



Why Native matters

Streamlining cloud deployments with cooperative apps

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Intro:

Software products have traditionally been engineered as standalone applications, disconnected from other apps and uncooperative with your company's broader business processes.

To a large extent this pattern grew out of the limitations of legacy platforms- PC and client-server- which were not designed to produce an ecosystem of interoperable enterprise solutions from multiple independent software vendors (ISVs).

New web computing platforms have emerged with an entirely different foundation that promises to change the way cooperative applications are delivered, offering ISVs and corporate developers cloud services that bake interoperability and collaboration into their apps. Of equal importance, by providing a common virtual data store for all supporting apps, they enable a single system of record for your critical data. This dramatically streamlines IT deployments by sharing assets that would otherwise be redundant, and eliminating unnecessary middleware that would otherwise be needed to connect applications.

This white paper provides an overview of the advantages of cloud computing platforms, the benefits of an ecosystem of interoperable apps, and DreamFactory's unique value to this new IT paradigm.

Web platforms offer foundational advantages over prior platforms

The web has enabled a new type of platform that elevates the base capabilities of the applications built on them by offering inherent collaboration, centralized information, and universal access. This is a dramatic departure from legacy platforms which required unnatural acts and significant investment in solution providers to deliver applications that were collaborative and cooperative. Prior to web architectures, for example, getting your SFA system installed and available to multiple offices could take months or longer. Integrating it with other key applications like Project Management, might never occur. By contrast, in today's environment you simply sign-up on the web and your remote offices are instantly sharing information and able to fully interoperate with other enterprise apps such as project management.

4 reasons why native matters to DreamTeam PM on Force.com

1. **Single system of record**
DreamTeam data is Salesforce data- eliminating redundant entry and enabling 360 degree reporting
2. **Platform inheritance**
DreamTeam is built from the same foundation as Salesforce.com. This allows DreamTeam to grow as Force.com grows with new platform features such as Chatter.
3. **Application cooperation**
All Native apps in the ecosystem interoperate. For example, a workflow process can span DreamTeam, other native apps like FinancialForce, and Salesforce without any integration required.
4. **Fast, secure and scalable**
DreamTeam uses Salesforce's SSO authentication and hosting centers, making our apps as fast, secure and scalable as Salesforce.com

Multi-tenancy is game changing

Collaboration, shared data, and universal access provided the catalyst to move software to the web, enabling a much better delivery vehicle. The next level, multi-tenant ecosystems, delivers a game changing architecture.

Multi-tenancy is one of the foundations of today's SaaS application and enables tremendous economies of scale through the sharing of infrastructure services through a broad community. For example, Salesforce.com, a leading SaaS pioneer, shares hosting services, data services, document services, security services etc. via a single implementation throughout their customer base of 82,000 companies. The end result is far more efficient than if these same services were to be distributed as 82,000 single tenant implementations.



Cooperation and platform leverage are key advantages to multi-tenant platforms

Multi-tenant ecosystems- Platforms as a Service (PaaS)- extend these foundational benefits to third party ISVs and corporate developers. More importantly, PaaS enables a new type of computing platform where cooperation between applications is inherent, blurring the distinction between applications added to the platform and those delivered with the platform. Many ecosystems use the term "Native" to underscore this distinction of apps that are multi-tenant citizens of an ecosystem.

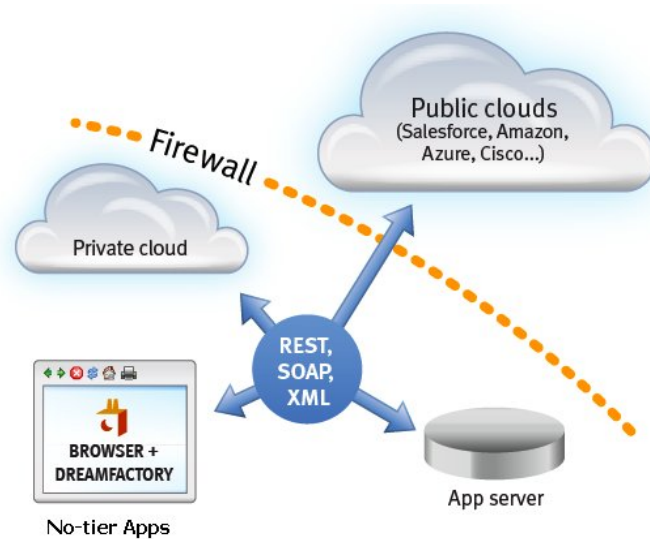
With a Native approach, developers focus on added value capabilities and inherit all of the features of the platform, providing the end user with much richer apps that cooperate out of the box.

A very important aspect of these ecosystems is the concept of a single data store for all Native applications. This eliminates redundancy and multiple entries, providing customers with a single system of record for their critical business information.

As the platform expands, the applications expand with little or no engineering required. For example, Native applications to Salesforce.com have recently become "social", inheriting Chatter capabilities that allow apps to participate in Force.com's social network.

"DreamFactory Native" offers unique advantages in cloud ecosystems

DreamFactory has pioneered a new approach to Native application delivery that eliminates the need for incremental servers to build enterprise grade cloud apps. Similar to the iPad programming model, our no-tier architecture directly connects browser apps to cloud computing services without the need for a middle tier.



No-tier architectures on cloud platforms offer 4 additional advantages

In addition to offering inherent interoperability, DreamFactory Native offers 4 more key advantages-, simplicity, speed, scalability, and security.

Simplicity- Our platform enables browser based applications to communicate directly with cloud computing services eliminating any need for incremental servers in the mix. This simple approach provides advantages in time to value, performance (transactions fly direct), and sets the foundation for the most scalable and secure approach to cloud development.

Speed- By eliminating a middleware requirement from the application lifecycle , DreamFactory offers the fastest time to value for deploying enterprise grade apps.

Scalability- Incremental servers can create drag when scaling as they need to at least keep up with the scale of the host platform to maintain service levels. Our no-tier architecture eliminates middle tier servers allowing our applications to scale with the host platform without adding drag.

Security- Additionally, incremental servers can create a weakest link scenario where the ecosystem is only as secure as the third-party's security policy. Again, our architecture is immune from this risk as no data is transferred between servers and no passwords are stored on systems outside of the host platform.

Conclusion

New multi-tenant platforms are hitting the mainstream, eliminating deployment issues that used to plague IT and slow adoption. Islands of automation are disappearing with a new architecture fostering an ecosystem of cooperative apps. DreamFactory is a first mover in these ecosystems and helps customers maximize their cloud deployments with Native apps and tools purpose-built for enterprise clouds.



About DreamFactory:

DreamFactory Software is the world's leading publisher of rich web applications for cloud platforms. Our products combine the agility of on demand delivery with the performance of desktop applications. The DreamFactory Suite delivers enterprise class project, document and data collaboration software to over 7000 businesses using Amazon Web Services, Intuit QuickBase, Cisco Connect, Force.com and Windows Azure.

