

Changing the Economics of SaaS Businesses

How Flash Storage Improves SaaS Infrastructure

SAAS BUSINESSES MUST:

- Improve profitability through operational efficiencies;
- Increase performance to maximize customer satisfaction and minimize churn;
- Seize opportunities by scaling quickly and easily.

Executive Summary

Successful Software-as-a-Service (SaaS) businesses adopt infrastructure strategies that deliver the economics, agility, and user experience for easier customer acquisition – and critical for SaaS organizations – maximize retention. The trick is constraining both capital expenditures (CAPEX) and on-going operational expenses (OPEX) while scaling the application infrastructure to manage more data for superior performance.

All-flash storage is reshaping strategies for SaaS application delivery, and changing fundamental economics for SaaS businesses. Organizations with forward-thinking application infrastructure strategies will be more successful in attracting and maximizing the lifetime value of customers. All-flash storage provides new cost efficiencies, along with the performance, scalability, and agility required to deliver faster, higher quality business applications.

New Challenges in SaaS Infrastructure

Organizations are turning to SaaS to take advantage of undeniable economics and better engage their customers, employees and partners. Growing demand means more competition: not just from new SaaS vendors entering the market, but also traditional Independent Software Vendors (ISVs) driven to add SaaS offerings to their portfolios. Escalating competition requires better operational performance, scaling economically, and greater agility in attracting new, and retaining existing, customers.

“SaaS business process applications represent about one-third of the market currently and will grow by 24% in 2016, significantly faster than the overall market, which has a 12% growth rate.”

Hamerman, Paul D. and Andrew Bartels, "The Business Applications Landscape 2016 To 2020: SaaS Disruption And Vendor Proliferation Landscape," Forrester Research, February 1, 2016.

A key competitive advantage moving forward will be the ability to better manage and leverage more data in real-time to provide a superior customer experience.

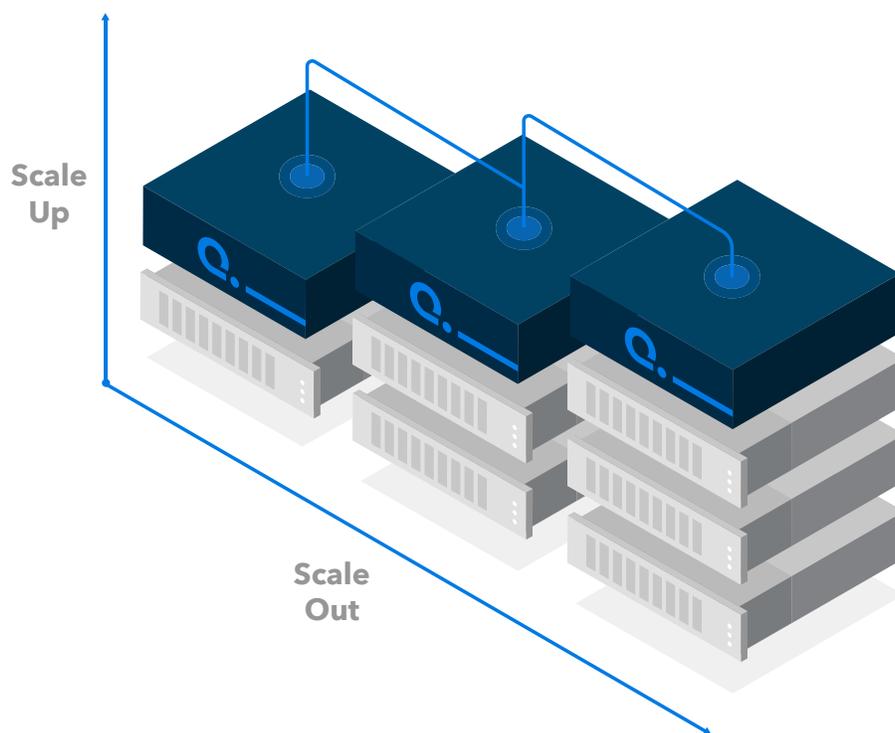
End-users of SaaS are storing more data because of globalization, more mobile workforces, and increasing expectations from the consumerization and richer functionality of applications. Data growth is also driven by regulatory compliance, and a desire to capture and use intelligence about users. SaaS businesses themselves are storing more data about their customers and service performance. Optimizing performance requires more monitoring and analysis - ergo, yet more data. How do you scale SaaS infrastructure and remain competitive with a superior customer experience while constraining both CAPEX and OPEX?

Success Requires a Better Storage Strategy

Storage that can provide predictable costs and performance while easily scaling up (adding storage capacity) and out (adding IO capacity) is an increasingly critical component of successful SaaS application delivery. The right storage strategy enables the SaaS datacenter to:

- Continuously improve profitability through operational efficiencies;
- Maximize customer satisfaction, and minimize churn, with superior performance;
- Scale quickly and easily to seize opportunities to up-sell and expand services;
- Keep storage simple so IT can stay agile and innovative;
- Guarantee service availability and business continuity.

Analytics and OLTP workloads have different IO profiles, and in dynamic SaaS environments mixed workloads can degrade performance (increase latency). For SaaS organizations in particular, the increasing quantity of data, as well the different types of data required for intelligence and analysis, has heightened the importance of choosing the right storage strategy.



