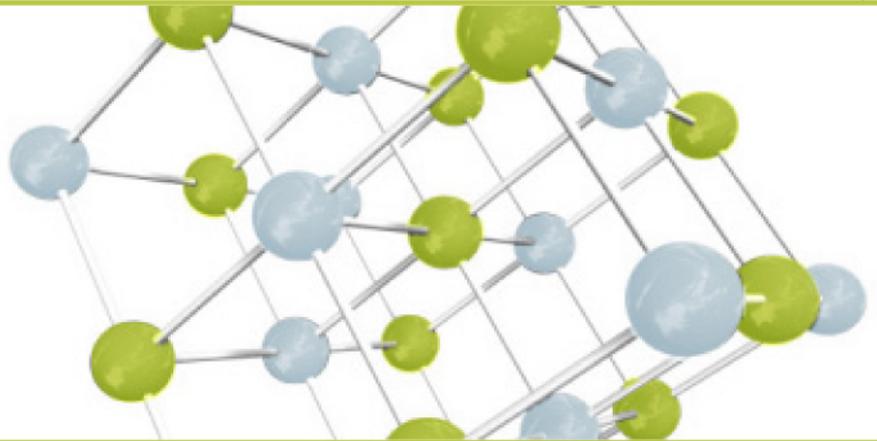




OpSource[™]
The Business of Web Operations

Business Intelligence:
Smart companies sell more



Presented by:

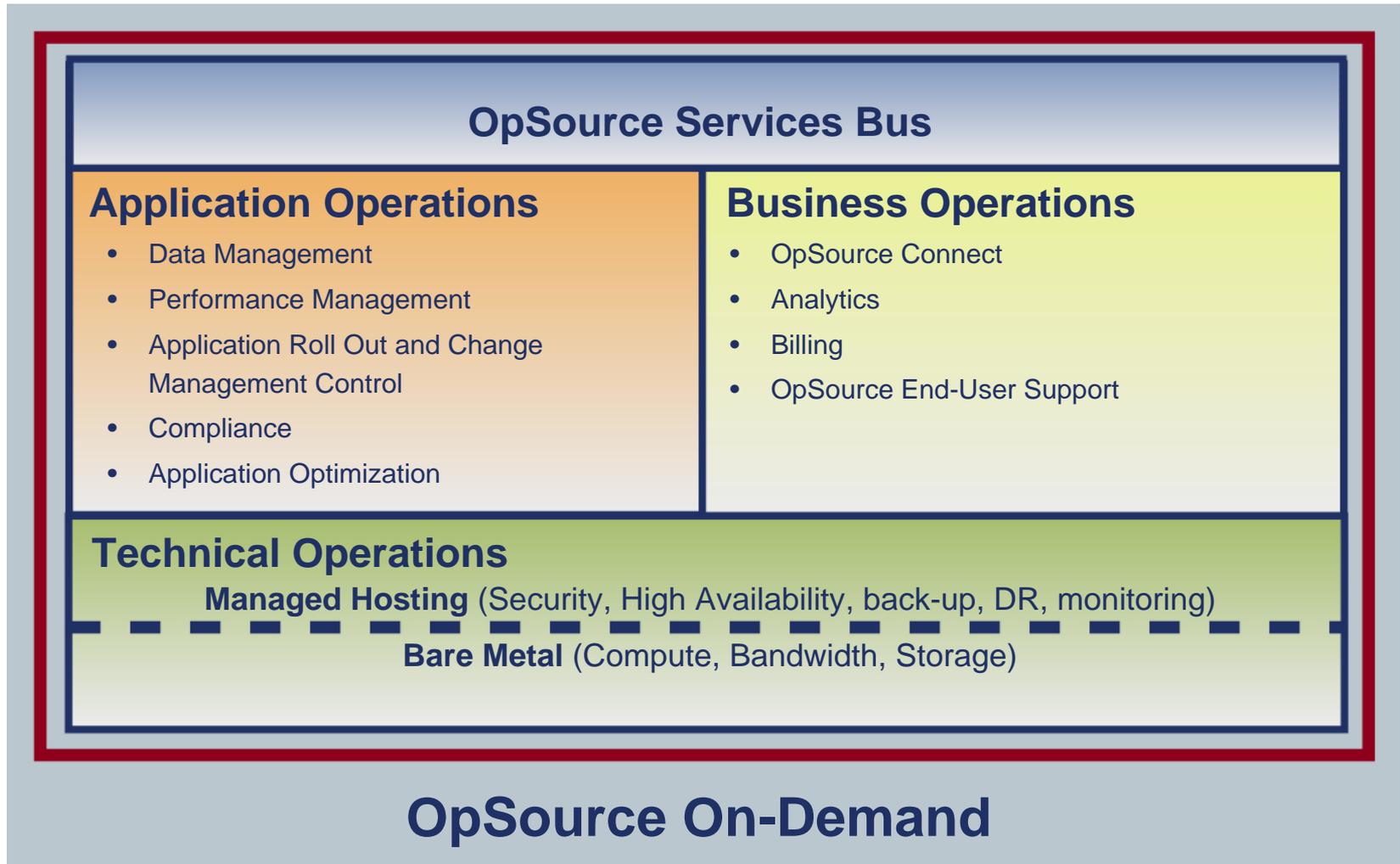
Gary Ramsay, VP – Business Operations

Date: 21st August 08

Introduction

- What is Business Operations?
 - OpSource products have been traditionally focused on reducing delivery costs for on-demand companies
 - Technical Operations
 - Application Operations
 - Business Operations focus is to help on-demand companies grow revenues faster
- Together they provide the complete Web Operations needed for on-demand companies

