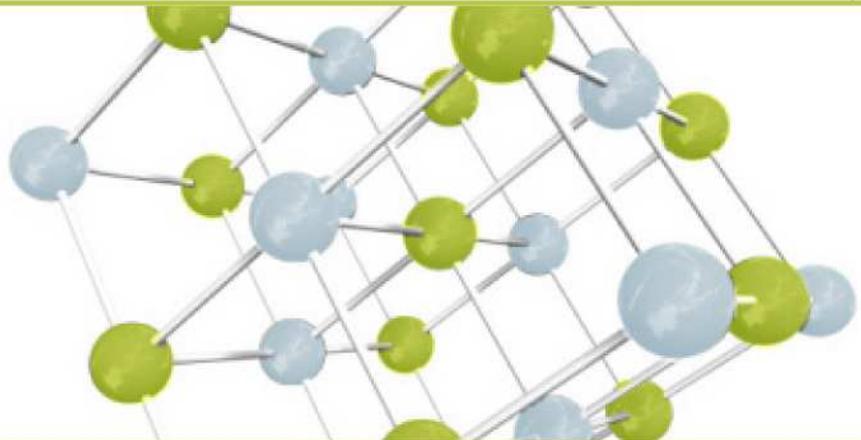




OpSource[™]
The Business of Web Operations

Building your Prospects Trust in SaaS



Presented by:
Conor Halpin
SVP EMEA
April 15 2009

Welcome

- Housekeeping
 - All phones are set on mute
 - If you have a question, please use the Chat Q&A box located below the presentation panel
 - We will collect questions throughout the webinar and answer as many as we can at the end
 - If we don't answer your question, we'll follow-up with an answer via email
 - Full-screen button will let you toggle between a larger image view and the view with Q&A box to type in questions – you can use it throughout the webinar

Introducing Conor Halpin

- Conor Halpin, SVP EMEA OpSource
 - Formerly founder and CEO LeCayla Technologies (SaaS Billing and CLM vendor) □
 - Ran alliances and product lines for Iona

The Business of Web Operations

- OpSource provides complete web operations infrastructure and services for serious SaaS and Web businesses
 - Technical & Application Operations that reduce operational costs
 - Business Operations that increase revenues
- Founded 2002, privately held
- Corporate headquarters: Santa Clara, CA.
Global offices: U.S. (Santa Clara; Herndon, VA); Dublin; London; Bangalore
- Unmatched industry experience
 - Hundreds of applications
 - Millions of end-users
 - Billions of transactions every day



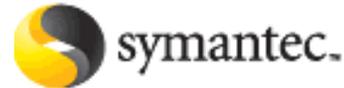
Web Operations Delivery for Companies of All Sizes

Hundreds of applications, millions of end-users and billions of transactions every day



ORACLE

Taleo



SERENA



bmcsoftware



xactly

SupportSoft

McAfee

Symplified

Business Objects



GENERAL MILLS

etology.com



Rabbit

SABRIX

expresso

World Class Partner Ecosystem

Best of breed strategic, technology and consulting partners focused on SaaS



Why trust is an issue for SaaS providers...

- SaaS takes away control.
 - My data is no longer local to me.
 - The application is no longer local to me.
- What happens if
 - There is a hardware failure?
 - How will you know - hardware often doesn't just stop!
 - How long will it take to get access to my system?
 - How much data will I lose?
 - There is a software problem?
 - Again how will you know and how long will it take to repair?
 - Someone makes a mistake?
 - I need to go back to a known point in time!
 - The network is hacked?
 - Can you convince me that I'm not putting my organization's reputation at risk?
 - You go out of business?
 - Do I lose everything?

The trust issue for SaaS ISVs

- “If something happens I rely on you to put it right.”

I have to trust you to:

- have the right systems,
- the right procedures, and,
- the right controls

in place to protect my business.

- Not necessarily fair! Few businesses have the controls or systems in place to protect their data as they expect you to protect it - but it is within their control.

The banking analogy

- What is a business' most important asset?
- Cash!
- How do we manage cash?
- We outsource it to a specialist organization
 - They understand security better
 - They have a much higher investment in security infrastructure than you ever can
 - They have demonstrated procedures/policies in place
 - There is recourse in the event there is a breach.

