

Opening Schools to the Cloud with Google

Gerard Roberts

National Practice Manager, Cloud Computing
SMS Management & Technology

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About SMS Management & Technology

SMS Management & Technology [ASX:SMX] is Australia's leading management and technology services firm

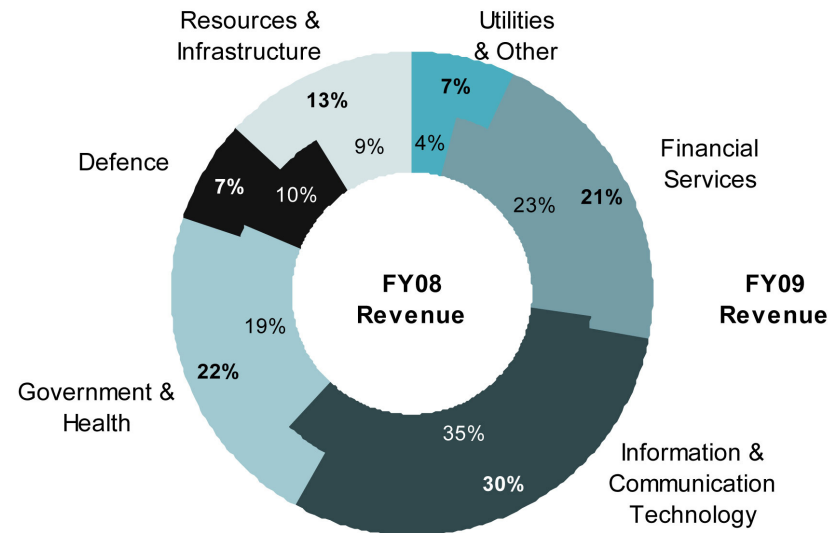
Office locations

Adelaide	Brisbane
Canberra	Mackay
Melbourne	Sydney

Key statistics

- Established in 1986
- In excess of 1,200 professionals
- 2008/09 revenue: More than \$230M
- End-to-end solutions provider
- Recognised by clients as "best value" choice in professional services
- Alternative to multinational providers
- Vendor independent

Revenue by Industry*



* Source: SMS 2009 full year results announcement

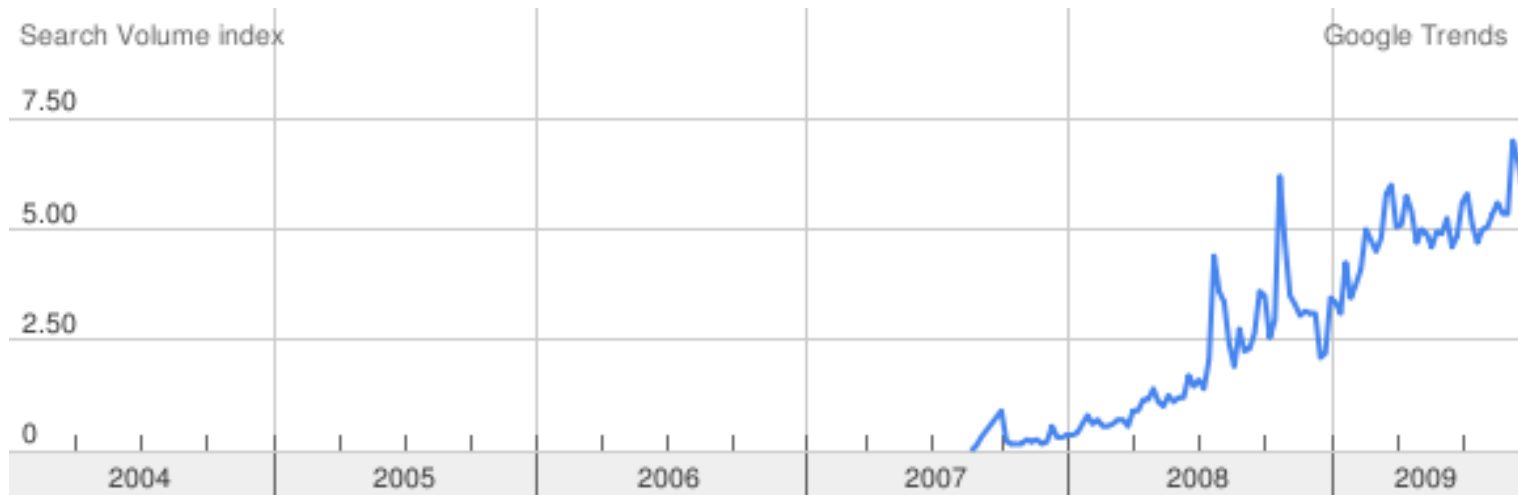
What is “Cloud Computing”

