



SaaS-Cockpit™

Tenant-Centric Management & Operations

For SaaS Providers

SaaS 2.0 – Rapid SaaS Enablement on IBM SmartCloud

Jan 22 & 24, 2013

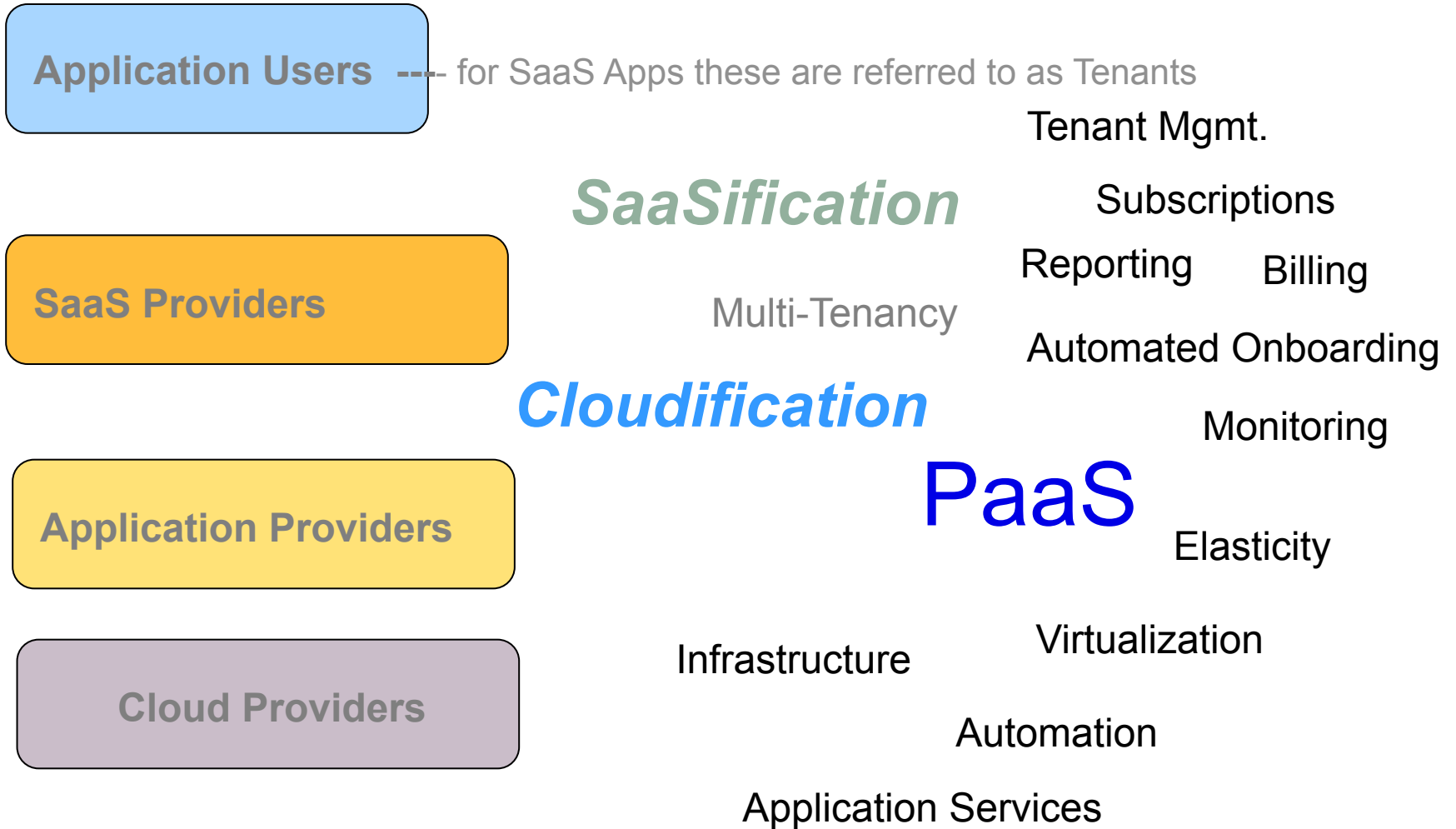
AGENDA



- Introduction
- Capabilities of IBM SmartCloud/SCAS
- Outline of SaaS Operations and Mgmt.
- SaaS Tenancy considerations
- Capabilities of SaaS-Cockpit™
- Free Application Assessment & POC

The Cloud / SaaS Paradigm Shift

Modern Concepts being recombined to support new Business Models



Fast lane

~~PATH~~ TO CLOUD: for ISV

HOW?

PureSystem Pattern

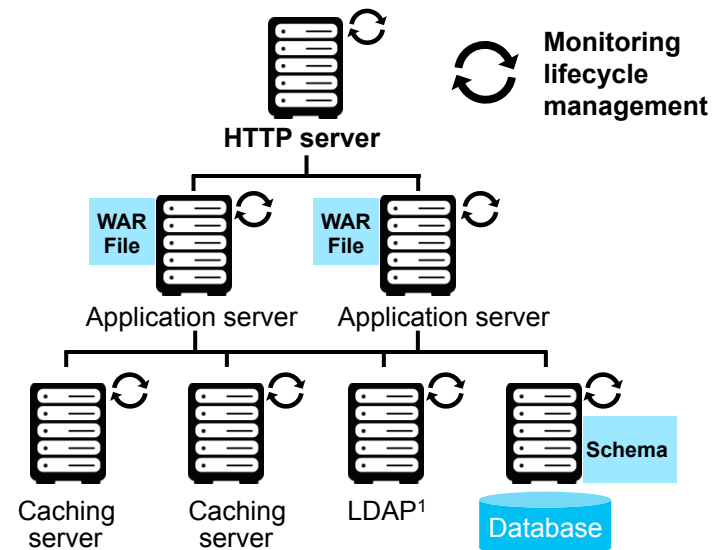
~~VMware~~

IBM SmartCloud™ Application Services uses built-in patterns of expertise to help accelerate application development and deployment.

Patterns of expertise: Proven best practices and expertise for complex tasks—learned from decades of client and partner engagements—that are captured, lab tested and optimized into a deployable form.

What is a Pattern?

- The pre-defined architecture of an application
- For each component of the application (such as, database or web server)
 - Pre-installation on an operating system
 - Pre-integration across components
 - Pre-configured and tuned
 - Pre-configured monitoring
 - Pre-configured security
 - Lifecycle management
- In a **deployable form**, resulting in **repeatable deployment** with **full lifecycle management**



Agility

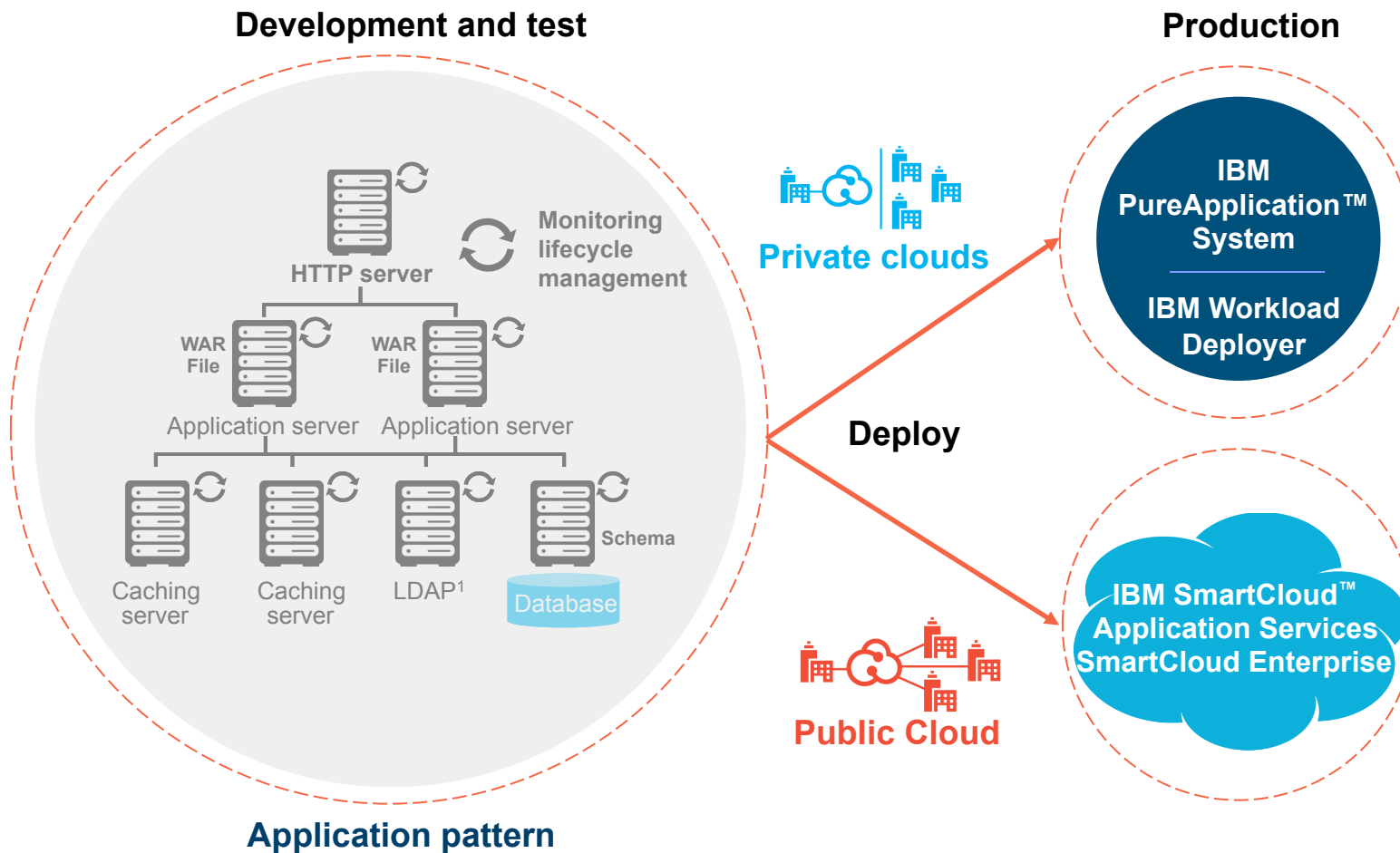
Efficiency

Simplicity

Control

¹Lightweight Directory Access Protocol (LDAP)

This pattern-based technology also enables portability and interoperability, so that you can deploy your applications in either a public or private cloud.