Building trust - Hierarchy of messages

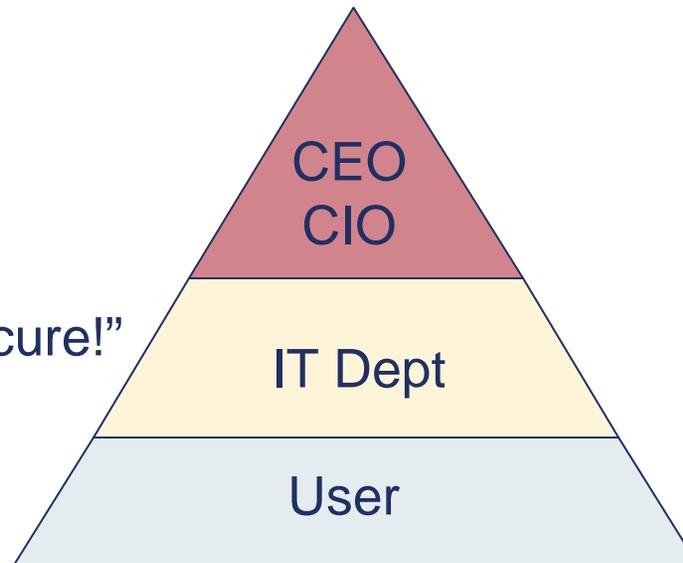
Trust is not a single issue!

It involves a hierarchy of messages:

“What if you go out of business?”

“Show me you’re secure!”

“What if I have a problem?”



- Business Continuity

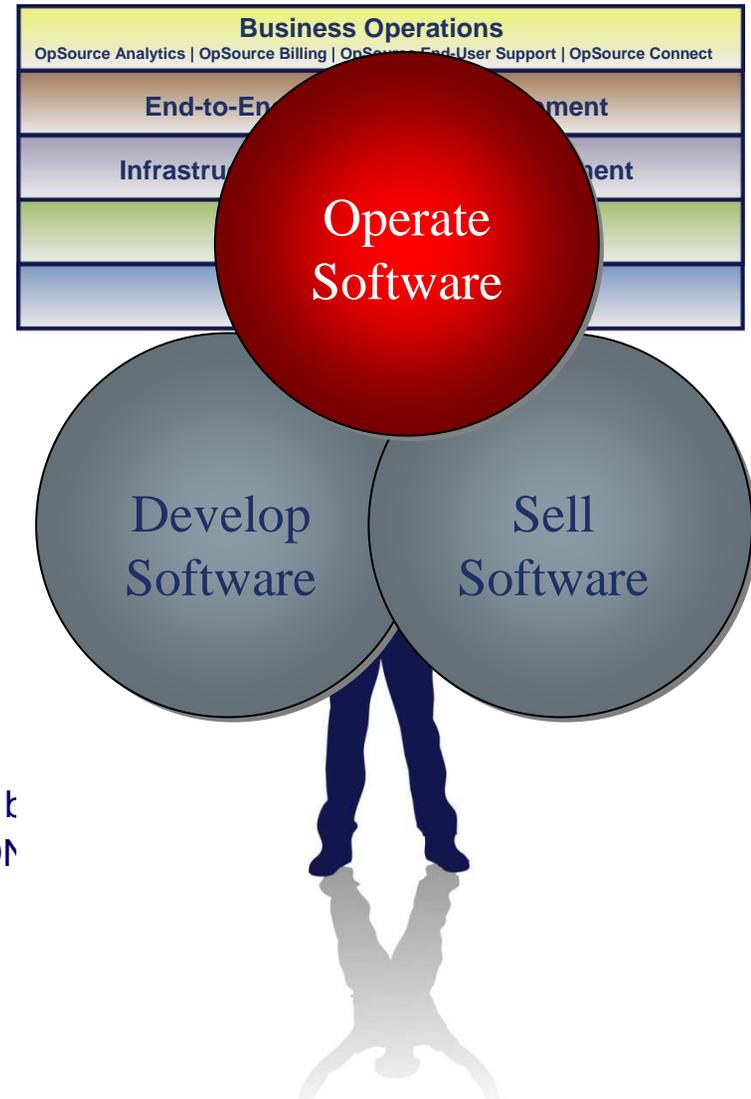
- Security, Backups, DR, Compliance etc.

