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SaaS Runs on Data

Five Reasons SaaS Executives Need
to Care about Storage Strategy



The background of the slide is a dark blue and purple abstract composition. It features several overlapping, semi-transparent panels. One panel shows a line graph with white data points and a blue trend line. Another panel displays a bar chart with vertical bars of varying heights. A third panel shows a grid of binary code (0s and 1s) in a light blue color. The overall aesthetic is futuristic and data-driven, with a sense of depth and movement.

INTRODUCTION

Mastering Data Storage Is Key to Success in the SaaS World

If you are a SaaS executive aiming to deliver superior customer experience and operational efficiencies, mastering your data storage strategy will play a key role in determining the success of your business. Slow application performance hurts customer satisfaction, brand loyalty and the bottom line.

While data storage is traditionally an operational issue, C-level executives need to play a strategic role in helping to build the right infrastructure. The ability to deliver consistent application performance under the most dynamic, real-time data intensive scenarios will increasingly distinguish winners from losers.

This eBook gives you the low-down on why data storage decisions have become strategic decisions. We'll quickly give you the "need-to-know" on how storage strategy supports – and in many cases fuels – the SaaS revenue engine. Making the right storage strategy decisions is a critical element of success.

With this information, you'll be able to correctly judge whether budget requests for new infrastructure – whether in your datacenter or in the cloud – are what's best for your business.

What Are You up Against?

The good news is organizations continue to adopt SaaS solutions for undeniable economies. But success continues to breed competition: from new SaaS vendors as well as traditional ISVs adding SaaS offerings.

The key competitive differentiator? Consumers, employees and partners all expect high performance, greater personalization, and richer functionality. Delivering a superior user experience (UX)—while scaling and increasing operational efficiencies—will determine success.

And that requires your organization to master lots of different kinds of data, from a wide variety of systems. To deliver a more personalized experience, SaaS businesses are storing more data about their customers. They are also collecting more data on application performance; optimizing that performance requires monitoring and analysis. Ergo, yet more data. Data growth is also driven by global markets and increasing regulatory requirements.

SaaS businesses that embrace a Storage as a Service (STaaS) strategy are able to successfully manage this influx of data. STaaS enables them to scale storage capacity and performance to keep pace with data. In addition, STaaS enables these businesses to deliver enhanced functionality and personalization supported by high performance, real-time analytics. Customers will reward the SaaS business that provides a superior, helpful, and personalized experience.

Gartner forecasts the worldwide public cloud services market will grow 17.3 percent in 2019 to total \$206.2 billion.

