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CLOUD SPECIAL

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20 Most Promising Cloud Solution Providers 2015

Cloud computing has fast gained traction across all industries with its effectiveness to empower businesses across the globe. Cloud storage wars and innovative software offerings are making cloud an even more attractive place to do business. With its rising demand across industries like telecom, banking, financial services and insurance (BFSI), education, retail, health care and government, enterprises and consumers are increasingly turning to cloud to simplify IT, and bring their businesses to a new digital world.

In addition to economic merits from cloud services like flexibility, agility, speed and innovation, most enterprises today look out for scalable, cost-efficient and pay-per-use pricing models. Even though the growth of cloud computing platforms is going to be exponential, there is also a dilemma as to how its full value to business can be harnessed. The

key concerns pertaining to security, compliance, outages and data proliferation has made it essential for businesses to continually monitor computing trends in order to keep updating their cloud strategies. Moreover, hybrid cloud computing is set to become an imperative, in the form of a unified integrated cloud model of internal and external cloud platforms.

In order to help CIOs to fully exploit the potential of cloud model and help them cater to their burning requirements, in the last few months, a distinguished panel comprising of CEOs, CIOs, VCs and analysts including CIOReview editorial board reviewed top companies in the cloud domain, and shortlisted the ones that are at the forefront of tackling industry challenges. The selection panel looked at the vendor's capability to fulfill needs of buyers with effective solutions that curb the challenges. We present to you 20 Most Promising Cloud Solution Providers.



Company:

Entegration Software Inc
Sunnyvale, CA
entegration.com

Description:

Focusing on end-to-end business process assurance through smart and efficient automation

Key Person:

Chennapan Padmanabhan,
President & Co-Founder

Website:

www.entegration.com

Entegration Software

Providing Powerful Cloud based Test Management Console

Today, customers are increasingly moving their installed applications to the cloud for greater scalability and lesser maintenance, allowing businesses to pick and use best-of-class applications. However, along with it comes the challenge of integrating the cloud applications with an organization's existing applications, either on the cloud or within their data center, followed by validating the business process flows across these multiple applications. CIOs now want to "do more with less." Addressing this very challenge, Entegration Software has created a cloud-based test orchestration solution that offers end-to-end business process testing capabilities. "Since we drive the testing based on business flows, organizations are assured of the integrity of their business operations from deployment to production," says Chennapan Padmanaban, President and Co-founder, Entegration Software.

The company offers simple and easy-to-use testing products and solutions, which significantly improve the efficiency of IT operations with minimal overhead of configuration, maintenance, and support. Their flagship product, ATTEST is a powerful test management console that serves as a single point of user interface for all key test management functions. "We built ATTEST from ground up to de-mystify the complexity of testing multiple applications," explains Padmanaban.

"Enterprise testing is complex, since business flows typically traverses multiple applications as well as multiple modules within an application. Teams are buried in their own modules and

seldom get the big picture." Through ATTEST, Entegration makes the teams understand the components they are responsible for, alongside interactions between various components, both upstream and downstream. This not only helps organizations with their testing, but also provides a comprehensive overview of business processes and dependencies that is invaluable during the design phase.

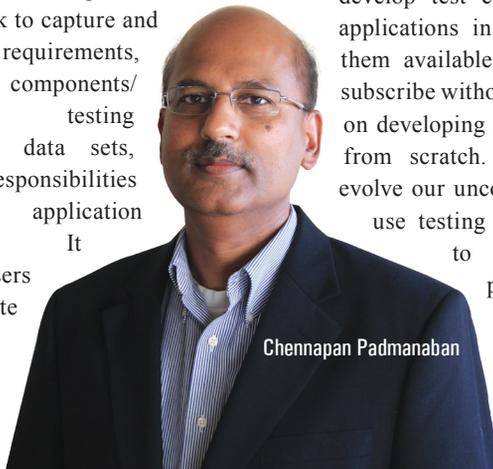
“**We built ATTEST from ground up to de-mystify the complex testing of multiple applications**”

The company's vision is to provide a closed loop system between design, development, and testing. ATTEST is built on the Force.com platform and is available on the Salesforce AppExchange. By increasing the throughput and breadth of testing, customers can gain an 800 percent increase in testing efficiency, while cutting testing cost by 30 percent within 6 months of implementing ATTEST. It provides a comprehensive framework to capture and define the requirements, process components/ functions, testing scenarios, data sets, roles, responsibilities and the application instances. It allows users to execute

the test scenarios across any set of instances with the capability capture and maintain complete audit trail.

"We've been taking customer inputs seriously and constantly incorporating several features which have helped the product to be agile and easy to use," asserts Padmanaban. An illustration of the company's value proposition is a multi-billion dollar semiconductor-testing firm which has adopted Entegration's solution, and completely automated the end-to-end testing of their IT applications. This has resulted in tremendous savings for the customer; what used to take 3-4 weeks for over 7-10 business users and analysts to test is now accomplished in 36-48 hours with just 1-2 users executing the tests. It has given the customer a good competitive advantage, since any changes to their application can be reliably tested in a very short time and released to production.

Surging ahead toward the future, the company would like to become the go-to process design and testing platform on the cloud. They want to continue to provide an outstanding user experience on desktop and mobile devices. "We're planning to collaborate with multiple service providers to develop test components for various applications in the market and make them available, which customers can subscribe without spending a lot of time on developing automation components from scratch. We will continue to evolve our uncomplicated and easy-to-use testing products and solutions to simplify the testing process," concludes Padmanaban. **CR**



Chennapan Padmanaban