# OpSource™
## The SaaS Delivery Experts

*Case Study*

# ReleasePlan Speeds SaaS Development Cycles By 50% At 20% Lower Cost

*"OpSource is the authority on SaaS, and provides us with a world-class infrastructure, designed exclusively for SaaS, at a fraction of what it would cost to do this internally."*

— Frank Burkitt
  CEO,
  ReleasePlan

## On-Demand Company

ReleasePlan™ is the first on-demand product delivery platform to provide full product lifecycle management. With ReleasePlan a company can optimize the entire development process, allowing you to build and rapidly deliver products to market. Its scalable, cost-effective platform helps you reduce time-to-market, decrease development expense, increase quality and improve productivity.

ReleasePlan brings everyone together, regardless of location, to work on one common platform—idea to release. With ReleasePlan a company can plan, develop, manage, govern, and deliver a pipeline of products using both internal and external resources. The result is a dramatic increase in responsiveness, agility, and competitive advantage.

## ReleasePlan Requirement

ReleasePlan needed a scalable, secure, platform to deliver its best-in-class product development solution. The company also needed a flexible pricing structure to minimize risk and drive shared success. Traditional hosting models could not keep up with demands for continuous innovation, reduced cost, and more responsive and personalized customer service. ReleasePlan turned to OpSource for its complete, proven, and affordable SaaS delivery, speeding time to market at lower cost and with higher product quality.

## Complete Solution

Working in partnership with OpSource, ReleasePlan has created a complete on-demand solution for software companies. Leveraging OpSource On-Demand and Success-Based Pricing, ReleasePlan can reduce its delivery costs while ensuring 24x7 operations and round-the-clock customer support, and guaranteeing 100% uptime availability and performance for mission critical processes, in a highly scalable production operation.

## Customer Profile

**ReleasePlan**
65 Enterprise
Aliso Viejo, California 92656

www.releaseplan.com

**Industry**
Product Management

## OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

## Key Benefits

- Reduce SaaS delivery costs
- Accelerated time-to-market
- Guaranteed 100% uptime availability
- Highly scalable production operation
- Service-oriented operating metrics

*"Software companies are under constant pressure to get products out the door,"* said Burkitt. *"Often they're strapped by a complicated mix of tools, disconnected internal processes, and poor insight into customer requirements. By delivering ReleasePlan solutions using the SaaS model, we can provide an integrated, product lifecycle management solution that eliminates the need for companies to worry about piecing together different tools or laboriously pulling together input from marketing and engineering. Through this approach, we've seen improvements in development cycles of up to 50% with development expenses reduced as much as 20%."*

OpSource also provides service-oriented metrics and enables ReleasePlan to gain insight for its own product development, and

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

# You Build It. We Deliver It.

## Complete Solution (continued)

that of its customers. *"The beauty of the OpSource operational environment and SaaS is that we can provide companies with key metrics on both performance and customer usage patterns,"* explained Burkitt. *"Its instant feedback and insight on what features are most valuable to end users flows right back into the ongoing development process. Since they're not burdened by infrastructure, companies can focus 100% on the features and quality of their product."*

By delivering its solution in OpSource's world-class SaaS infrastructure, ReleasePlan can vastly improve the efficiency, quality and effectiveness of its SaaS applications, as well as respond to market demands more quickly, successfully, and with greater agility. Moreover, it can do so at less cost and a smaller upfront investment with OpSource's customer-focused, pay-as-you-grow pricing model, while providing end users with unmatched reliability and service based on the highest levels of expertise.

*"We're getting a much higher level of expertise than what we would receive at a traditional managed services provider,"* concluded Burkitt. *"From the outstanding reliability of its SaaS infrastructure to the pay-as-you-grow pricing, OpSource has clearly aligned its mission with that of its software company customers. By partnering with OpSource, we can manage our growth more effectively, get our product to market faster and retain our focus on developing and marketing the best on-demand software for product lifecycle management."*

## Why OpSource?

ReleasePlan recognized OpSource as the leading authority on SaaS, with a proven track record and the depth and breadth of expertise to support ReleasePlan's SaaS solutions. ReleasePlan also found OpSource to be the only company able to deliver a complete SaaS infrastructure with guarantees that the application would be secure, reliable, and available 24x7—all with a low up-front investment.

## 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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**Corporate Headquarters**
5201 Great America Parkway
Suite 120
Santa Clara, CA 95054
1-800-664-9973 (USA)
+44 207 043 1240 (UK)
sales@opsource.net
**www.opsource.net**