- Support

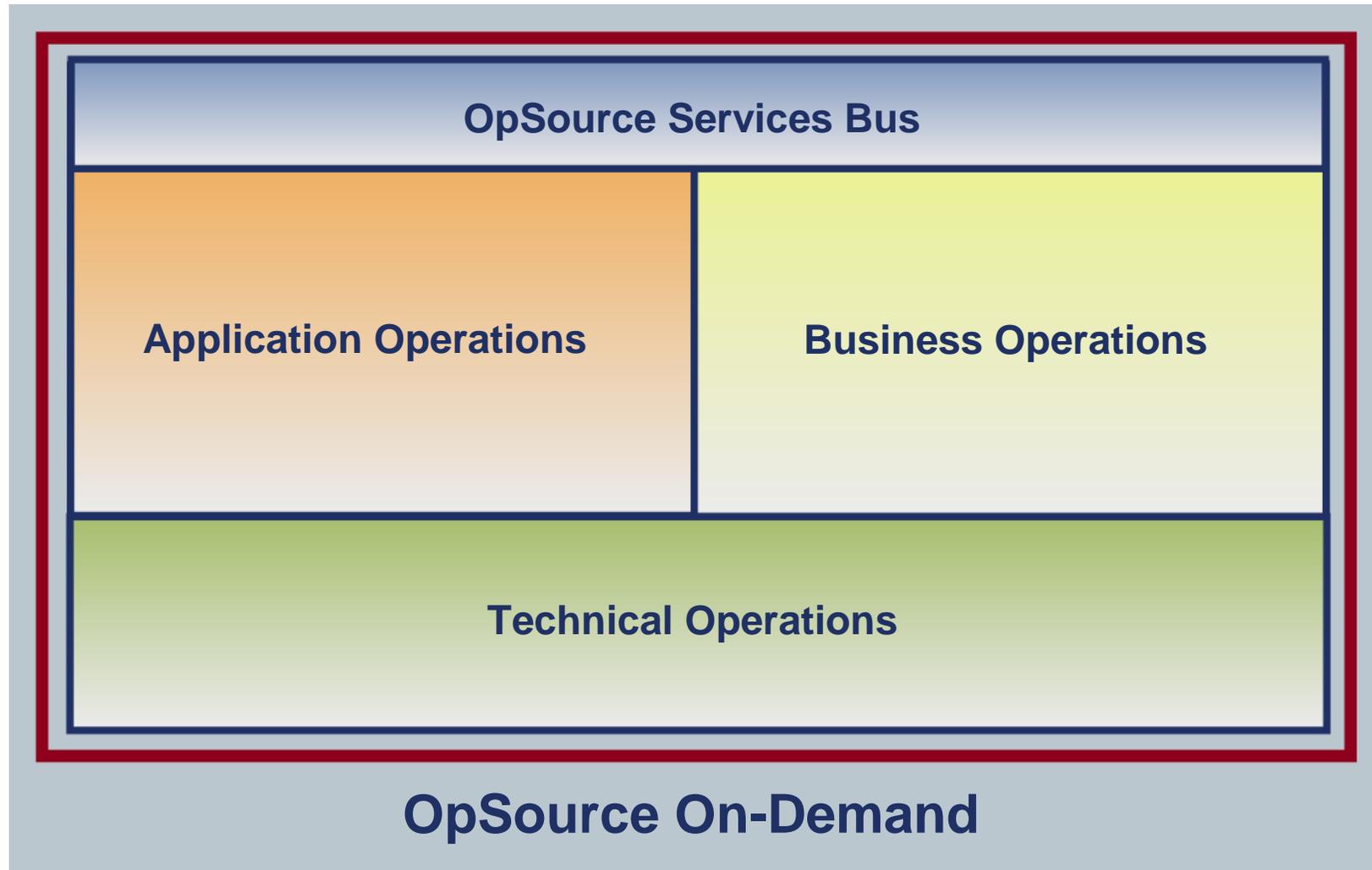
**How can OpSource help you build trust
with your customer?**

Challenges of On-Demand Delivery

- Traditional challenges
 - Development
 - Sales
- New challenges
 - Infrastructure deployment and management
 - End-to-end application management
 - Direct end-user support
 - Integration
- Typical outcome:
 - Substantial investment of time and money
 - Lengthy delays in time-to-revenue
 - Development obstacles for SaaS companies, because web operations is not built into the software DN



Defining Web Operations



The Technicality Influencer (IT Specialist)

