



## Case Study

# Marketing Advocate Meets Tough Security and Application Availability Demands With OpSource

*"Meeting client demands for security and availability became a business imperative. Only OpSource could deliver the assurances we needed in a complete and cost-effective package. Now we can focus on our core business without the worry of application delivery."*

— Gary Morris  
CEO,  
Marketing Advocate

## On-Demand Company

Marketing Advocate, Inc. helps organizations of all sizes convert their websites into powerful relationship building systems. The company's flag-ship solution, RelationshipAdvocate<sup>SM</sup>, is a leading-edge SaaS solution for business-to-business lead development, consumer one-to-one marketing, and membership relationship development. The company's resource center system enables users to attract more and higher-quality target customers to their websites, engage them in a dialogue, track their site activity and personalize their experience, and integrate with sales automation and other marketing systems. The result is an increase in the average length of a site visit by 50-100%, with highly qualified leads going directly into the hands of an organization's sales team.

## Marketing Advocate Requirement

With large corporate clients and the demands of regulations such as Sarbanes Oxley, Marketing Advocate must adhere to strict requirements for security and application availability. OpSource is SAS70 Type II compliant and meets specific security and performance standards, enabling Marketing Advocate to cost-effectively meet its clients' demands. Because OpSource provides a complete, turnkey SaaS package, Marketing Advocate can focus on its core business and the quality of its software, without the worries of application delivery.

## Complete Solution

Marketing Advocate built its business on the Application Service Provider (ASP) model. Large corporate clients, however, demanded security and data availability guarantees that the company's previous hosting provider could not deliver.

Marketing Advocate must be able to meet the requirements dictated by its clients—requirements that include application uptime, data security, personnel security, and insurance guarantees. By choosing OpSource as its SaaS provider,

## Customer Profile

**Mar·ket·ing Advocate**  
LEAD DEVELOPMENT SOFTWARE & SERVICES

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**Industry**  
Web-Based Lead Development Systems

## OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

## Key Benefits

- Critical data and human security guarantees
- Lower total cost of ownership by up to 30 percent
- Increased competitive advantage with SAS 70 Type II certification
- 100% application availability and 5 minute response time for emergencies
- Greater business agility

Marketing Advocate can now maximize the competitive strengths of its software, knowing that application delivery is no longer a weak link. *"Our clients' expectations for application performance and reliability are extremely demanding,"* said Morris. *"I know we can count on OpSource because of their 100% uptime guarantee and 5 minute response time to emergencies. This is always a critical point in any ASP agreements we make. Now, it's no longer a concern—in fact, with OpSource it's become a real competitive advantage for us."*

Security is also a major factor in winning new business for Marketing Advocate. *"All our clients today are concerned about*

## You Build It. We Deliver It.

### Complete Solution (continued)

security,” explained Morris. “Data security is critical, but human security—knowing that proper background checks have been performed and that access privileges are tightly controlled—is equally important. OpSource can provide a level of specificity with regard to security that we need, which a lot of hosting companies can’t do.”

OpSource provides Marketing Advocate with a complete SaaS infrastructure that offers high reliability, responsive customer service, increased agility, and a lower total cost of ownership compared with server-based software models. “For applications like ours, it would be foolish not to use an on-demand solution,” noted Morris. “The TCO advantage is very compelling and we see the SaaS model continuing to grow. It’s possible to piece together everything that OpSource does, but that approach becomes complicated and costly. By providing everything we need as a flexible packaged service, OpSource removes all the headaches, so we can simply focus on what we do best.”

### Why OpSource?

Marketing Advocate views OpSource as providing important competitive differentiation for its solutions—going well beyond traditional hosting companies with security and performance guarantees that others can’t match. Marketing Advocate can point to SAS 70 Type II compliant and assure its largest corporate clients of being able to meet their most demanding requirements.

## 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.opsources.net](http://www.opsources.net).



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