Cloud Computing is a term that refers to computing capability that is:

- Multi-tenanted (e.g. many, many users leveraging shared infrastructure)
- On Demand (e.g. scalable up and down)
- Utility (e.g. pay per use pricing, per user, per hour, per compute unit)

Cloud Computing

- Relatively new term
- Opportunities it brings to the education market is massively scalable (and therefore cheap) computing services and capabilities



No data available

Who Are The Main Players?

Business Applications

Logos for **salesforce.com** (Success. Not Software.), **NETSUITE**, **eM** (eMerchandising Uplift™), **workday.**, **ZOHO** (Work. Online), and **saasu.com** (easy online accounting). A logo for **CODA** is also present.

Office Applications

Logos for **Google Apps** and **Microsoft Office Live**. A red stamp "H2 CY10" is overlaid on the Microsoft Office Live logo. A **ZOHO** (Work. Online) logo is also present.

Mail, Messaging and Collaboration

Logos for **Google Apps**, **postini**, **Microsoft Online Services**, **ZOHO** (Work. Online), and **Zimbra**. A logo for **W** is also present.

Platform and Infrastructure

Logos for **amazon web services™**, **3tera™**, **VMware vSphere™**, **force.com™** (platform as a service), **IBM**, **Sun** (microsystems), and **Google** (App Engine).

Current State of the Cloud Market

- Cloud services are broadening and deepening.
 - Wider range of products
 - Capabilities of products increasing fast due to Web 2.0 features
- Cloud offerings are maturing fast, some are ready now
- Security perceptions are gradually being allayed
- Pioneers/Leaders have already moved
- Followers are considering their position
- The wise are adopting a hybrid approach with “right solution for the right problem” being paramount.

Google™

SMS/Google Partnership

- SMS is a Google Enterprise Partner
- Working with Google for over 2 years on a variety of projects in the Education, Government and Corporate spaces
- SMS is Google's preferred implementation partner in the Education space
- Closely involved in new product testing and evaluation for Google.

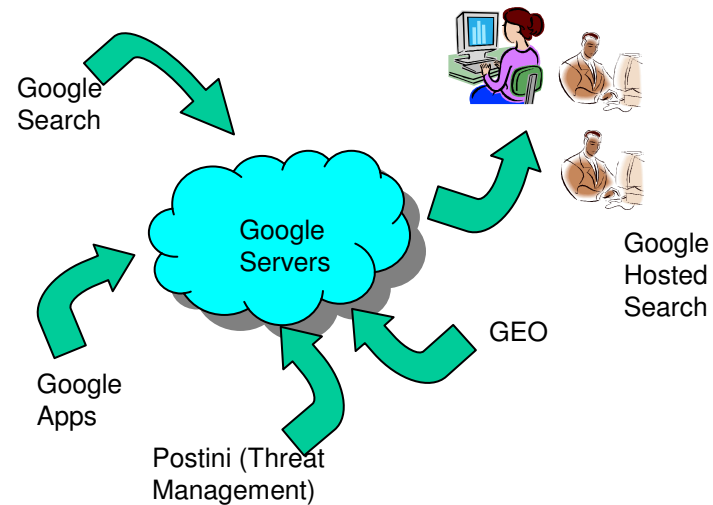


Where Do They Play In Open Source and Education?

