



Focus on developing web applications, not managing infrastructure.

The Morph Application Platform (MAP) is a complete environment for hosting multiple web applications. What used to take weeks and the skills of 2 to 3 senior-level system administrators now only takes five minutes and with just a few clicks.

With the MAP, we've taken our combined experience in IT of over 50 years to deliver a production-grade web application platform: distributed application servers, auto-provisioned private database, automatic and continuous backups, and a 24x7 monitoring and self-healing subsystem. All of these are available to the you in a simple user interface with no proprietary APIs and definitely no lock-in.

Powered by Amazon Web Services, the MAP provides an on-demand elastic Platform as a Service (PaaS) capable of growing and shrinking to meet the demands of the application any time.

Elastic infrastructure. Zero Capital Investment.

There is no hardware to buy or lease, no software to install and configure, and no idle intervals to get the application up and running. The elastic nature of the MAP provides a near instant deployment environment, giving you the flexibility to start up, size, resize, and shutdown application environments at will.

Why not just use Amazon Web Services directly?

Implementing a high-availability, production-grade application platform requires a great deal of skill, time, and money.

Think of getting an application platform as not too different from buying a car. Amazon EC2 is like getting an engine, a set of wheels, and a chassis. These can be assembled into a vehicle, but it takes a lot of time, effort, and skill to build. On the other hand, Morph Labs offers you a car with a driver. All you have to do is get in and off you go.

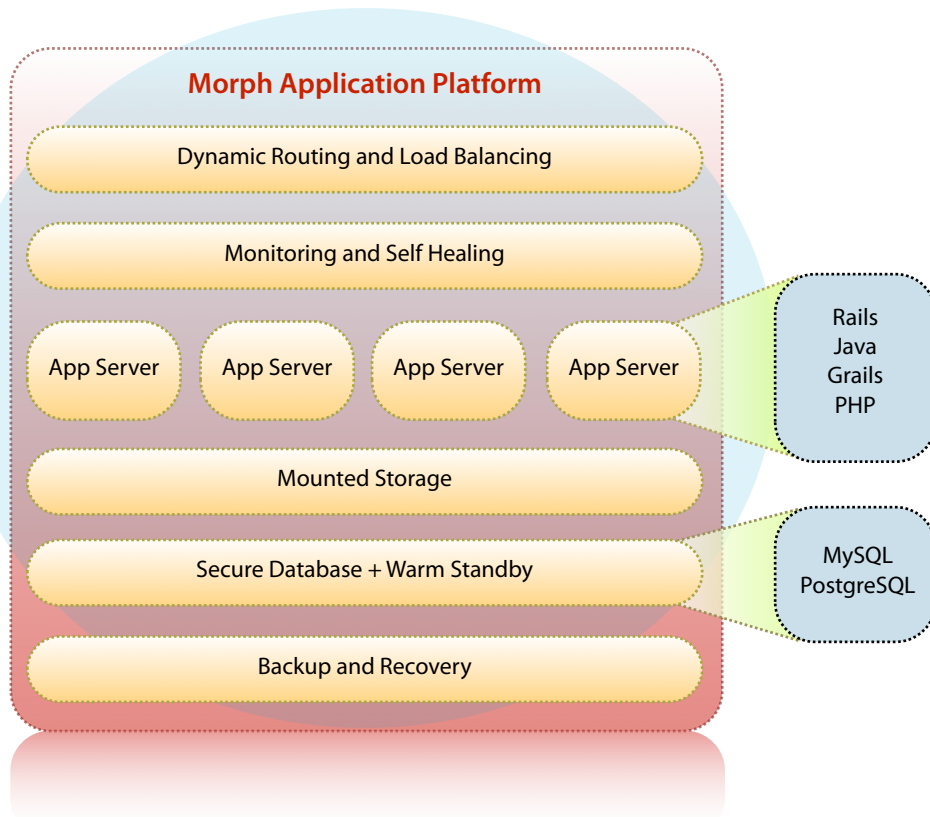
Did you know?

McKinsey & Company, in their 2008 report titled Revolutionizing Data Center Efficiency, noted that the average server utilization was at a mere 6% and overall facility utilization was only at 56%.

Also, the Software as a Service (SaaS) market, according to Gartner, is expected to break \$12 B (from \$6.5 B in 2007) in 2012.

These, along with the MAP, provide developers with opportunities in today's volatile economy:

- ✓ Avoid wasting server resources by using the MAP's elastic environment
- ✓ Reach your customers faster by utilizing the complete service of the MAP instead of building infrastructure from scratch
- ✓ Free up your capital for investing in your core product, not your IT infrastructure



Morph Application Platform Features

Application Servers	At the heart of the platform is the distributed application server layer that automatically creates instances of your web application. Thanks to its distributed nature when one server goes down, your web application won't go down with it since we'll have another instance running in another server.
Routing System	This layer forms the nervous system of the MAP and is responsible for routing requests coming from the Internet. Its main objective is to optimize a web application's responsiveness by routing each request to the instance with the least load. To further ensure reliability, we situated it in a geographically separate data center.
Monitoring and Self-Healing System	This spans the entire platform and is responsible for regularly checking its health and automatically patching the state of each component. For example, in the application server layer, when it detects that one web application instance is not behaving as expected, it will automatically shut down that instance and move it to another server.
Database (DB) Servers	Each web application gets its own auto-provisioned, secured DB located in a separate machine. Each DB automatically comes with the following abilities: <ul style="list-style-type: none"> • Up-to-the-minute incremental and full back-ups that are turned on by default without human intervention. • A secondary, warm standby DB which is an exact replica of the primary DB. Should the primary DB go down, the secondary can then spring into action.
Mounted Storage	With the Application Server layer's distributed nature, file storage can be a tricky issue since a file created in one application instance will not be available to another instance which is located in another server. To address this, the MAP comes with a mounted storage layer that is allocated for each web application and shared between its instances. To the web application, it looks like any other directory.

About Morph Labs

Morph Labs [www.mor.ph] is creating the world's most comprehensive, standards-based Platform as a Service and delivers enterprise-grade Software as a Service through Morph eXchange.

Morph Labs is a division of G2iX [www.g2ix.com]. The G2iX team provides a complete innovation platform that includes the award-winning engineering team, world-class open source engineering tooling, market-leading open source applications, and state-of-the-art cloud computing infrastructure.

Design Principles and Benefits

Modularized - This allows us to add support for additional language/frameworks or database systems without needing to change the rest of the platform.

No Proprietary APIs and Environment Dependencies- Designed to be compliant to industry standards to eliminate vendor lock-in. You, as the developer, have the freedom to opt out of the service at any time.

Management Tools - While the MAP automates and already pre-configures a lot of things, you should still be able to configure or adjust it to your specific needs using the control panel.

Elastic - MAP has the ability to grow or shrink as needed. This allows us to increase resources at the exact time resulting in savings that we are able to pass on to you.

Reduced manpower costs - Because the MAP encapsulates the knowledge of a senior-level system administrator, you no longer have to worry about hiring and training a system admin to create and manage your own infrastructure.

Freedom from infrastructure issues - Application environments are living, breathing entities. This means that every day, the developer must watch out for problems that may arise. Morph Labs handles all of the IT infrastructure and related back-end tasks needed to run an enterprise-quality web application. All that you need to do is create the application itself.