A wide variety of optimized patterns from IBM and partners is supported

IBM Patterns Available on PureSystems and SmartCloud Application Services

- Web Application Pattern
- Transactional Database and DataMart Patterns
- IBM Application Pattern for Java V1.0
- WebSphere Messaging Patterns
- SOA Policy and SOA Gateway Patterns
- Business Intelligence Pattern
- Business Process Mgmt Pattern
- Operational Decision Mgmt Pattern
- WebSphere Portal and Web Content Mgmt Patterns
- InfoSphere Information Server* and Informix* Patterns
- IBM Connections Pattern*

Partner Patterns



* Target availability 4Q2012

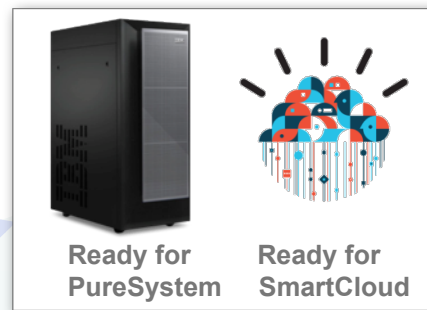
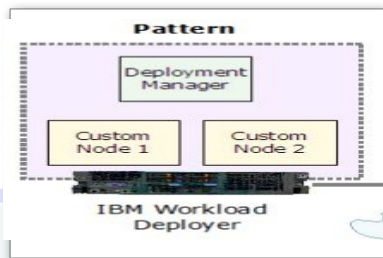
IBM PaaS Progression Path – Application Patterns

Sell your software as a service (SaaS)

Deploy software to IBM Clouds from catalog



Create a Pattern



Make your app cloud centric and enable usage based biz model

Adopt PureAS PaaS

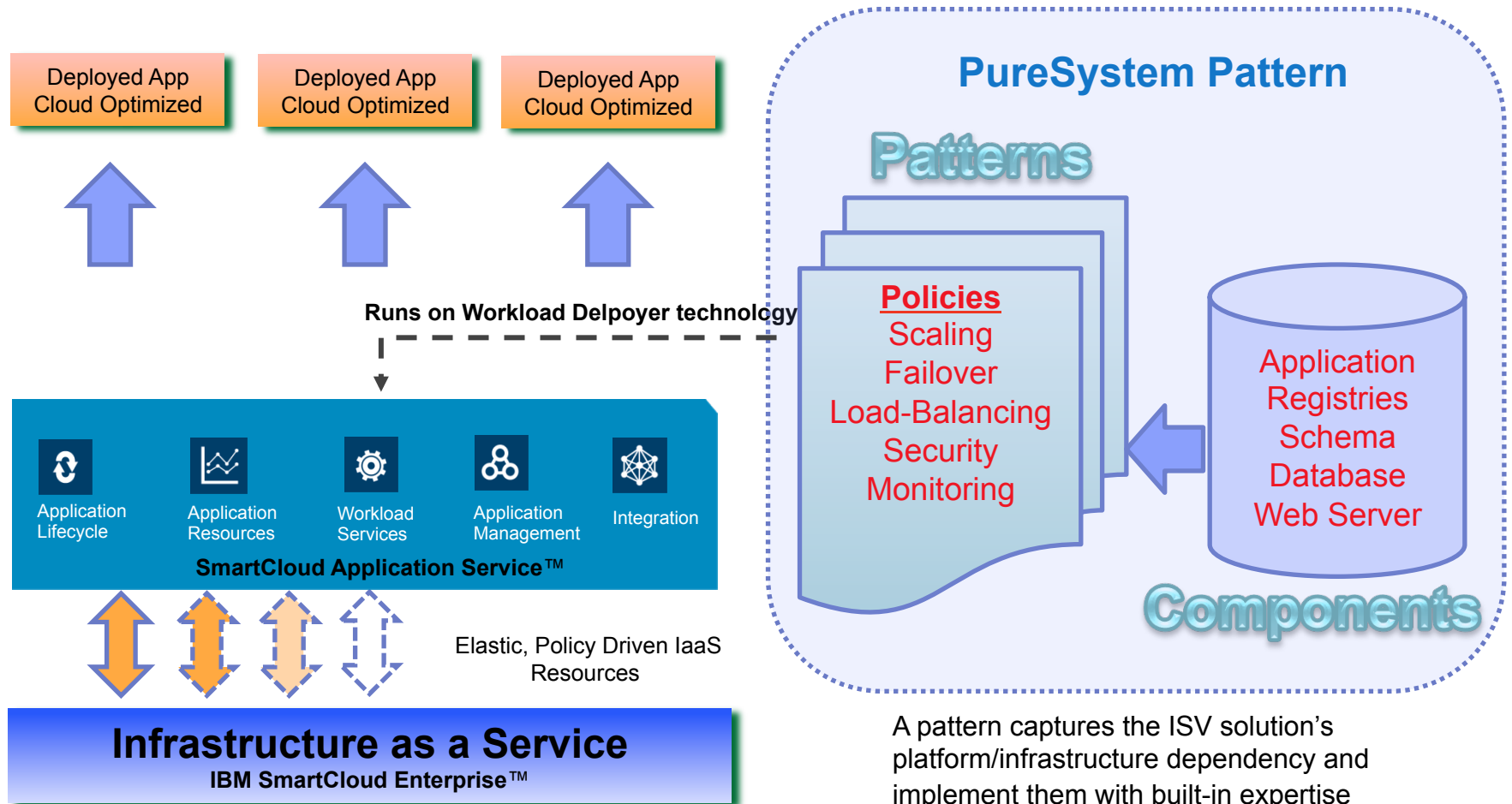
- Simplified middleware consumption support wide range of programming languages
- Enterprise class auto scalability and reliability
- Built in enterprise computing best practice

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.

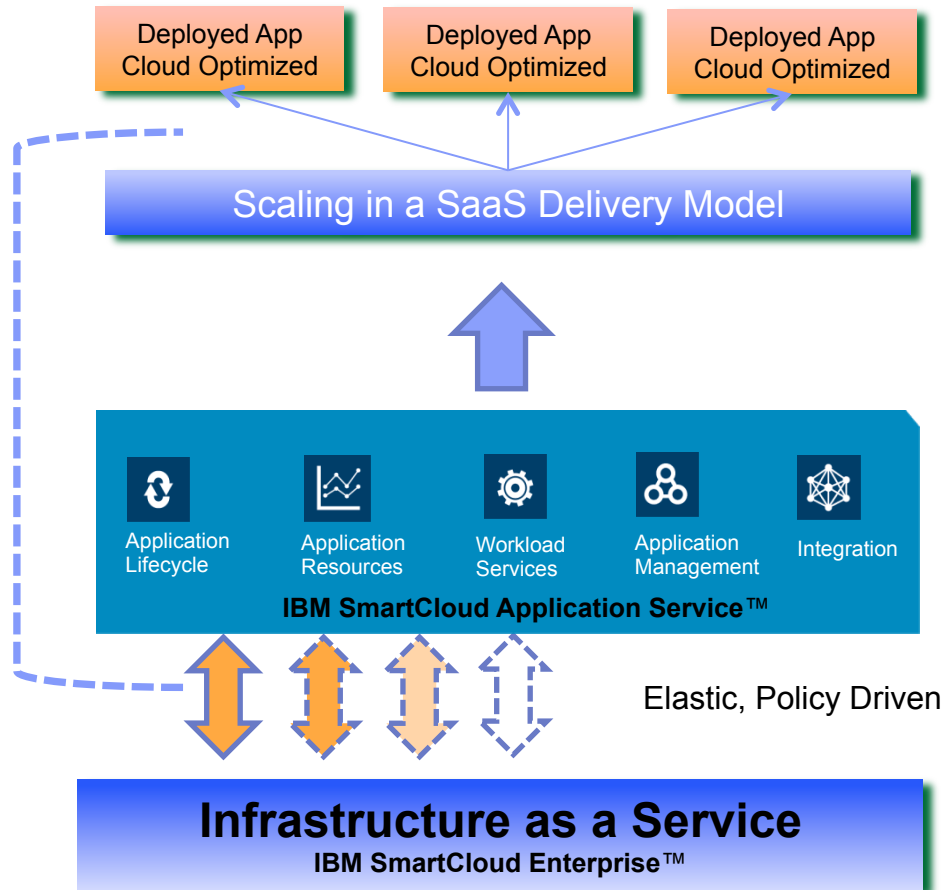
- Customer buy your provisioned app/services and use it right away
- Maximize your infrastructure utilization through multitenant deployment on a single app instance
- Leverage cloud centric DevOps to enable SaaS billing and metering without writing your own code
- Lowest cost to scale
- Automated provisioning, authentication, metering and billing

PureSystem Pattern Delivery Architecture



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

Managing SaaS on the Cloud



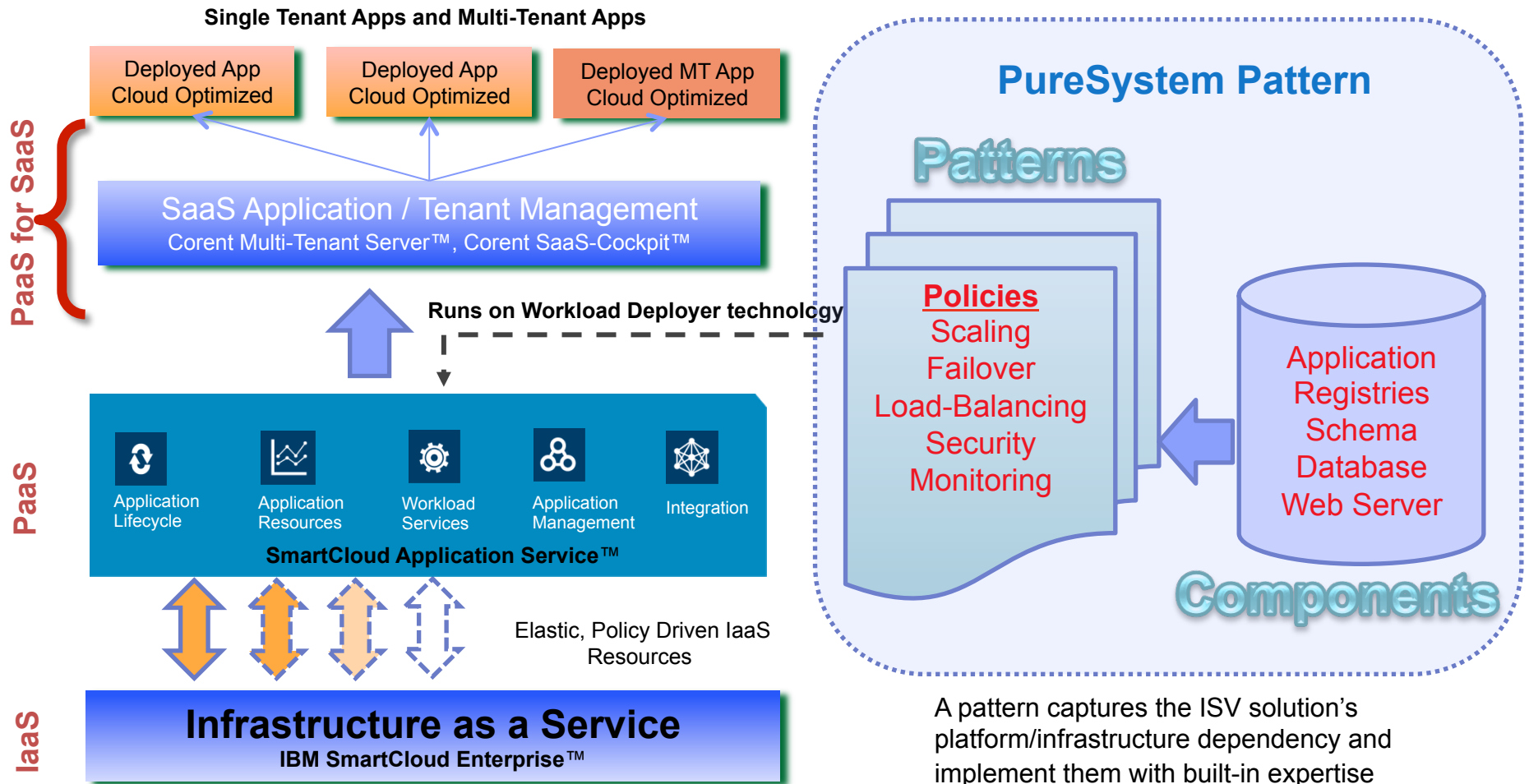
How?