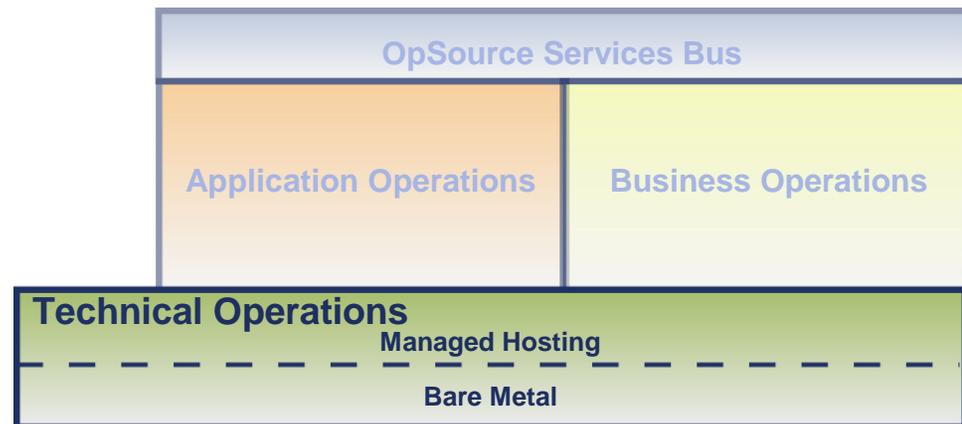
- Security?
 - How do you prove a secure environment?
 - Compliance: PCI DSS
- Service Quality?
 - How do you demonstrate that you follow appropriate quality procedures that mean:
 - Software upgrades are applied in a safe manner so as not to damage performance or corrupt data.
 - OS/DB patches are appropriately applied.
 - Backups are taken & restore procedures tested.
 - Performance is monitored and capacity planning is in place.
 - Compliance SAS 70 Type II

The Technicality Influencer (IT Specialist)

- System resilience and availability
 - Redundant everything
 - Clustered DBs
 - DR sites
 - Service provision history

Technical Operations – For Reduced Cost

- World-class data center facilities with redundant UPS power, diesel generator backup, and HVAC facilities
- Fully meshed, Tier 1 IP connectivity to multiple backbone providers
- Redundant load balancing architecture
- High availability firewall infrastructure
- In-depth 24x7 monitoring, security patching, and management procedures backed by SAS-70 Type II audits
- Built-in high availability solutions from simple clustering to wide-area Disaster Recovery



Application Operations – For Reduced Cost

- Application management, optimization and delivery
- Compliant infrastructure, processes and procedures
- Data Management
- Performance Management
 - Multipoint user-experience monitoring
- End to End Application Guarantees
 - 100% uptime SLA for infrastructure and application availability



The User buying influence:

- The User buying influence
 - “I used to call the IT department - now who do I go to for support?”
 - You need to demonstrably provide support 24 X 7 - 365 days.
- OpSource C4

Business Operations – For Increased Revenue

- Accelerate speed to market
- Increase top line growth
- Eliminate up to 50% of application development time
- Business Operations include:

OpSource Billing CLM™

OpSource Connect™

**OpSource
Analytics™**

**OpSource
End-User Support™**

- All available via OpSource.net



OpSource End User Support™

- 24x7 dedicated end-user support
- Toll-free number for domestic callers
- Customer branded
 - private voicemail box
 - phone greeting
- Email support

OpSource End User Ticketing™

- End user self service ticketing function embedded directly in your application
- Customized integration via the OpSource Services Bus
- Reporting and analysis of end user tickets and calls via OpSource Analytics



The C- Club (Economic Buyer influence)

- The CEO/CIO recognizes that by choosing you they are putting their reputation on the line:
 - Security, reliability etc., are hygiene factors
 - Business reliability is critical:
 - What happens if you go out of business?
 - What happens if you are acquired by a competitor or you drastically change your terms (e.g., SAP and Coghead).

