What is Cortex?

Cortex is a market leading software package used by Cloud Providers, Telco's, Internet Hosting Companies and large corporations to manage and automate the provisioning and administration of hosted business applications, hosted services, infrastructure, customers and users. Often referred to as a "Control Panel", Cortex speeds-up, standardizes and simplifies the process of getting large quantities of customers and users up and running with their respective software and services in the Cloud environment.
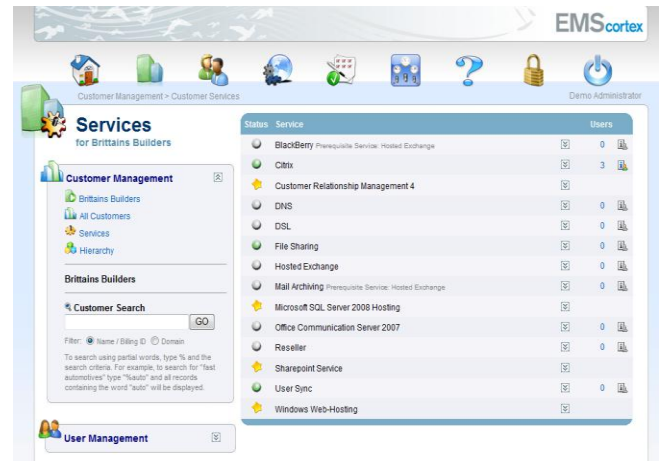
Without a product like Cortex; Cloud providers and hosting companies would require large teams of engineers to manually install configure and manage their very large number of software instances and user accounts. With Cortex, this work is automated, scripted, standardized and executed much more quickly and with far less expense.

What Hosted Applications and Services can Cortex Provision and Administer?

Cortex can be configured to provision and administer almost any hosted application or service. An SDK (Software Development Kit) is provided with the product to enable third parties to set up new applications and services for Cortex.

Examples of popular hosted applications, services and infrastructure that are most often managed by Cortex include;

- Hosted Microsoft Exchange
- Microsoft SharePoint
- Microsoft CRM
- Blackberry
- Citrix Desktops
- Microsoft IIS (web server)
- SQL Server
- Backup Agent
- Microsoft Hyper-V (Virtual Servers)
- Business Applications such as ERP, CRM, Payroll, Office etc

What Technical Architecture is Cortex built from?

Cortex is built on the latest Microsoft dot Net technology. It has an easy-to-use Web-based user interface that can be customized to match the look and feel of the Cloud Provider. The Cortex engine employs current Microsoft technologies including SCVMM (System Centre Virtual Machine Manager) for virtualization management and utilizes Microsoft SQL server for its own database.

How is Cortex Licensed?

Cortex is licensed on a per-month, per-user, per-application basis. In other words it is a SaaS (Software as a Service) license that is well suited to Cloud providers who themselves tend to work under the same model. A minimum number of users is applied to all billing contracts.

Who Typically Operates the Cortex system?

A powerful and unique feature of Cortex is its "delegated administration". This means that not only the Cloud Provider or owner of the system can operate or administer the system. Administration can be delegated to resellers for their own customers and then further delegated to the end-user's own IT management staff, if this is required. Delegated functionality can be restricted where desired; for example the end-user's IT management function might be restricted to only manage user password changes.

Who are some of Cortex's Customers?

Cortex is used by Cloud Providers, Hosting Companies and Telco's around the world, including USA, Canada, UK, Netherlands, South Africa, Singapore, Australia and New Zealand. Some of Cortex's better-known customers are listed below;

- Unisys (Cloud for 50 countries)
- TELUS (Leading Canadian Telco)
- USA.net (World's largest Exchange Host)
- Telecom New Zealand (NZ's largest Telco)
- Melbourne IT (Australia's largest hosting company)
- Atos Origin (Leading European Systems Integrator)
- FP Web – (World's Largest Sharepoint Host)

Cortex's Market

Demand for Cortex software is presently at an all-time high (and growing) due to the very significant level of investment that Telco's and Cloud providers are directing towards setting up Cloud offerings, given that the software market as a whole is moving rapidly in this direction.

For More Information

Refer to the EMS-Cortex web site http://www.ems-cortex.com