Tenant Management

PaaS

Infrastructure Management

SaaS Deliver and Manage Cloud Applications



Tenant management for SaaS Service Providers

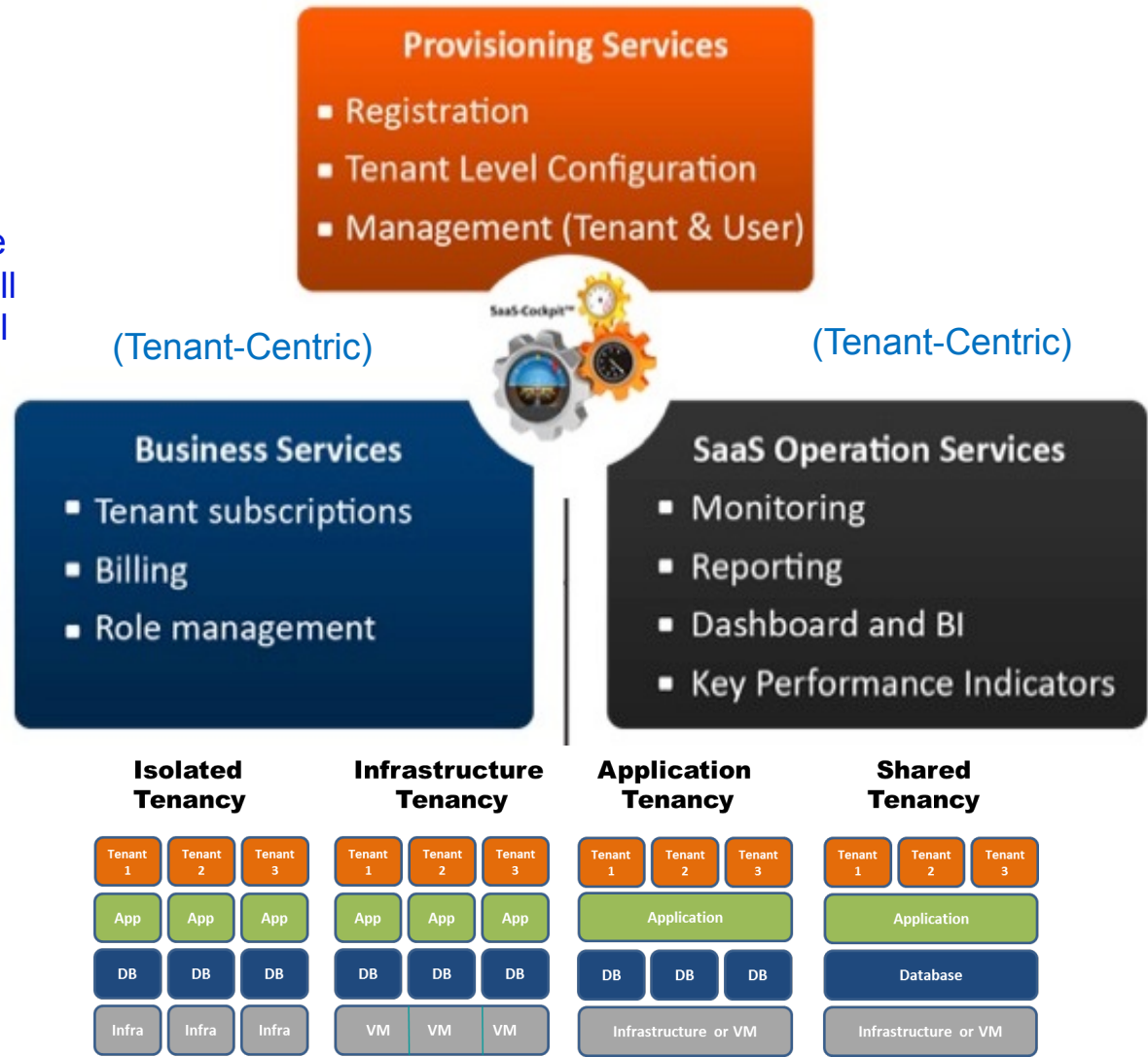
Automated Business and Operational Services

Goal:

“Enable Software Vendors to move into a SaaS business model with all of the requisite capabilities as a full SaaS Service Provider”.

BSS / OSS Fulfillment

- IBM Cloud Technology
- ISV Developed OSS/BSS
- Ecosystem Partner Software
- Ecosystem Partner Services



IBM Ecosystem of SaaS Services Partners



SaaS-Cockpit™

- Tenant-Centric Management and Operations for SaaS Providers
- Subscriptions and Billing that integrate with third party billing services
- Manage images, appliances, and patterns

Multi-Tenant Server™

- Rapid Transformation of Software Apps to Elastic, Scalable, Multi-Tenant SaaS



Subscription Billing Platforms

- Complete billing and payment as-a-service

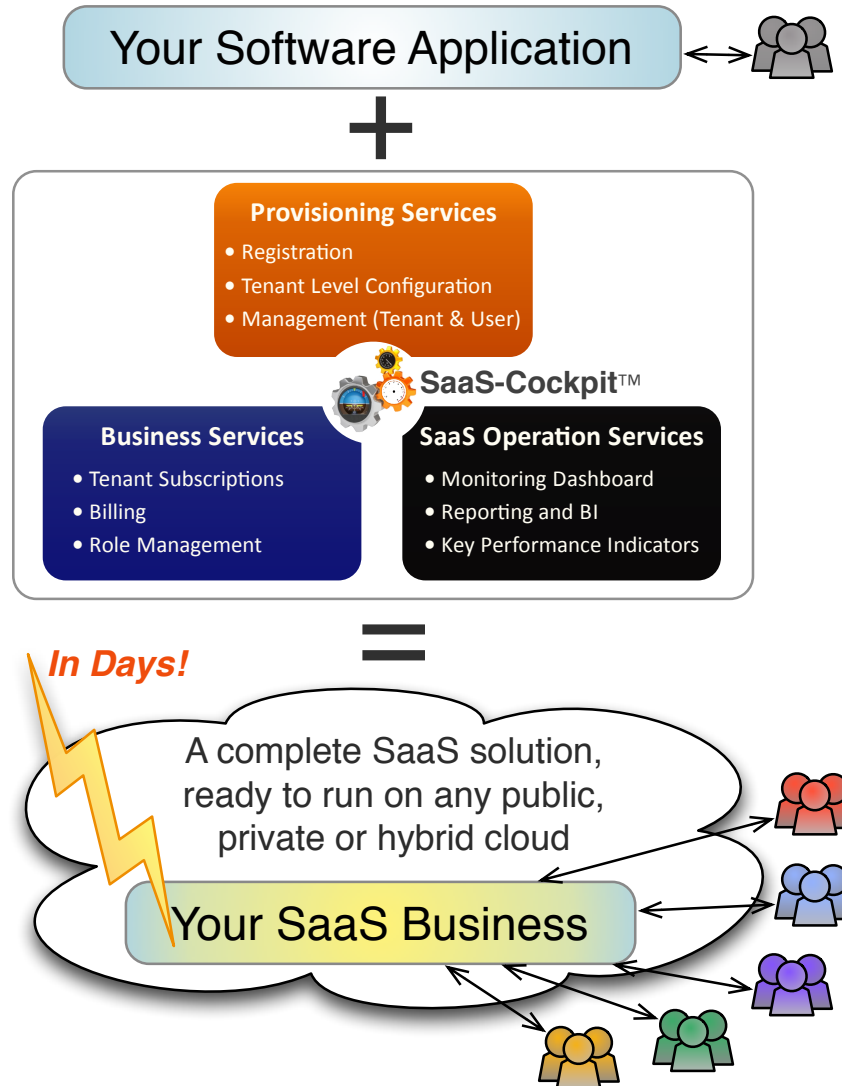


Rapid Application Development for the Cloud

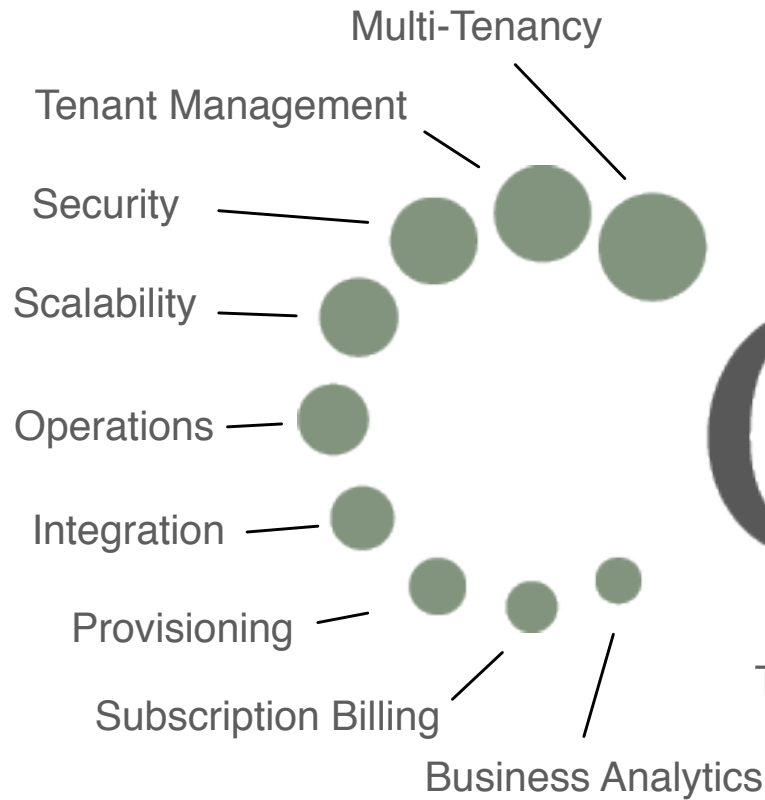
- Tools, platforms, management and deployment

SaaS-Enable software applications in days!

