

Enabling Add-On Marketplaces for Pivotal Cloud Foundry Platform-as-a-Service

HIGHLIGHTS AT A GLANCE

FOR CLOUD FOUNDRY OPERATORS

- › Offer leading third party developer services as add-ons for your Pivotal Cloud Foundry PaaS deployment. The AppDirect catalog of 30+ add-ons is pre-integrated to Pivotal Cloud Foundry (PCF) via the service broker.
- › Enhance and shorten your application development lifecycle by leveraging leading add-ons like New Relic, SendGrid, MongoDB, and others.
- › Quickly integrate add-on services into the applications that you are developing through seamless binding calls that tie add-on environmental variables into your applications.
- › Experience consolidated billing for all services via AppDirect APIs.
- › Access the AppDirect catalog via the Command Line Interface.

FOR DEVELOPER ADD-ON SERVICES

- › Maintain one integration for the distribution of your services instead of maintaining and managing endless custom integrations per PCF instance.
- › Save time and resources with automated provisioning of cloud services directly into a developer's Pivotal Cloud Foundry instance.
- › Enhance the value of your service with last mile delivery of your cloud services through seamless binding to applications on a Pivotal CF instance.
- › Receive monthly payouts from AppDirect with billing reports based on each add on marketplace.
- › Expose your services across all instances of PCF through one single integration.

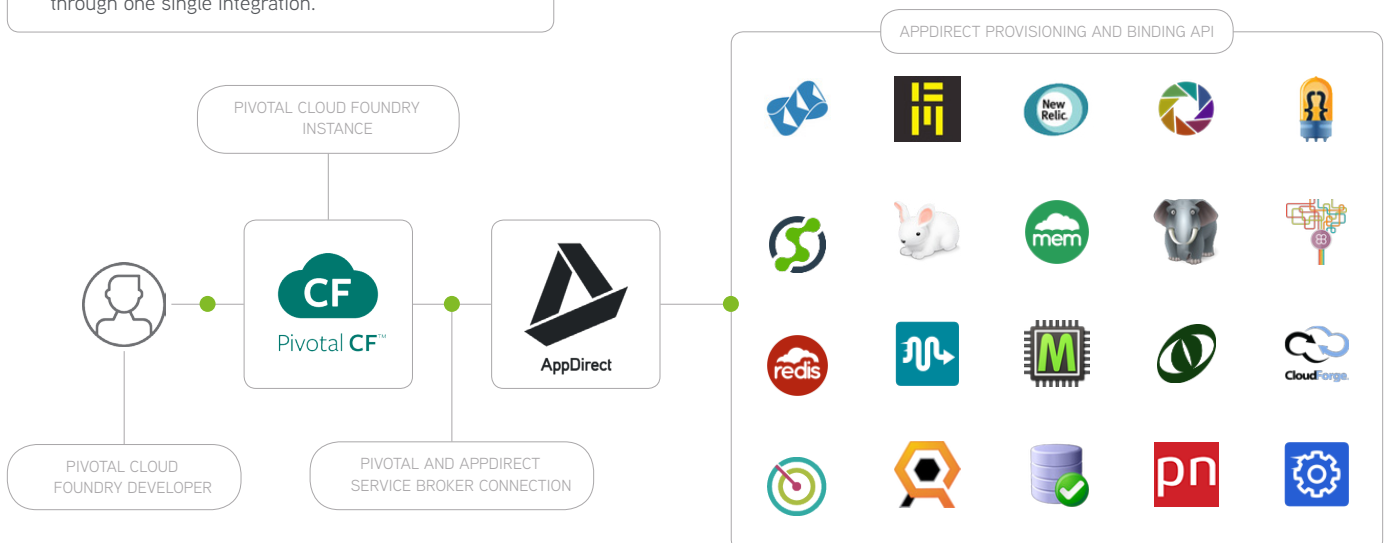
Overview

Platform-as-a-Service (PaaS) solutions automate the configuration, orchestration, and deployment of applications on underlying infrastructure. PaaS solutions save developers the time and effort behind configuring and managing runtime components, virtual machines, middleware, and related processes. Developers can focus on building great applications instead of worrying about DevOps related administrative issues.

Pivotal Cloud Foundry (PCF) prides itself on helping developers build applications quickly and understands the need for additional services or add-ons that usually accelerate time to market and simplify the task at hand. These applications are usually developer tools such as databases, caching, logging, and application performance monitoring solutions that take care of mission-critical tasks for developers. Add-ons significantly advance a PCF deployment by helping improve the application development process and assisting developers in building internal and external facing applications.

