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Atlantis Computing

Chetan Venkatesh was top geek in his hometown Bangalore's Army School. And after multiple cities, three startups and many failed attempts to work for a company, Venkatesh is back in his hometown with another startup in the SaaS (software-as-a-service) space. His management team consists of another geek from his school Martin DeMello; the technical team is manned by Kartikeya Iyer, Bernard Kerckaenaere and K.P. Krishnamoorthy.



Chetan Venkatesh
founder and CEO,
**Atlantis
Computing**

At 30, Venkatesh is already a startup veteran, having dropped out of college to start his first company. He has big ambitions for his latest venture, Atlantis Computing, which aims to deliver cost effective on-demand computing (or hosted application model) on a global scale.

In the traditional application service provider model, the user or enterprise pays a one-time fee for software licences and forks extra money for upgrades later. In the on-demand model, customers pay a monthly fee to access software applications with no initial investments. In this case, applications are accessed via a web browser and do not rest on the customers' desktops or servers. "We believe that the way we compute (technologically and economically) is ripe for disruption simply because computing today is not inclusive," says Venkatesh. "The benefits of IT don't reach everybody."

Atlantis' grand mission: To develop the planet's leading computing fabric and leverage it to deliver software applications, storage, connectivity and collaboration via the Internet to everyone, everywhere.

To achieve the goal, Atlantis will deliver two things: In early 2007, an on-demand computing service for the consumer and SOHO (small office home office) sectors. This will have a stack of desktop, work group and personal productivity applications, accessible over a web browser integrated with storage and collaboration. Two, in late 2007, it will introduce application delivery network (ADN) which will provide an end-to-end software hosting platform that can transform and deliver any software application developed for any technology platform into a web consumable service.

The ADN will be designed to support millions of con-current (simultaneous) users at any given time. The ADN is similar to AppExchange, a model introduced early this year by Salesforce, the world's leading ADN. The platform allows for independent software vendors to post their applications online and market to prospective customers.

Helped by angel funding and early stage investors, Atlantis Computing developed the

infrastructure for its two services and deployed its SaaS ADN globally.

Atlantis is banking on the networking power of its board and advisory members for partnerships in the US and the Europe. It is also betting on Mentor Partners, a Bangalore-based startup advisory outfit, to help shape its technology and market development efforts. In India, Mentor Partners is led by Ravi Narayan (founder of startups such as Nextone, American Systems International (ASI) and Astuto Networks) and Prabhakar Valivetti (co-founder of RelQ Software). The US team is headed by Rosen Sharma (co-founder of VxTreme, which was acquired by Microsoft, Ensim, Teros, which was acquired by Citrix, Green Border, Teneros and Solidcore).

Atlantis is also in the process of appointing a senior executive as president to spearhead its marketing and business development efforts.

Atlantis' SaaS stack for the consumer and SOHO space is ready for tests and validation. "In the next quarter, we would go to trials with 2 leading global telecommunication players, each with substantial SMB customer bases in the US and Europe," says Venkatesh.

If its offerings can deliver what they are promising, Atlantis could be competing with SaaS giants such as Salesforce.com and Webex for a global market worth \$6 billion and growing at a furious pace.