Engine Yard™

THE STATE OF PAAS: 2012
PRESENTED BY ENGINE YARD

Engine Yard recently conducted a market survey to reveal key drivers influencing companies' use of Platform as a Service (PaaS), including a specific look at how this cloud solution supports developers. According to the survey, there are three main conclusions that can be made regarding the adoption of PaaS.

- Applications being deployed on PaaS are innovative and customer-facing. Companies are deploying SaaS, mobile, commerce and social applications in the cloud rather than traditional ERP, CRM or supply chain applications.

- There is a large adoption of PaaS with almost 60% of respondents indicating they currently use or will adopt the solution in the next year.

- The drivers for adopting a PaaS fall into three main areas:

  Primary: operational improvement

  Secondary: application improvement

  Tertiary: cost reduction

What is Platform as a Service (PaaS)?

Platform as a service (PaaS) is a category of cloud computing services that provide an application development platform as a service. In this model, the cloud provider offers and manages programming languages, frameworks, libraries, services and tools for the end user to create and deploy applications. The cloud provider also manages and controls the underlying cloud infrastructure including network, servers, operating systems and storage while the end user has control over the deployed applications and possibly configuration settings for the application hosting environment.

Therefore, PaaS automates the configuration, deployment and management of applications allowing the end user to focus on core application development and innovation.
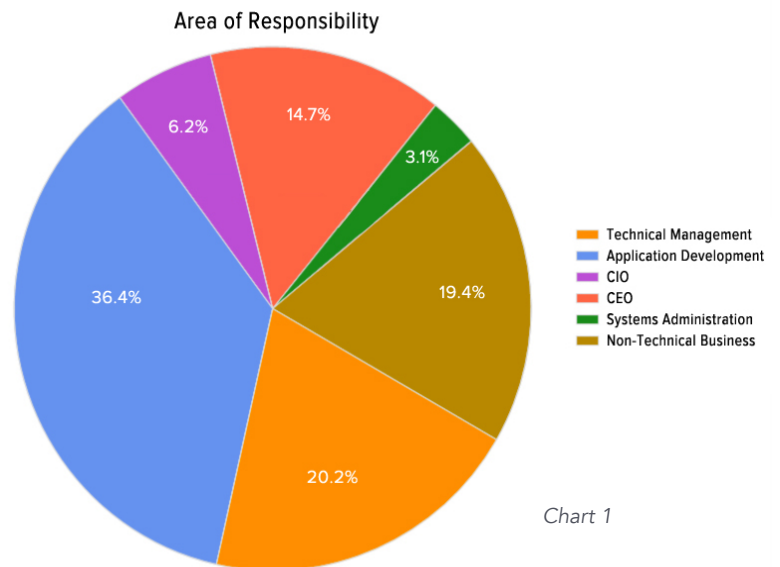
The Survey

Engine Yard's annual PaaS State of the Market survey serves as a barometer of objective driving the adoption of PaaS within organizations of all sizes. The survey returns invaluable information by discovering where companies are focusing, as they endeavor to leverage cloud technology for competitive advantage and cost savings.
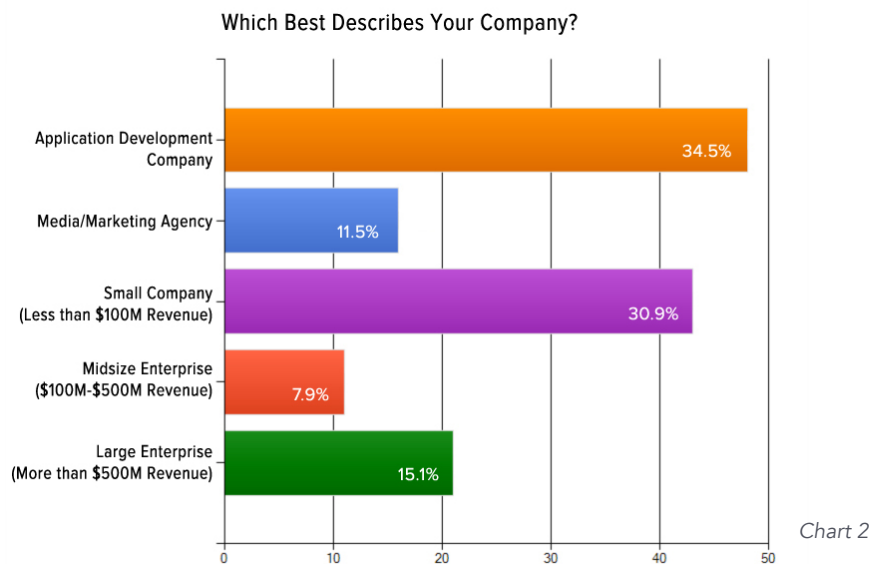
About Respondents

As can be seen from Chart 1 (right), the respondents to the survey were mainly technical (technical management + application development -56.6%) with significant representation from non-technical business (CIO + CEO) and executive personnel (19.4% and 20.9% respectively).

