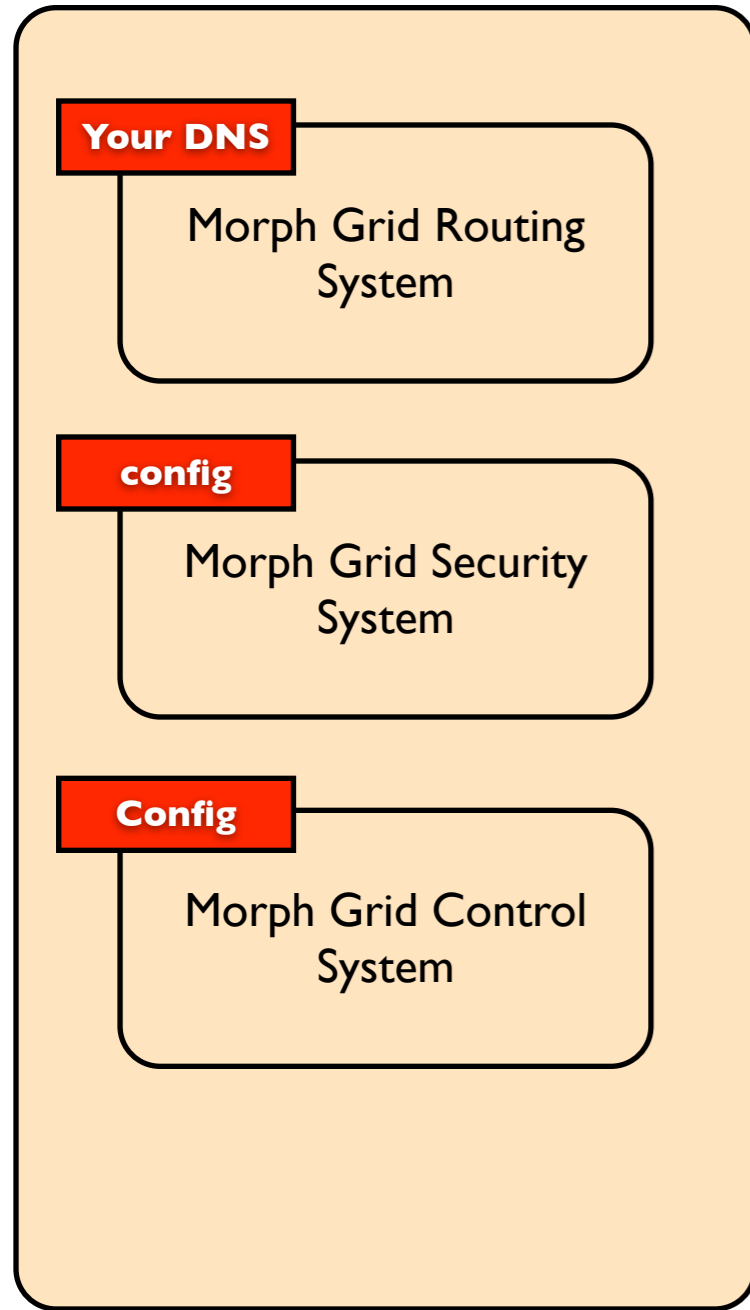
I Will Now Deploy a Rails Application

LIVE!