CLOUD FOUNDRY AND APPDIRECT PARTNERSHIP

Cloud Foundry and AppDirect are committed to building open and agnostic ecosystems. Since platforms are only as valuable as the applications that run on them, both companies want to offer a portfolio of leading third party cloud services or add-ons to Pivotal developers and ensure that the discovery, configuration, and management process around such services is easy and painless. This is done through the Cloud Foundry Service Broker API specification [run.pivotal.io] and AppDirect's provisioning, billing, and catalog APIs. Service Brokers provide an interface for native and external third party services. Service processes run on service nodes or with external SaaS vendors delivering email, database, messaging, etc.



PIVOTAL CLOUD FOUNDRY SERVICE BROKER AND APPDIRECT INTEGRATION

The AppDirect catalog can be imported into any PCF environment - local, private, or public. By implementing the AppDirect Service broker you can:

- > Return a list of applications in the catalog.
- > Provision and consume third party services.
- > Automate binding of environment variables to the application created in PCF.

Binding through AppDirect performs the last mile action required to use a service with your PCF application:

- > Developers use the CLI to purchase an add on for their PaaS account.
- > AppDirect uses the developer's identity to provision a new account (with the ISV) that corresponds to their PaaS instance.
- > Through leveraging AppDirect's binding capabilities, PCF developers can save tons of development time.
- > To bind the service to the developer's app within their PaaS console, AppDirect sends a request to the ISV to create a service within the new account and attach its environment variables to the corresponding app instance.
- > For instance, a developer may create a new database with their newly provisioned MongoLabs account and bind the database to their application directly from the PCF instance.

APPDIRECT BILLING APIS

Developer organizations may find it tedious and cumbersome to deal with multiple invoices and payment processes associated with their usage of Cloud Foundry-based PaaS instances as well as the add-ons. To that end, the AppDirect Billing APIs can be integrated to the organization's environment or their PCF instance so that all services are presented on one bill. PaaS solution so that billing is centralized in one location.

- > The customer receives one bill that includes PaaS services, add on purchase charges, subscriptions, and usage charges.
- > The AppDirect Billing APIs support a variety of payment options such as ACH, invoices, credit cards, etc.
- > AppDirect can also perform in-depth integrations into existing Cloud Foundry operator's billing systems.

APPDIRECT ADD-ON SERVICE CATALOG



SENDGRID



BLAZEMETER



NEW RELIC



CINE.IO



STATICA



CLOUD AMQP



MEMCACHED CLOUD



ELEPHANTSQL



REDIS CLOUD



IRONMQ



MEMCACHIER



LOAD IMPACT



CEDEXIS RADAR



SEARCHLY



CLEARDB



PUBNUB



IRONWORKER



CLOUDFORGE



CEDEXIS OPENMIX



MONGOLAB

“APPDIRECT IS A CRITICAL PART OF ENABLING OUR CUSTOMERS, who could be service providers or developers, to get access to a rich set of services. Increasingly, applications will be made up by, essentially, binding to and culling services to do various things. If we can get many more people to start building services, plugging them into Cloud Foundry, which then, runs on top of many service providers, that will enable developers to really get a new set of capabilities, a new level of productivity, and do the kind of interesting things that will eventually cause this whole ecosystem to prosper.”

PAUL MARITZ, CEO, PIVOTAL

ABOUT APPDIRECT

AppDirect is the leader in cloud service commerce making software accessible globally. The AppDirect Cloud Service Commerce Platform unites providers, developers and consumers of cloud services into a single ecosystem. This makes it easy for developers to find, buy, and manage cloud services from a central location and delivers new opportunities to distribute, sell, and market cloud services.

AppDirect-powered marketplaces, billing and distribution, and reselling services help providers—including Telstra, ADP, Samsung, Deutsche Telekom, Cloud Foundry, Rackspace, and others – connect millions of businesses to solutions from Google, Box, DocuSign, Intel Security, and more. AppDirect is headquartered in San Francisco with global offices.

LEARN MORE

FOR QUESTIONS ON APPDIRECT FOR CLOUD FOUNDRY

Contact bizdev@appdirect.com

FOR QUESTIONS ON INTEGRATING TO THE APPDIRECT CATALOG

Contact bizdev@appdirect.com

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