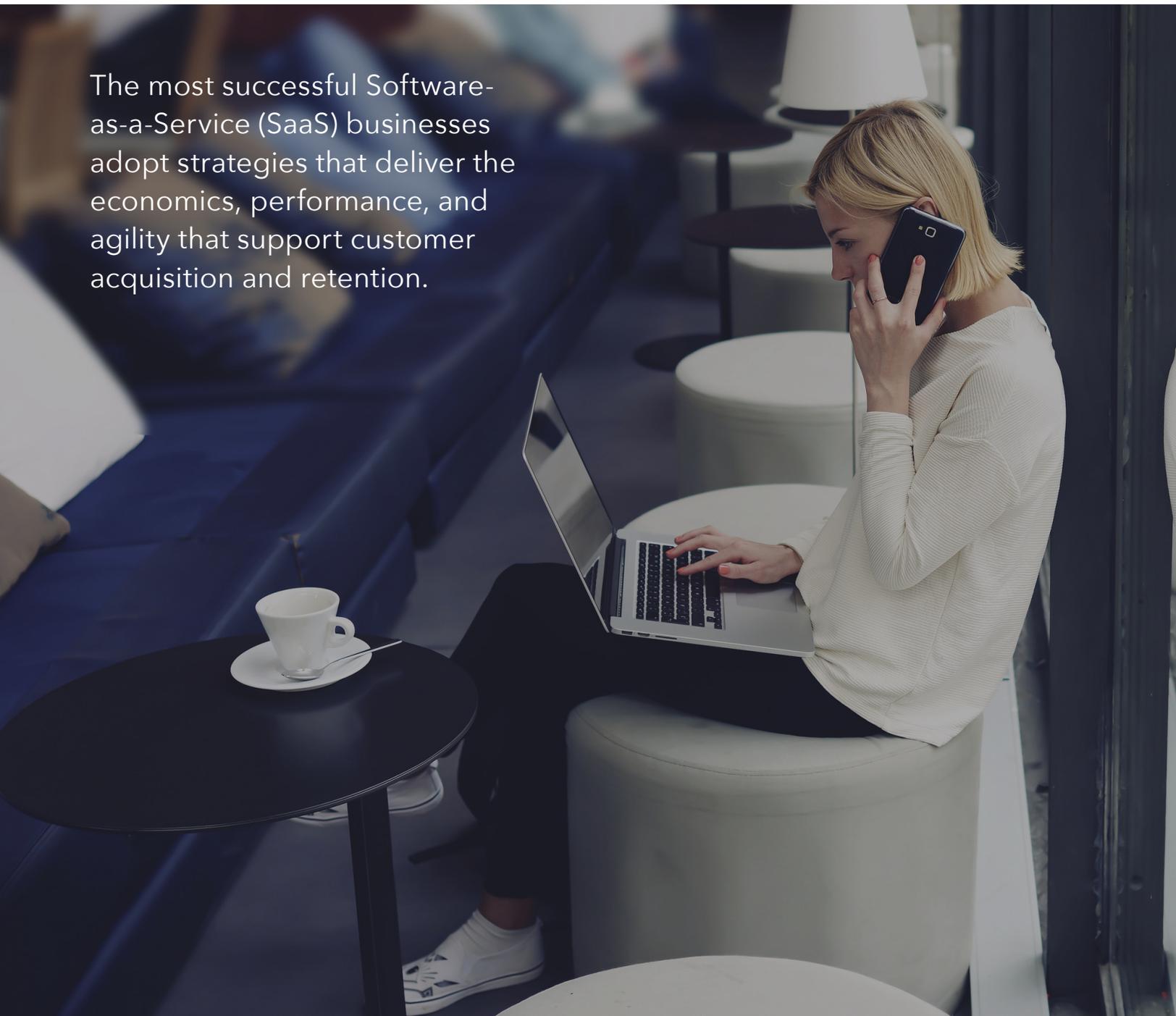


How Composable Storage will Define the Economics of the SaaS Business

The most successful Software-as-a-Service (SaaS) businesses adopt strategies that deliver the economics, performance, and agility that support customer acquisition and retention.





“Customers are demanding intimacy, and competition is more prevalent than ever. While this is perhaps most evident in the so-called subscription economy typified by software-as-a-service (SaaS), the impact of this shift now permeates every aspect of enterprise technology.”

