

# SaaS Assist 4 Pillars of Support

Commercial

**Technology**

Service Delivery

Sales

Through the SaaS Assist programme, we can help ISVs looking to attract and retain customers by offering the very latest technology and support.

### Your customers face a dilemma.

Having access to the latest technology can help to give them the edge over their competition, yet technology is advancing so fast, it can be difficult, and costly, to keep up.

No wonder SaaS is so appealing to so many of them. They can have all the benefits of the latest technology, without the upfront costs or upheaval that comes with updating their hardware and software.

Consequently, technology is a vital consideration for ISVs looking to create SaaS solutions to offer those customers. With considerable hardware, software and services expertise, IBM can help and support you in a number of key technology areas – no matter where you are in your SaaS journey.



## SaaS Assist aspects of support



### Security

Security is arguably the most important technology issue – one that customers will undoubtedly consider when comparing your SaaS offering with competing ones.

In fact, in many cases, they will assess an application's security credentials before its functionality. With over 6,000 security specialists, 27 security labs around the world and 15 billion security events monitored across 130 countries every day, IBM has the experience, reputation and depth of capability to help you ensure your SaaS solution is fully protected.

SaaS Assist offers a workshop for ISVs that considers all the key elements of security that are involved when presenting a SaaS solution to the marketplace. This includes secure application testing, protection of Personally Indefinable Information (PII), regulatory requirements, content encryption, incident management, auditable user access and mobile security.

ISVs can also discuss and review their current approaches and explore relevant elements of the IBM security portfolio.



### Infrastructure Platform

As you develop and launch your SaaS solution, it's important to decide which software and hardware platform to build it on.

The first reason for doing this is to safeguard your reputation. If there are any performance or availability problems with the underlying infrastructure, it will have a negative effect on your customers' perception of your service. So you need to make sure that your solution is being run on an infrastructure that provides consistent performance, together with the highest possible reliability and availability.

The second reason is cost. With SaaS, you, the ISV, are ultimately paying for the infrastructure and platform your solution is running on. So you need to be sure this is being done in the most cost effective way. Lowering the cost without compromising on reliability and performance will enable you to increase your profits and/or lower the price of your solution, increasing its competitiveness.

SaaS Assist can benefit you in a number of ways. IBM's capability includes IBM Cloud (IaaS), POWER8® Based Linux Solutions (with the growing momentum in the market place with Open POWER), System z®, IBM i and AIX, and a strong commitment to Open Stack.

Also, our financing can help you to scale your infrastructure in a way that supports your growth ambitions, whilst optimising cash flow and profitability.

What's more, SaaS Assist can provide technical workshops and support to help you build your new SaaS offering using the most suitable infrastructure/platform.



### Application Development Approach

The SaaS marketplace moves fast. So you may benefit from revisiting your application development approach, taking into account things like using Platform as a Service to speed up the process, whilst allowing your development teams to focus purely on development.

PaaS provides a very simple way to test and prototype new applications. It can save money when developing new services, which can be released more quickly than usual to get user feedback. Development companies and/or factories that want to implement agile methodologies are the most suited for PaaS.

Take IBM Cloud for example – it includes a cloud Platform as a Service (PaaS) based on Cloud Foundry open technology. It supports several programming languages and services as well as integrated DevOps to build, run, deploy and manage applications on the cloud.

SaaS Assist can offer workshops to help redefine how you could use the cloud to turn new ideas into initial products, evolve them based on market feedback, and deliver scale and integration with client systems as needed through the IBM Cloud platform.



### Other

SaaS Assist can provide you with a great deal more technical support, including:

1. Access to IBM Development Labs, giving you access to immense technical talent worldwide. In the UK, the main Development Lab is at Hursley, near Winchester, where you'll also find an Executive Briefing Centre.

2. Performance/Scalability Testing and Tuning support from the IBM Innovation Centres (IICs). This can provide equipment and skilled resources to performance-tune IBM middleware and IBM Operating Systems to facilitate with bids, to meet partner performance criteria, or to help with critical requirements.



## Practical ways IBM can help

Business Partner Solution Hub team

SaaS Security Workshop

Access to IBM development labs

PaaS Boot Camp

Performance / scalability testing and tuning assistance



## Why IBM?

IBM is the perfect partner to help you on your journey from on-premise to the cloud, no matter what stage of that journey you are on, because:

We're engaged in SaaS ourselves.

We understand the technology and the software involved.

We have a multitude of offerings to help ISVs make the most of their SaaS solutions.

We provide ISVs with access to resources that can support the successful transition to SaaS.



If you have any questions about any aspect of SaaS, or SaaS Assist, please call: **020 3318 0057**.