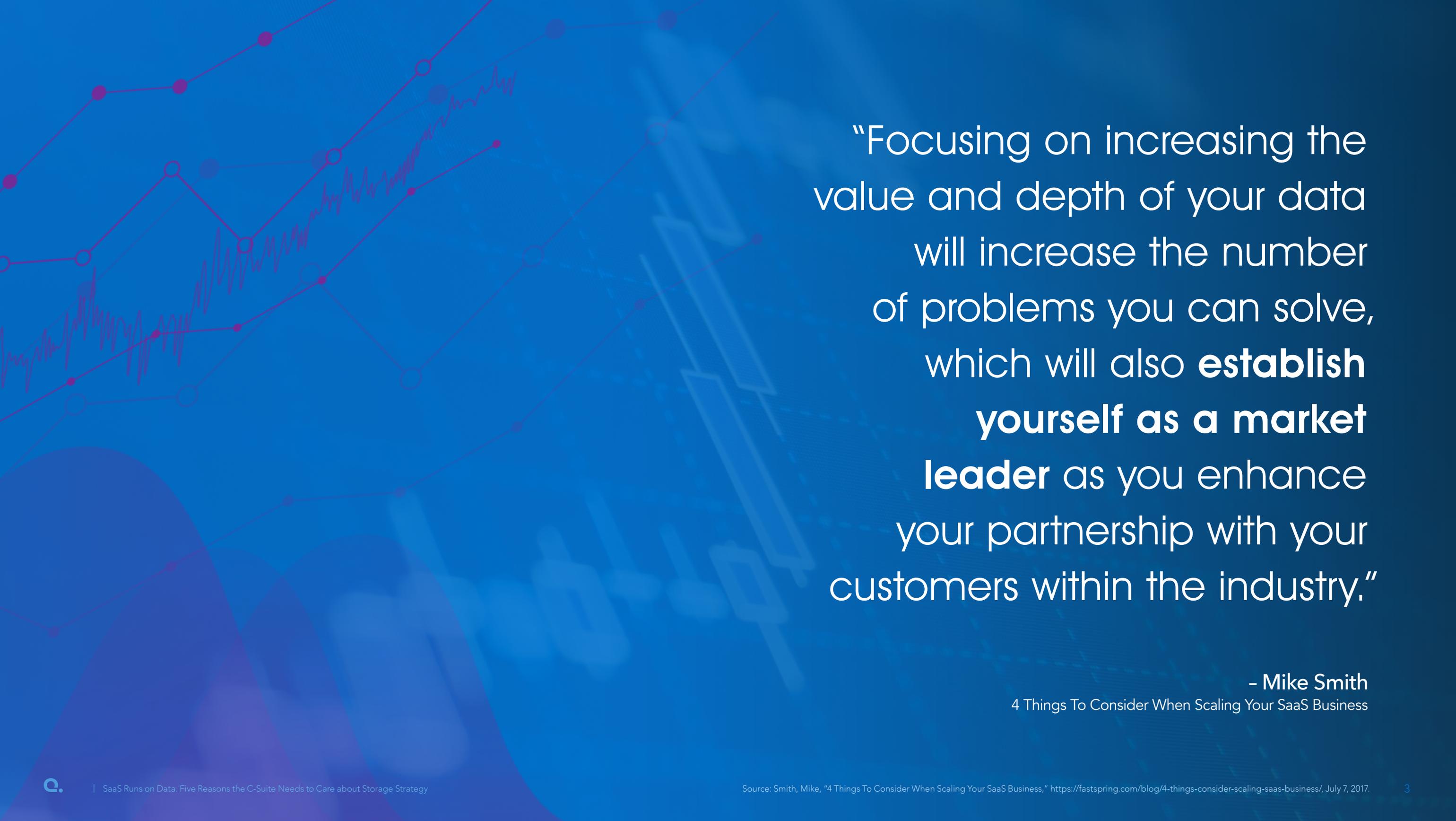
SaaS remains the largest segment of the cloud market, with revenue expected to grow

17.8%

and reach

\$85.1
BILLION

in 2019



“Focusing on increasing the value and depth of your data will increase the number of problems you can solve, which will also **establish yourself as a market leader** as you enhance your partnership with your customers within the industry.”

- Mike Smith

4 Things To Consider When Scaling Your SaaS Business

What Your Data Storage Strategy MUST Do

By carefully considering the strategic implications of data storage, SaaS executives help reduce risk and clear the road to growth. IT is in transition—with a massive restructuring of infrastructure technology stacks, service offerings, and ownership models.

C-suite executives can help IT by being clear on how storage, both from a technology and economic perspective, needs to support business objectives and priorities:

1

CUSTOMER SATISFACTION

Ensure/increase customer satisfaction and strengthen your brand by enabling faster, resilient application performance.

2

DRIVE PROFITABLE GROWTH

Drive profitable growth (increase MMR/ACR and decrease churn) with a storage implementation that powers data analytics to fuel a high quality UX.

3

PAY ONLY FOR WHAT YOU USE

Leverage consumption-based infrastructure offerings that allow you to pay only for the capacity you use.

4

BUSINESS MODEL ALIGNMENT

Align storage infrastructure procurement to your CAPEX/OPEX priorities. Rethink how you pay for on premises infrastructure.

5

BEAT THE COMPETITION

Maintain a competitive edge by enabling fast time to value and a streamlined launch process that maximizes the customer LTV.

POP QUIZ:

Your storage strategy is...?

TRADITIONAL STORAGE

Traditional Storage like Redundant Array of Independent Disks (RAID), takes a long time to reconfigure for changing applications, and even longer to add capacity.

CLOUD STORAGE

Cloud Storage can be expanded more quickly (and typically at a greater cost). But you have less control over the quality of the customer experience and less flexibility in cross-project utilization (cost efficiency).

HCI OR SDS

Hyperconverged Infrastructure (HCI) or Software-defined Storage (SDS) solutions are simpler approaches to infrastructure, but do not deliver the performance or cost-efficiency at the scale large SaaS providers need.

SOFTWARE COMPOSABLE STORAGE

Software composable storage delivers the performance and control of dedicated all-flash storage with the agility and elastic economics of public cloud. Flexible acquisition models allow you to align procurement to the CAPEX/OPEX preference of your business.

Let's dive in...