Mastering Revenue Lifecycle Management: Customer Engagement Leads to Competitive Advantage,” **Forbes Insights.**

The trick is scaling the application platform for a superior customer experience while constraining both CAPEX and OPEX costs.

This eBook will examine how advances in composable storage are reshaping strategies for application delivery platforms and re-shaping SaaS business economics. Organizations moving to composable storage will gain new cost efficiencies, along with the performance, scalability, and agility required to deliver higher quality business applications.

SaaS organizations with forward-thinking application platform strategies will be more successful in acquiring– and retaining– customers.

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Trends Driving the Change

Organizations in every sector are turning to SaaS to better engage their customers, employees and partners - and take advantage of undeniable economies.

Growing demand means not just newer, “born digital” SaaS vendors entering the market, but also traditional Independent Software Vendors (ISVs) driven to add SaaS offerings to their portfolios. Staying ahead of escalating competition means performing better, scaling economically, and greater agility in tailoring services to attract and retain customers.

The biggest challenge? More data.

“New vendors in any application market tend to have SaaS as their only or primary delivery model. Gartner estimates SaaS will increase 22% in 2017, reaching \$58.6 billion in total revenue.”

Robert P. Anderson and Jay Heiser, “Hype Cycle for Software as a Service 2017” Gartner Research, August 8, 2017.



Moving Forward With More Data

End-users of SaaS are storing more data because of globalization, dispersed workforces (mobility), and increasing user expectations (consumerization and richer functionality). Data growth is also driven by a desire to capture and use intelligence about their own customers, and let's not forget regulatory compliance.

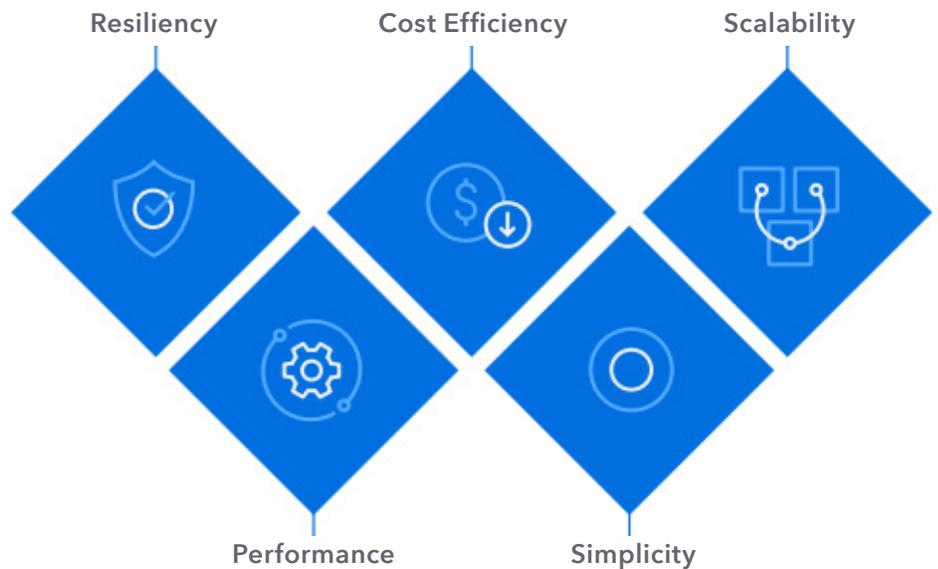
At the same time, SaaS businesses themselves are storing more data about their users and service performance. Optimizing performance requires more monitoring, alerts and analysis - ergo, yet more data.

Moving forward: A key competitive advantage will be the ability to better manage and leverage data in real-time.

5 Ways Storage Strategy Drives Success

Storage has always been a critical component in an application delivery infrastructure. The right storage strategy is key to enabling a SaaS business to:

- Continuously improve profitability;
- Maximize customer satisfaction to minimize churn;
- Quickly seize opportunities to up-sell and expand;
- Stay agile and innovative;
- Maximize availability and business continuity