- Host 250,000 Open Source Projects (code.google.com)
- Google Apps Education Edition – Free to Schools, Colleges and Universities. 400% increase in users over the past year
- Over 5 Million Students now on GMail/Google Apps worldwide with >1.5 million here in Australia
- Google For Educators – Free Resources for Educators (google.com/educators)
- YouTube Education – recently launched
- Moodle – Google Integration

Google's Education/Enterprise Offerings

- Enterprise/Education
 - Gmail
 - Talk
 - Video
 - Sites
 - Postini
- GEO
 - Google Maps (Street View)
 - Google Earth
 - Google
- Search
 - Google Search Appliance



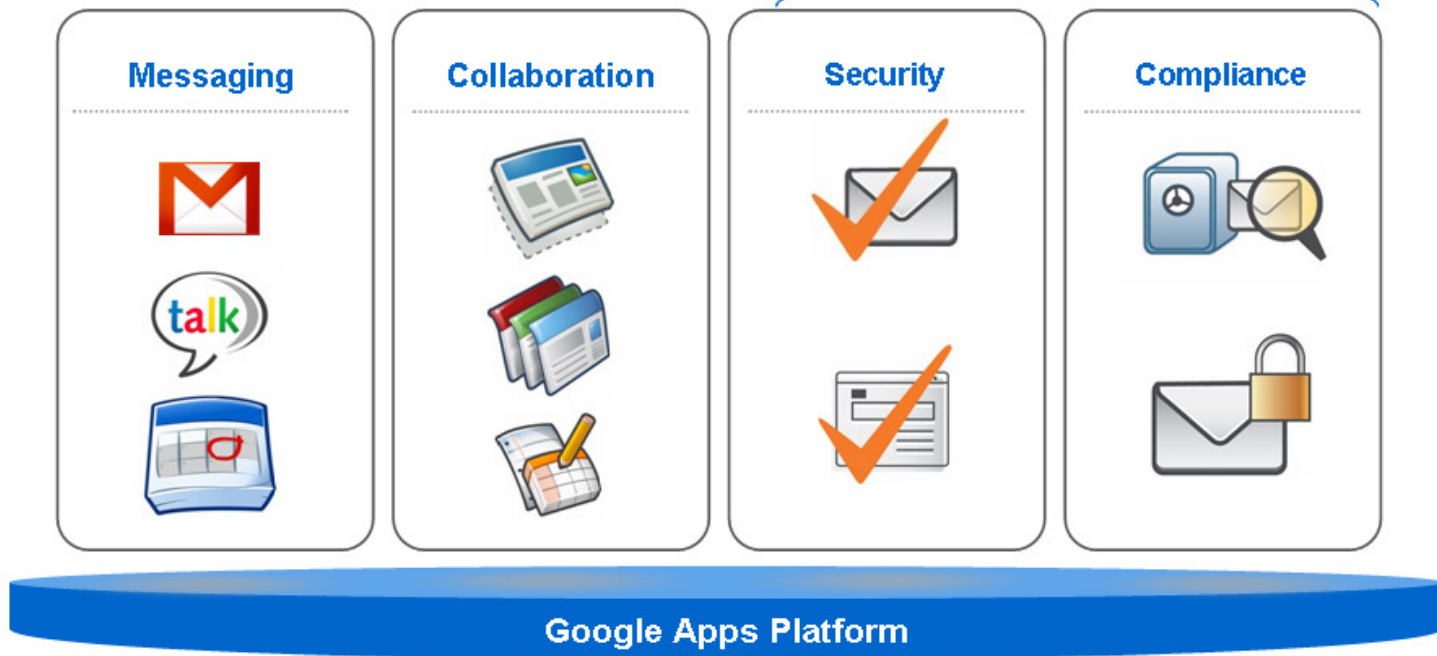
Google is trying to solve problems that are **difficult or costly to scale** e.g:

- Hosting large data storage or processing applications involving millions of records/items
- Filtering and Archiving massive amounts of email and information
- Searching for highly relevant documents – rapidly and efficiently
- Providing efficient location-based services that can be combined with other Google products

The Google Apps Suite

Google Apps

Works with any open mail server



Give employees powerful messaging and collaboration tools without the usual IT hassle and cost

Case Study – NSW DET Student EMail

- "Gmail has been working flawlessly, particularly considering that we could roll it out in a few months. It's going fantastically and without a hitch. "*Stephen Wilson, Chief Information Officer*"
- "When we presented GMail to a group of Year 7 students during the first pilot roll out in October 08, we were amazed to see the class as whole stand and applaud the presentation". DET Trainer working on the GMail implementation with SMS.