Demonstrating business stability and longevity is probably the biggest barrier to enterprise adoption by a large enterprise for a business critical SaaS service

OpSource Business Continuity

- **OpSource Business Continuity**
OpSource guarantees to continue to operate your service on behalf of your existing customers for an agreed minimum period in the event you go out of business*
Cost is an initial payment plus a small monthly premium.
- **Business Continuity allows your customer time to:**
 - Secure their data
 - Invoke and deploy an escrow agreement
 - Find an alternative supplier
- **Business Continuity means that your customer can always continue to do business**

*precise terms available from your sales executive

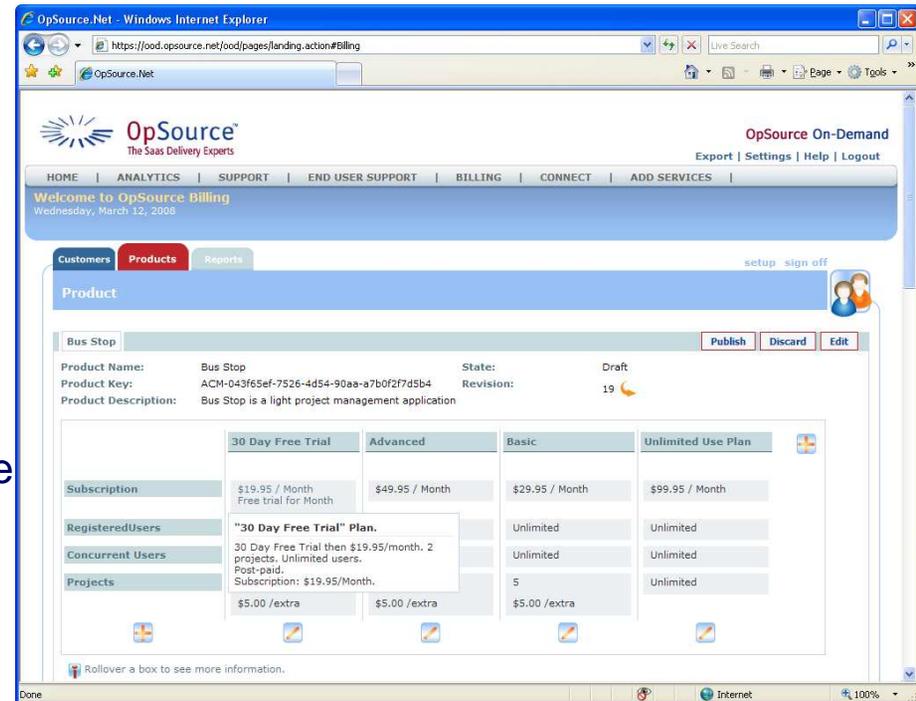
But wait... there's more!

OpSource Billing CLM™

- End-to-end Customer Lifecycle Management)
- OpSource Billing CLM Generates Revenue for On-Demand Companies
 - Self-Service
 - On-boarding
 - Subscription management
 - Promotional pricing
 - Transaction processing
- OpSource Billing CLM is secure
 - Level 1 PCI DSS certified
- Available either as part of OpSource On-Demand or as a stand alone application

OpSource Billing CLM™

- 1 On-board your customers quickly and easily
- 2 Optimize your revenue with free trials and flexible subscription plans
- 3 Go viral with effortless promotions and discounts
- 4 Scale your business with automated payment collections
- 5 Accomplish 1-4 in a matter of days not months



The screenshot shows the OpSource Billing CLM web application interface. The page title is "OpSource Billing CLM™" and the URL is "https://ood.opsource.net/ood/pages/landing.action#Billing". The page features a navigation menu with links for HOME, ANALYTICS, SUPPORT, END USER SUPPORT, BILLING, CONNECT, and ADD SERVICES. The main content area displays the "Product" configuration for "Bus Stop". The product details include: Product Name: Bus Stop, Product Key: ACM-043f65ef-7526-4d54-90aa-a7b0f2f7d5b4, State: Draft, and Product Description: Bus Stop is a light project management application. The pricing table shows four subscription plans: 30 Day Free Trial, Advanced, Basic, and Unlimited Use Plan. The 30 Day Free Trial plan is highlighted with a tooltip that reads: "30 Day Free Trial" Plan. 30 Day Free Trial then \$19.95/month. 2 projects. Unlimited users. Post-paid. Subscription: \$19.95/Month. \$5.00 /extra.