Area of Responsibility

- Technical Management
- Application Development
- CIO
- CEO
- Systems Administration
- Non-Technical Business

Chart 1

Almost half of the respondents (46%) came from application development companies or digital agencies. The remainder came from a variety of company sizes.

Which Best Describes Your Company?

Chart 2

About Respondents Applications

Respondents were asked to gauge the importance of the applications being deployed on their websites, in order to get their perspective on the perceived criticality of those applications. As can be seen on the next page, most respondents believe their applications to be business critical or important. How this relates to their adoption of PaaS will be explored in a later chart.

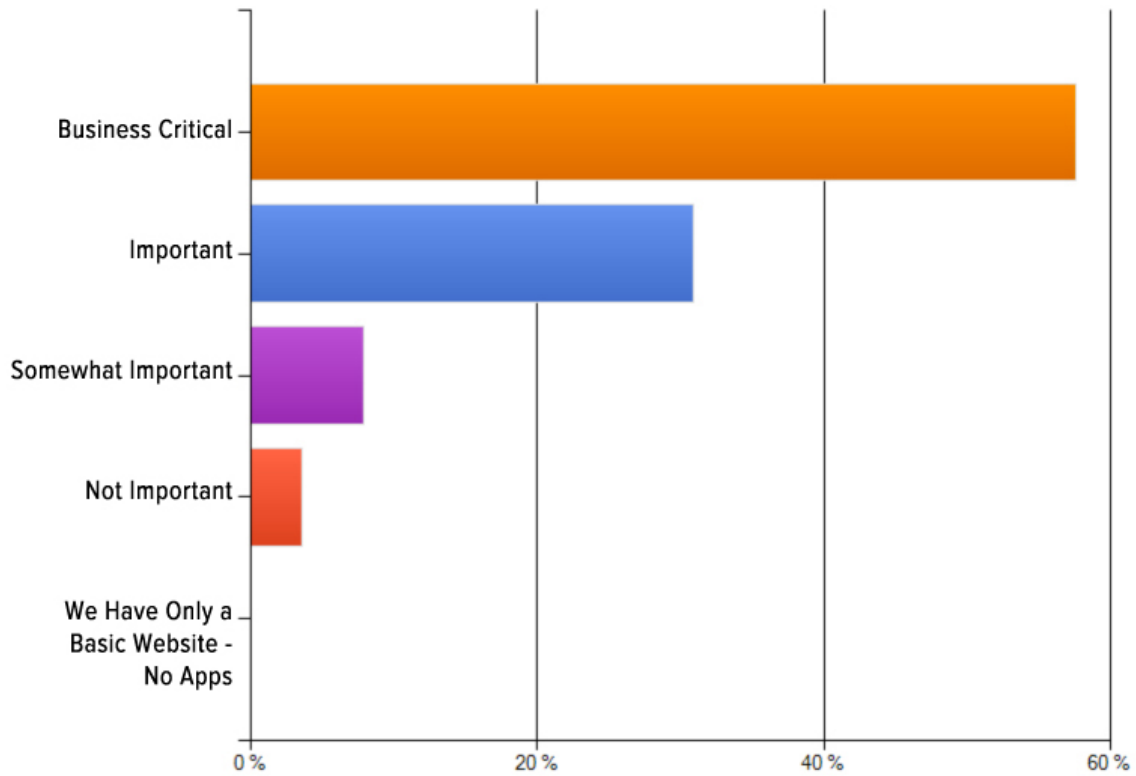## How Important are Web Applications to Customers Interacting With Your Company?

Chart 3

Respondents indicate that development of their applications is mainly done by internal programmers or contractors they hire.

