



## Case Study

# OpSource Provides Comprehensive, Reliable SaaS Delivery Services for Zogix Business Services Platform

*"We are application development and marketing experts but we were not SaaS delivery experts. OpSource has unique expertise in the SaaS business and gave us very clear guidance on infrastructure and other issues. None of the other providers we considered really understood SaaS or SaaS delivery as well as OpSource."*

— Sam Bose  
CEO  
Zogix Ltd.

## On-Demand Company

Zogix is a privately held UK company that has created an on demand employee services platform that is introducing a marketplace model to manage discretionary spend within companies and integrates employee choice with corporate policy. Through its flagship product "Business Services Platform", Zogix provides access to a portfolio of self service applications that enable employees to source from a range of preferred and non preferred service providers based on personal/community preference, context and corporate policy. Zogix is launching the platform with an application bundle including; Zogix@Travel, Zogix@Event and Zogix@Dining. Enterprises subscribe to the Zogix platform through a usage based model to access these applications.

For organizations, Zogix improves compliance by applying corporate policy at the point of purchase and automates the reconciliation process for expense management.

For employees, Zogix provides choice of sourcing service providers within corporate policy based on context, preference, behavior with an incentive to maximize savings for the organization.

For service providers, Zogix provides a new content delivery channel.

## Zogix Requirement

Zogix was one of the first software-as-a-service (SaaS) application providers in the United Kingdom, where SaaS adoption was approximately nine months behind the United States. This presented several issues for Zogix. It was difficult finding a provider that understood and was able to satisfy the unique requirements of a SaaS application. It also made sales of the Zogix application more challenging, due to reluctance among potential customers to trust SaaS.

## Customer Profile



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**Industry**  
On-Demand Business Services Management

## OpSource Solution

- OpSource On-Demand
- Success-Based Pricing

## Key Benefits

- Comprehensive SaaS application delivery far beyond what a simple Web hosting company provides
- Guaranteed 100% uptime
- Provided valuable advice on most appropriate SaaS Infrastructure
- Low initial delivery expense with revenue growth preceding expense increase

Zogix needed a complete, comprehensive delivery infrastructure that provided 100 percent uptime. Zogix also needed expert advice on issues such as what is the most appropriate infrastructure for its application, security and how to market and sell a SaaS application. And it needed a delivery partner that offered a pricing structure within reach of a start-up company with limited cash flow.

## You Build It. We Deliver It.

### Complete Solution

Zogix worked with the OpSource London office and chose OpSource On-Demand™ to deliver its applications. OpSource On-Demand is much more than Web hosting or managed services. It 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 On-Demand includes tools that accelerate revenue generation, such as billing and analytics. This combination of services enabled Zogix to focus its efforts on developing and marketing its application and avoid applying limited resources to mission-critical but non-strategic delivery issues. OpSource On-Demand's unique, Success-Based Delivery Model, which includes unit-based pricing, enabled Zogix to begin with a modest up front commitment, with future increases in service delivery costs preceded by increases in revenue. OpSource also provides OpSource On-Demand customers with expert advice on SaaS infrastructure issues. In addition, OpSource provides customers with sales support that can help overcome any reluctance on the part of Zogix's potential customers to purchase a SaaS application.

### Why OpSource?

Zogix experimented with a number of Web hosting providers but none offered true SaaS delivery services, as OpSource did. None had the SaaS expertise that OpSource offers and none were able to provide the reliability Zogix needed. It became clear that Zogix needed much more than simple Web hosting. Zogix needed the comprehensive SaaS application delivery platform and services that OpSource uniquely provides.

Sam Bose, CEO, Zogix, said, "OpSource showed incredible support as we experimented with our business model to test the market acceptance of our solution. Start ups require partners who can not only provide a single service but also be involved in other tangible value addition. Our teams have shared thoughts on best practices which helped in the company development."

OpSource guaranteed Zogix 100 percent uptime and offered SaaS expertise Zogix was unable to find elsewhere. OpSource had the unique ability to advise Zogix on infrastructure, security and other SaaS-specific issues. And only OpSource was able to offer Success-Based Pricing, which significantly reduced Zogix' initial capital investment..

## 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 Pricing<sup>SM</sup>, 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](http://www.opsources.net).



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