

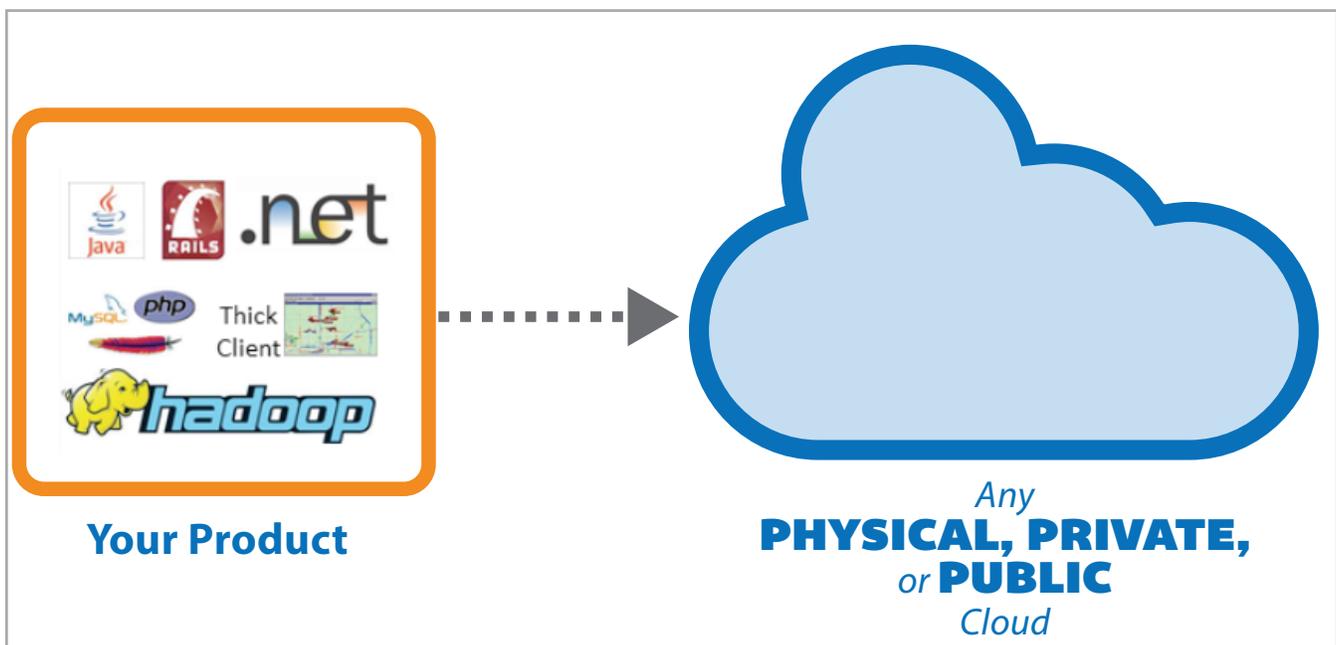


USE CASE

SaaS-enablement for Independent Software Vendors

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Independent software vendors (ISVs) want to expand their addressable markets by moving their products to the cloud. There are many reasons for SaaS-enabling or converting a traditionally licensed and installed software product to a pay as you go, Software-as-a-Service (SaaS) model. ISVs may want to provide greater ease-of-use, scalability, and overall value to existing customers – especially when those customers are demanding cloud-based options. ISVs also want to expand their customer base by opening up opportunities for new users and new companies to access their applications in new and different ways, including utilizing the cloud for the commercial delivery of their applications.



The market opportunity is enormous for ISVs who make the move to the cloud. They are able to transform their business model from traditional software licensing to a variety of consumption methods that meet diverse customer needs. They can reduce costs for both themselves and their customers, while offering greater flexibility and support, decoupling the decision to purchase the application from the need to create and maintain any infrastructure. As a result, the cloud expands ISVs' addressable market by lowering the cost of entry for their customers.

However, ISVs face several roadblocks on the way to SaaS-enabling their applications. Customers want to use different public clouds or perhaps their own private or physical clouds, and ISVs don't have the time or resources to become experts on each one. Different customers have different billing and payment requirements, but the existing software likely

doesn't offer flexibility regarding financial controls. ISVs also want the ability to move their software from one cloud to another if pricing or infrastructure capabilities change – without any headaches.