1. Create a new Morph AppSpace
2. Deploy open source discussion group “beast”

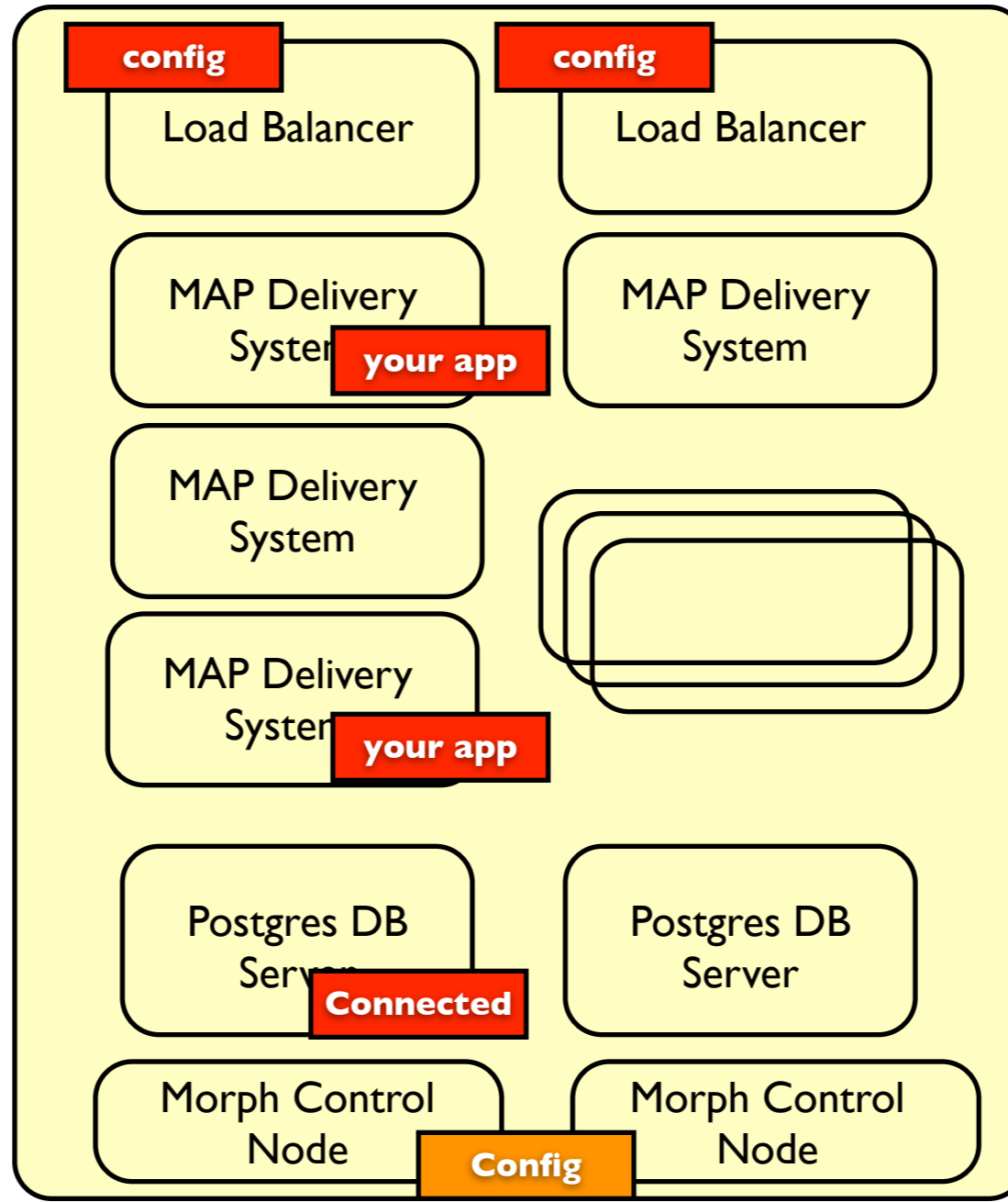
What is happening behind the scenes?