SaaS-Enable Your Software - Now!



OneStopShop for SaaS Enablement



Corent

The **Core** capabilities for a SaaS **enterprise**



SaaS-Cockpit™

SmartCloud

IBM SmartCloud Enterprise



How Does Corent Enable Smarter SaaS?

□ SaaS-Cockpit™

- *Provides complete SaaS Operations and Management capabilities for SaaS Providers.*



SaaS-Cockpit™

■ Multi-Tenant Server™ (MTS)

- *Rapidly Transforms single tenant applications into fully multi-tenant SaaS.*



Multi-Tenant Server™

Corent is a Proud IBM Partner

- ❑ First IBM Partner certified as a Ready for SmartCloud Services Technology Partner



Industry Recognition



2012 Best Cloud Product of The Year

TechAmerica's 19th Annual High-Tech Innovation Awards.

Cloud Computing / SaaS Awards 2012 Finalist

The annual national American Technology awards are named after Stanford's legendary Fred Terman - "The Father of Silicon Valley".



Sample of Products Transformed to SaaS



Complete Operations & Management Capabilities for SaaS Providers

Provisioning Services

- Registration
- Tenant Level Configuration
- Management (Tenant & User)



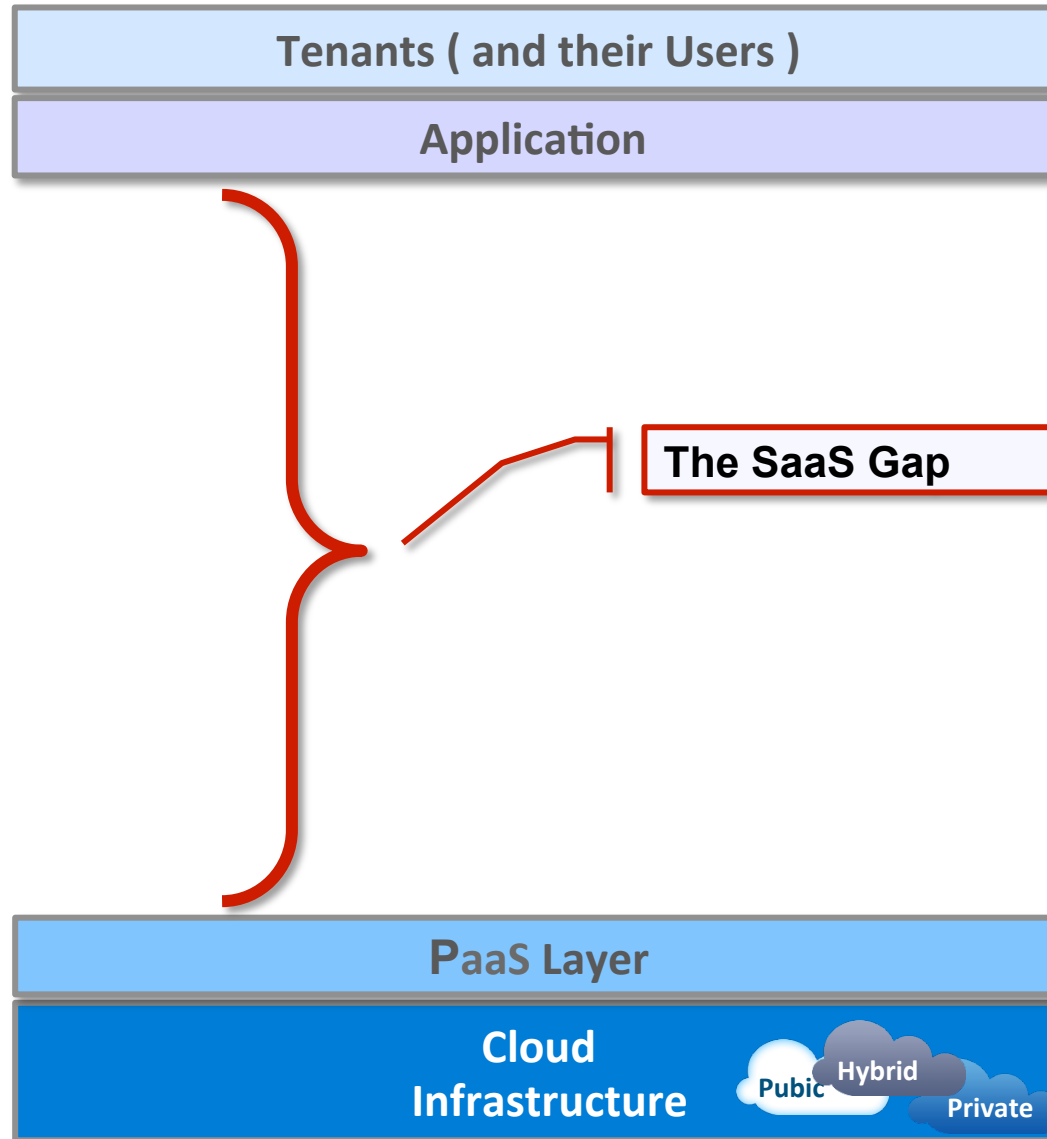
Business Services

- Tenant subscriptions
- Billing
- Role management

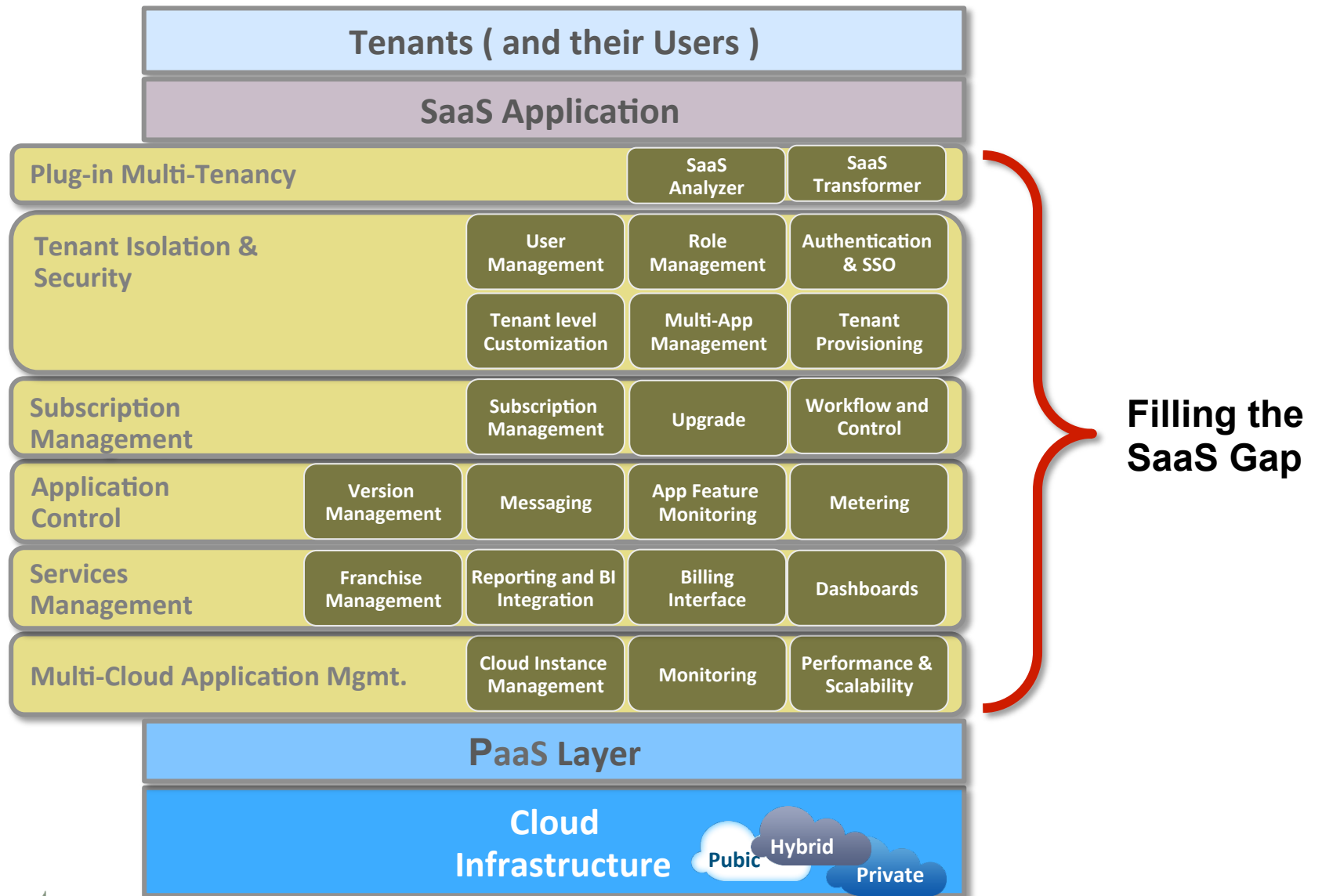
SaaS Operation Services

- Monitoring
- Reporting