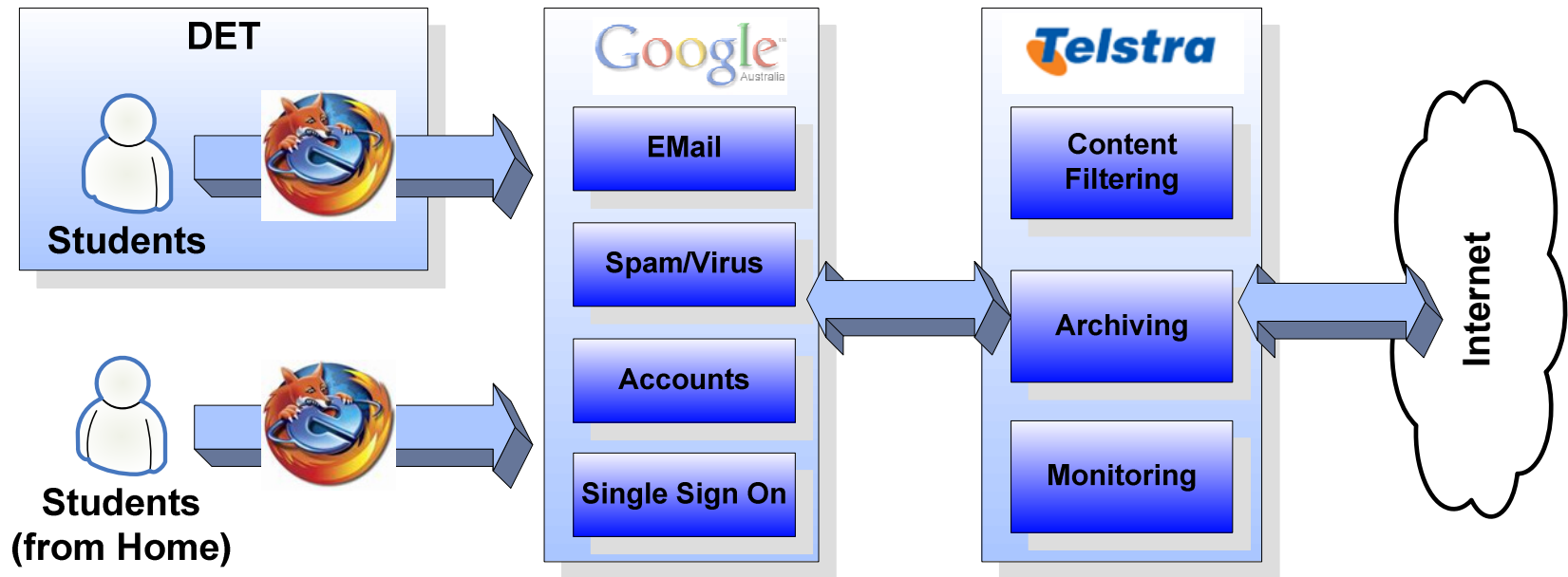
Project Background

- Student Email System provided email accounts to 1.3 million NSW school and TAFE students
- Hosted solution operated and managed by Unisys
- Microsoft Exchange based allowing student access via Outlook Web Access
- 35 Mega Byte Mail box for each student.
- Seen as relatively high cost.
- Low service levels with frequent outages.
- Increasingly expensive to maintain
- Required significant input from the DET

Cloud based SMS/Google/Telstra Email

- Delivered by a partnership from SMS/Google/Telstra.
- 1.5 Million Students in NSW.
- Branded GMail with rich User Interface.
- Increased mailbox capacity from 35 MB to 7.4 GB.
- Integrated with DET's user directory and single sign on.
- Delivered to the DET in 5 months including transition of existing email content from old to new accounts over a 5 week period.
- Cost reduced by over 66% resulting in a saving of over \$20M.

Cloud based SMS/Google/Telstra Email



SMS Provides Managed Services to the DET

- Monitored by an application built run on Open Source
- Tomcat application server and ZK User Interface

The screenshot displays the 'DET Email - System Monitoring Dashboard' from SMS Management & Technology. The dashboard includes a navigation bar with links for System Status, Gmail, Mail Gateway, Download Reports, and Help. The main content area shows the system status as of Friday, 3 Oct 2008 12:42 PM. Below this, there is a 'History' section with a table listing various system events. The table has five columns: Time, Gmail, Mail Gateway, Email Archive, and Provisioning Service. Each row in the table shows a timestamp and green checkmarks in the other four columns, indicating that all services were operational at that time.