Morph Grid
Routing Center



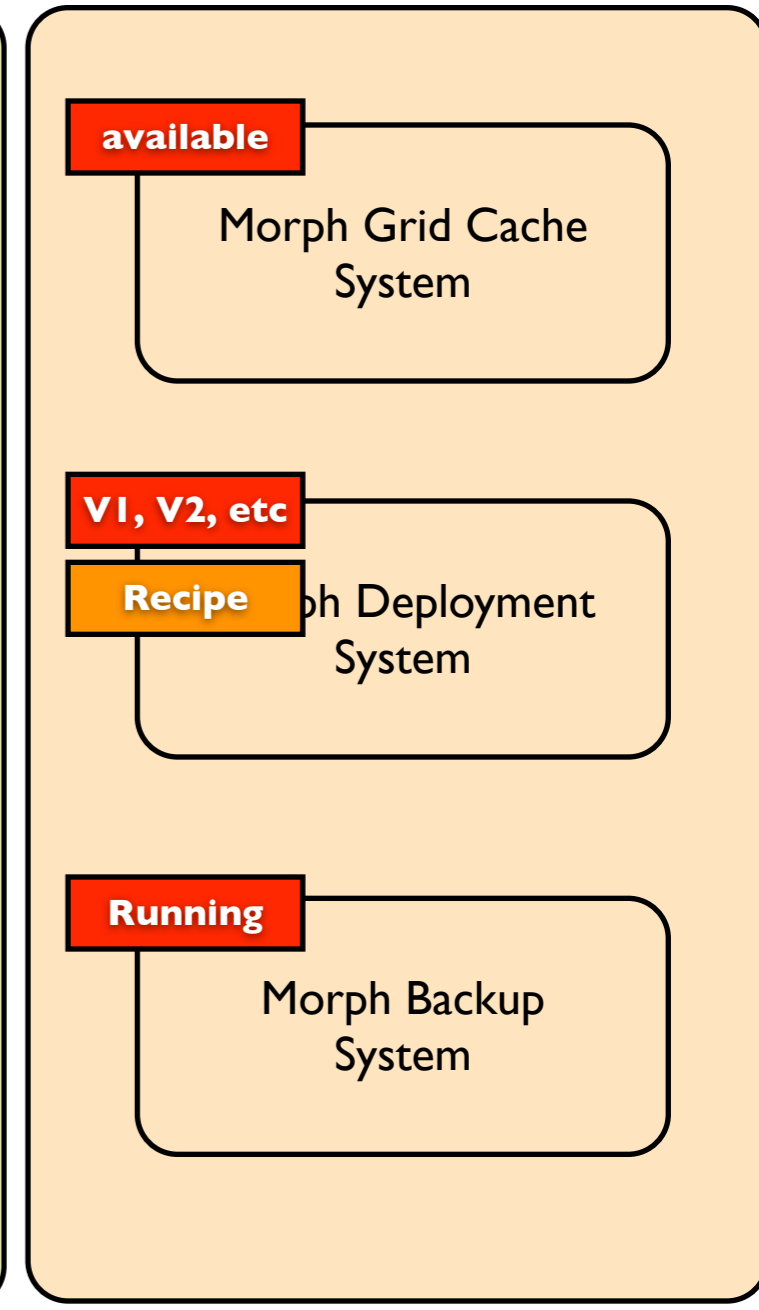
Morph Data
Center LAX

Morph
Compute Grid



Amazon EC2

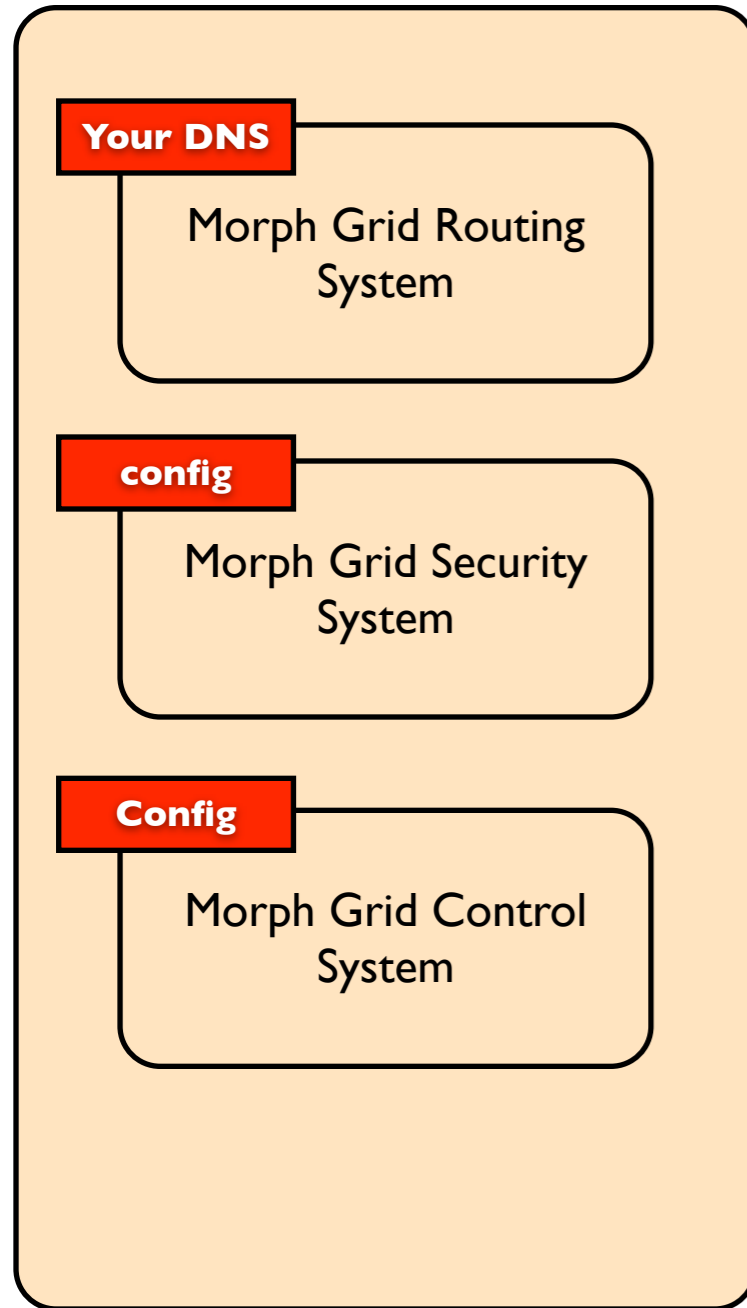
Morph Grid
Storage System



Amazon S3

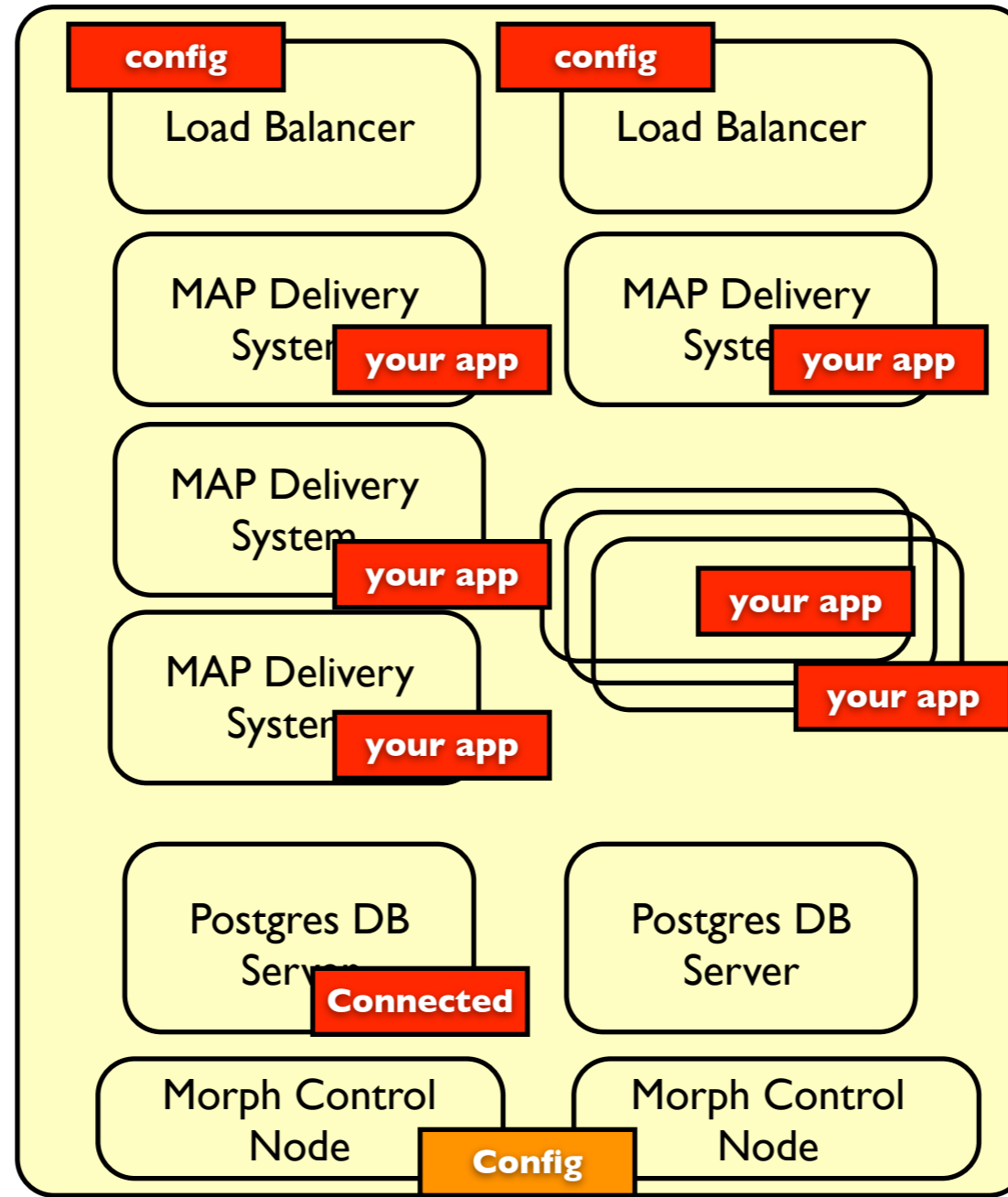
How we scale on-demand

Morph Grid
Routing Center



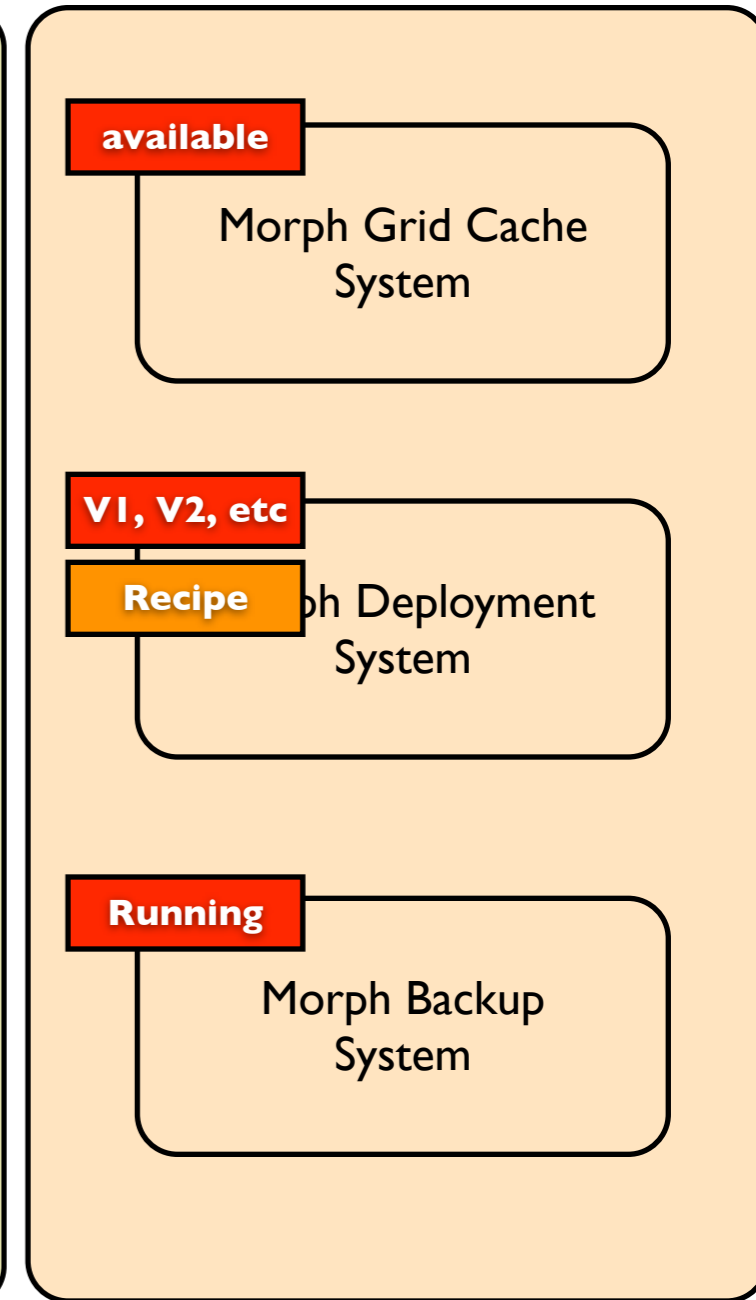
Morph Data
Center LAX

Morph
Compute Grid



Amazon EC2

Morph Grid
Storage System



Amazon S3

On-Demand Scalability?

Size environment up or down at any time

Only pay for what you use

Billing is broken down daily

This is **REVOLUTIONARY!**

The logo for Morph eXchange features a stylized red 'M' icon on the left, followed by the word 'morph' in a black, lowercase, sans-serif font. The 'X' in 