IBM & Corent: Smarter SaaS!
Smarter SaaS for a Multiple Cloud World

SurPaaS™
PaaS for SaaS
The SaaS Gap

How do SaaS Providers enable, manage and operate their SaaS business?

SaaSification

Cloudification

- PureSystems
- RightScale
- Cloudify
- Cohesive FT, etc.

Tenants (and their Users)

Software Application

PaaS Layer

Cloud Infrastructure

Public

Hybrid

Private
Corent SurPaaS™ Closes the SaaS Gap
... Rapidly and Cost Effectively

Tenants (and their Users)

SaaS Application

Provisioning Services
- Self-Provisioning
- Tenant Level Configuration
- Management (Tenant & User)

Business Services
- Tenant Subscriptions
- Billing Integration
- Role Management

SaaS Operation Services
- Franchise Management
- Reporting and BI
- Dashboard & KPI

PaaS Layer

Cloud Infrastructure

Corent SurPaaS™ Closes the SaaS Gap
Corent SurPaaS™ Closes the SaaS Gap
... in a flexible and configurable way

Provisioning Services
- Self-Provisioning
- Tenant Level Configuration
- Management (Tenant & User)

Business Services
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SaaS Operation Services
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PaaS Layer

Cloud Infrastructure

SurPaaS™

Corent SurPaaS™ Closes the SaaS Gap
Corent SurPaaS™ extends PaaS to SaaS

Deliver any Cloud Application as a well-managed, efficient, and scalable SaaS

A fast, easy, low cost, low risk way to transform your software business model to efficient and robust SaaS
SurPaaS® - a complete SaaS Service Delivery Platform

**SaaS Applications**
- Virtual Tenancy Model
- Multi-Tenancy Model
- Enterprise “Private SaaS”

**PaaS Layer / IBM SCAS**

**IaaS Layer**

**SurPaaS™**

**SaaS Transformation**
- Flexible Tenancy Model Enablement
  - Multi-Tenancy, Virtual Tenancy, or Hybrid tenancy model
- Multi-tenancy transformation
  - Rapid automated transformation

**SaaS Operations Management**
- Tenant Centric Operations Services
  - Tenant Provisioning and Mgmt., Monitoring, BI and reporting...
- Deployment & Topology Management
  - Multi-node topology, Multi-Cloud, Hybrid Cloud, Multi-Geo
- SaaS App Lifecycle Management
  - Version Mgmt., Upgrades

**SaaS Offering Management**
- Subscription Management.
  - Subscription setup, Billing interface, application usage metering
- SaaS Channel and Franchise Enablement
  - Enable Franchise Model, Channel Readiness, White Labeling
- Application Marketplace Enablement
  - Multiple apps, Multi-vendors, SaaS Solution Suites

A SaaS Service Delivery Platform for ISVs, MSPs and Enterprises designed to work in concert with and augment the Cloud PaaS and IaaS layers.
Corent is a Proud IBM Partner

- First IBM Partner certified as a Ready for SmartCloud Services Technology Partner
IBM PaaS Progression Path – Application Patterns

**Adopt PureAS PaaS**
- Simplified middleware consumption support wide range of programming languages
- Enterprise class auto scalability and reliability
- Built in enterprise computing best practice

**Enterprise grade private and public cloud**
- Customers buy your app and deploy app to their private/public clouds in <1 hr
- Common workload deployment technology enabling seamless integration and cross clouds portability. **Enable once, deploy anywhere**
- Rapid deployment of applications, databases, and services
- Providing industry’s best SLA and HA and disaster recovery.