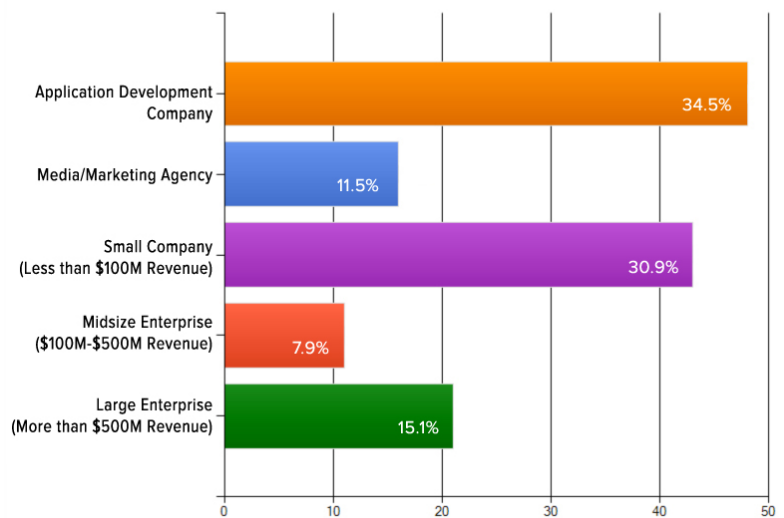### Which Best Describes Your Company?

Chart 4

When asked what languages their web applications are built in respondents had a wide variety of answers. The main application languages being deployed on PaaS, according to respondents, are Javascript, Java, Ruby and PHP.

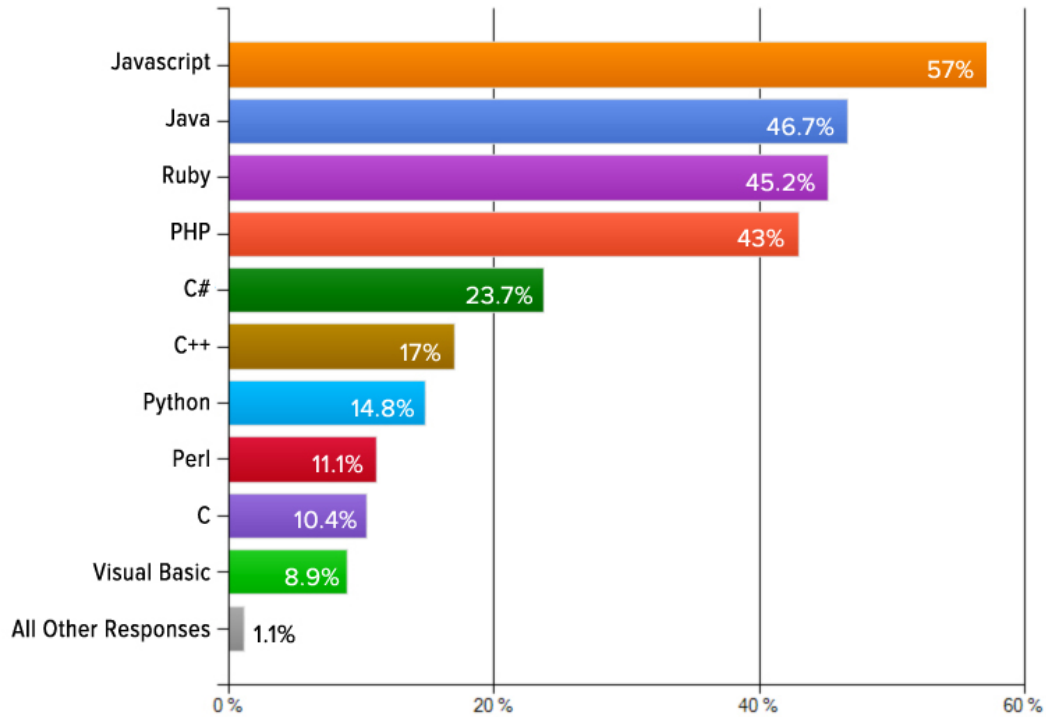## What Programming Languages are Your Web Apps Written in?

Language	Percentage
Javascript	57%
Java	46.7%
Ruby	45.2%
PHP	43%
C#	23.7%
C++	17%
Python	14.8%
Perl	11.1%
C	10.4%
Visual Basic	8.9%
All Other Responses	1.1%

Chart 5

When asked if their web applications are innovative a majority of respondents agree or strongly agree.

Your Web Applications are Innovative and Creative. Do you Agree?