Cost-Efficiency

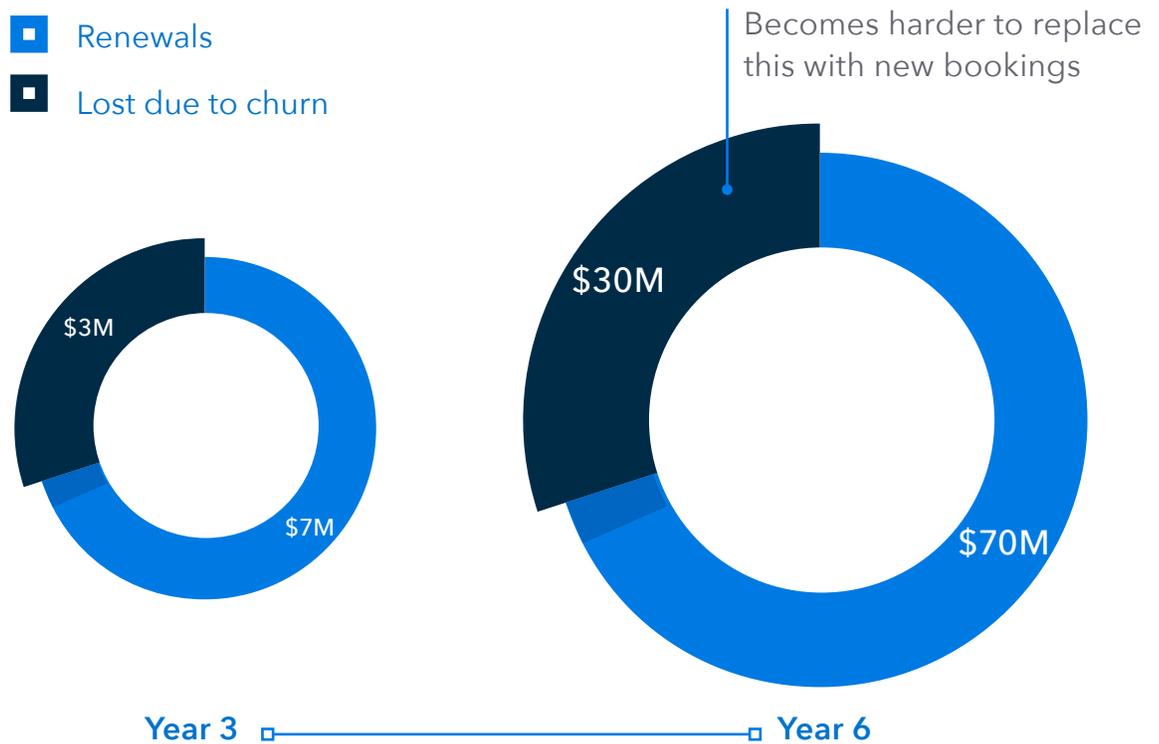
The most cost-efficient SaaS businesses constrain and accurately predict storage CapEx and OpEx - even as they scale to accommodate more users, continue to improve service performance, and enhance their value with innovative new features.

Composable storage provides opportunities for improving cost-efficiency over traditional HDD and all-flash arrays; but for SaaS they also:

- Allow organizations to add compute and capacity seamlessly as they grow;
- Provide a cost-efficient utilization-based software licensing model;
- Scale in a way that significantly reduces cost per GB;
- Minimize the need for specialized storage to run different workloads

“Only a few months in and we are already taking advantage of Kaminario’s unique scale-up, scale-out flexibility. Our first system is about to be divided in two and one-half sent to Montreal for DR service. Being able to do that is just fantastic!”

Ian Linderoth, SharkNinja Data Center Manager



Skok, David, Managing Customer Success to Reduce Churn, forEntrepreneurs.com, 2014.
<http://www.forentrepreneurs.com/customer-success/>

Applications need consistently fast IO no matter what the volume of data—or the nature of the workload.

Maximize Customer Satisfaction to Minimize Churn

For the SaaS licensing model to pay off, keeping existing customers satisfied and minimizing churn is as important as acquiring new customers. Maximizing customer lifetime value is inherently linked to providing a good customer experience.

Service performance is key to preventing churn – and storage strategy can make a huge difference. Composable storage can be faster than traditional systems, but a SaaS business needs more than speed to satisfy customers.

SaaS businesses need fast, unlimited ability to non-disruptively scale up (add storage capacity) and out (add I/O capacity) while delivering consistently high application performance.

Seize New Opportunities to Up-Sell and Expand

To maximize the return on up-front investments, SaaS businesses need to scale, build out their base, and offer more services to existing customers.

