



6 Things All ISVs Ought to Know About Moving their Software into the Cloud

If you are an ISV looking to take your software into the cloud, be sure to read this article first. Understand key tactics and practices for security, delivery, cost and G2M from trusted experts.

The following article is Horizon Private Cloud's response to "Software as a Service for ISVs," by Chetan Kothari and Arun Viswanathan, published on CloudComputing.sys-con.com explaining the problems, adoption strategies and development platforms required to provide Software as a Service capability to both new and existing applications.

1. Understand the options:

"...Independent Software Vendors (ISVs) need to decide whether and when to develop SaaS-based offerings, identify the potential changes to the customer relationships, demand, etc. for a SaaS-based offering, and determine the best architecture and infrastructure options available to provide these offerings. . ."

What to do: Use a SaaS and virtualization platform

Recent technology advancements have given ISVs an additional option when considering how to SaaS-ify their applications. Back in the day, ISVs would select a web development platform such as LAMP or IIS/.Net, or go to Amazon AWS or Microsoft Azure. Now there is a significantly more cost effective and rapid SaaS process using Horizon Private Cloud's SaaS and virtualization platform.

2. Find a multi-tenant security solution:

"Most of the existing products do not provide out-of-the-box support to address multi-tenant security requirements for SaaS adoption."

What to do: Ensure you can manage unlimited number of customers from one console and infrastructure

This is a critical part of the SaaS deployment model. Handling multi-tenant deployments is difficult without a well-planned and supported infrastructure. Horizon Private Cloud, working with Microsoft and Citrix, has built a true multi-tenant platform which allows non-SaaS Windows applications to manage unlimited number of customers from one console and infrastructure.

3. Host your product or solution on the cloud

"Enterprises should also look at hosting the product or solution on a cloud delivery platform - private or public to reduce their infrastructure and operational cost and better manageability of their resources."

What to do: Find a SaaS hosting provider which will offer a complete SaaS solution, not just hosting. Obviously leveraging a shared multi-tenant infrastructure is wise when looking for a SaaS hosting provider. However, it is important that the hosting company needs has the experience and platform to handle soup-to-nuts solutions. From billing, to provisioning, to support – your SaaS provider should offer a complete SaaS solution, not just hosting.

4. To PaaS or not to PaaS

"Although these vendors provide an overall platform to build and deploy cloud-based applications, they put a lot of constraints on the technology to be used for each layer of the application. Due to these technical constraints, the existing application needs to be mitigated to a technology stack supported by PaaS vendors for each the layer of application. These constraints also put limitations on the application workload, which can be moved to SaaS using PaaS providers."

What to do: Ensure your ISV software price point is well over \$1,000 per install before migrating to PaaS

This is a huge obstacle for ISVs. Migrating to a PaaS for SaaS support of an application is a massive undertaking. Moreover, the cost benefit scenario of this move only works when there is a significant customer base paying a yearly subscription for support and upgrades. For example, if the total cost of an application is \$100 per install, moving to a SaaS platform is not likely to figure financially unless there are tens of thousands of installations. The ISV software price point needs to be well over \$1,000 per install before the math works for most ISVs.

5. Identify the areas where you can save BIG

"ISVs have budget constraints on spending up front re-engineering expenses. . . Most of the existing products do not provide out-of-the-box support to integrate it with on-premise hardware to Horizon Private Cloud's data center."

What to do: Find a SaaS provider that can move your existing data from your on-premise hardware to their data center

Code rewrites are expensive and ISVs do not have the cash to port to a new platform which requires new developers, testers, support and management – then the existing ISV software must be ported, customer-by-customer to the new platform. Using the Horizon Private Cloud platform, the ISV simply moves existing data from the customers' on-premise hardware to Horizon Private Cloud's data center. Leveraging Citrix XenApp and Horizon Private Cloud's multi-tenant architecture, ISVs can deploy solutions in days, manage them from a single console, and handle all invoicing without costly hardware and software development.

6. Reduce your time to market

"The current solution limits the ability of the platform when it comes to adding new tenants as each product has its own set of configuration and administrations."

What to do: Eliminate the time consuming process of rewriting code

The development time required to move an ISV's platform to a SaaS structure, whether in-house, Azure or Amazon is significant. It is often a total rewrite of the application with many, if not all, of the original developers long gone. The ISVs must rely on de-crypting the existing code into the new platform and hope they get it right. As a result, the time to market is often years. Horizon Private Cloud's platform is days, not years, and there is no need for an existing code change.

Take your Software to the Cloud Today

Call Now!
(888) 652-2948

info@horizonprivatecloud.com
1 Rancho Circle, Lake Forest, CA 92630

Horizon Private Cloud (HPC) is an on-demand technology solutions provider for enterprises of all sizes delivering hosted virtual desktops. A division of Horizon Technology, HPC delivers consistent desktop experiences across multiple endpoint devices anywhere an internet connection is available. HPC provides a unique vDesktop hosted virtual desktops around the globe as well as managed services for help desk, off site backup and disaster recovery.