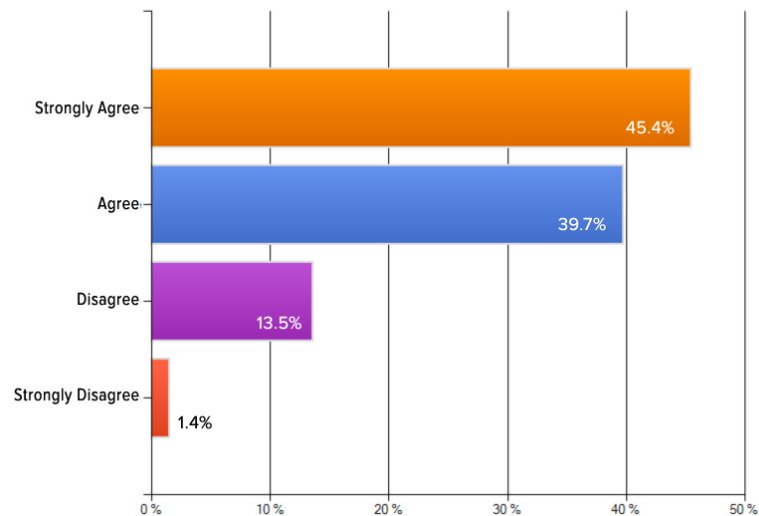| Response	Percentage
Strongly Agree	45.4%
Agree	39.7%
Disagree	13.5%
Strongly Disagree	1.4%

Chart 6

Adoption of PaaS

Respondents have a strong awareness of what platform as a service is with almost 88% indicating they are familiar with the term.

Do You Know What a "Platform as a Service" (PaaS) is?
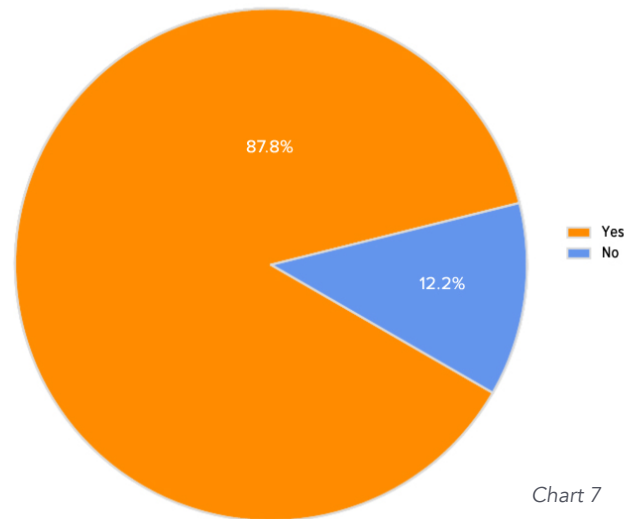

- 87.8% Yes
- 12.2% No

Chart 7

In terms of adoption of PaaS, there was almost a 60/40 split between companies already using PaaS or planning to use it within a year AND those not planning to use PaaS within a year (no plans to adopt within a year + no plans to adopt + not interested + not sure).
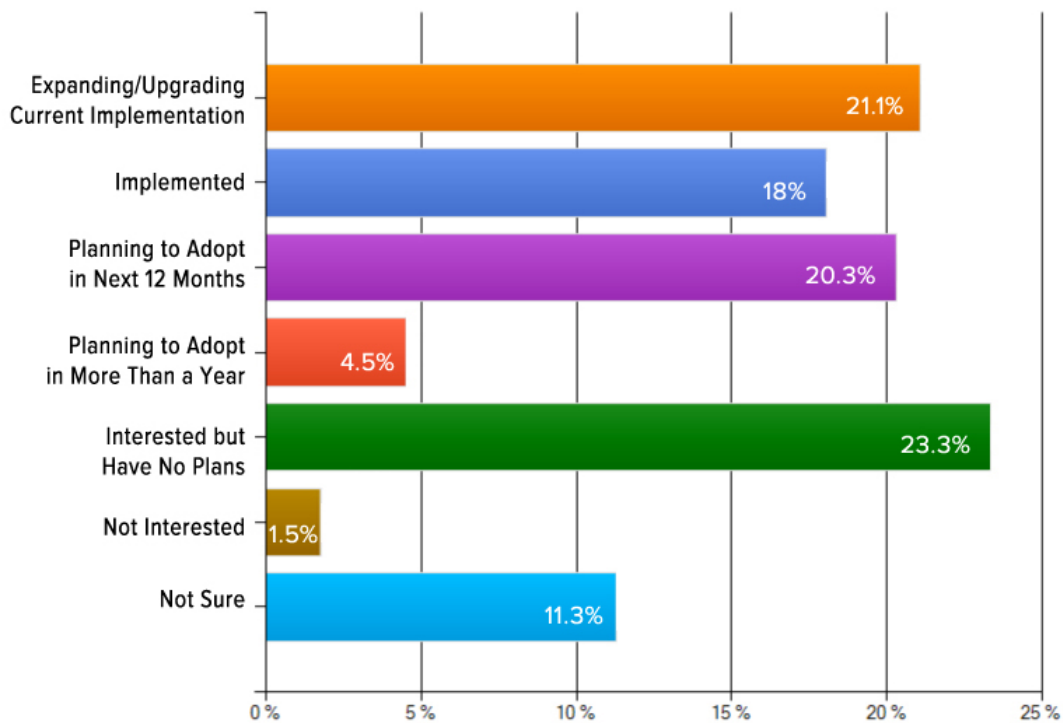
What are Your Company's Plans to Adopt PaaS?

