



Leading SaaS Provider Continues Exponential Growth With Help From Savvis

Challenge

In January, 2007, a leading SaaS solution provider began experiencing rapid and unprecedented increases in demand for its retail, workforce, inventory, and transportation solutions. The organization went to its previous hosting vendor to ask for additional capacity at its Atlanta-based colocation data center. Upon being told that this capacity was unavailable – and that it would have to establish an additional colocation site at another of the vendor’s locations at significant capital expense – the company decided to look for alternatives.

One of its chief challenges was that in addition to creating back-end systems and front-end office solutions for its customers, the company was increasingly asked to provide hosting services as well. “This required us to frequently install upgrades and expand our SAN [storage area network] capabilities from both a physical and logical perspective – often with very little notice,” said the IT operations manager. A second challenge was that the organization had recently realized it needed a vendor that could deliver more than basic colocation services.

Finally, the company hoped to find a vendor that would be a better “cultural fit” than its existing vendor. A large diversified technology company that was difficult to work with due to its many points of contact, this vendor was unable or unwilling to tailor its services to meet the SaaS provider’s specific business needs. “We needed a managed services provider that understood our business, and our business model, and which was willing to work with us as we grew,” said the IT operations manager.

Solution

After an intense three-month search of vendors, the company chose Savvis to provide hosting as well as a number of other managed services. “Savvis had all the right answers – from both a technical and a business perspective,” said the IT operations manager.

In addition to contracting with Savvis for colocation services, the SaaS provider decided to subscribe to Savvis’ SAN, online and offsite backup, and intrusion detection (IDS) services, as well as the cross-connected network

Industry:

High Tech

Line of Business:

Software as a Service (SaaS) provider of retail, workforce, inventory and transportation solutions, which will also provide Web hosting services to customers.

Target Market:

Fortune 1000 companies

Location:

Headquartered in the U.S., with 20 service sites across North America, Europe, and the Asia Pacific region. The company also has established a value-added reseller (VAR) network that spans Russia, the Middle East, and South Africa.

Summary:

To meet increasing demand, a leading Software-as-a-Service (SaaS) provider turned to Savvis to flexibly provide it with sufficient capacity to continue on its existing growth path. By engaging Savvis for a complete solution of colocation and outsourced security and storage services, the organization was able to keep well ahead of the curve in providing on-demand software and services to a rapidly increasing roster of brand-name consumer customers.

that transfers data between the two Savvis data centers – one in Atlanta, and one outside Washington D.C. – where the organization’s applications would be hosted. “Savvis not only was able to step up and provide us with everything we initially asked for, but it also worked with us to suggest new ways of serving our customers that we incorporated into our business strategy,” said the manager of technical operations.

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Benefits

Not only did Savvis meet all of the SaaS provider’s capacity requirements, but it also delivered solutions that solved its three main challenges.

For starters, the company determined Savvis offered flexibility unmatched by other vendors evaluated by the company. For example, Savvis was able to accommodate requests for additional processing and storage capacity on very short notice. “Many times, customers that have contracted with our hosting services need additional capacity as their businesses ramp up,” said the IT operations manager. “That in turn means we need a larger physical footprint within our vendor’s data center. Savvis was willing to work with us and add capacity as we needed it on the fly.”

Savvis was also flexible in that it was willing to work with the SaaS provider to deliver a customized set of sophisticated managed services on top of its collocation contract. With its previous vendor, the company only had access to basic collocation services unless it was willing to pay for a much more comprehensive and expensive hosting services suite. But “Savvis didn’t lock us in or force us to sign up for services we didn’t need. We could choose from an a la carte menu of functionality based on our needs,” said the director of technical services.

Additionally, Savvis completely understood the company’s business model. As a hosting provider itself, Savvis was well aware of both the challenges and business opportunities that SaaS vendors encountered in this market. “They ‘got’ what we did, and took the time to talk to us about how we could do it better,” said the manager of technical operations.

The director of technical services agreed. “Savvis is a big enough company to accommodate our needs and our business model, but small enough to give us the individual attention we needed.”

One unanticipated benefit is that the organization’s customers are themselves just as impressed with Savvis’ capabilities – something that the company feels is a “key influencing factor” that makes a difference when it sells its services to new accounts. “Anyone in touch with the data center operations and infrastructure world is familiar with Savvis as a name you can trust,” said the manager of technical operations. “Many of our customers come and tour the Savvis data centers, and talk to people at the Savvis corporate offices, and it gives them a very high comfort level of who they will be dealing with as an underlying infrastructure provider.”

The Future

Looking ahead, Savvis’ global reach provides the organization with the assurance Savvis can support it as its business expands internationally. “As we grow, we intend to take advantage of both the collocation and managed services that Savvis offers to customers across the world,” said the director of hosting services.

For more information about Savvis, visit www.savvis.net or call 1.800.SAVVIS.1 (1.800.728.8471).

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