Coupled with the K2 array's unique ability to easily scale both up and out, businesses can start with a lower cost/GB, and cost-effectively right-size the platform as they grow. The K2 array's facility at managing all types of workloads minimizes the need - and cost - for specialized storage.

Kaminario K2 for SaaS

Kaminario enables SaaS businesses worldwide to achieve the optimum balance between application performance, controlling costs and providing the best service. Kaminario's K2 all-flash array leverages an advanced software-defined architecture to deliver on-going cost-efficiencies, predictable performance and easy scalability.

Kaminario's Perpetual Array™ functionality ensures continuing investment protection and cost-efficiency with non-disruptive expansion to the newest, commodity flash media, CPU, and network technologies. Best in class RAID efficiency, thin provisioning, global inline deduplication and compression provides highly predictable capacity efficiencies.

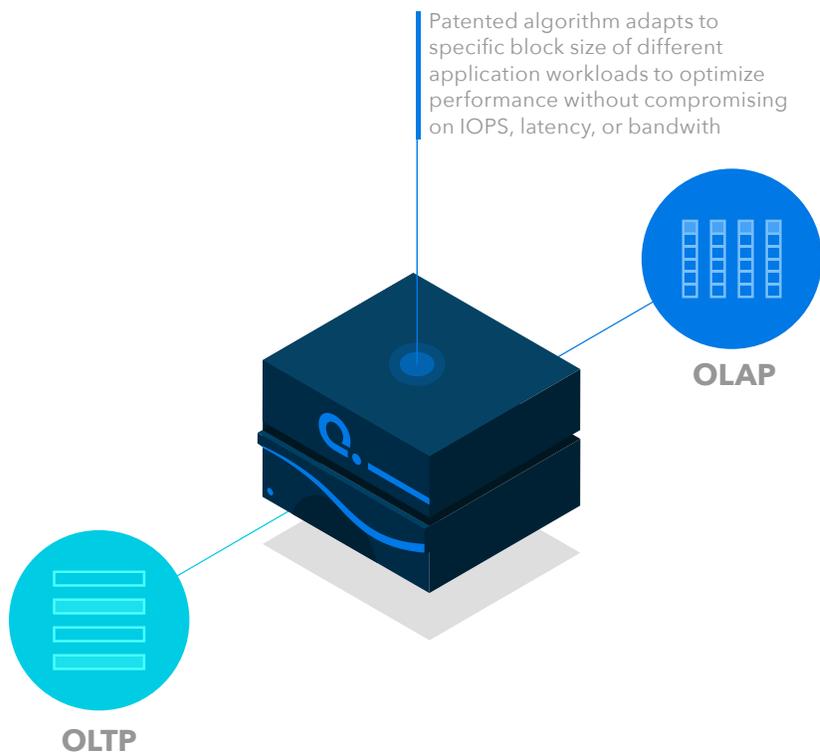
Consistent, predictable performance is key to maximize customer satisfaction, minimize churn and remain competitive. Kaminario takes high performance, flash storage media and adds its own unique capabilities to enable SaaS businesses to scale while ensuring consistent IO performance. A patented algorithm adapts to the specific block size of different application workloads to continuously optimize performance without compromising IOPS, latency or bandwidth. Kaminario delivers consistent performance - at scale - despite dynamically mixed workloads for analytics and OLTP data.

To seize new services opportunities and expand their customer base SaaS applications need to quickly and non-disruptively scale up and out. Kaminario's advanced software defined architecture scales up to increase density at a lower cost/GB, and scales out to increase capacity at lower cost/performance. The unique, agile architecture supports adding capacity and performance capability independently to better match the needs of your application and minimize costs.

Deploying K2 is easy and does not require any changes to applications. Non-disruptive updates allow maintenance whenever it is convenient, important in a 24/7 SaaS environment, with no downtime or loss of user productivity. Simple expansions help IT reduce the complexity, risks and expense of operations like data migrations and forklift upgrades. And to help stay ahead of the competition, fast, easy provisioning promotes innovation through a more responsive Dev-Ops environment.

Kaminario's unique version of RAID-6, K-RAID™, provides maximum availability and business continuity protection. K-RAID™ 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.

A browser-based GUI provides an easy management interface allowing immediate access to all critical information: health, volumes, hosts, performance, data protection, system and events. Kaminario's always-on HealthShield™ offers proactive and preventive serviceability.



Flash/SaaS Success Stories

SaaS Email Marketing

With Kaminario queries run, on average, 13 times faster than on NAS devices, with a 92% improvement in reporting. Kaminario K2 also enabled adding more advanced features to the services, such as smart analysis of user behaviors using filtering and segmentation.

Big Data SaaS

Kaminario helped improve extract, transform and load (ETL) response time, maintain lower latency and realize 16x IO performance improvement—benefits that will continue even as the organization scales up and out.

Financial Services

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

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.

Change the Economics of Your SaaS Businesses with Kaminario

To keep their business competitive, successful SaaS IT organizations must cost-effectively manage and better leverage more data and increasing amounts of mixed workloads. The right storage strategy provides CAPEX and OPEX cost-efficiencies from the start, and continues to provide cost and performance predictability as the datacenter scales up and out. Kaminario's K2 delivers a no compromise storage solution with predictable performance and costs no matter the scale....all within the familiar construct of SAN-connected, primary storage.



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, 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 www.kaminario.com

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