The Importance of Portability and Manageability

To solve these problems, it's important to identify two key metrics for moving to the cloud: portability and manageability. Migrating an ISV application to the cloud initially should be easy and should not require any changes to the application while doing so. Some cloud management platforms sadly fall short in this respect, but not only should the first time migration be simple and without mandating code changes, it should be just as easy to move the ISV application around to different clouds as customer demand or other needs dictate.

Once the application is on a target cloud, management should be just as straightforward. Metrics like CPU utilization, disk usage, and other specific counters should be available, but the ISV should be able to see across all usage rolled up by cloud as well as enforce management policies best for their application.

CliQr CloudCenter provides ISVs with unmatched portability across any public, private, or physical cloud without fear of cloud lock-in. CloudCenter also contains a facility for low level metrics tracking for individual users as well as high level consolidation of usage that not only can be used by the ISV to observe patterns, but also ensure the best end user performance and availability experience. Customers get the freedom from having to manage their own infrastructure, optimized performance and availability, as well as a broader range of billing and licensing models. They are better able to focus on the core value of the software, rather than worrying about the headaches of managing that software.

CliQr Application Profiles: The Key to Portability and Manageability

CloudCenter is able to offer unmatched portability and multiple levels of manageability because of its unique architecture. CloudCenter Manager is the piece that provides the main administrative interface through a graphical user interface, command line interface, or RESTful API. Each Manager communicates with a patented CloudSmart Orchestrator that runs on each target cloud and has encoded within it the best practices on a specific cloud.

Within CloudCenter Manager, application binaries and data are uploaded to a multi-cloud storage repository, which can be synchronized across clouds and comes with the highest level of security for those files both in transit and at rest. Each application defines what CliQr calls an Application Profile, which is a cloud-agnostic description of the infrastructure needs are for the application. At deployment time, the Application Profile is passed to the CloudSmart Orchestrator, where specific virtualized infrastructure is provisioned by combining the cloud-agnostic description with that best practices knowledge.

This platform architecture allows for the reuse of an Application Profile across any CliQr supported cloud, making portability extremely easy. There's even a benchmarking feature that lets an ISV determine which clouds, regions, and instance types its application runs best on.

Each virtual machine or container provisioned by a CloudSmart Orchestrator has a small agent installed alongside the application that provides metrics back to the Manager, where they get rolled up across users and clouds in graphical dashboard. This is how the manageability is achieved, with this communication pipeline directly to the virtual machines. Both CloudCenter Manager and the CloudSmart Orchestrators are fully multi-tenant, so that customers can be safely separated from one another, even down to a network segment level.

CliQr's Financial Controls

CliQr's CloudCenter's financial controls enable ISVs to offer flexible billing options to different customers. The out-of-the box licensing, billing, and payment options accelerate new revenue opportunities and also help publish apps to the CliQr App Store.

ISVs now have a broad range of configuration options. Set up consumption by the number of simultaneous virtual machines, virtual machine hours, budget burn-downs, and other mechanisms – all without changing the underlying software licensing scheme, if desired.

ISVs get the ability to create custom licensing plans on the cloud for their customers. CliQr meters end user activity, enforces these custom plans, and optionally bills the end user's credit card. CliQr also prevents software piracy via its licensing and usage enforcement capabilities.

“White Label” Branding Options and the CliQr App Store

CliQr offers ISVs customized branding options, user interface configurability, and a variety of features and management capabilities specifically designed for the commercial use of the cloud.

ISVs can “white label” the CloudCenter solution as a rebranded ISV offering to their end customers. Customize the look and feel of the CliQr user interface, including the logo, colors, and background. Define the DNS lookup to redirect the URL to the ISV’s own IP address. ISVs can also customize end-user billing, license management, and enforcement, offer policy-based cloud governance, and even publish their own App Store using CliQr technology.

ISVs can publish applications to the CliQr App Store and use the App Store as a distribution channel for upselling their commercial applications. Customers can immediately use pre-packaged Application Profiles without lengthy and complex application migration steps. In fact, it’s possible to publish several versions of the same application to the App Store for different scenarios. ISVs can also control the monetization of each app, since CliQr has fully integrated the App Store into the account management and billing systems.

Find out how CliQr can help you cloud-enable your existing applications at www.cliqr.com.



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