**Create a Pattern**
- Deploy software to IBM Clouds from catalog

**Sell your software as a service (SaaS)**
- Make your app cloud centric and enable usage based biz model
  - Customer buy your provisioned app/services and use it right away
  - Maximize your infrastructure utilization through multitenant deployment on a single app instance
  - Leverage cloud centric DevOps to enable SaaS billing and metering without writing your own code
  - Lowest cost to scale
  - Automated provisioning, authentication, metering and billing

**Ready for**
- PureSystem
- SmartCloud

**Corent**

Smart Start Now
Corent SurPaaS™ extends SCAS to SaaS

Deliver and Manage Cloud Applications as SaaS

IaaS

Infrastructure as a Service

IBM SmartCloud Enterprise™

PaaS for SaaS

Patterns

PureSystem Pattern

Components

Application

Registries

Schema

Database

Web Server

A pattern captures the ISV solution’s platform/infrastructure dependency and implement them with built-in expertise

Policies

Scaling

Failover

Load-Balancing

Security

Monitoring

Single Tenant Apps and Multi-Tenant Apps

Deployed App Cloud Optimized

Deployed MT App Cloud Optimized

SaaS Specific

BSS & OSS & Tenant Provisioning

SurPaaS™

Deployed App Cloud Optimized

Runs on Workload Deployer technology

Deployed App Cloud Optimized

Deployed MT App Cloud Optimized

Elastic, Policy Driven IaaS Resources

Application

Lifecycle

Application

Resources

Workload

Services

Application

Management

Integration

SmartCloud Application Service™
SurPaaS™ - Alignment with IBM Technology

- SmartCloud and SoftLayer support

- PureSystems support

- WebSphere (v7.5) and DB2 (v9.5) support

- OpenStack (Grizzly) support
SaaS Enablement: High value proposition for ISVs, MSPs and Enterprises

IBM + Corent SurPaaS™
Go To Market with SaaS Enablement

Leveraging IBM Technology
- Infrastructure based on IBM SmartCloud™ or PureFlex™/PureSystems™ or datacenter hardware with IBM software.
- SaaS Solutions can incorporate IBM software as a service on SCE+ or licensed to grow as the SaaS application grows. (Example: WebSphere, DB2, Cognos, CastIron)
[Assessment] Application Assessment

- Assess the Application for a SaaS ready version

Assess New Application

Assess

Application Setup
Subscribe
SaaSfy
Tenant Provision Setup

Assessment
In Progress

Assess Your Application

Please provide the necessary information related to your Application to proceed with SaaSifying your application.

On successful completion of the assessment, you can proceed to the next stage for installing your application that you want to SaaSfy.

In case of any problem, your assessment will be reviewed and Corent Support will contact you for further assistance for proceeding to the next stage.

- Enter a name for the application
  Petstore

- Choose your tenancy type for your application that needs to be SaaSified
  - Virtual Tenant
  - Multi Tenant
  - My Application already Multi Tenantized

- Which of the following development platforms does your application fall in?
  - Java
  - PHP
  - .NET
  - PYTHON

- Which of the following platform version does your application fall in?
  - JDK 1.5
  - JDK 1.6

- In which Web/App server, your application is deployable?
  - Tomcat 5x
  - Tomcat 6x
  - WAS 7x

- Which of the following category does the application fall in?
  - Standard Web Application
  - Client Server
  - Others

Assess your Application
SaaS Zone Login Screen

SaaS-Cockpit™

The SaaS-Cockpit™ provides the ability to deliver any application as a service to multiple tenants with the internal tracking and services to manage all end users.

The operational capabilities encompass servers, storage devices, bandwidth, operational management and the support necessary to monitor Software-as-a-Service. The SaaS-Cockpit™ operates compatibly with any datacenter infrastructure provider.

SaaS Zone Login Page
With Customizations on the login text, logo, Header, Languages etc
SaaS Zone Dashboard

- SaaS Provider gets their own Dashboard
- SurPaaS™ SaaS Zone Dashboard Screen
SurPaaS™ - Three Editions

For three related target market opportunities

For **ISVs** that want a complete solution for enabling their applications as SaaS

For **Cloud Providers** who want a turnkey solution to attract ISVs who want to become SaaS Providers

For **Enterprises** who want to leverage the efficiencies of the SaaS model for their internal apps.
Enabling “Private SaaS” for the Enterprise
- Transforming CIOs as Service Providers within the Enterprise

