

Attend

Always On Managed Services

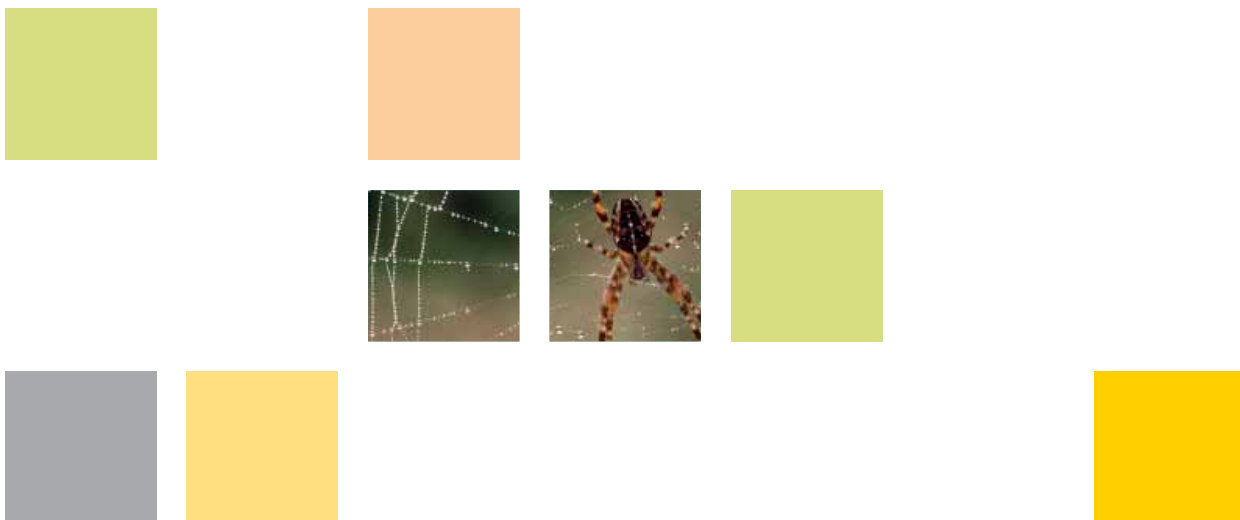
SaaS provider for ISVs

Business agility in a constantly changing world

Software as a Service (SaaS) solutions are becoming more established and the dynamics of how they are bought, sold and managed are changing, as they are being adopted by an increasing number of enterprises. By 2012 Gartner predicts that more than 66% of Independent Software Vendors (ISVs) will offer some of their applications optionally or exclusively as SaaS.

Many ISVs are now building on demand components from the outset, whilst existing ISVs are facing the challenges and making a move to an on demand model. These ISVs are seeking high availability, certainty, security and peace of mind. Service Level Agreements are the key to successfully making the transition to SaaS, requiring expert service providers to deliver 24 x 7 IT operations.

ISVs need to equip and reshape their business for SaaS, from business planning and sales strategy, messaging and differentiation through to financial planning, contract management and billing.



certainty / confidence / agility

'Our proven expertise in partnering with ISVs gives you the IT certainty to enable you to focus on your core business rather than 24 x 7 IT operations.'

What does this mean for you?

Most ISVs are not equipped to deliver a SaaS application internally, they must build a partnership with a SaaS Hosting Provider to deliver their clients a high availability SLA for the operational management of their application. Attenda can help to SaaS enable your application, drawing upon our technical experience of web enabling applications and proven expertise in SaaS delivery.

By allowing Attenda to take on the operational responsibility for your application, your staff are free to concentrate on developing your product and moving your business forward.

- We ensure that your clients' applications are always on – giving your clients the availability, performance and security that enhances your application
- You and your team can focus on differentiating, marketing and developing your application to meet both your clients' and your own business objectives
- Our proven expertise in partnering with ISVs gives you the IT certainty needed to focus on your core business rather than 24 x 7 IT operations
- We provide our SaaS managed service using best practice ITIL based, ISO 20000 accredited operations, to an agreed industry leading Service Level Agreement at a fixed cost

In partnership with Attenda you can complement your traditional software licence sales with a SaaS sales model, providing regular recurring revenue streams. With SaaS, you will eliminate the need to support multiple platforms and deal with individual client IT issues that are unrelated to your application.

Your clients will benefit from a predictable TCO, a fast return on investment, an easy to introduce application with flexible user levels, instant upgrades and no reliance on internal IT hardware and resources. This means that the length and complexity of your sales cycles can be substantially reduced.

Attenda's SaaS Managed Service for ISVs will deliver your application as a service and ensure that it is available, secure and meeting the needs of your clients 24 x 7.

- We can assist you to plan, size and deploy your application, using our design expertise to ensure the delivery of a highly resilient service shared service
- We will host your application in our world class data centres, providing a secure, connected and highly available environment that is proactively monitored and managed 24 x 7, using an integrated set of advanced management and monitoring tools
- We provide the resources and capability to easily upgrade your solution, ensuring that the application maintains capacity and performance
- Our 24 x 7 service desk manages all calls, reducing your support costs
- You can leverage Attenda's accreditations, reputation and facilities to assist in your sales cycle
- Our eco partnerships can assist you with the finance, legal and contractual requirements for SaaS application delivery

Managing your SaaS applications for a certain future

Attenda provides an enhanced set of services for its SaaS provider program for ISVs. **Our Service Lifecycle Management** utilises ITIL framework of best practice guidance for IT Service Management. We have expertise in **Virtualisation** – extending significant investments in a highly scalable, highly secure virtualisation platform – the Attenda Real Time Infrastructure (RTI) – to provide ISVs with a low cost, pay as you go, platform for the delivery of SaaS enabled applications. Our **Business-led Service Level Agreements** provide 99.9% or 100% application centric SLAs and a proactive monitoring framework based upon Attenda M.O. technology automation platform, to monitor the end-to-end application from a business process and application infrastructure perspective.

We can provide ISVs with a set of infrastructures, from entry level low cost test and development platforms, to highly available, highly secure production platforms scaled for a world class client base. Our ISO 27001 and ISO 20000 certifications prove Attenda to be not only best in class, but provide ISVs with a valuable sales tool to instill confidence in the stability and security of their SaaS delivery model.

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