



Software as a Service (SaaS) Hosting

IO.CloudTM

Host your SaaS application on IO.Cloud

Current State

In 2012 **Gartner predicted** that the SaaS market would top \$22 billion in 2015, up 57 percent from \$14 billion in 2012. Whether your SaaS solution is a CRM or collaboration tool or the latest hot mobile app, hosting that application requires high availability and scalability— users expect it to be always on and as adoption of your application grows, you need the capacity to quickly scale to accommodate.

The Challenge

As the novelty of cloud-based SaaS applications wanes, enterprise customers are demanding higher levels of service from their SaaS providers. "As SaaS matures and as companies become more demanding of their SaaS providers... **SaaS providers will be held accountable** if they fail to meet their SLA commitments... In some ways, we are already seeing this as companies position themselves to become more customer-centric in their strategies, operations, and IT. Naturally, they will expect their key business partners (like SaaS providers) to follow suit."

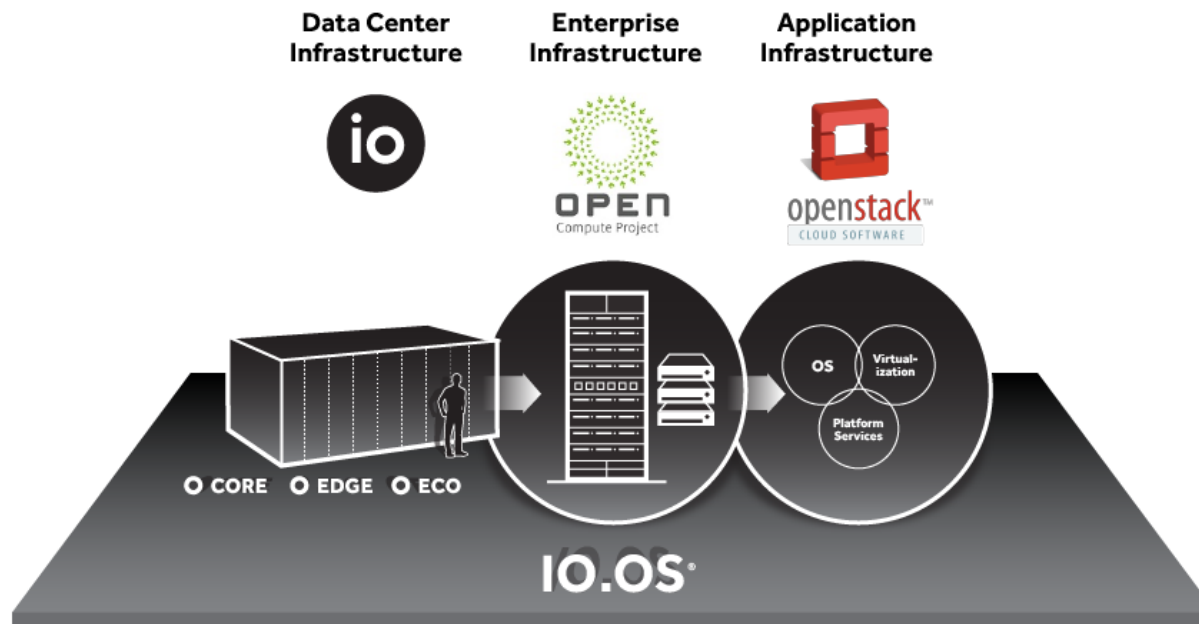
As SaaS adoption continues to grow at double digit annual rates, the providers of SaaS applications will have to figure out how to scale fast. In one example, the SaaS service provider was constrained by both its virtualization

technology (“overly complicated and difficult to scale”) and by its data center environment. To enable its scale, the provider modernized its virtualization platform and **migrated to a data center provider** that could support the new technology and accommodate future growth. “The goal was to ensure that the company’s infrastructure wouldn’t get in the way of serving a fast-growing roster of SaaS customers.”

The Solution: DCaaS™ + IaaS

IO DCaaS and IaaS are built on a highly agile, reliable and secure software-defined data center platform. Comprised of IO.Anywhere® modular data center infrastructure and the IO.OS® data center operating system, this platform gives you the confidence to scale your applications quickly and securely and provides you with the intelligence you need to

better manage the performance of your application.



Agile

IO's IaaS can be provisioned at one of IO's data centers or on your premise. You determine where you want your application to live and IO will deliver the compute and storage capacity so you can scale your application with confidence.



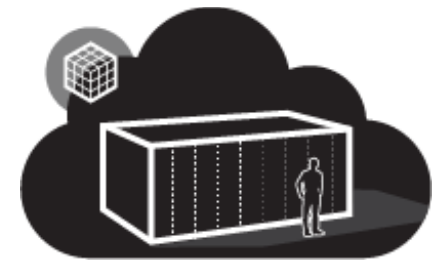
Reliable

IO operates a global-scale data center footprint, including two Tier III design certified data centers. In addition, for IO's Data Center as a Service solution, IO offers a 100% uptime SLA on critical support infrastructure for customers that opt for a dual-corded environment. In other words, IO is committed to attaining the service level objectives required for an always-on data center and we stand behind our infrastructure. Some of the largest and most sophisticated enterprises in the world trust IO with their SaaS applications, because we've demonstrated a track record of maintaining 24x7xForever™ availability.



Sustainable

IO.Anywhere provides the flexibility to scale without having to build out new space or make major renovations to existing infrastructure. IO's software-defined, modular approach helps



“future-proof” the data center and supports application growth within the same physical footprint.

Secure

IO employs a multi-layered approach to security that includes robust physical, logical, and custodial access controls. From the data center infrastructure all the way up the stack , you can rest assured that your applications will be available 24x7xForever™ .





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