Traditional storage infrastructures have been based on either scale up or scale out architectures. Scale out storage platforms scale performance and capacity seamlessly, but are less flexible and more costly. Scale up storage scales capacity more cost efficiently but over time can lead to isolated islands of storage that must be managed independently. Modern storage strategies should employ both scale up and scale out capability.

Stay Agile and Innovative

The real test of a storage strategy comes over time. SaaS businesses need storage that stays simple as it scales, helping IT reduce the complexity, risks and expense of operations like data migrations and forklift upgrades. They need to be innovating 24/7 to stay ahead of the competition (and needs of customers).

- Agile SaaS businesses must leverage the newest technologies in networking, computing and storage to improve their cost-efficiency and service value to customers.
- Fast, easy provisioning enables more agile data center operations and promotes innovation through a more responsive Dev-Ops environment.



Maximize Availability and Business Continuity

Resiliency is paramount to a SaaS business—not just to ensure revenue flow, but to keep the brand strong in attracting new business. A storage challenge unique to SaaS is, unpredictable customer behavior across a multi-tenant environment. The right storage strategy can help ensure the performance and resiliency expected from SaaS applications.

- Guarantee data availability despite variable customer behavior.
- Beyond no single points of failure, the storage strategy should accommodate smooth upgrades and scaling, maximizing service availability.

Kaminario's Unique Approach

Kaminario enables SaaS businesses worldwide to achieve the optimum balance between seizing opportunity and controlling cost.

Kaminario's composable data platform leverages a unique software-defined architecture that delivers cost-efficiency; performance and control of local SAN; and simplicity and flexibility of public cloud.

“You can focus on metrics all you want, but at the end of the day in our business it is customer satisfaction that matters. Kaminario enabled us to deliver lightning fast performance to our customers: physicians serving their patients.”

David Schlaifer, CEO, DAShealth™



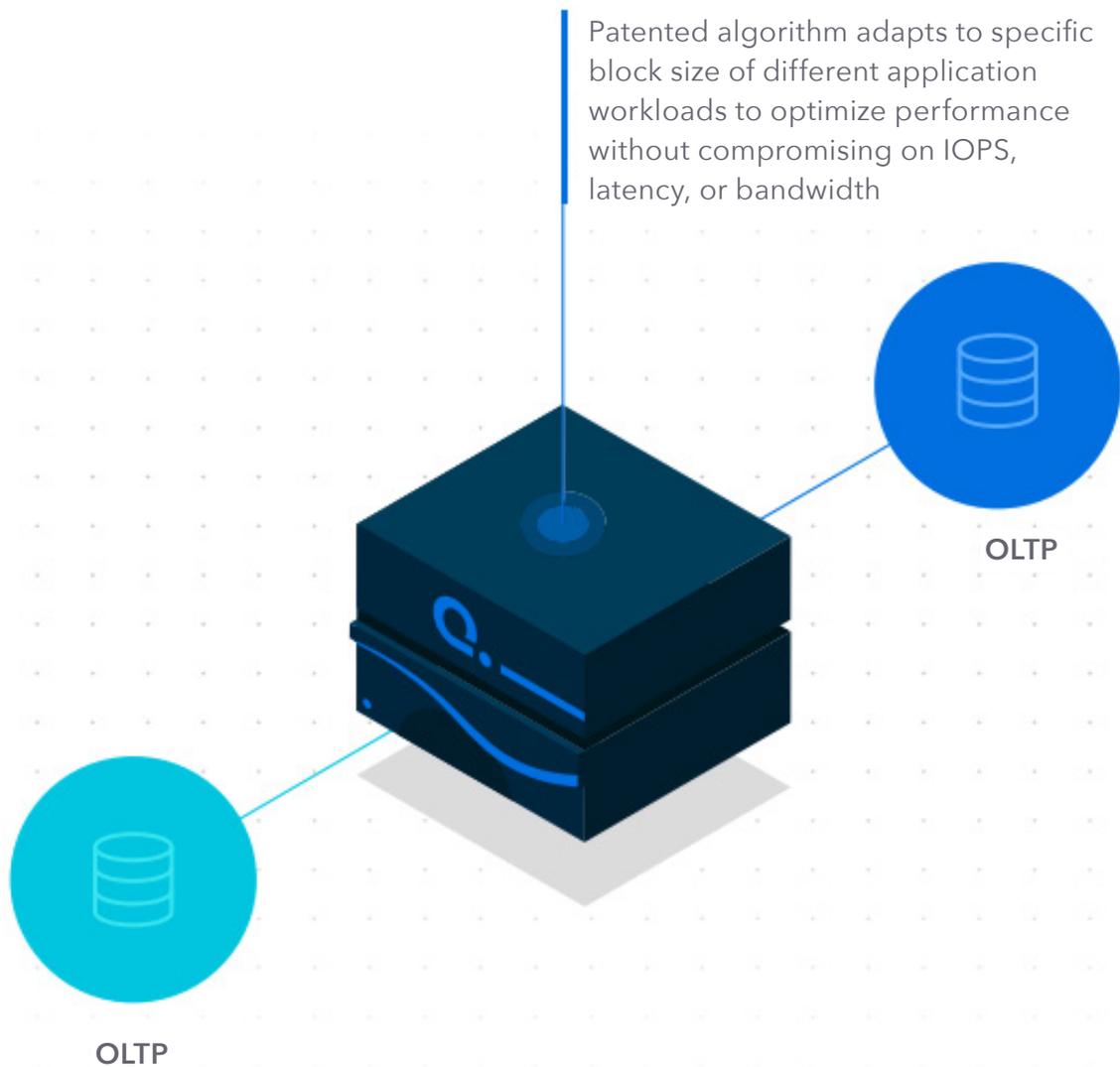
Cost Efficiency: Continuously Improve SaaS Profitability

