Case Study

Marketo Accelerates Business Launch with OpSource

"From our first conversation, it was clear that OpSource genuinely understood our business model and that our interests were well aligned. That's very important to our business, especially as we grow. OpSource has consistently delivered services that are relevant to our needs."

— Phil Fernandez
President and CEO,
Marketo, Inc.

On-Demand Company

Marketo provides affordable, easy-to-use marketing automation software that helps business-to-business (B2B) marketing professionals transform marketing from a cost center into a revenue producer. Marketo's on-demand solutions create more sales-ready opportunities and provide forecasts and metrics that bring accountability and respect to CMOs—all using robust tools that can be up and running in less than five minutes, with no need for IT support.

Marketo Requirement

As a start-up in a highly competitive marketplace, Marketo had to move fast and deliver flawlessly on its customers' high expectations. The company recognized Software-as-a-Service (SaaS) as the ideal way to deliver a technology solution to marketers, but with limited time, money, and staff, needed a partner for SaaS delivery that could assure not only 100% reliable system performance, but also economical scalability with a broad portfolio of value-add SaaS services.

Complete Solution

OpSource provides Marketo with a comprehensive SaaS portfolio, including a complete SaaS infrastructure, full application management, credit card clearing and billing services, and 24 x 7 operational support—all on a cost-effective pay-as-you-grow basis.

Unlike marketing automation approaches of the past, Marketo has fully embraced Web 2.0 principles, building on a thorough understanding of its target customers to provide solutions that are easy to test-drive and use directly from the Web—and easy to fund from existing marketing budgets.

Phil Fernandez, President and CEO of Marketo, explains, *"Our value to customers is deep knowledge of marketing processes and how to optimize their effectiveness. We're marketing experts, not SaaS infrastructure experts. So as a small company, it's essential that we stay focused on our core business. That's why we selected OpSource as our SaaS delivery partner. They're proven as SaaS experts and offer the most complete package of SaaS offerings we've found."*

Customer Profile

Marketo, Inc.
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www.marketo.com

Industry
Marketing Automation

OpSource Solution

- OpSource On-Demand
- OpSource Billing

Key Benefits

- Launched start-up business in 90 days
- Eliminated large, up-front capital expenditures
- Provided value-added services to enhance complete SaaS offering
- Assured 100% uptime to meet customer demand
- Enabled cost-effective growth with predictable expenses

Because OpSource offers such a comprehensive array of SaaS capabilities and understands the needs of on-demand companies, Marketo was able to ramp up its business very quickly and cost-effectively.

"We're trying to move like the wind to capture market share and build our business," says Fernandez. *"By working with OpSource, we were able to launch our service and be up and running with 25 customers in just over 90 days. That's exactly the speed businesses need to be competitive today. With OpSource's pricing model, we're also able to incrementally increase infrastructure capacity and support as we grow, which keeps our costs under control and avoids huge spikes in capital expenditures. I don't see any way a company like ours could have gotten as far as we did, as quickly and cost-effectively as we did, on our own. That's the advantage of having a SaaS partner like OpSource."*

You Build It. We Deliver It.

Why OpSource?

Marketo found OpSource to have the most complete set of SaaS offerings in the market and a business model that was perfectly aligned with its own. By working with OpSource, Marketo could focus all of its internal resources on enhancing and expanding its marketing automation capabilities, while turning over SaaS delivery and day-to-day application management to a committed and reliable partner. Moreover, as Marketo found in OpSource a resource for additional value-added services to enhance its SaaS offering as the company grows.

About OpSource

OpSource™, the SaaS delivery experts, is focused on providing theoperational 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[SM] 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[SM], 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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