'eXchange' is a large, bold, red letter, while the rest of the word 'exchange' is in a black, lowercase, sans-serif font. A small 'TM' trademark symbol is located at the top right of the word 'exchange'.

morph eXchange™

- Bringing together SaaS providers and SaaS consumers
- Morph Application Platform Subscribers will be able to:
 - Utilize a single sign in plug in to the Morph eXchange
 - Have a listing in the Morph eXchange directory giving them direct access to the consolidated user base.
 - Ability to use the Morph billing system for micro payments (additional fee)

How does this help you?

- Developers
 - Free environment to deploy, test and show off your applications
 - Unique billing structure makes scaling within same environment easy
- Consultants
 - Save your clients money on deployment so they can spend more on your services
 - Ability to scale your clients on demand to meet their needs
 - Affiliate program provides you with residual income
- Independent Software Vendors
 - Ability to focus your resources on innovation, not infrastructure
 - Quickly bring new ideas to market with the delay of an infrastructure build out
 - Quickly meet the business continuity and disaster planning needs of your customers

We Support the Ruby Community



Salt Lake City, Utah
March 28 - 29, 2008



Edinburgh, Scotland
April 4 - 5, 2008



Portland, Oregon
May 29 - June 1, 2008

Local Ruby Groups like
yours!

Contact Me!

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