Kaminario's software defined architecture enables rapid adoption of the latest advances in commodity hardware (flash media, cpu, and network) letting SaaS customers take maximum advantage of commodity economics.

Kaminario's unique capability to both scale up and out allows businesses to buy a single right-sized platform for all types of workloads—and easily scale up and out as they grow, for lower cost/GB.

Perpetual Array™ functionality allows SaaS businesses to incorporate the newest flash, CPU, and network technologies into existing implementations, retiring older components when convenient and without disruption.

Kaminario offers highly predictable, industry-leading capacity efficiency with best in class RAID efficiency, thin provisioning and global inline deduplication and compression.

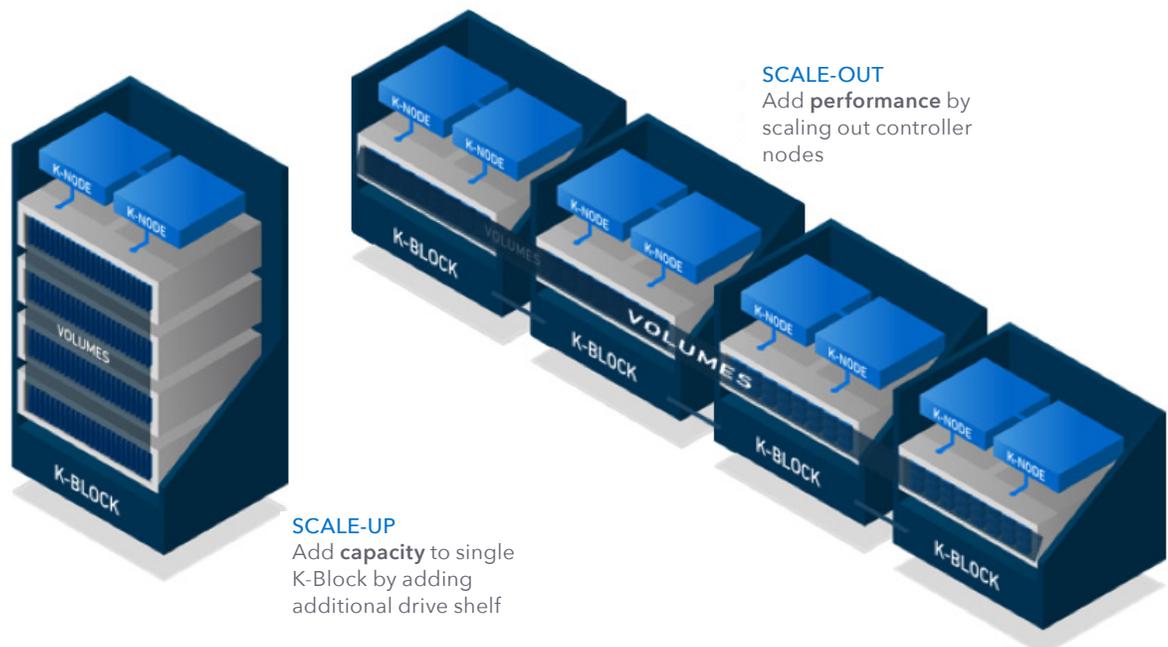


Performance: Maximize Customer Satisfaction to Minimize Churn

Kaminario takes the high performance of flash storage media and adds its own capabilities to let SaaS businesses scale out while ensuring consistent IO performance.

