



OpSource[™]
The SaaS Delivery Experts

Case Study

OpSource helps Visual Mining Improve Operational Capabilities and Speed Time to Market For Salesforce.com AppExchange Application

"We estimate OpSource has saved Visual Mining on-demand startup costs of over a quarter of a million dollars in critical time and resources."

— Michael MacDonald
CEO and Founder,
Visual Mining

On-Demand Company

Visual Mining is a global leader in online graphical reporting software. The company's Sales Executive[™] for AppExchange is an on-demand business intelligence application seamlessly integrated with Salesforce, providing virtually instant sales metrics with no need to download and manipulate raw data. With just a tab-click in Salesforce, users can select and configure the key performance indicators (KPIs) of most importance to them, and compare actual data values against corporate or individual objectives.

Visual Mining Requirement

Visual Mining needed its Sales Executive for AppExchange solution to work seamlessly with Salesforce, while assuring its end users of high security and application availability. Because OpSource was the first certified SaaS infrastructure provider for salesforce.com, Visual Mining saw a perfect fit. By getting a complete, turnkey SaaS package priced on demand, Visual Mining was able to quickly and reliably deliver its solution, as well as gain around-the-clock support, all at a fraction of the cost of traditional IT hosting approaches.

Complete Solution

Visual Mining's Sales Executive for AppExchange was designed to integrate with Salesforce, using powerful analytic functions to provide users with greater insight into their salesforce.com data "on the fly." With OpSource On-Demand, Visual Mining was able to move quickly into application delivery, and minimize costs while providing the best possible solution to its customers.

"Their partnership with salesforce.com, and ability to provide a complete infrastructure already certified for salesforce.com, made OpSource the obvious choice as our SaaS provider," said Michael MacDonald, CEO and founder of Visual Mining.

Customer Profile



Visual Mining, Inc.
15825 Shady Grove Road
Suite 20
Rockville, MD 20850-4008

www.visualmining.com

Industry
Business Intelligence

OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

Key Benefits

- Reduces upfront and ongoing delivery costs dramatically
- Accelerated salesforce.com AppExchange certification
- Provides required security guarantees, building confidence in customers and partners
- Allows Visual Mining to focus on core business with assurance of 100% application availability
- Supports flexible, cost-effective growth and business agility

By delivering its on-demand solution with OpSource, Visual Mining has been able to dramatically reduce its upfront and ongoing costs, while providing users with 100% uptime and performance guarantees. Meeting the security requirements of salesforce.com was also critical to the success. OpSource assisted Visual Mining with the security and operational audit required by salesforce.com, which paved the way to rapid implementation and accelerated time to market benefits.

You Build It. We Deliver It.

Complete Solution (continued)

"OpSource offers the complete package of infrastructure capabilities and services a company like ours needs," said MacDonald. "The SaaS model is a very cost-effective way to deliver our business intelligence solution, and OpSource is the recognized leader in SaaS. Their business model is geared to making their customers successful — OpSource has a vested interest in optimizing and promoting our Sales Executive application, since their success is tied to our success. This is a significant difference, in our view, from the traditional web hosting model."

By providing a complete service delivery solution, with fully managed services and a 24x7 call center, OpSource allows Visual Mining to focus on developing software, while leaving operational considerations, such as disaster recovery, business continuity and infrastructure to OpSource.

"We get all the benefits of a high-performance, highly reliable infrastructure without the headaches," observed MacDonald. "The burden of managing 24x7 reliability and all the security issues is too much for a company when that's not your core business. With OpSource, we get complete brand representation, application management and great support. And we're able to provide our customers and partners with confidence in the security of our system. We can focus on what we do best without worrying about the hosting."

Why OpSource?

Visual Mining chose OpSource because of the company's established leadership in the SaaS market and because of OpSource's close relationship with salesforce.com. OpSource was the only SaaS provider that could enable Visual Mining to move quickly to the delivery stage and minimize costs while delivering the best possible solution to salesforce.com's customers. OpSource provides a complete infrastructure certified to meet the service level and security requirements of salesforce.com, which ensures the highest level of operational excellence across the salesforce.com community.

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.opsourcenet.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@opsourcenet.net
www.opsourcenet.net