

# Ludicrously fast transformation to next generation SaaS

How advanced technology is driving next-gen capabilities for SaaS on Azure



# ISVs: evolve to survive—and thrive

**As cloud adoption becomes a growing priority** for modern businesses, applications must evolve to keep pace with new delivery methods and user expectations.

While ASP deployments continue to lose ground to software as a service (SaaS) providers, ISVs with existing applications have two options: transform them to harness new cloud capabilities or see them fade into irrelevance.

**This presents a host of challenges for ISVs.**

Transforming their offerings for efficient and scalable SaaS deployment on public, private, or hybrid cloud platforms is a complex, lengthy, and expensive undertaking that carries significant risks.

**Advanced technology is now attacking these barriers**

to frictionless SaaS transformation, simplifying SaaS-ification for ISVs, and enabling transformation to occur in a fraction of the time that traditional methods, such as re-coding or re-engineering, have required. All while drastically reducing the associated risks.

Next generation SaaS capabilities—for metering, billing, multi-tenancy, SaaS-operations, compliance, multi-region delivery, life-cycle management, security, and analytics—will be imperative to market success.

**Simplified SaaS-enablement is now opening new possibilities for ISVs** to increase their market reach, lower their delivery costs, and meet scalability needs—providing an easier path to entry into today's lucrative SaaS-focused market.



# A new normal requires a new approach

Once considered a market disruptor, **cloud-based operations have become the dominant model for today's IT,** steering ISVs away from ASP delivery models.

By the end of 2019, more than 30 percent of technology providers' new software investments will shift from cloud-first to cloud-only. In this environment, license-based software consumption will continue to plummet, while SaaS and subscription-based cloud models gain in market share. In fact, the global market for SaaS applications is forecast to increase by over \$15 billion each year, through at least 2023.<sup>1</sup>

**The benefits of the SaaS business model are fueling this growth:** faster provisioning speeds up customer acquisition; lower costs of service delivery are a benefit for developers and customers; and cloud scalability can sustain large growth fluctuations while only charging companies based on their actual usage.

It's become increasingly obvious that in order to stay relevant, ISVs must SaaS-ify their portfolios.



*"Corent's SurPaaS® platform enabled us to rapidly take our cloud insight and sustainability governance application to market as SaaS with all the subscription management, automated tenant on-boarding and billing necessary to operate as a SaaS Provider, all in a matter of days."*



**Martijn van Zoeren**  
CEO, C-Facts

<sup>1</sup> Forecast: Public Cloud Services, Worldwide, 2016-2022, 4Q18 Update, Gartner, 2019.

# The realities of SaaS-enablement

While SaaS is the future for ISVs, many organizations don't understand the full scope of developing and managing cloud-based SaaS.

**SaaS products—like all software—require a robust plan** for improvements and updates, product marketing, customer support... the list goes on. And when applications are designed for enterprise use, they are typically not built with SaaS in mind, meaning they will likely need significant refactoring: lengthy rewriting of application code and/or restructuring the database.

These apps are also typically written to support many users—but not many tenants. **Achieving and maintaining full multi-tenancy is a huge challenge for developers:** Tenant isolation is key, and with so many users exchanging information within an app, it must also provide sufficient security to protect all customer data.

*Your cloud provider also plays a major part in your service delivery and operational expenses. It's essential that ISVs protect themselves by creating subscriptions with billing capabilities that ensure continued profitability.*

**Complex billing arrangements from cloud providers** can also blindside ISVs during periods of strong growth or peak usage. Ensure that your cloud platform offers transparent billing and the highest level of reliability and security.

Until now, ISVs who transition to the SaaS model have had to take on all these new responsibilities for operating, managing, and maintaining their application as a service—but new, innovative platforms are now helping relieve that burden.

# The future is SaaS-ified

**The rewards of having a SaaS offering are so great** that despite the immense resource dedication needed, and the delayed ROI between the decision to develop and launch a SaaS offering, many ISVs have still undertaken the journey to SaaS.

Imagine how much greater those rewards would be if the transformation to SaaS was quick and easy. How many opportunities could this present for your business model?

**Now is the time to rethink the future for ISVs,** as technological advancements have redefined the possibilities for SaaS-transformation, by simplifying and accelerating SaaS-enablement—for organizations at every scale.

Corent's proprietary Software Defined SaaS® technology, SurPaaS®, is an automated platform that dramatically reduces the time and cost to SaaS-ify applications.

**SurPaaS's proven, comprehensive turnkey SaaS-enablement platform** rapidly transforms virtually any software application into a fully instrumented, scalable, efficient, and cost-effective SaaS—at lightning speed.

**The game-changing breakthrough that SurPaaS technology offers is removing the need to rewrite any code.** The process doesn't even require access to the source code.

The results are almost beyond belief: SurPaaS is reducing the expected timeframe for SaaS-enablement from months or years, into days or even hours, depending on the scale and complexity of your software offerings.



**Not only does Corent's SurPaaS drive acceleration to market,**

it provides ISVs with a full toolset of resources to support their ongoing journey to expand and grow their business, including app lifecycle management and channel enablement.

Corent's SurPaaS enables organizations to understand how their cloud resources are utilized by comparing current cloud costs to projections for optimizations recommended by SurPaaS, using a versatile cost-modeling engine.

Coupling Corent's SurPaaS with a trusted global cloud provider streamlines SaaS-enablement, distribution, and maintenance processes, and accelerates enterprise-level launches, while bringing SaaS-ification within reach for ISVs of every scale.

# Corent + Azure: The keys to your SaaS's true potential

To fully realize the impact that your application can have by transforming to a SaaS platform, it's important to harness the strength of a trusted cloud solution.

Microsoft Azure's secure, scalable, and unified cloud environments help form a coherent and well-integrated solution that allows functionalities from disparate applications to connect and improve operations.

**But of all cloud solutions, why Azure?** Azure has more regions than any cloud provider, delivers unparalleled developer productivity, and offers more comprehensive compliance coverage—including meeting the requirements of the General Data Protection Regulation (GDPR).

Security is foundational for Azure, to the tune of an annual investment of over \$ 1billion USD for security R&D, and a team of more than 3,500 cybersecurity experts. Azure provides multi-layered

security across physical datacenters, infrastructure, and operations with a cybersecurity team that actively monitors to protect your business assets and data.

## Why Azure for your SaaS?

90+

compliance offerings—the largest portfolio in the industry.

95%

of Fortune 500 companies trust their businesses to Azure

\$1 billion

investment per year to protect customers' data from cyberthreats.



# Are you ready to SaaS-ify?

If you're ready to advance your application to the SaaS marketplace with ease, reach out to Corent. Through a brief consultation, Corent can advise you on the best strategy for your SaaS journey.

SaaS-ify your software, or enhance your SaaS offering, at lightning speed with all the next-generation SaaS capabilities you need to accelerate your business growth.