	30 Day Free Trial	Advanced	Basic	Unlimited Use Plan
Subscription	\$19.95 / Month Free trial for Month	\$49.95 / Month	\$29.95 / Month	\$99.95 / Month
RegisteredUsers	Unlimited	Unlimited	Unlimited	Unlimited
Concurrent Users	Unlimited	Unlimited	Unlimited	Unlimited
Projects	5	5	5	Unlimited
	\$5.00 /extra	\$5.00 /extra	\$5.00 /extra	

OpSource Connect™



- Middleware for the Web
- Solves the #1 challenge facing SaaS companies, application integration
- Consumption of Web services
- Publishing of web services
- Integration in the Cloud
- Integration behind the corporate fire-wall

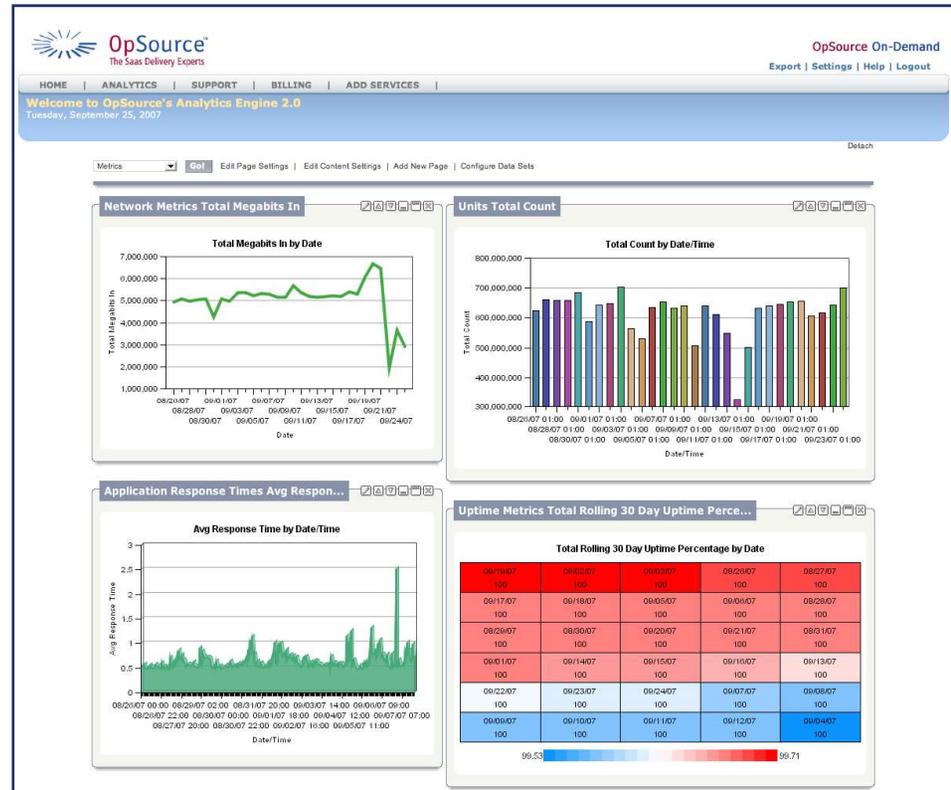
OpSource Connect™



- All OpSource On-Demand
 - Open
 - Reliable
 - Scalable
 - Secure
 - Compliant
 - Built for business
- Expanding markets for SaaS companies
- ServiceXchange™ marketplace for Web services

