



OpSource[™]
The SaaS Delivery Experts

Case Study

Astoria Slashes Solution Deployment Time for Enterprise Customers by 80% with OpSource

“Web-delivered solutions fundamentally change the expectation of application performance and customer service.

I fully count on OpSource to provide an application infrastructure and service response that is much more robust than my customers would otherwise have in a traditional software model.”

— Alan Fraser
President and CEO,
Astoria Software

On-Demand Company

Astoria Software is the industry’s leading developer of content management systems for dynamic product documentation. The company provides a complete end-to-end solution that includes authoring, content management, and rendering systems, delivered as an integrated on-demand solution. Astoria serves large, enterprise customers that have complex, business-critical documentation requirements. Enterprises including Texas Instruments, Siemens Medical Solutions, Jeppesen, Nokia, and multiple divisions of GE Healthcare rely on Astoria’s proven applications to manage and publish their most important dynamic content—securely, reliably, and cost-effectively.

Astoria Requirement

Astoria had previously sold its software in the perpetual license mode, but found that long implementation cycles, combined with extensive customization, were limiting the company’s growth opportunities. Broad market acceptance of software as a service (SaaS), along with the emergence of a new industry standard for content management, created the ideal conditions for Astoria to transform its business into a 100 percent on-demand company. To do so, Astoria required a seasoned partner that could not only provide a robust SaaS platform, but also a complete set of scalable business services that could grow as Astoria’s customer base expands, as well as continually ensure the highest customer satisfaction.

Complete Solution

OpSource provides Astoria with a complete on-demand infrastructure, including full application management and 24 x 7 customer support. OpSource also provides Astoria with a dedicated team of subject matter experts, fully trained in Astoria’s application and able to provide more advanced application support, troubleshooting and problem resolution. This is the team that goes into action when Astoria brings on a new customer or releases a software update. For example, OpSource subject matter experts will provision the physical servers for Astoria’s new customer, securely enable the Astoria application, conduct performance testing, and work with Astoria’s engineers to validate the implementation. In addition, OpSource provides technical assistance directly to Astoria’s development team to help optimize application features for on-demand delivery. Finally, OpSource’s Success-Based Pricing enabled Astoria to quickly ramp-up its on-demand solution without a large up-front capital investment, while maintaining predictable expenses as the company grows.

Customer Profile



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Industry
Content Management

OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

Key Benefits

- Reduce solution implementation cycle from 12 months to 90 days, accelerating time-to-market
- Trim sales cycle from 18 months to 6 months
- Meet 24 x 7 availability demands for web-delivered application
- Provide responsive, round-the-clock expert support for Astoria customers
- Scale easily and cost-effectively as customer usage grows, without a large infrastructure investment

Astoria Software holds a unique position in the marketplace. Unlike its competitors, which must expend time and resources to piece together multiple tools, Astoria can offer a complete content management solution that is presented to its customers as an integrated package. The Darwin Information Typing Architecture (DITA) standard for XML, on which Astoria’s offering is built, plays a key role in enabling seamless functionality. Equally important is OpSource On-Demand, which provides Astoria with complete SaaS enablement and delivery. The confluence of these two factors allows Astoria to dramatically accelerate solution delivery and provide its customers with a standard implementation, offering economies of scale and efficiencies never before possible with traditional software licensing.

THE EXPERTS IN DELIVERING WEB APPLICATIONS AND SOFTWARE AS A SERVICE FOR ON-DEMAND COMPANIES.

You Build It. We Deliver It.

Complete Solution (continued)

Alan Fraser, President and CEO of Astoria Software, says, *“By adopting SaaS, we have completely changed our operations model and expanded our business opportunities dramatically. Our customers no longer have to purchase a large number of licenses at once; instead, they can easily start with a select number of users and add more as they decide to expand. That reduces their up-front costs and risk, and it removes a significant sales barrier for us, which speeds up our adoption rate significantly. For example, in the old perpetual license world, the time from initial sale to full roll-out could be 24 months or more. Now, by delivering our solution on-demand with OpSource, we can have a customer fully operational within 90 days, including a 60-day trial period during which they get to put the application through its paces. That has a huge impact on the growth of our business.”*

Astoria relies on OpSource as a virtual extension of its own company, allowing Astoria to focus on building its business rather than managing and supporting an IT infrastructure. By working with OpSource, Astoria avoided any large up-front capital expense. The OpSource technical staff is available around the clock to deploy new customers and manage application requirements. And as Astoria’s customers expand their usage, OpSource can ratchet up the application services in synch with increased demand.

Craig Sato, Senior Director of Services and Support, says, *“One of the biggest benefits of working with OpSource is our ability to ensure high customer satisfaction while maximizing the value of our own technical resources. The fact that we can turn over application delivery and support to OpSource is of tremendous value to Astoria. It means our valuable technical staff can put their time and expertise into enhancing our product and winning new customers. It also means that we can assure the highest level of service for our customers. OpSource provides a very reliable operation so once a customer application is up, it stays up. And if there’s ever an issue, our customers get prompt professional attention from the OpSource customer care team—something that’s not easy to get from internal IT organizations.”*

Astoria has also worked with OpSource to optimize internal business practices so they align with the SaaS model, affecting everything from pricing and sales practices to code development and product release cycles. For example, rather than releasing major software updates every 18 months, the company now releases small, interim updates every two – three months. With this approach, there is virtually no disruption to Astoria’s customers and, since updates are applied centrally, all customers are working from the latest version at all times.

Large enterprises are increasingly showing a preference for buying solutions delivered as a service via the web—not just because they are assured of getting a standardized product, but because they can hold the vendor accountable for making sure the application works properly. While this makes Astoria’s offering very attractive to its customers, it also puts a lot of pressure on the company to deliver.

“We wouldn’t have even started down this road without a partner like OpSource,” notes Fraser. *“With OpSource we have the confidence that our application will be available 24 x 7, that it will perform consistently for all our customers, and that they’ll be cared for around the clock. A lot of enterprises invest in traditional software that ends up on a shelf; but with OpSource, we can deliver a solution that works for our customers right from the start and scales smoothly to keep working for them as they grow.”*

Why OpSource?

Astoria Software required a comprehensive SaaS solution that could stand up to the demands of its enterprise customers. High availability, application performance, SAS 70 Type II compliance, and responsive customer support were essential. OpSource delivered the full spectrum of technical capabilities and business services Astoria needed. Just as important, OpSource demonstrated a genuine understanding of Astoria’s business and how to smooth the company’s transition to SaaS. In particular, Astoria valued the fact that OpSource is structured to foster the growth of SaaS and links its own success to that of its customers.

About OpSource

OpSource™, the SaaS delivery experts, is focused on providing the operational infrastructure and ongoing services that enable software companies, On-Demand businesses, and Web applications providers to deliver and maintain the highest quality Web-based solutions. By choosing OpSource as a SaaS partner, OpSource customers are freed from infrastructure management and can focus on improving applications and acquiring new customers. The OpSource On-DemandSM infrastructure enables businesses to deploy SaaS and Web-based applications quickly, cost effectively, securely, and with high-quality standards. Companies at any stage in the application lifecycle, delivering any type of application, can benefit from our comprehensive services and expertise. OpSource is the only company to offer Success-Based PricingSM, a unit-based pricing model that allows businesses to begin with a modest minimum commitment and their expenses scale only when their revenue increases.

For more information about OpSource, visit www.opsource.net.



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