

## SaaS/Cloud Vendors: Reach Further with Platform.sh

The Platform.sh PaaS is a Killer App that's helping software providers turn their competitive landscapes upside down

### INTRODUCTION

For the last decade at least, SaaS has been the most efficient and least expensive way to manage large numbers of customers with similar needs. However, many SaaS applications have not been able to accommodate the edge case, and most still haven't addressed customers with sector specific requirements, until now that is. Today we see that code management, and lifecycle automation technologies have continually improved, as have granular compute architectures with fast maturing containerisation technologies. These need just one more element: a smart Platform as a Service (PaaS) that ties them all together.

Platform.sh is a second generation PaaS and it does all of the above to keep code, files, services and data in lock-step throughout the development and deployment process. And it is this critical principle that unlocks enormous amounts of technical and business potential.

Development teams, CTOs and CMOs (Chief Marketing Officers) from the thousands of customers Platform.sh has acquired since its 2014 launch have seen business improvement through a much better approach to web application delivery with Platform.sh's regime-changing PaaS technology. Moreover, we recently white-labelled our PaaS, plus

management & support services, into some very large cloud and IaaS offerings, notably Microsoft Azure, Magento Commerce and Orange Business Services. The capability our PaaS provides allows Independent software Vendors (ISV) and hyperscalers to therefore accelerate their market growth and in some cases turn the tables on their competition.

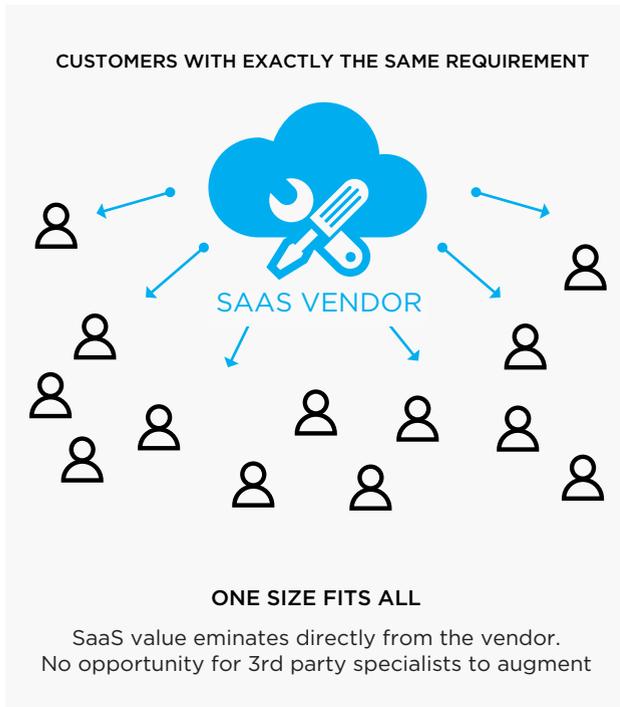
### A BUSINESS VIEW

#### **How Platform.sh enables you to change your business model**

Whether you are an agency building fresh websites for each customer, an independent software vendor (ISV) selling licensed downloads, or a multi-tenant SaaS, Platform.sh can help you enhance your business model.

When building software for a mass market, the major constraints to growth tend to be the cost and effort of customising and maintaining it for different customers. The majority of software business models are similar in this respect: ISVs largely sell solutions that their customers and partners can customise, but the support overhead is then limiting due to massive diversification of the code base. SaaS vendors solve this problem by offering a single, unchangeable

copy of their application which limits their market share since one size does not fit all. As a result, competitive advantage creeps forward slowly, as companies are forced to cycle through design improvement projects, modernising architectures, and improving operational processes.



**Solve these problems with a Killer App like Platform.sh.** Firstly, our snapshot technology allows your cloud to create identical copies of running customer applications within seconds. It keeps the code, files, services and data in lockstep, thus maintaining perfect consistency between environments. This is valuable for a live service, but even more so for development teams who can create and test every change and new feature in its own exact copy of the master environment. Once something has been successfully tested in development, you know with certainty that it will behave exactly as expected in production. Therefore, Platform.sh makes it easy to transform projects into build-oriented architectures. As such, every project repository only contains the specific adaptations that were made to that customer's specific instance, while pulling the main-line product and its modules from

their upstream repositories.

**The result?** Central management of highly deviated software on a large scale becomes straightforward, as does enabling new channels to create and modify a common code base for groups of similar customers.

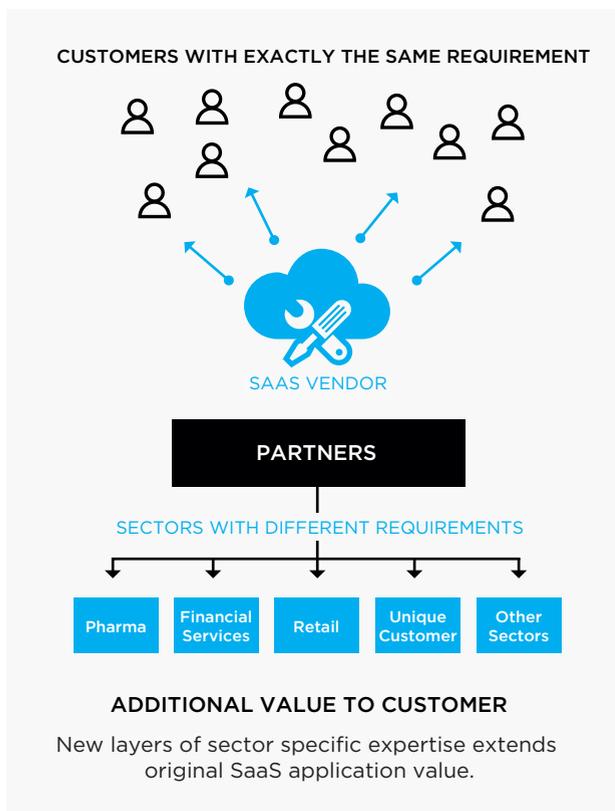
### How SaaS/Cloud vendors are taking advantage of Platform.sh

**Software vendors** launching new cloud offerings no longer have to bet their service on an army of support engineers with the Managed Service Provider (MSP) model. Platform.sh eliminates DevOps and reduces ticket volumes by up to 90% by automating service changes into the hosting infrastructure, thanks to its intelligent decisions on application deployments and resource usage. Combined with our strong Continuous Delivery (CD) functionality, this changes the basic economics of the offering. This also offers a more attractive service to the business management and development communities amongst your existing licensed customer base. Incentivising for rapid migrations then becomes the easy piece.

