



**OpSource**<sup>™</sup>  
The SaaS Delivery Experts

## Case Study

# Etology Chooses OpSource to Deliver On-Demand Marketplace for Web Advertising

*"The level OpSource was willing to go to help us be successful truly sets them apart. They take care of their customers very well, pulling in the resources and putting in the time to understand our needs—then meet them."*

— Jesse Liu  
President,  
Etology

## On-Demand Company

Etology is a web marketplace for online advertising, specializing in banner and text ads. The company provides an on-demand environment for buyers and sellers of web advertising, creating a powerful engine for generating traffic and revenue for its customers. Ads are placed on-demand based on a variety of customizable parameters to meet the advertising objectives of individual customers.

## Etology Requirement

Etology serves a global online market with revenue-generating online advertising services. Therefore, high availability and security were absolutely critical to serve customer ads around the clock and protect private customer information. Building an infrastructure in-house to meet these requirements proved too cost prohibitive, so the company looked for a partner to deliver and manage its on-demand services. Etology chose OpSource for its proven technical expertise and unique "pay-as-you-grow" pricing, as well as a commitment to customer success that goes well beyond SaaS delivery.

## Complete Solution

OpSource provides Etology with a complete on-demand infrastructure, including full application management and 24 x 7 customer support. OpSource technical experts also worked with Etology to design the application architecture to maximize security, and they continue to manage the application to optimize operational performance. In addition, OpSource's Success-Based Pricing allowed Etology to launch its services without a large up-front capital investment, while maintaining predictable expenses as the company grows.

Etology is structured to automate web advertising transactions, enabling website owners to sell their ad space directly to advertisers, as well as provide advertisers with the tools to place ads on target websites. As the engine for facilitating these

## Customer Profile

**etology.com**

Etology, Inc.  
1065 East Hillsdale Blvd.  
Suite 306  
Foster City, CA 94404

[www.etology.com](http://www.etology.com)

**Industry**  
Web Advertising

## OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

## Key Benefits

- Eliminate large up-front capital expense for on-demand infrastructure
- Help design architecture for high security
- Meet high availability demands for 24 x 7 online services
- Provide first line of support for Etology customers
- Passion for service that assures mutual success

transactions and serving the ads themselves, Etology had a unique set of requirements and would only put its trust in the right partner.

*"We looked at traditional hosting companies, but all they can offer is infrastructure. OpSource is in a class all its own," said Liu. "OpSource works with us as a partner to understand our business and our technical requirements, and provides a complete solution—not just infrastructure, but also the hands-on responsibility of running our application to meet our service objectives."*

## You Build It. We Deliver It.

### Complete Solution (continued)

The top priorities for Etology were high availability and security.

*"We are serving up ads on a global, 24x7 basis," explained Liu. "Therefore, downtime is simply not acceptable. Strong security is also absolutely essential to protect our customers' private information. OpSource provides us with much more than just SaaS delivery—they rolled up their shirtsleeves and optimized a solution architecture that meets our high availability and security requirements. Time and again, OpSource has demonstrated a passion for service that is rare in the business world today."*

OpSource also made it easy for Etology to roll out its services very affordably. *"With OpSource's unit-based pricing, we pay only for the number of ads we serve. So, their success is tied to our success,"* noted Liu. *"We can also rely on OpSource to provide our customers with 24x7 call center support, which is an incredible advantage in building customer satisfaction and loyalty. No other company out there can offer such a complete SaaS solution, all priced on-demand. So, OpSource was the natural choice for Etology."*

### Why OpSource?

Etology needed a highly available and secure infrastructure, as well as a committed partner that the company could entrust to manage its on-demand application. Etology chose OpSource because of its passion for customer satisfaction and proven expertise in managing a business-critical on-demand infrastructure. Etology also found OpSource's unique Success-Based Pricing to be the ideal way to launch its services without a large up-front capital expense, and with ongoing costs that align well with Etology's revenue 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-Demand<sup>SM</sup> 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 Pricing<sup>SM</sup>, 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.opsourcenet.com](http://www.opsourcenet.com).



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