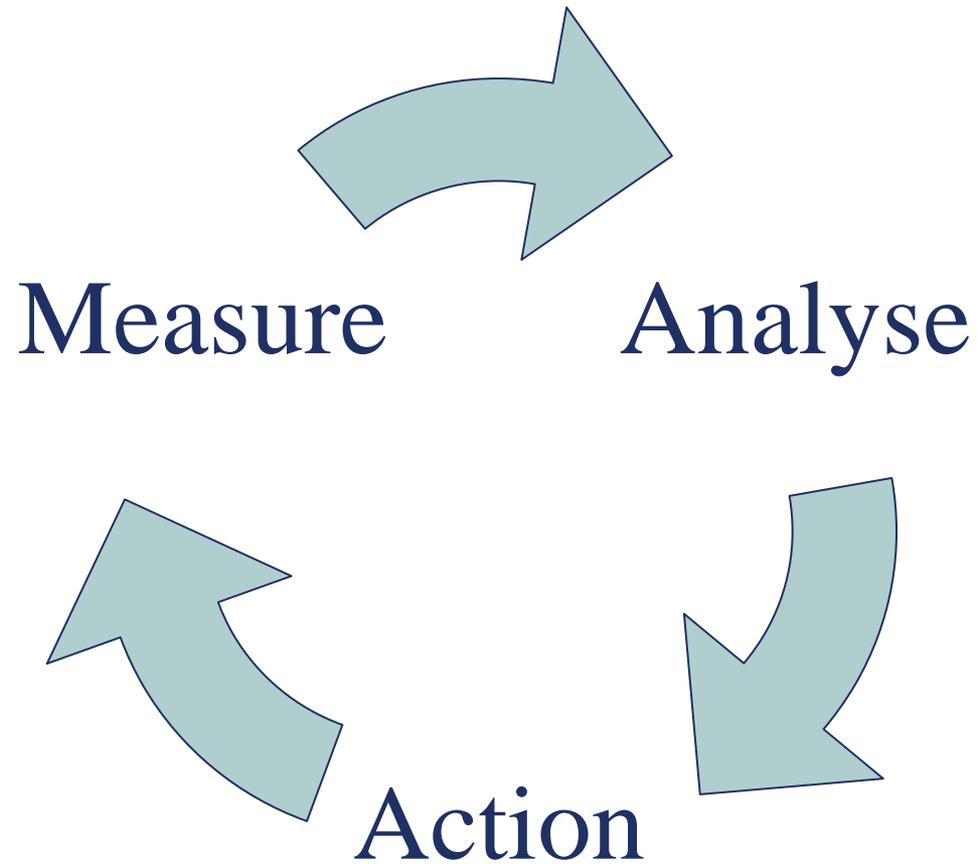
OpSource On-Demand Defined



Analytics - Management Speak

- “You can’t manage what you don’t measure”
- “You can’t manage what you don’t measure and analyse”
- Visualising what you measure is necessary for analysis
 - Different people visualize differently
 - Bar chart
 - Pie chart
 - Graphs

Analysis Feedback loop



OpSource Analytics – Leveraging OpSource experience

- **We** know what is useful for managing your **environment**
 - **Application Operations Analytics**
- Standard KPI's
 - Bandwidth Utilization
 - Application Response Time
 - Application Uptime
 - Alerts
 - Billing
 - Need to use OpSource Billing
 - End User Calls/End User Tickets
 - Need to use End User Support

OpSource Analytics – Flexibility for your KPI's

- **You** know what is useful for managing your **application**
 - **Business Operations Analytics**
- Extensible data types within Analytics database
 - Logins
 - Events
 - Multiple different types of events can be defined
- Simple interface to instrument application
- Uses OpSource Connect API's to populate Analytics

OpSource Analytics – Key Features

- User Control
 - Create user-specific pages of multiple charts, gauges, scorecards
 - Filter data sets based on time stamps, value ranges, and more
 - Edit Chart Controls including data, type and color
 - Modify order and formatting of graphics on a page
 - Create multiple “tabs” of pages with different graphical data
 - Export in XML or CSV format or through OSB API
- Personalization
 - Charts and pages can be created and viewed per user
 - Create “community” pages viewable by other users
- Ajax-based User Interface
 - Drag to Reorder Charts on a page
 - Asynchronous updating of charts

Example – Analytics Dashboard

Analytics



Summary

- Can't manage what don't measure
 - – and analyse
 - – and visualise
- OpSource Analytics – Best of both worlds – Ours and Yours
 - Standard KPI's from our operational experience
 - Flexible structure for your application KPI's
- Free as part of the complete OpSource On-Demand solution
- Easy to use
 - Simple integration using OpSource Connect
 - Multiple charts, graphs, scorecard formats
 - Format data, type, colour
 - Personalization



"The OpSource team continues to run one of the most important industry events year after year. Attendees get a full course of topics that matter most to SaaS ISV's or companies planning to migrate their offering to the SaaS model."

--Rick Nucci, Chief Technology Officer, Boomi

Mark Your Calendars!
SaaS Summit 09, March 11 - 13, 2009

www.saassummit09.net for details