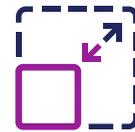
CUSTOMER SATISFACTION

Attracting and Retaining Customers at Scale

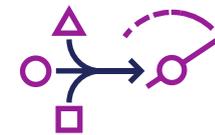
Consumers, employees and partners have all come to expect fast and reliable services. As SaaS businesses scale, their data storage requirements grow in both size and in complexity. The more successful IT organizations are the ones that embrace storage strategies that can scale quickly with their business.



Infrastructure based on traditional shared storage arrays are complex to manage and grow over time. Software composable storage architectures provide a more flexible alternative to storage arrays while continuing to deliver performance, control, and "enterprise-class" capabilities.



Software-based composable storage helps you ensure performance by quickly scaling to meet the changing needs of a growing customer base.



Composable storage easily accommodates different workload profiles (on-line transactional, analytics and data processing workloads, and more) without impacting performance.

DRIVE PROFIT GROWTH

Flexible Data Storage Plays a Key Role in Personalization

A personalized UX is key to profitable SaaS growth (more customers faster, less churn). In order to delight your customers your storage strategy must empower underlying data analytics to sustain a high quality, personalized UX.



Flexibly accommodating real time analytics on production databases is key to delivering personalized experiences.



Analytics cannot be constrained by storage capacity. There must be no bottlenecks when you scale up to accommodate big analytical databases which must be configurable on-demand.



The ability to scale out for better performance in support of more comprehensive analytics is critical to delivering a richer, personalized UX – *fast*.

PAY ONLY FOR WHAT YOU USE

Why Pay for Storage You Don't Use?

Operational efficiency should always be a business priority. Storage efficiency has become critical given the strategic importance of mastering growing SaaS data.

A consumption-based storage model is designed to allow you to pay only for what you use, with the ability to scale-up or down with predictable costs.



Composable storage can scale up to meet business requirements of changing initiatives, or scale down to save cost after a storage-intensive period.



The financial model is structured to charge only for what is consumed, which can be engineered to better align infrastructure costs with your revenues.

FLEXIBLE PRICING

CAPEX? OPEX? You Choose!

The innovative nature of software-based composable storage allows for a more appropriate acquisition model.

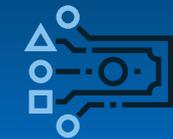
SaaS businesses can now allocate storage costs in ways that better match their financial objectives and policies.



You can allocate your costs over different CAPEX and OPEX options; choose the mix that fits your business needs.



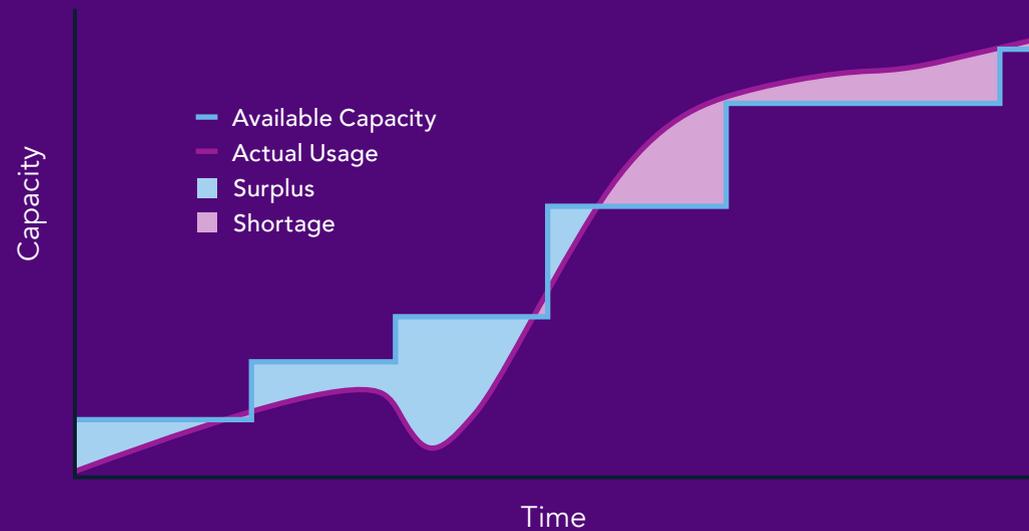
You can use CAPEX models for running software-based composable storage on hardware appliances.



OPEX costs can be more directly tied to a consumption-based software license.