**External apps from Marketplaces, Open Source, Commercial**

**Private SaaS for:**
- Operating Units
- Geographic Divisions
- Departments
- Suppliers
- Clients
- Franchisees
- Dealers & Resellers

**CorpCloud**

**Private SaaS for:**
- Internal Enterprise Applications
- Applications from Third Parties
- On a Private Cloud

**Private SaaS Apps for the Enterprise**

**Can also deploy Private SaaS on a Public Cloud**

**Service Delivery Platform**

**SurPaas™**

**Provisioning Services**

**Business Services**

**Operations Services**
SurPaaS™: Enabling Multiple SaaS Models

Simultaneous support for:

- Multiple Tenancy Models
- Multiple Clouds
- Multiple Technology Stacks (Java, PHP, .Net, Python)
- Multiple SaaS Providers
- Multiple Applications

Corent enables SaaS Providers to manage and operate anywhere along the SaaS Continuum.
Multi-Geography Deployment
Central Management and Privacy Compliance

SaaS Providers Deploy their SaaS app to various Locations

Centralized SurPaaS™ Management
Separate instances of any SaaS Apps can be deployed to different geographic locations to manage privacy concerns and regulations. SurPaaS™ itself can reside on any cloud.
Corent enables the world’s First “Channel-ready” SaaS – (Multi-tier SaaS for resellers and distributors)

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**Thinxtream™ Technologies Partners with Corent Technology to Enable Channel-ready SaaS Offering**

**Thinxtream™ Selects Corent’s SaaS-Cockpit™ to Operate & Manage a new Channel-ready SaaS Business**

PR Newswire
PORTLAND, Ore. and ALISO VIEJO, Calif., Oct. 30, 2012

PORTLAND, Ore. and ALISO VIEJO, Calif., Oct. 30, 2012 /PRNewswire/ -- Thinxtream Technologies Pte. Ltd., a global software company with innovative products and professional services for media, print and device management applications, has partnered with Corent Technology, Inc., a leader in innovative SaaS enablement software solutions, to support a new product offering via an efficient, off-the-shelf SaaS delivery model.

"We wanted ready access to a global audience at a very economical price point, and delivering our offerings in a SaaS model certainly allows us to fulfill those goals," said Anil Thakkar, Director of Product Management at Thinxtream. "However, we realized that there are a number of issues that companies need to deal with when they decide to become a SaaS provider; such as customer provisioning, subscription management and billing services. We found Corent and their SaaS-Cockpit product to be a good fit for our needs."
SurPaaS™ (Cloud Edition) – runs on any Cloud

- Single platform to manage multiple ISVs and applications
Enabling Cloud Marketplaces
Create your own (or) Leverage 3rd party Marketplaces

Cloud Marketplace Applications

SaaS Providers operate their SaaS from SurPaaS™ which can reside on any cloud.

SurPaaS™ users can advertise their SaaS Apps on their own Marketplace on SurPaaS™ or on third party cloud marketplaces.

SaaS enable your app

Advertise SaaS app in Marketplaces of choice

Production deployment of your SaaS on any Cloud

SurPaaS™ Marketplace Applications
SurPaaS™ - Feature Set Chart

### SurPaaS™

#### SurPaaS™ Velocity
Geared towards automation and rapid business transformation, empowers MSPs to deliver Software as a Service from a central platform for multiple ISVs

#### SurPaaS™ Continuum
Offers a range of options and variations to enable enterprises and ISV to achieve a higher level of integration and additional services to run an effective service delivery business

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<th>SurPaaS™ Velocity</th>
<th>SurPaaS™ Continuum</th>
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SurPaaS™ - Full Stack Support for WebSphere, DB2 and IBM Clouds

Your SaaS Application
SurPaaS® Your Expectations!