- Dashboard and BI
- Key Performance Indicators

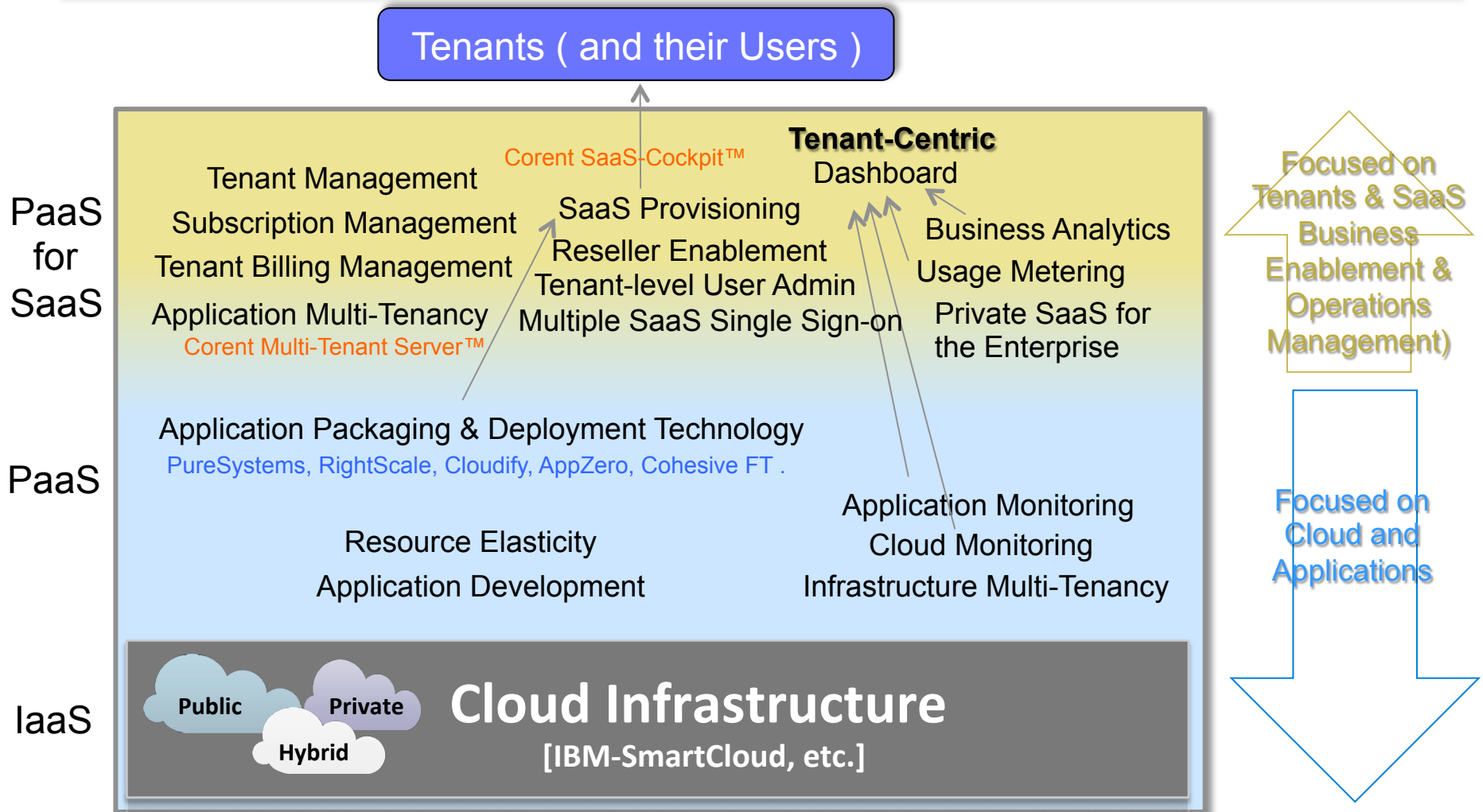
The SaaS Gap



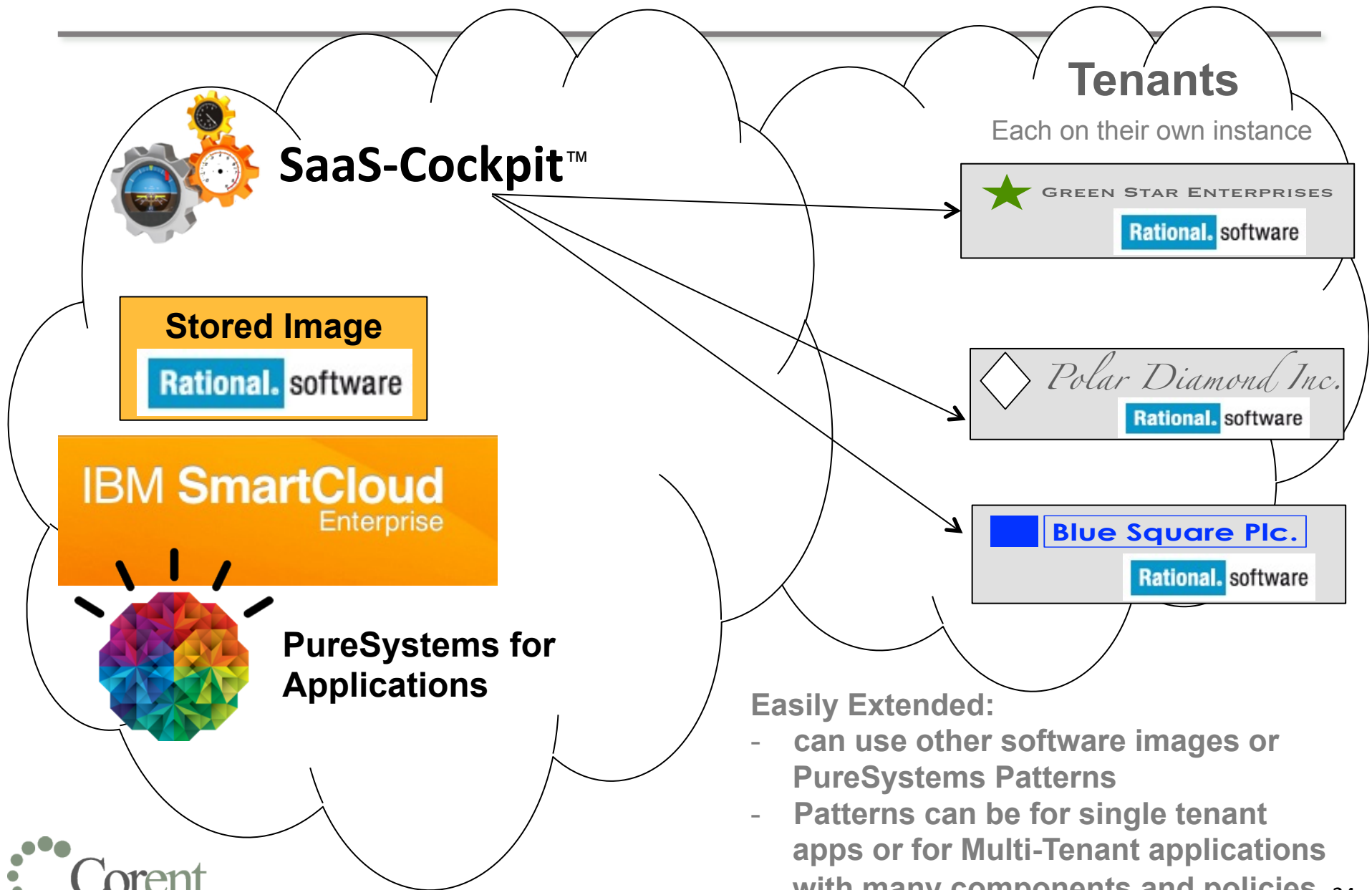
Filling the SaaS gap in PaaS



Corent has a “PaaS for SaaS” Platform

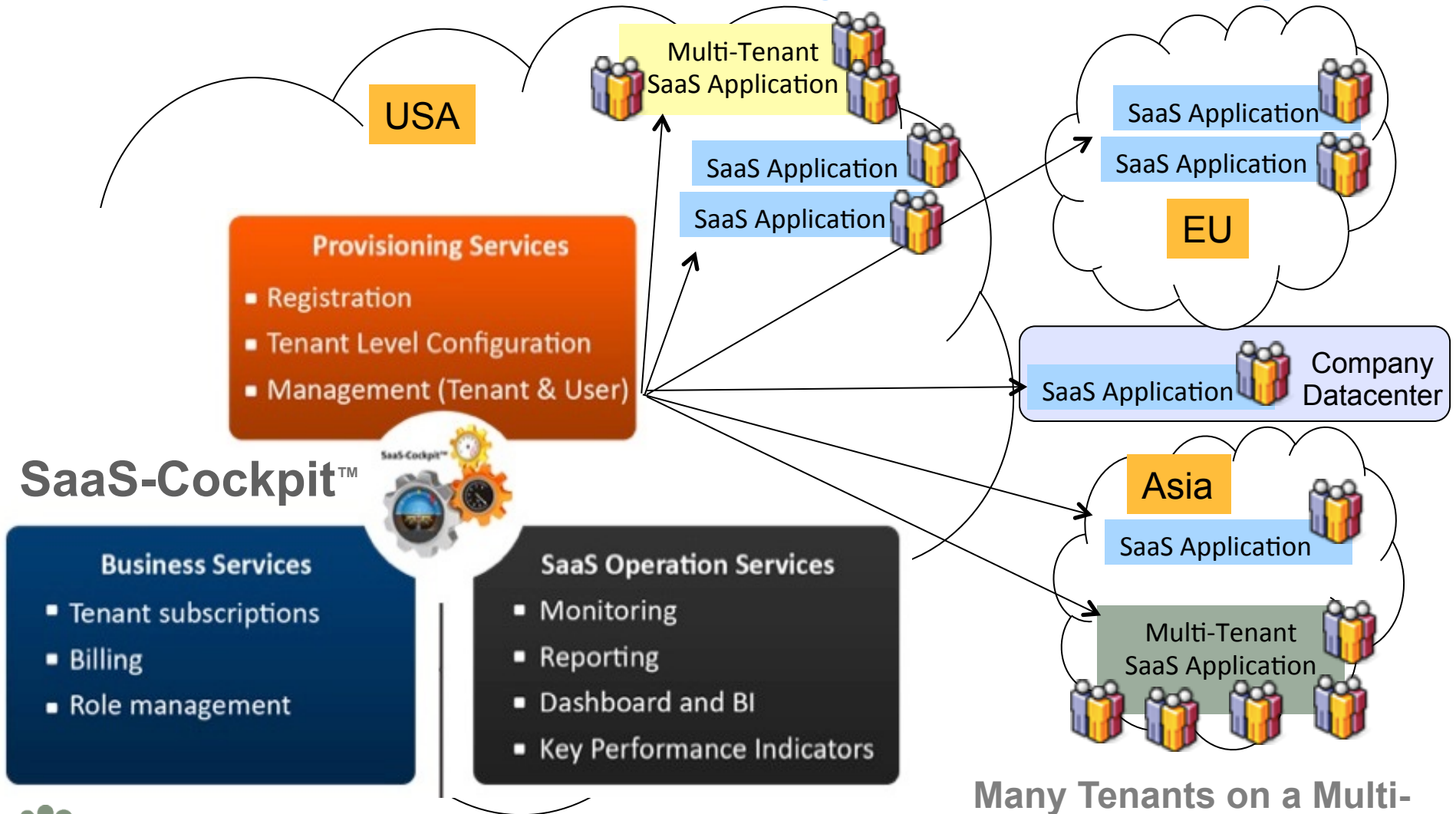


Leveraging the IBM ecosystem



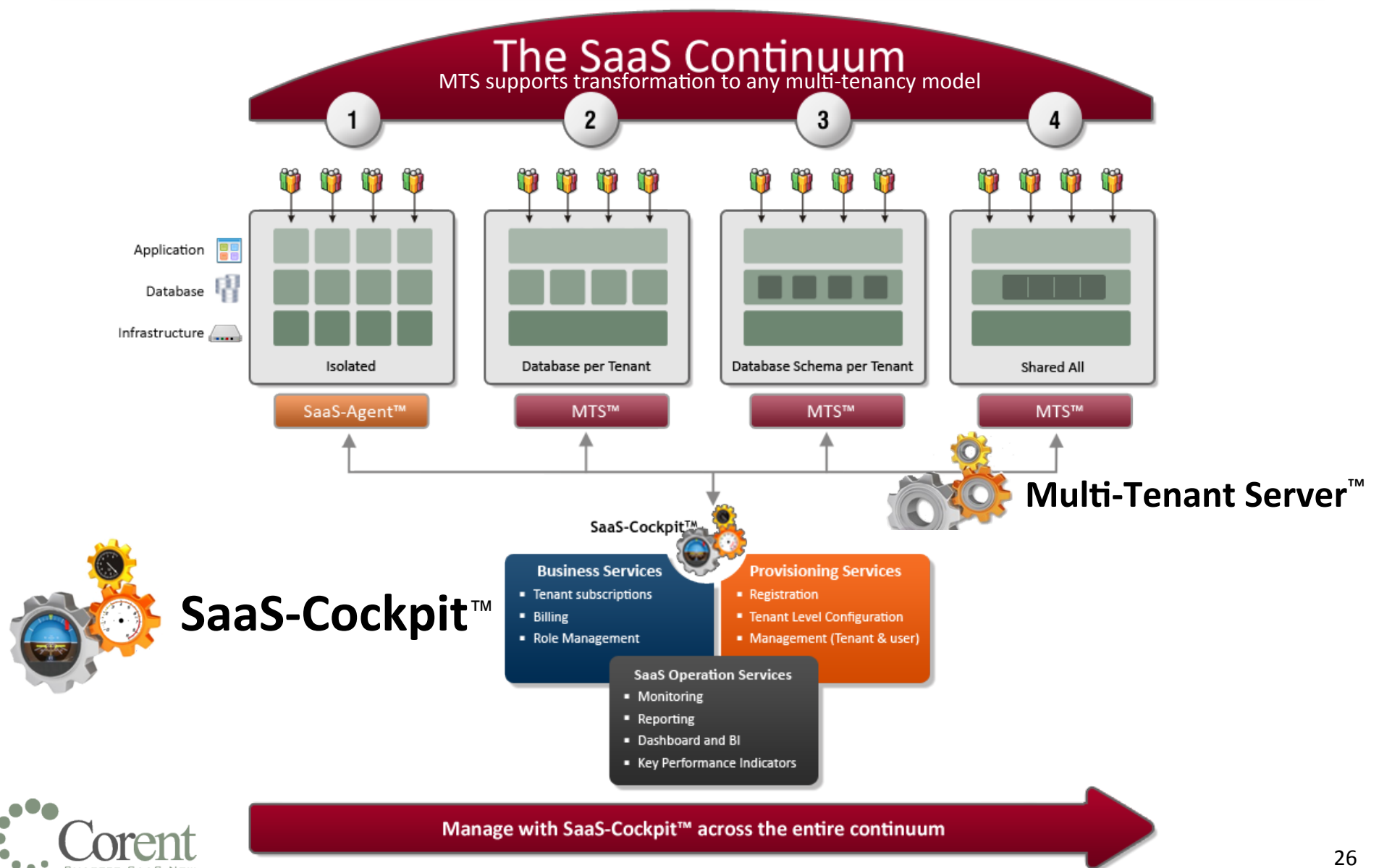
Enabling SaaS Operations and Management Capability for SaaS Applications on one or more clouds

Many Tenant Instances managed

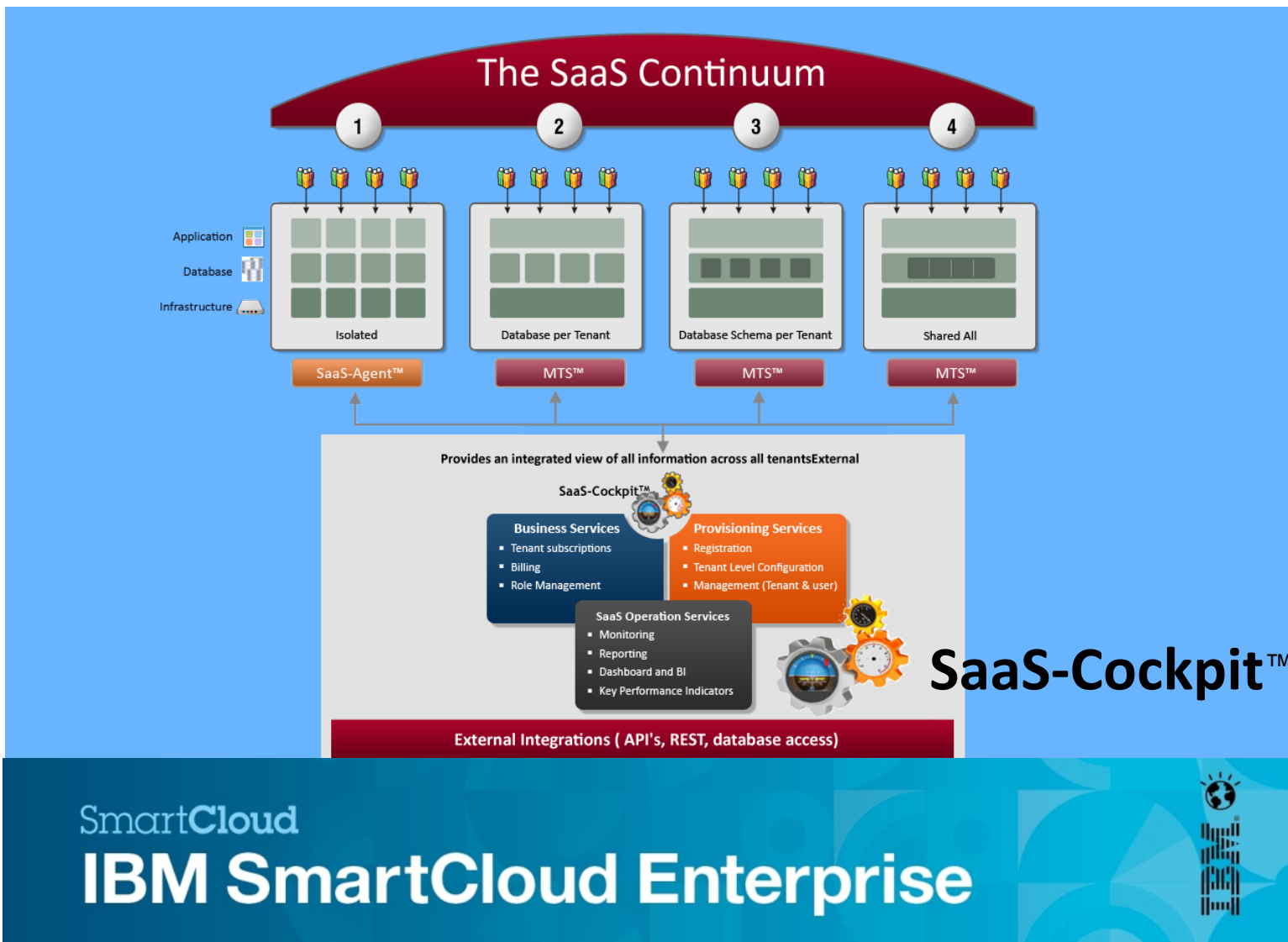


Many Tenants on a Multi-Tenant instance managed

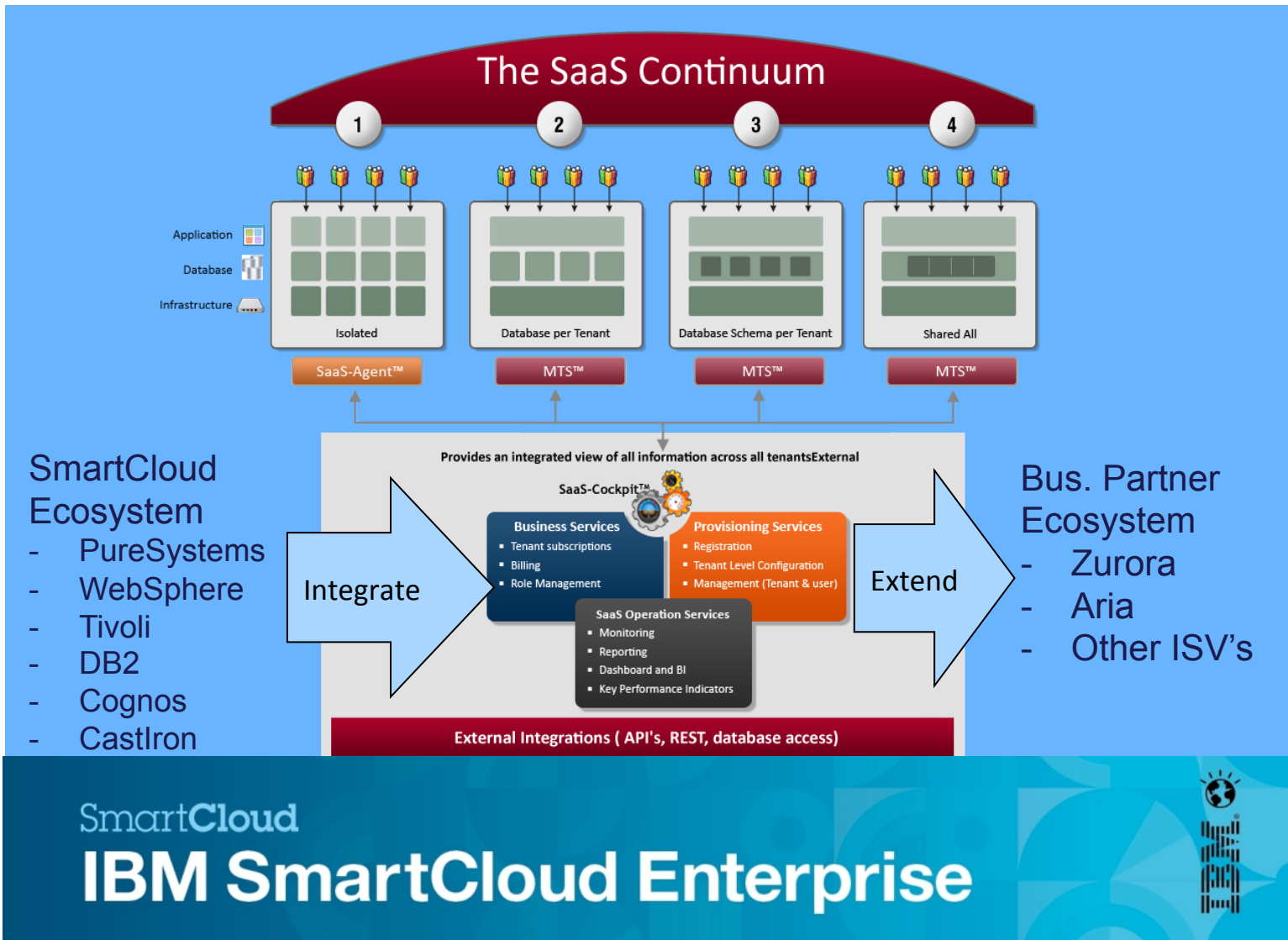
Enabling ISV's through the entire SaaS Continuum



