

fluidOps tackles SAP cloud creation with eCloudManager PaaS offering

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- Fluid Operations' eCloudManager is targeted at the rapid provisioning, monitoring and management of mixed virtualization and cloud environments from a single interface.
- Its initial focus is on mitigating problems around system deployment, migrations, upgrades and consolidation in SAP environments, which it does with an agentless architecture.
- SAP is the first environment the SAP family-funded company will tackle – an implementation for Oracle will follow.

The 451 take

FluidOps' eCloudManager is essentially a platform-as-a-service offering that enables developers to create SAP environments using automated tools. These environments are deployed and managed via eCloudManager, which takes care of the back-end provisioning of virtual infrastructure to support them. The idea is to allow SAP deployments to be created and managed as an integrated environment (i.e., an enterprise cloud) rather than in a system-by-system activity. It supports the use of SAP Business Suite, SAP BusinessObjects Portfolio (ABAP, Java or combined) or legacy applications, while pre-configured Virtual Appliance templates are used to automate functions.

Details

Founded in early 2008, **fluid Operations** (or **fluidOps**) includes the team that created **CodeArts** and its vmTools suite for cross-virtualization management and server migration. CodeArts was acquired by **Hewlett-Packard** in 2004. FluidOps is headquartered in **SAP's** partner port in Walldorf, Germany. It has 20 staff, and is funded with angel money from the SAP family – of which there is more to come.

The eCloudManager Foundation stack incorporates a VMFS driver to decouple storage and virtualization (providing read-only access to files and partitions on **VMware's** VMFS cluster file system); an event, condition and action system with Groovy and Java shell for scripting; an extensible back end covering heterogeneous data sources using SOAP, REST, SNMP and SSH; and some semantic integration technologies.

Three eCloudManager modules take advantage of the Foundation: Infrastructure, SAP and Self-Service editions. Infrastructure Edition manages CPU, storage and application

virtualization and provides provisioning of multivendor virtualization and storage. It initially supports VMware (including multi-vCenter management) and **NetApp** filers. **Microsoft** Hyper-V, **Citrix** and **EMC** support is due by year-end. SAP Edition provisions and manages SAP environments via a single console. There are templates for extending SAP applications and integrating third-party programs that incorporate the experience of SAP users captured by its strategic and go-to-market partner **GOPA ITC**. Self-Service Edition is a portal that manages the provision of internal applications across internal and external resources (similar to **Amazon's** EC2 Cloud Portal) with metering and billing.

Although fluidOps uses hypervisor management initially, we also expect the company to integrate with SAP's core Adaptive Computing Controller – and then pre-configure this functionality in templates. ECloudManager Foundation and the SAP and Infrastructure modules are available now, while Self-Service is due 4Q 2009.

Competitive landscape

ECloudManager SAP Edition provides a VMware Lab Manager-like monitoring capability. The Self-Service Edition has similarities with **RightScale**, while the Infrastructure Edition looks like NetApp's rapid deployment utility. The overall offering also reminds us of EMC's Ionix management tools. While a raft of companies are targeting private, enterprise and hybrid cloud enablement, we haven't come across approaches that are so closely aligned with SAP (or **Oracle**), although **Queplix** is turning its SAP migration experience toward the cloud with QueCloud.

SAP, GOPA and fluidOps are combining forces as part of a go-to-market strategy that is likely to sweep up the opportunity here: with Rent-a-Lab and Virtual Appliance offerings from SAP Value Prototyping centers, virtualization strategy and implementation services from GOPA IT, and eCloudManager.

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