Special Free Offer

1. Install your Application in the SurPaaS environment
2. Corent will Transform your Application to SaaS
3. Experience and demonstrate it as a complete, fully instrumented SaaS application ready to onboard Tenants
SaaS Provider needs vary...
Real Solutions need to be Adaptable

Manage

I need **flexible business and technical capabilities** to fulfill my global market’s needs:

- Tenancy
- Security
- Provisioning
- Billing
- Analytics
- Versioning
- APIs

Transform

I need to **focus resources** on the core value of my app as I transition to SaaS

I need to **lower my costs** of services delivery as I scale

I need to **shift my business model** to SaaS to meet customer demand

Grow

I need to **customize my marketing campaigns** for optimal results

I need to **enable my channel partners** to grow profitably

I need to continue growing my legacy business too

They may not know it, but they’re talking about SurPaaS®
Rapid SaaS Enablement

• Corent rapidly transforms your existing application into fully operational and scalable SaaS.
• Corent provides the complete solution, including technical and business model transformation.
• This includes:
  • Automated Tenant Provisioning
  • Tenant Management
  • Subscription Management
  • Billing and Payment Integration
  • Channel support options
  • Multi-Cloud Support
  • Analytics and Dashboards

I need to have my application as a SaaS offering, and I need it now, not later.
I can centrally manage ALL my tenants, on multiple vendors clouds?

- For virtual tenancy SaaS, each new tenant can provisioned onto a specific vendors cloud.
- You can have one or several multi-tenant instances of the application on different vendors clouds, and in different geographies.
- Tenants can be centrally managed from one SaaS-Cockpit™ even if they are on different vendors clouds in different locations.
Do you mean I can centrally manage ALL my tenants, no matter which cloud location they are using?

- For virtual tenancy SaaS, each new tenant can provisioned onto a specific cloud geographically near them.
- You can have one or several virtual tenancy instances of the application on clouds in different geographies to meet legal, privacy, or other concerns.
- Tenants on any cloud, using any of or all of your applications, can be provisioned and managed from one SaaS-Cockpit™
I need to make sure our subscription model can be aligned with our billing system.

- Corent’s SaaS-Cockpit™ provides automatic integration of subscriptions with supported billing options.
- Corent supports billing systems Chargify and Zurora, or use the API to connect to your billing solution of your choice.
- There is no need to configure the subscription model manually in two systems.
- There is even a no-billing option for those cases where service is free or payment handled by other methods.
Payment Flexibility for Tenants

I need to provide my tenants with flexible payment options, including choice of currency.

- Corent’s SaaS-Cockpit™ provides subscription options. You can define subscriptions with currency options.
- Our billing engine partners provide options and merchant bank relationships for worldwide transactions in multiple currencies.
- Credit card, online and other payment options are available, including no payments for free services or those you manage outside the system.
Region Specific Tenant Management

I need to manage the location of my tenants data to ensure the privacy and legal restrictions for their information is met.

- For virtual tenancy SaaS, each new tenant can be provisioned on a specific cloud location that complies with the policies or restrictions for their region.
- For multi-tenant SaaS, instances can be setup in the required cloud locations, and tenants provisioned onto the appropriate one.
- Management of the tenants on any cloud or location, and all instance types, can be done centrally from SaaS-Cockpit™.
I need SaaS business metrics and insight that helps me ensure the business is on track.

- SaaS-Cockpit’s has numerous Key Performance Indicators in the Dashboard that assist with tracking the health of the SaaS business, such as CMRR (Cumulative Monthly Recurring Revenue).
- There are several key reports that provide insight into business operations, trends and marketing effectiveness as well as usage patterns.
- Reports can consolidate the information for all tenants across all clouds and multiple applications to see the big picture.
Flexible Support for Subscriptions

- Corent’s SaaS-Cockpit™ provides subscription management and integration with billing systems. You can define the right subscription model for your business.
- Any number of subscriptions can be created to service different markets, different tenancy models, application versions, durations or combinations of attributes.
- SaaS-Cockpit™ can monitor Tenants and Users and even application and/or resource usage parameters and pass the relevant data to the billing system.
A software platform for rapid and turnkey enablement, operations, and management of SaaS solutions