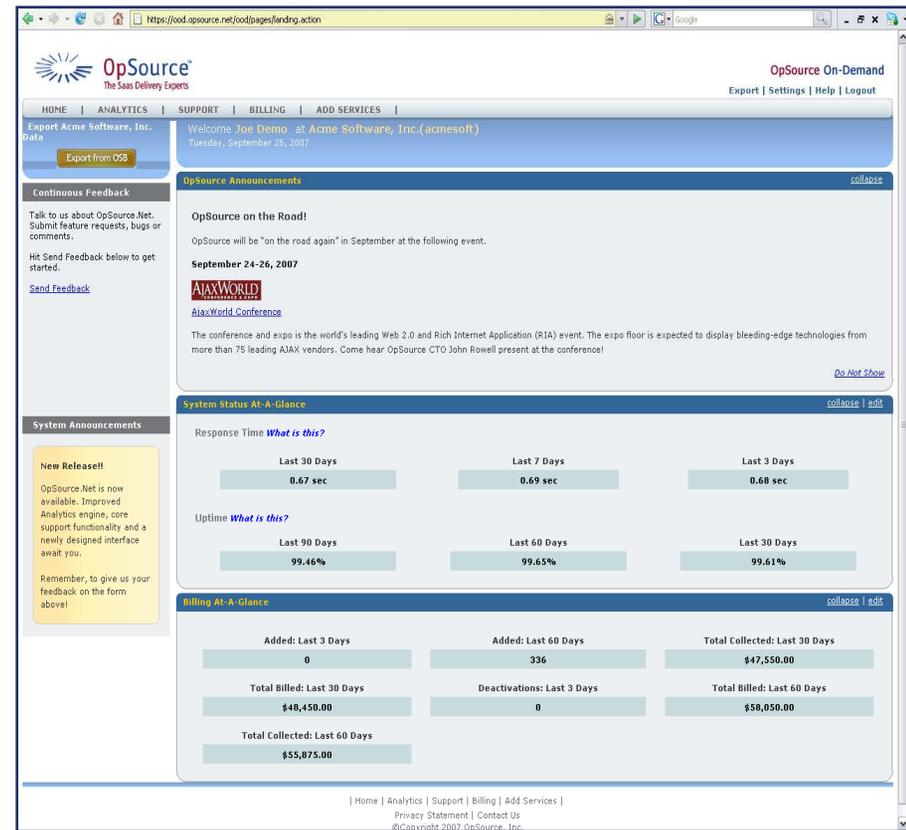
OpSource Analytics™ - Know Your Application, Know Your Customer

- Real-time application and customer usage information enables agile development and constant application improvement
- Wide range of operational indicators
 - Bandwidth usage
 - Performance thresholds
 - Ticketing
 - Monitoring
- Key performance indicators:
 - Application Logins, uptime
 - Application Response Time
 - Billing Statistics
 - Units: clicks, seats, downloads
 - Customizable Events: application feature usage, errors, sign-ups, etc.
 - Customizable Metrics: Growth rates, Customer churn