Smart Management & Operations for SaaS Providers Through the Entire Cloud/SaaS Continuum



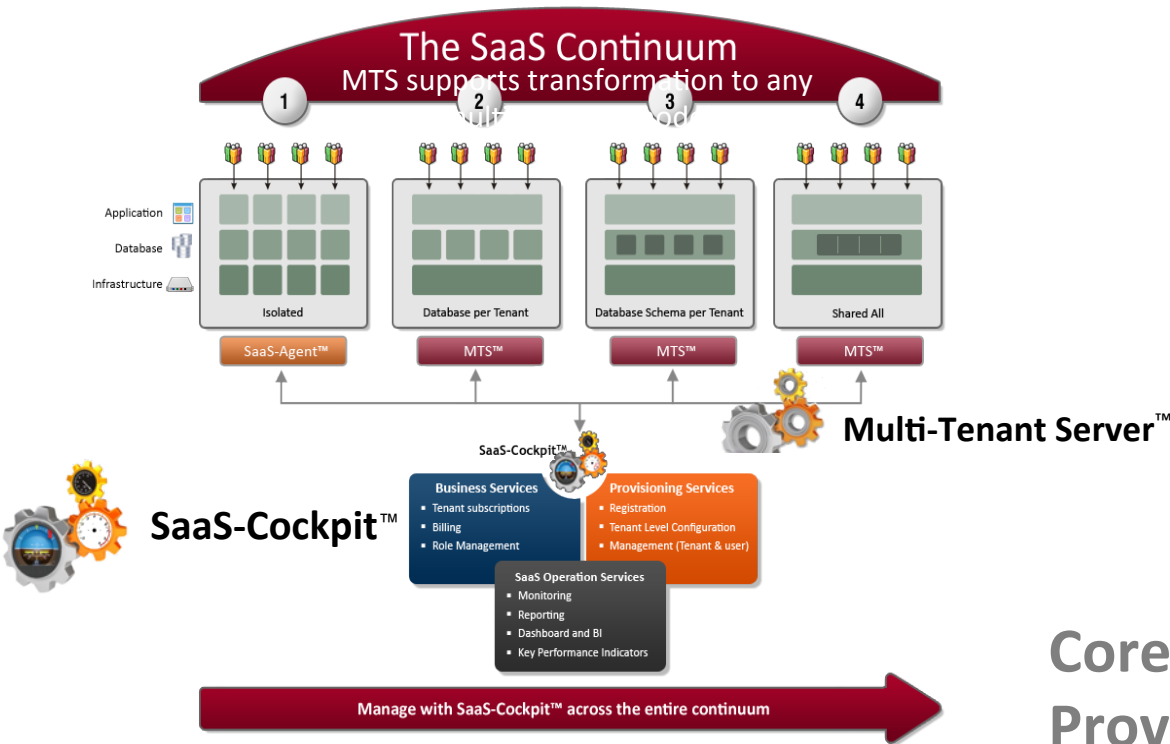
Smart Management & Operations for SaaS Providers Integrated with SmartCloud Ecosystem Leverages SCAS



Enabling Multiple SaaS Models

Simultaneous support for:

- ❑ Multiple Applications
- ❑ Multiple Tenancy Models
- ❑ Multiple Clouds
- ❑ Multiple Technology Stacks (Java, PHP, .Net)



Corent enables SaaS Providers to manage and operate anywhere along the SaaS Continuum.

SaaS Enablement anywhere in the world...

SmartCloud

IBM SmartCloud Enterprise



...that's an

International Business Machine!

Q&A

Free 2 Minute Application Assessment & POC:
<http://www.CorentTech.com/AssessMe>

Corent will offer a free Proof of Concept for any application that passes the Assessment, enabling you to see your application demonstrated as a SaaS application.



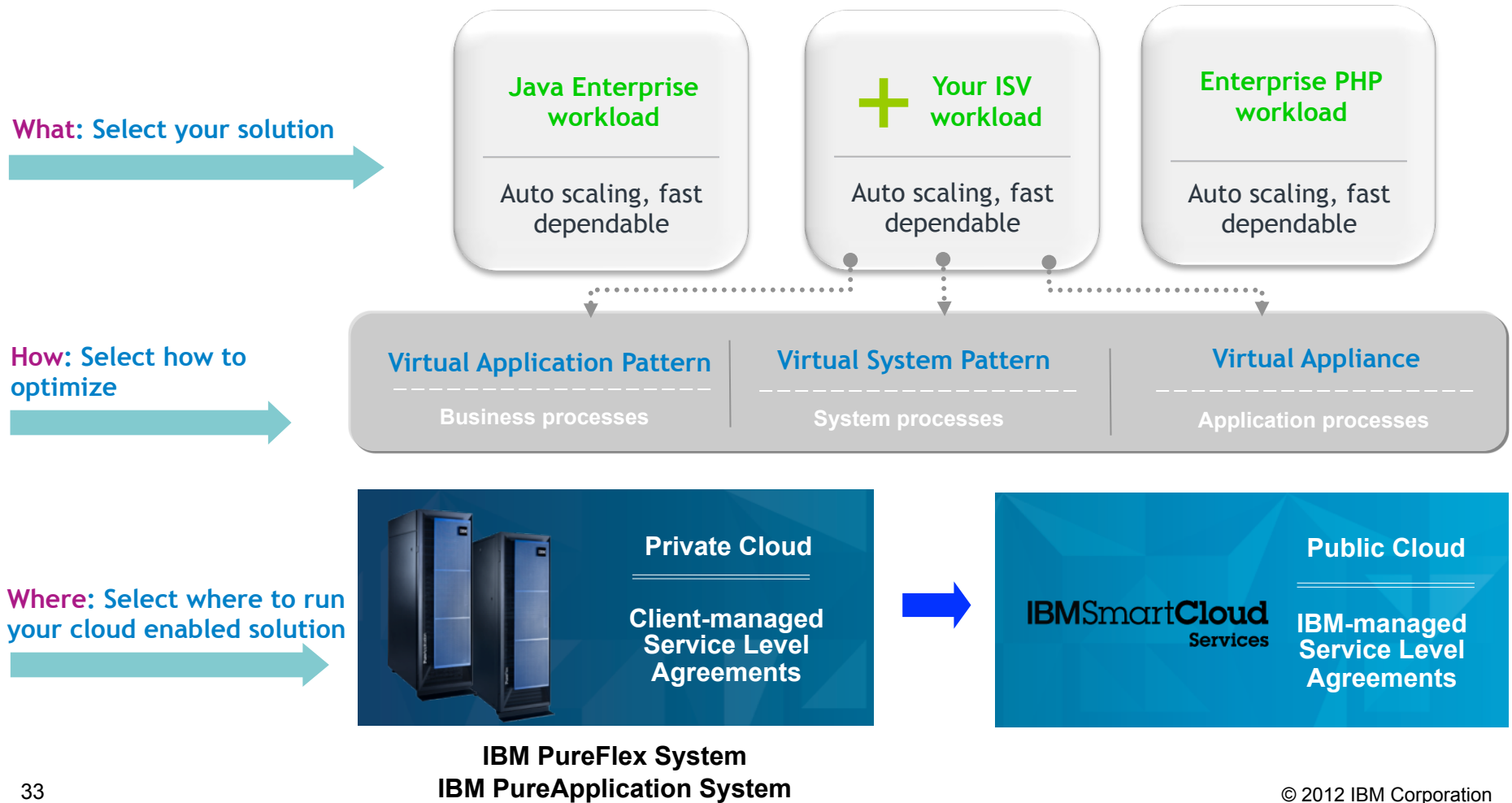
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SCAS BACKUP SLIDES

Enable once, deploy to both private and public clouds

PureSystem Pattern offers ISV maximum flexibility to enable ISV solution on cloud



Virtual Application Pattern Features – Infrastructure Management

Auto Scaling

Managed environments scale up and down based on observed requirement you specify

Failover

Failed virtual machines are replaced with new VMs which are configured with the old VM's identity

