

Helping to shape tomorrow's technology

SDL is part of a consortium of leading European technology organisations that is helping to shape the future of next generation, cloud-based development software.

The Envisage consortium is made up of five academic and three industrial partners located in Germany, Italy, the Netherlands, Norway and Spain. Project participants have been chosen because of their expertise, their involvement in the area of research and their willingness to work as part of a team.

The goal of the Envisage consortium is to create an open source framework that enables Service Level Agreements (SLAs) and the resources needed to deliver these agreements to be part of the software design process at the initial 'design' phase. Envisage participants are also working to make the service itself aware of what cloud-based resources it needs, so it will be able to call on these resources automatically as and when it needs them. Typically, software design and how to resource the service are independent parts of overall development and the provision of a service. The resources that are needed to run the service also have to be managed, which can cause problems when it comes to having a software solution that seamlessly 'scales up' and 'scales down' to meet the needs of users.

Envisage will enable cloud-based services to be delivered in a more effective, efficient and reliable manner than they are today. These services will also be easier and quicker to develop, which will mean they cost less to produce. Envisage has the potential to significantly improve the competitiveness of SMEs (small and medium-sized enterprises) and profoundly influence ICT strategies across all sectors.

If you have any questions on this topic you can contact the SDL Envisage project team: David Costa, Behrooz Nobakht and Stijn de Gouw

SDL has knowledge and experience in this area because of our eCommerce solution, offering search,



merchandising and personalisation, which is uniquely tailored to the needs of online businesses. SDL's eCommerce solution already operates behind the scenes of more than 100 of the largest online sellers and deals with challenging technological tasks such as the performance of information retrieval algorithms, the scalability of dealing with huge amounts of data, and in satisfying large amounts of user requests per unit of time. Like the solution Envisage is looking to tackle, Fredhopper SDL's eCommerce solution already offers its services and facilities over the cloud, which has particular challenges with regard to resource management. Therefore the findings of the Envisage project will enable SDL to deal with these challenges, accelerate the development roadmap and reduce costs for all SDL's SaaS (Software as a service) products.