- Expanding/Upgrading Current Implementation: 21.1%
- Implemented: 18%
- Planning to Adopt in Next 12 Months: 20.3%
- Planning to Adopt in More Than a Year: 4.5%
- Interested but Have No Plans: 23.3%
- Not Interested: 1.5%
- Not Sure: 11.3%

Chart 8

Although there are a wide variety of benefits of using PaaS, if we measure what respondents consider "very important" (shown in gold) and we add the results to the "second most important" (shown in blue) benefit of PaaS, on average three groups emerge:

Operational Focus:

Scalability (85.1%)

Improve high availability (78.8%)

Improved operations (77.2%)

Average = 80.4%

Application Focus:

Enable focus on core competencies (75.4%)

More time for application innovation (75.0%)

Improve application uptime (75.0%)

Average = 75.1%

Cost Related Focus:

Augment your team's expertise (54.3%)

Elasticity (66.7%)

Capital cost reduction (66.8%)

Cost savings - personnel (62.5%)

Average = 62.6%

How Do You Rate the Benefits of Using a Platform as a Service?
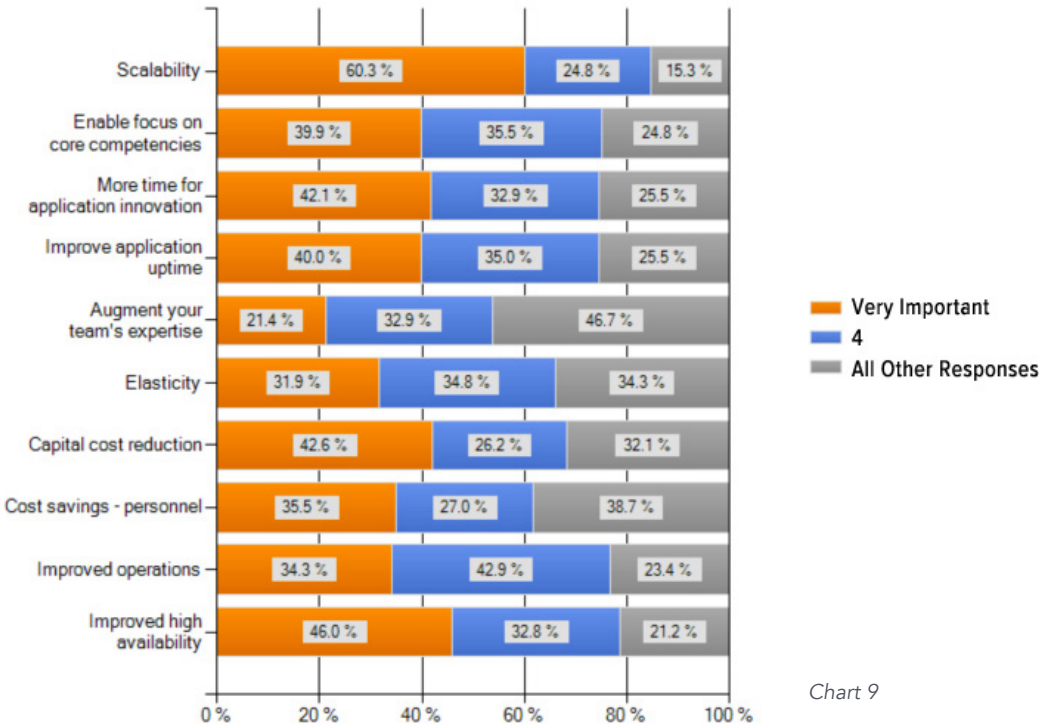

Chart 9

An earlier question in the survey indicated that respondents saw the applications they were running on PaaS as business critical. This could explain why "operational focus" is rated so highly, as individuals turn to the cloud to improve the scalability and availability of their applications.