Analytics and OLTP workloads have different IO profiles but Kaminario delivers consistent performance under dynamic mixed workloads.

Scale up. Scale out. **Scale right.** Just like your business



Scalability: Seize New Opportunities to Up-Sell and Expand

Highly agile architecture supports both scale up and scale out architectures. Add capacity and performance capability independently to optimize cost and better match the needs of your application.

Simplicity: Stay Agile and Innovative

Deploying the Kaminario Composable Data Platform is quick and simple, and does not require any changes to applications. Kaminario provides a traditional appliance-based model through its K2 and K2.N offering and a new innovative and cost-effective Storage-as-a-Service solution through its CloudFabrics™ offering. Non-disruptive updates allow maintenance whenever it is convenient, with no downtime or loss of user productivity.

Software defined architecture enables flexible and non-disruptive expansions, easily scaling up and out.

A browser-based GUI provides an easy management interface providing immediate access to all critical information: health, volumes, hosts, performance, data protection, system and events.

Always-on, data-at-rest
256-bit AES encryption
capabilities support
compliance and security in a
multitenant environment.

Resiliency: Maximize Availability and Business Continuity

K-RAID, a unique version of RAID-6, enables continued processing under several media failure conditions at a very low capacity cost.

Active-active controller architecture, high availability features, and native replication combine to deliver best-in class availability and resiliency.

Kaminario Clarity™ offers easy management of SLAs through predictive and proactive alerting.



“With the increasingly popularity of software as a service (SaaS), enterprise software vendors today cannot afford to be without a cloud strategy. As a result, traditional vendors have introduced various forms of hosted, hybrid, and SaaS deployment options.”



Rafael Asor

CTO ActiveTrai

SaaS Success Stories

ACTIVETRAIL ● email marketing

SaaS Email Marketing

With Kaminario, queries run, on average, 13 times faster than on NAS devices, with a 92% improvement in reporting. Kaminario has enabled this business to add more advanced features to its services, such as smart analysis of user behaviors using filtering and segmentation.

ALLANT®

Big Data SaaS

Kaminario helped this business improve ETL response time, maintain lower latency and realize 16x IO performance improvement benefits that will continue even as the organization scales up and out.

clearwater

Financial Services

Kaminario's unique capabilities reduced reconciliation load times by 75%, while long-running report load times improved by 65%. The business was also able to accelerate software development and QA cycles.

DAShealth™

Healthcare

Kaminario reduced IO latency 70% in SaaS-delivered Practice Management and Electronic Healthcare Record applications. With over 300 databases under management, Kaminario reduced patient record page load times from over 10 seconds to under 2 seconds.

Improve the Economics of SaaS with Kaminario



The most successful SaaS organizations scale easily and flexibly, to grow their subscriber base and increase revenue streams, while continuing to accurately predict and constrain both CAPEX and OPEX costs. Kaminario provides a next generation composable storage platform uniquely designed for cost-efficiency, scalability, and predictability to improve the economics of the most resource intensive SaaS businesses—guaranteed.



Contact

Contact a business development representative to answer any questions you may have.



Schedule a Demo

Schedule a demo with an engineer and learn if Kaminario's solution works for you.



Request a Quote

Request a quote for your application from our business development team.

About Kaminario

Kaminario is making the autonomous datacenter a reality, letting customers stay focused on scaling their business. Kaminario's composable data platform delivers the agility, scalability, performance, and economics that global organizations demand to stay competitive in a cloud-first world. Real-time analytics, datacenter automation, and assured data access let our customers power their mission critical applications and safeguard their digital ecosystem. Headquartered outside of Boston, Kaminario works with an extensive network of resellers and distributors, globally.

For more information, please visit www.kaminario.com