



Case Study

OpSource Customizes Application Delivery for Ribbit: Putting the Call into Salesforce

"I want our team to spend its time doing what no one else can do, not on managing bandwidth, firewalls, database clusters or routers; or even choosing hardware. Those things can be done by others."

— Crick Waters
Vice President, Strategy and Business Development,
Ribbit

Putting The Call Into Salesforce

Because every sale is a conversation, Ribbit for Salesforce integrates mobile voice communications with Salesforce CRM. Ribbit for Salesforce *"puts the call into Salesforce"* allowing you to manage calls and messages like you manage e-mail. That way the opportunity is complete.

The Ribbit for Salesforce component lets you answer calls to your mobile phone using the Ribbit Phone embedded in every Salesforce page. With one-click dialing, you can even call your leads and contacts right from your computer. There's nothing to download, and you keep your existing mobile phone and number.

Ribbit for Salesforce puts your calls on the dashboard.

Ribbit Requirements

Ribbit needed a delivery partner who understands that the Ribbit for Salesforce product has significantly different infrastructure needs than the typical software-as-a-service application, which typically involves two servers – a database server and a Web server – as well as Internet-related infrastructure. Ribbit's voice product, however, uses four different kinds of servers and has uptime, firewall, and load sharing requirements that differ from those of OpSource's other customers. For example, a Web server is constantly busy managing incoming and outgoing data. Some of Ribbit's servers, however, are voice gateways that sit idle unless a call is in progress. Ribbit needed a delivery partner that would understand these differences and configure and price its delivery solution accordingly. Ribbit also needed to relieve its staff of the responsibilities of configuring and installing hardware and working out how a rapid increase in infrastructure needs could be supported in the critical early growth phase of the company.

Customer Profile



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Industry
Telecommunications

OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

Key Benefits

- Infrastructure design, including hardware choices, physical assembly and configuration
- Ongoing infrastructure management
- 100% uptime guarantee
- Customized pricing model consistent with unique product characteristics

You Build It. We Deliver It.

Complete Solution

Ribbit chose OpSource On-Demand™ to deliver its Ribbit for Salesforce component. OpSource On-Demand is a comprehensive, award-winning Web application delivery platform that offers a complete operational hardware, software and networking infrastructure, including application management and 24x7 customer-branded end-user support. OpSource engineers handled all hardware architecture design and assembly and software environment configuration in the OpSource hosting environment. They designed the infrastructure so that it will support rapid expansion as Ribbit grows. OpSource staff members also perform all the ongoing management that the infrastructure requires. And OpSource managers revised various maintenance procedures as well as other existing processes that were not compatible with voice services. OpSource also customized its pricing to fit the unique operations of a voice services company.

OpSource On-Demand also delivers Ribbit's salesforce.com AppExchange component which enables voice mail calls to go directly to a customer's salesforce.com screen where they're logged and matched to relevant leads and contacts. Because salesforce.com has certified OpSource as an application delivery and hosting partner, Ribbit benefited from accelerated AppExchange certification.

Why OpSource?

"We might have done this ourselves," said Crick Waters, vice president, strategy and business development, Ribbit. "We have no shortage of knowledge and experience with setting up and managing infrastructure. We do, however, have the short resources of a startup company and want to keep our focus on the things we do best – the Ribbit for Salesforce component itself – and leave the rest to others. Although our Ribbit for Salesforce component has significantly different requirements than the average software-as-a-service application, we believed OpSource could meet those needs, in part because some of OpSource's top management came from the telephony industry. I was confident that they would do what it took to make us successful." Crick said that OpSource's willingness to develop a complete understanding of Ribbit's product was also crucial, because it enabled Ribbit and OpSource to arrive at a pricing model that supported Ribbit's financial model.

About OpSource

OpSource™ delivers Web applications and software as a service for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand, the leading platform for Web application delivery, is defining how Web-based software is delivered. By choosing OpSource as their Web application delivery partner, companies are freed from investing in and managing the complex and costly infrastructure and services necessary to deliver applications over the Web. They can instead focus their resources on developing, marketing and selling their applications and services. OpSource On-Demand is suitable for companies at any stage of growth, with any type of on-demand application. 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 scale expenses as revenues increase.

Headquartered in Santa Clara, CA, OpSource has Web application delivery centers in Virginia, London and Bangalore. For more information about OpSource, visit www.opsources.net.



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