For those respondents using PaaS, the types of applications being deployed are mainly customer facing: SaaS, mobile, commerce, and social or a combination of these categories.
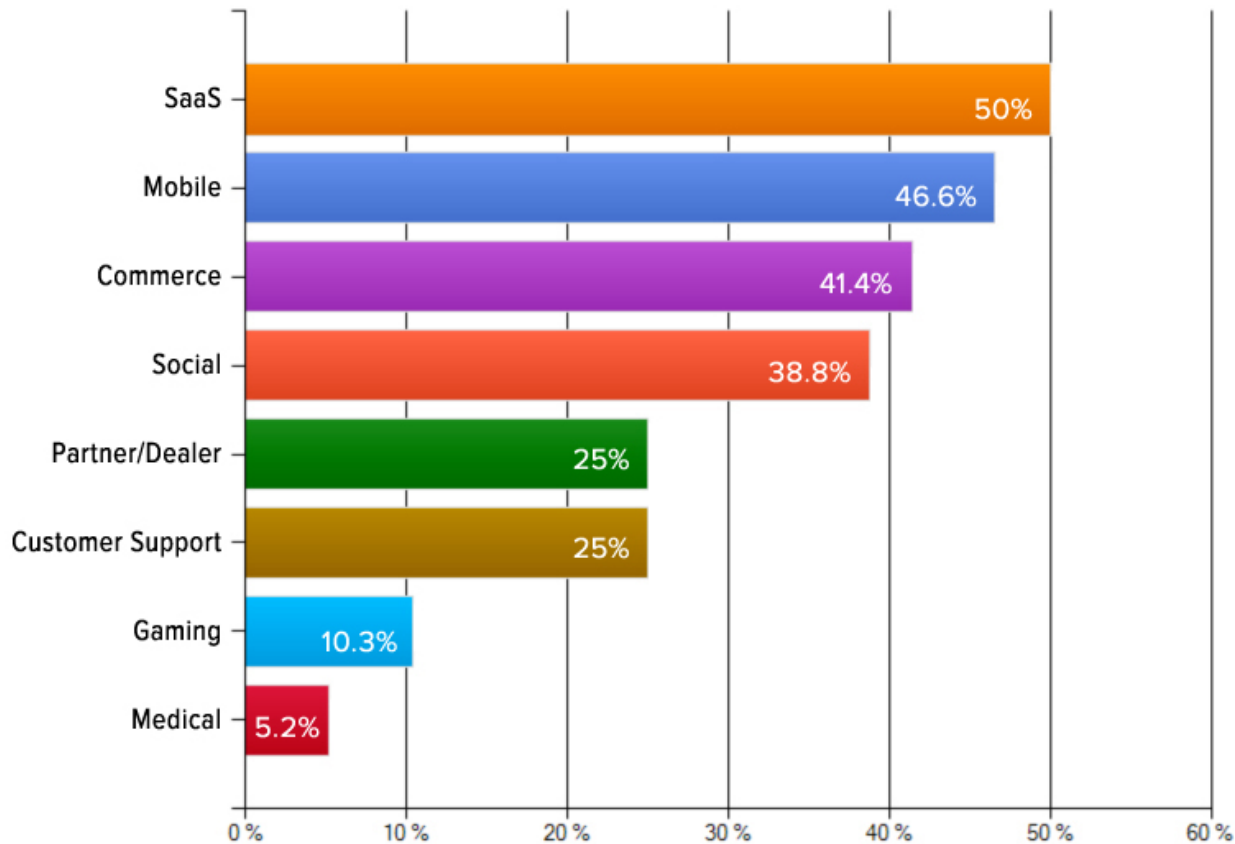
What Type of Applications Do You Run on your PaaS?

Application	Percentage
SaaS	50%
Mobile	46.6%
Commerce	41.4%
Social	38.8%
Partner/Dealer	25%
Customer Support	25%
Gaming	10.3%
Medical	5.2%

Chart 10

Summary

Although there is a substantial amount of information and misinformation being generated about the cloud, there is a significant awareness of PaaS in the market. It appears that most companies are looking to engage with the cloud to deploy more innovative customer facing applications, such as SaaS, mobile, e-commerce and social across a wide variety of languages. While cost savings is a reason to consider using a PaaS, the desire to improve operational readiness and improve application functionality and uptime are more important to individuals responding to the survey.

Note: This survey includes data from 162 respondents.

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