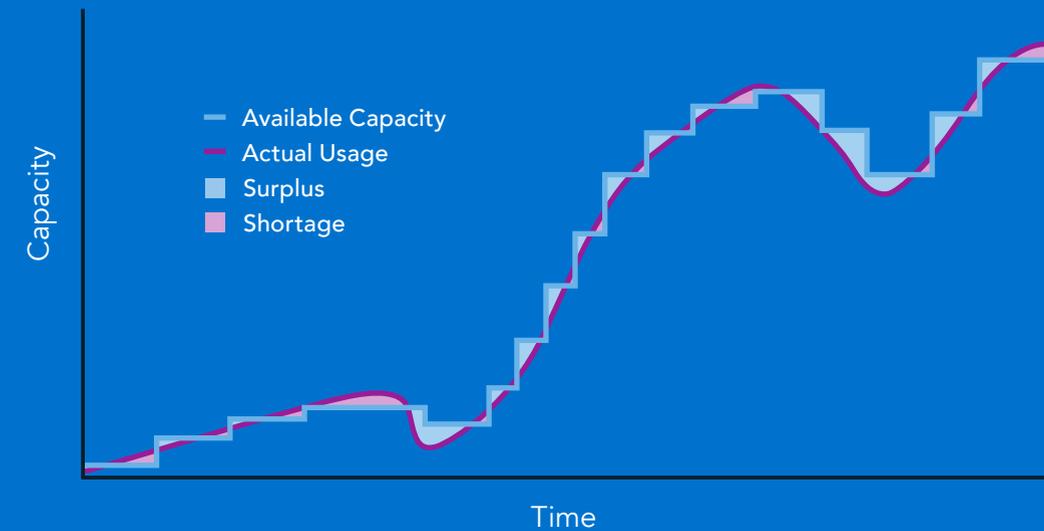
A side-by-side comparison

Traditional Storage Array Growth Model



- Traditional storage arrays lead to surplus from overprovisioning and shortage when demands grow
- Surplus=waste
- Shortage=Customer dissatisfaction

Deeper Value with the Kaminario Platform



- Minimize surplus caused by overprovisioning
- Grow storage infrastructure proportionally with business growth
- Scale down software licenses as requirements decrease
- Match demand with supply
- Easily reallocate physical resources as needed

BEAT THE COMPETITION

Always Get There Before the Competition

A flexible storage infrastructure built on software composable storage supports more agile development and delivery of new application functionality.



The elasticity afforded by composable storage is critical to enabling everyone to operate without infrastructure restrictions. Development teams can accelerate all phases of roll-out by eliminating bottlenecks.



Accelerate the release process, better empowering SPRINT and SCRUM development.



Reduce performance surprises going into production – and performance can be more easily adjusted as needed.



Composable storage efficiency enables more cost-effective piloting of new concepts, not limited by scale or performance constraints.



Incorporating a more flexible, software-based composable storage solution lends itself to easier automation of Infrastructure & Operations.

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+4.99

+3.848

+11.651

+12.11

+7.573

+6.783

13.194

17.042

28.693

40.803

48.376

55.157

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“Performance means
the **difference between**
supporting a customer
and losing a customer in
our industry.”

- A VP respondent at a global enterprise bank
New Study: General Purpose Cloud Migration Playbook Falls Short when
Moving Mission Critical Workloads

Kaminario: A Storage as a Service Platform



Kaminario is a platform for delivering storage as a service (STaaS) for mission critical application data hosted on or off premises.



The platform combines a software-based composable storage architecture with advanced performance, flexibility, automation and orchestration.



It delivers the flexibility and simplicity of public cloud with the control and performance of dedicated storage.



Choose from flexible acquisition models – CAPEX, OPEX, as a Service.



You only pay for what you use. Storage capacity is monitored through a cloud-based analytics platform with flexible billing based on actual capacity consumed.

Our software-based platform delivers disruptive economics:

30%

LESS THAN LEGACY STORAGE

60%

LESS THAN AWS

Now that you know the key to the best storage strategy, we hope you will ask your team if they have considered composable storage—and share this eBook with them.

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Questions

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

[GET ANSWERS](#) →



Demo

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

[SCHEDULE DEMO](#) →



Price Quote

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

[REQUEST QUOTE](#) →

Kaminario, the leading all-flash storage company, is redefining the future of modern data centers. Its unique solution enables organizations to succeed in today's on-demand world and prepares them to seamlessly handle tomorrow's innovations. Only Kaminario K2 delivers the agility, scalability, performance and economics a data center requires to deal with today's cloud-first, dynamic world and provide real-time data access -- anywhere, anytime. Hundreds of customers rely on the Kaminario K2 all-flash array to power their mission critical applications and safeguard their digital ecosystem. Headquartered in Needham, MA, Kaminario works with an extensive network of resellers and distributors, globally. For more information, visit kaminario.com