For the first time, **SaaS vendors** can easily enhance their generic offering to suit different vertical sectors and penetrate further within an expanded marketplace. Moreover, the SaaS vendor can start to decentralise their business model and grow it to include a new layer of delivery channels such as Digital Agencies (DA) and other sector specialists. Introducing such expertise into the application build, sector customisation, and local implementation process creates rich solution value for many more of your customers. This sort of speed to market is difficult for any SaaS vendor to achieve on their own.

This PaaS technology clearly has the power to turn the competitive landscape of an

entire industry sector on its head, providing cloud vendors and software companies first mover advantage, heightened sensitivity to their customer requirements, and generally better economics across a number of key business metrics.



**OEM cloud offerings with Platform.sh embedded benefit from the following:**

- Wide-sweeping economic advantage, enabling new value to the customer.
- Separate management of customisations at both sector level and each local customer implementation.
- Broaden the target customer profile due to richer product offering and better margins.
- Improved conversion ratios for customer uptake and partner adoption, reducing cost of acquisition. We can reference 60% of demos converting to trials and 50% of those converting to paying customers.
- Hugely improved productivity metrics across the product development lifecycle:
  - **90% reduction in overheads** associated with product updates, changes and problem resolution

- **40% faster approvals and UAT**
- **20 % improved developer productivity**

[One Stop SaaS Service - A MORE TECHNICAL VIEW](#)

Have you built a software distribution or solution that addresses a specific niche and need to take the next step and turn that solution into a full product? Platform.sh has the missing link between your software and a fully automated Software-as-a-Service (SaaS) offering.

Selling SaaS is a natural way to provide high engineering and business value to customers at scale, and open source tools often provide an ideal starting point for companies developing specialised solutions. Yet writing the software and solving the business problem for your customers is only one part of the equation for successful SaaS delivery. Other critical components include:

- Providing an eCommerce workflow for customers to sign up
- Provisioning new installations for new customers
- Recurring billing that models your business use case
- Software updates that can be rolled out to some or all of your customers effortlessly
- Managing bespoke customisations that are needed for individual customers
- Providing rock solid performance, scalability, and dependability

The combination of our Platform.sh PaaS with the option of white labelled billing components plus a management & support service solves all of these problems. Here's how it offers cloud vendors and SaaS providers a one-stop service to take your software to market.

**SINGLE-TENANT SAAS**

We can take any single-tenant web application and transform it into a full SaaS offering in a matter of weeks. For example,

we successfully launched with Magento Commerce's new cloud service which offers one customer per installation, with the upstream software updates coming from the vendor themselves, paid for on a monthly billing cycle. Platform.sh has closed the gap between that distribution or software product and being able to sell it as SaaS.

### **PROVISIONING**

With the Platform.sh provisioning API, you can automatically create new sites on your chosen hosting infrastructure (e.g. AWS, Azure, on-premise) and allow Platform.sh to populate them with your SaaS product code from external repositories on Github or Bitbucket. As soon as a customer completes checkout, their site starts provisioning and they receive access to the software when it's online. As the vendor, you have access to the development tools of Platform.sh to create development, testing, and staging branches of the application so that you can continue to build your generic SaaS product or help manage the customer's instance.

### **BESPOKE DEVELOPMENT**

Since Platform.sh is a full development and hosting stack, it is perfect for cases where your clients need bespoke development to enhance their SaaS installation. This could be a new theme, or an integration module to an external service. The bespoke code can live in the Platform.sh Git repository for that customer, while the upstream SaaS development is done in a centralised repository belonging to the vendor.

### **UPSTREAM CONNECTION**

Since Platform.sh will build each installation every time new code is pushed to Git, you can maintain the connection to the upstream centralised software repository, even while supporting bespoke development per client. This gives you the best of both worlds: a base installation that is treated as a product, and, if needed, customisations for individual

customers that let you serve the broadest ranges of cases.

### **FULLY MAINTAINED AND SCALABLE STACK**

Platform.sh takes the worry out of running services like MariaDB, PostgreSQL, MongoDB, PHP, Node.js, Solr, Elasticsearch, Redis, or RabbitMQ. You won't need to invest any time in Devops, monitoring, maintenance, or optimisation. That's our job. Just send Platform.sh your code and the rest is managed internally.

### **INTEGRATED RECURRING BILLING SOLUTION**

Our provisioning API allows you to mechanize Platform.sh subscriptions with any third party tool, but if you need an eCommerce solution to sell your SaaS directly to customers, you can consider white labelling ours. Platform.sh has a fully integrated recurring billing solution, with all the tools are all in place to provide eCommerce for your SaaS product as well. This includes the provisioning connectors that is needed to create a Platform.sh site when the customer completes checkout, as well as the tools to model any type of recurring billing situation (e.g. pre-pay, post-pay, fixed price, metered usage.) Invoicing and Dunning management are also available.



Learn more at <https://platform.sh>