Time	GMail	Mail Gateway	Email Archive	Provisioning Service
Friday, 3 Oct 2008 12:39 PM			✓	✓
Friday, 3 Oct 2008 12:36 PM			✓	✓
Friday, 3 Oct 2008 12:33 PM			✓	✓
Friday, 3 Oct 2008 12:30 PM			✓	✓
Friday, 3 Oct 2008 12:27 PM			✓	✓
Friday, 3 Oct 2008 12:24 PM			✓	✓
Friday, 3 Oct 2008 12:21 PM			✓	✓
Friday, 3 Oct 2008 12:18 PM			✓	✓
Friday, 3 Oct 2008 12:15 PM			✓	✓
Friday, 3 Oct 2008 12:12 PM			✓	✓
Friday, 3 Oct 2008 12:09 PM			✓	✓
Friday, 3 Oct 2008 12:06 PM			✓	✓
Friday, 3 Oct 2008 12:03 PM			✓	✓
Friday, 3 Oct 2008 12:00 PM			✓	✓
Friday, 3 Oct 2008 11:57 AM			✓	✓
Friday, 3 Oct 2008 11:54 AM			✓	✓
Friday, 3 Oct 2008 11:51 AM			✓	✓
Friday, 3 Oct 2008 11:48 AM			✓	✓
Friday, 3 Oct 2008 11:45 AM			✓	✓

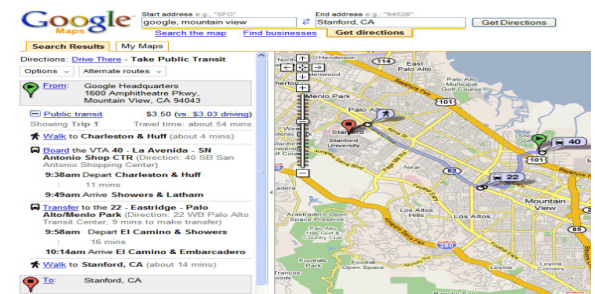
Outcome to the DET

- Significantly reduced cost
- Increased functionality and capability
- Improved Service Levels
- Increased Email usage uptake by students
- Reduced management overhead – it just works!!!

What Is Coming Next?

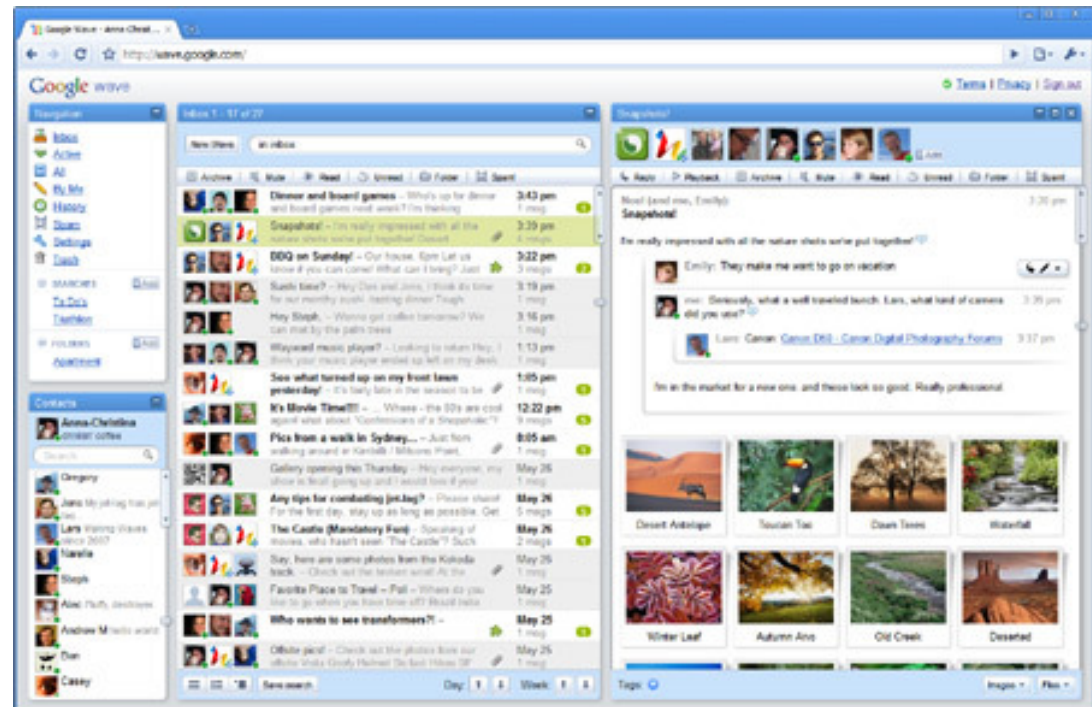
Google have a prolific roadmap:

- Major enhancements to Google Apps over 09/10
- Focus on collaboration
 - Google Wave
 - Video
 - Google Sites
- Increasing support for mobile devices
- Google Maps/Earth becoming increasingly user driven, opportunity to blend GIS into education.



Google Wave

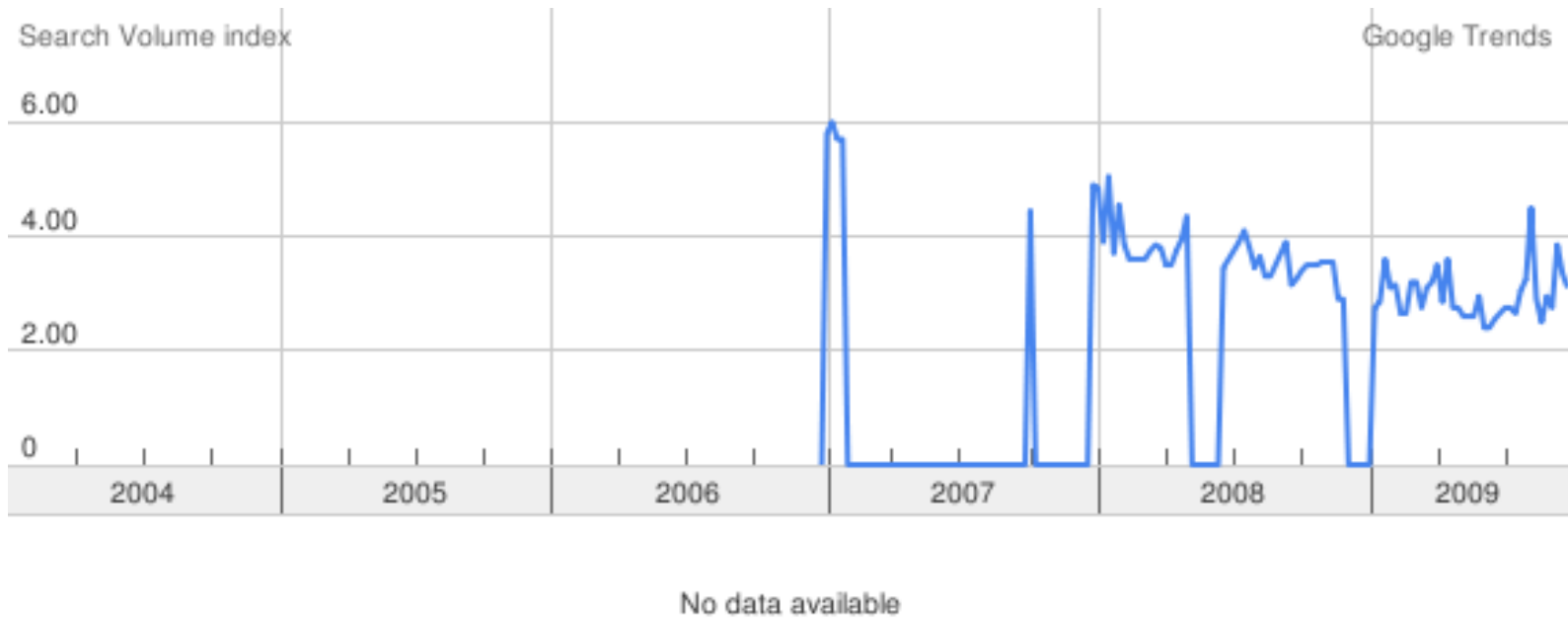
- Recently release as a preview
- New model for collaborative interaction and communication
- wave.google.com



Any Questions ?



Open Education Google Trends



SMS Solution Roadmap