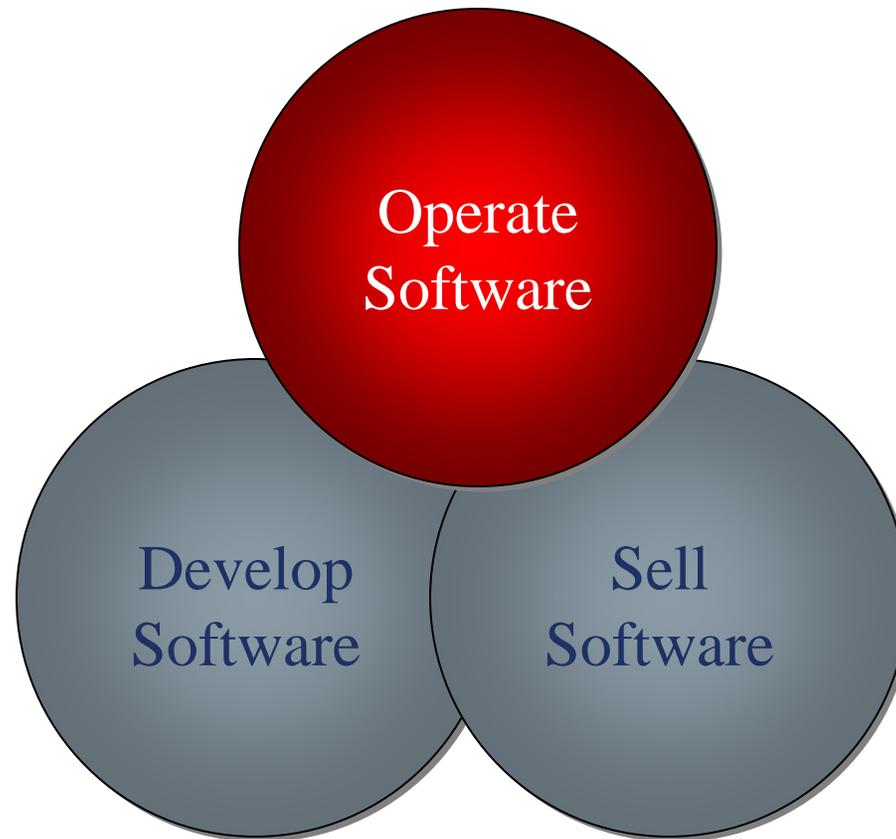


OpSource.net - Your Application For Running Your Application

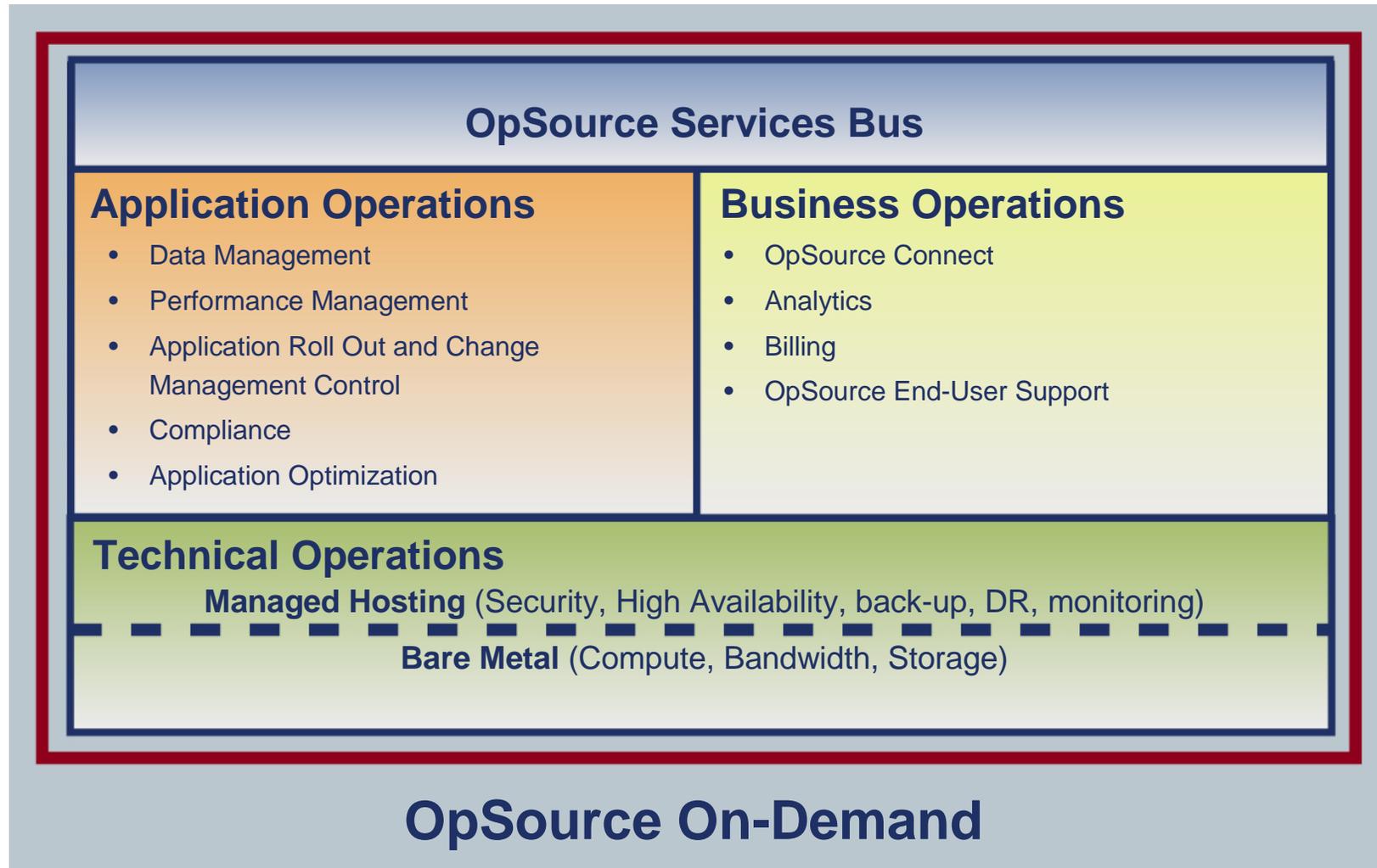
- OpSource.net is OpSource On-Demand Web application delivery
- Utilize and manage OpSource applications including Analytics Billing and End User Ticketing
- Configure, order, manage your OpSource On-Demand Web application delivery solution
- Interact with the OpSource support



Building confidence with your investors!



Web Operations Defined



Thank you!

For more information, contact **Conor** at
+353 1 661 9979 or chalpin@opsource.net

U.S.: info@opsource.net or **800-664-9973**

Q&A

Please use the Q&A box located below the presentation to ask a question.