



OpSource[™]
The SaaS Delivery Experts

Case Study

Digiprise[™] Improves Reliability And Application Performance While Reducing Costs 35%

"OpSource understood our business, and what we are trying to achieve. Our managed hosting provider just wanted to sell us more servers. Our needs are not about servers, they are about performance and service."

— Venky Rangachari
President,
Digiprise

On-Demand Company

Digiprise, Inc. provides a CRM/ERM solution for small to mid-size services companies. The Digiprise On-Demand Service Management solution integrates a company's pre-sales and post-sales service delivery process and focuses on customer management, increasing customer retention & satisfaction. Being a hosted solution, customers benefit from a low total cost of ownership (TCO) with customizability & extensibility built into the product. The unique pay-as-you-go pricing model allows customers to begin with little or no upfront fees and pay a monthly fee based on their number of users.

Digiprise Requirement

With over 500 companies depending on the performance, security, and availability of Digiprise's on-demand CRM/ERM application, it was critical for Digiprise to find a SaaS solution provider capable of delivering an entire solution, not just a secure place to locate servers. OpSource, the SaaS delivery experts, is entirely focused on enabling Digiprise to deliver the highest quality application to its rapidly growing customer base.

Complete Solution

Unlike traditional managed hosting companies, OpSource provides everything that a software company needs to deliver the highest quality SaaS solutions to an unlimited number of end users—without requiring them to purchase additional servers to improve performance and ensure scalability. In its previous hosting relationship, Digiprise faced the prospect of having to upgrade its equipment every 1-2 years.

Instead of charging customers on a per-server basis, OpSource offers a success-based pricing structure for its SaaS enablement and delivery solution, OpSource On-Demand. This innovative pricing model allows software vendors like Digiprise to bring their applications to market as a service without having to pay the high upfront costs associated with traditional hosting. With

Customer Profile



Digiprise, Inc.
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Industry
CRM

OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

Key Benefits

- Cost savings of more than 35% over previous managed hosting provider
- Seamless migration from old hosting environment
- Improved application performance
- 100% uptime SLA
- Application health monitoring

OpSource, overall costs don't increase until the software company's customer base expands. And, as the total number of customers grows, per user costs decrease, thereby maximizing cost efficiencies.

"OpSource's pricing model was very compelling," noted Rangachari. "The pay-as-you-grow approach allowed us to reduce our risk and cost by matching our infrastructure growth to our revenue growth, and is closely aligned to the way we charge our own customers for our on-demand offering."

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

You Build It. We Deliver It.

Complete Solution (continued)

OpSource orchestrated a seamless transition of Digiprise's SaaS infrastructure from the previous hosting provider to the new facility, with no interruptions in service for Digiprise customers.

Digiprise requires a fully redundant and fault tolerant environment for delivering its application to end users on a 24x7x365 basis. To demonstrate its commitment to Digiprise's success, OpSource's Service Level Agreement (SLA) guarantees 100% availability of Digiprise's on-demand CRM/ERM solution. Digiprise also benefits from the OpSource Application Health Monitor, a web-based system that provides Digiprise with a view into its application. The Application Health Monitor displays critical performance metrics and lets Digiprise know that its application is secure and available.

Why OpSource?

Digiprise chose OpSource as its new service provider because OpSource is the only company entirely focused on SaaS enablement and delivery, and therefore offers value that traditional hosting companies do not. With OpSource, Digiprise can avoid the high price of hosting and keep its cost structure in line with growth.

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.opsources.net.



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