Development 2.0 in the Cloud

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Dev 2.0?

• “Do it yourself” business applications:
  “Application Platform as a Service”
  
  Gartner 2009

Salesforce.com  Zoho  TCS InstantApps

• Other examples – e.g. a very large F100 enterprise’s in-house platform

➢ Forms driven database oriented workflows without coding or any ‘IDE’
Long Tail of Enterprise Applications

- Large number of small, situational applications candidates for Dev 2.0 and public cloud
- Moderate number of midsize applications
- Small number of large, Business-critical applications
Summary

• Public clouds promise significantly cheaper infrastructure

• Similarly, Dev 2.0 platforms promise significantly cheaper development

• Especially useful for consolidating the long tail of small applications