Rapid Cloud Enablement for Software Companies

Accelerate SaaS Customer Adoption and Implementation with Secure Managed File Transfer

Cleo™

Move View Act®

Table of Contents

The Cloud and Your Company

Companies are moving to the cloud to consume the value of software solutions for a myriad of reasons, such as cost savings, quick implementation cycles, ease of use and accessibility, ease of maintenance and upgrades, better security, and high availability.

Challenges

Software companies have less ability to lock-in pricing with SaaS than they do with expensive license software implementations. Software companies must stay nimble on cost management to deliver increasingly higher value to their customers at a lower cost. Another challenge is revenue impact because of spread out revenue recognition and cash flow impact because of the subscription nature of the payment stream compared to the cash-rich, up-front payment model for license software.

Cloud offerings also bring customer expectations of high-performance service, disaster recovery with hot and warm backups, and data center security. Whereas before, the customer was sharing the cost of application development with the rest of the product's customer base, the customer is now also sharing the cost of the infrastructure for the platform on which the application operates. Customer expectations are growing for high quality solutions and service at less cost.

As you know, along with all of this there is considerable heightened sensitivity regarding data security. Data security is critical for reducing risks, preventing liabilities, and assuring prospective customers that their data will be safely transferred and stored in the cloud. Which secure protocols should you support? Should you author code to provide secure connectivity and offer your customer agent software or a web based portal to connect? Customers want to integrate with as little cost and effort as possible.

Software companies must modify their existing on-premise software offerings in order to effectively deploy in a SaaS/cloud environment. Yet, there is a global shortage of qualified talent to migrate existing applications to the cloud.

Industry Analysis

Software companies that offer cloud solutions are considered more innovative in today's market and customers are more likely to purchase from them, even if they're hesitant to move to cloud offerings.

As a result, a number of software companies are adopting a hybrid approach in which their solutions are delivered both on premise through licensed software and as SaaS in the cloud.

Recommendations: Keys to CXO

When moving to the cloud/SaaS delivery model, here are some important recommendations for the CXO to consider:

Use a hybrid on-premise/cloud strategy to strategically manage the transition from the on-premise to the SaaS/cloud model without seriously impacting revenues and cash flow. Some target customer and industries will lag behind and continue to require on-premise installs, for example healthcare and financial services.

Properly identify and implement security and risk mitigation processes and components to prevent liability and reduce risk that may otherwise result in a security breach that compromises customer data. Many CXOs are proactively redesigning product architecture to be cloud/ SaaS ready, including code rewrites for multi-tenancy, as well as structured modular redesigns for deploying in virtualized environments.

Implement a robust and secure managed file transfer (MFT) solution to provide your customers a battery of easy options to reliably connect to your cloud-based solutions. You'll want to find a solution that provides quick setup and even faster implementation of secure connections, enables tracking of transferred content, supports intensive IT governance, and scales to meet massive throughput and connectivity.

Recommendations: Keys to MFT Solutions

While providing on-demand solutions to their customers from their public cloud, software companies should:

1. Reliably integrate customer data and your solution data across on-premise and the SaaS company's public cloud/ data center.

2. Integrate public cloud to other cloud applications that customers may be using to ensure end-to-end business processing.

3. Ensure data security, integrity, and network security.

4. Reliably meet SLAs with their customers and customers' customers.

5. Be able to move large amounts of both structured and unstructured big data at a high speed and in a reliable and guaranteed manner.

6. Offer a scalable platform to support growth in connectivity and data transfer demands.

7. Automate secure data exchange certificate management.

8. Provide high security without ongoing firewall configuration changes as customers are added.

The Cleo Solution

For more than 35 years, Cleo has been in the business of securely integrating data between platforms and businesses. Cleo's managed file transfer solutions (MFT) for the software industry have enabled large software companies to successfully implement:

- Managed service offerings for their customers.
- On-premise to cloud and cloud-to-cloud connectivity for their customers.
- Secure and reliable data centers.
- Highly scalable market places .

Our comprehensive MFT solution suite for moving and viewing "data in motion" is highly scalable, extremely reliable, easy to install, efficient to deploy across a community of trading partners or end points, and exceptionally easy to maintain and extend. Cleo solutions are available for deployment in both the on-premise and cloud delivery models.

The unique needs of the rapidly transforming software business can be met through Cleo features such as these:

- Dashboards and analytics for intelligent analysis and rapid root cause determination.
- Rapid on-boarding and managing numerous B2B and A2A connections.
- Ability to handle big data transfers.
- Availability of a large number of secure industry standard protocols.
- Cloud integration.
- Data security at rest and in transit.

About the Author

Mahesh Rajasekharan
Chief Executive Officer, Cleo

Cleo CEO Mahesh Rajasekharan has 15 years of experience as a Senior Software Executive in sales and marketing, operations, business strategy, supply chain management, SaaS, enterprise software, consulting services, private equity, acquisition integration, and P&L. As Chief Operating Officer at SumTotal Systems, he led the operational turnaround that transformed a $100 million B2B software company and dramatically increased the company's valuation. Mahesh managed this transformation across functions involving 250 people in six locations globally.

Prior to joining SumTotal, Mahesh served as Vice President and General Manager of the High Tech Industry Sector at i2. In this role, he managed Sales and P&L of a $60 million business with 150 people across the U.S. and Europe. Mahesh was appointed to the CEO's management council and won numerous awards including MVP and Top VP. Mahesh achieved "trusted advisor" status through strategic and consultative selling to the C-level with major customers worldwide, including Texas Instruments, Infineon, Hitachi, ST Microelectronics, Philips Semiconductors and Dell. He is considered an industry expert in global supply chain management. Mahesh has authored several industry and academic publications in the areas of Supply Chain and Operations Management and has spoken at numerous industry conferences.

Mahesh obtained a PhD in Industrial Engineering from Texas A&M University. He has a MS in Industrial Engineering from Texas Tech University, and a BE in Mechanical Engineering from Anna University, India. His MBA is in Finance, Strategy, and Marketing from the Haas School of Business at UC Berkeley where he graduated No. 1 in his class.

Cleo™

Move View Act®