Load Balancing

Requests coming into virtual application environments are load balanced

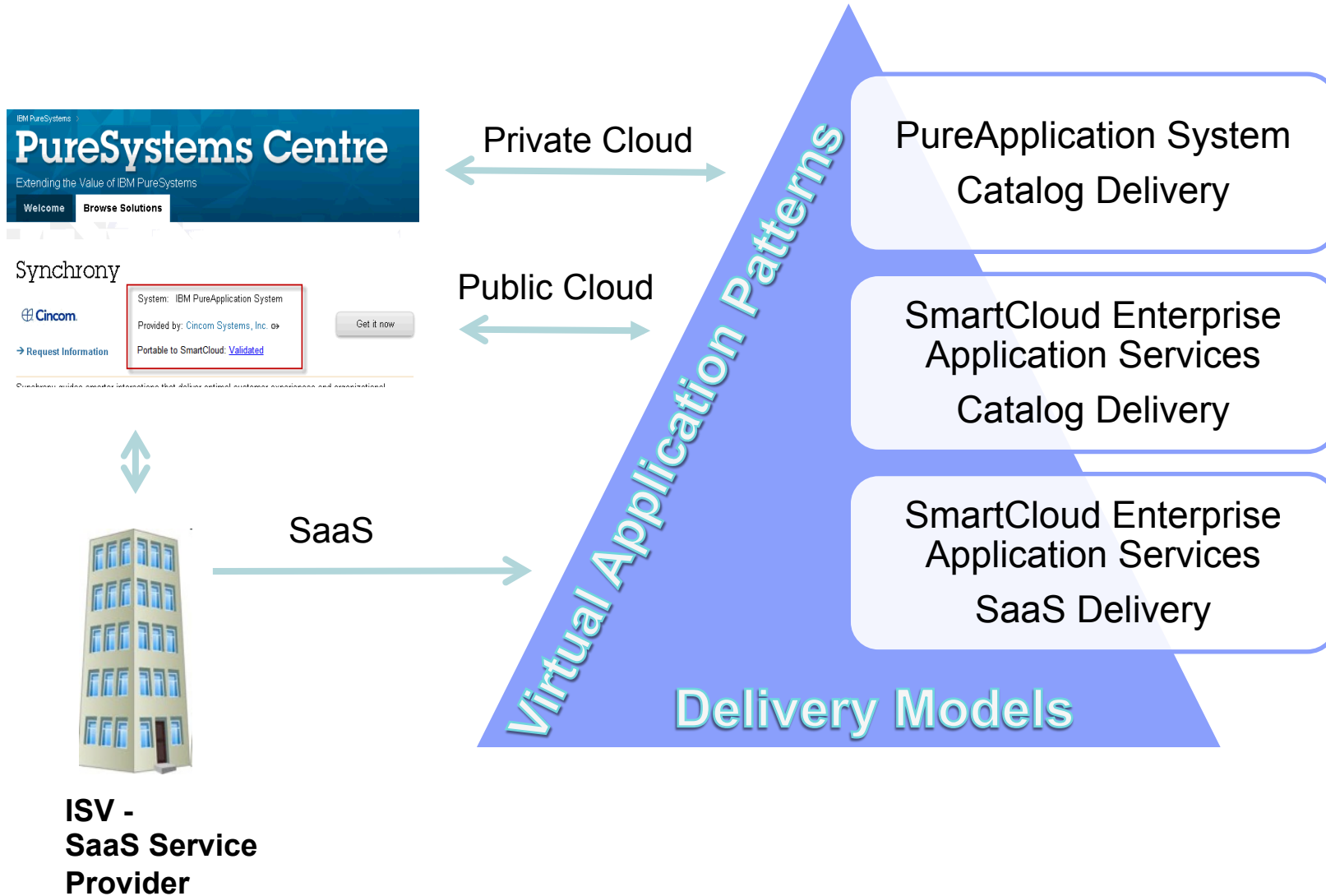
Security

ACL's for application sharing and management access, LDAP integration for application security

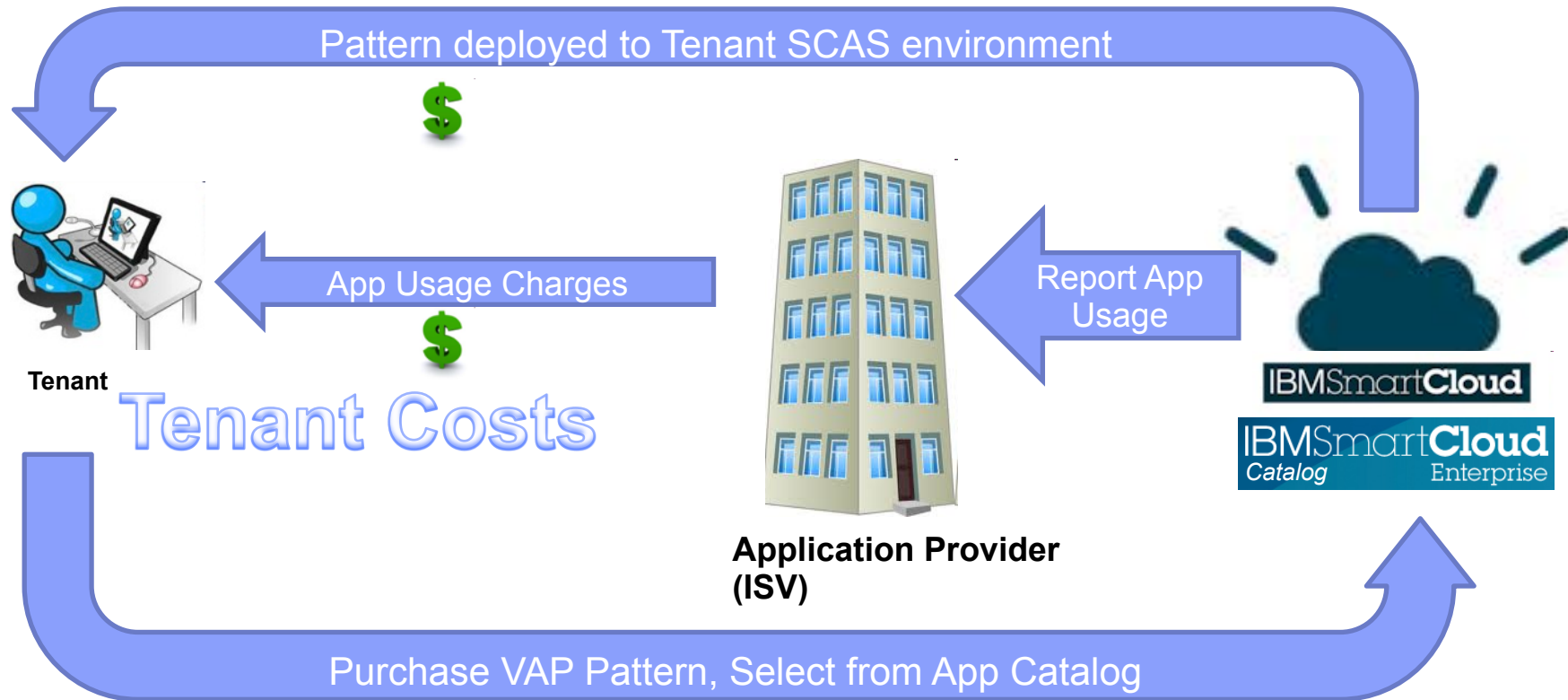
Monitoring

All components of virtual application environments are monitored

PureApplication / IWD Pattern Delivery Models

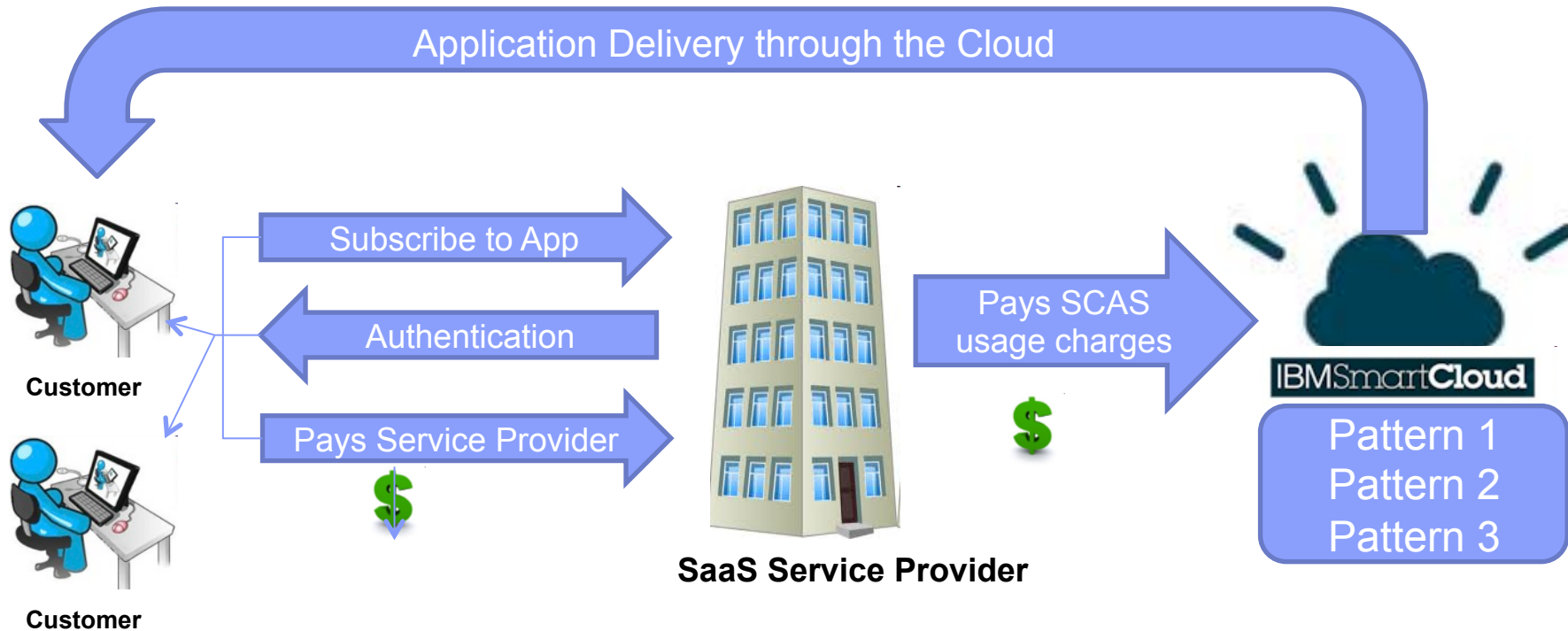


App Delivery Through Cloud Image Catalog



1. ISV Pattern placed in IBM SmartCloud App Services Catalog
2. Customer signs up for SCAS and Selects App from Catalog
3. Customer pays IBM for SCAS usage and App Usage Charges to ISV
4. ISV sets customer pricing,
5. IBM Reports App Usage to ISV, No Charges to ISV

SaaS Model: App delivered by ISV Service Provider



1. ISV Application / VAPP Running on IBM SmartCloud
2. Customer subscribes to application from Service Provider
3. Service Provider App automatically Authenticates and Provisions VAP Pattern for Customer
4. Customer pays Service Provider subscription fees for total solution
5. Service Provider pays IBM SmartCloud for SCAS resource usage