

SaaS Enablement Program

Reducing the Risks, Accelerating the Process



Business Concerns Addressed

- Commercial Proposition
- Technical Delivery
- Proof of Concept
- Architecture
- Security
- Reliability
- Scalability
- Support
- Reach
- Financial Support
- Business support

Engagement Sessions

- Commercial Development
- Technology Development
- Proof of Concept
- Financial Outlook

Sun Technology Benefits

- Virtualized Proof of Concept
- Access to Sun Solution Centers
- 90-day SolarisSM On Demand Sandbox
- With SolarisTM OS, no re-reporting necessary to move from single-tenancy to multi-tenancy usage
- Scalable platform, supporting vertical and horizontal requirements
- Performance efficiencies support growth, while minimizing increase in server footprint

Marketing Benefits

- Jointly developed go-to-market programs
- Press release opportunities
- Sales collateral development
- Sun.com promotions

URL Reference

Sun.com/ondemand/NTT
www.ntteuropeonline.com/sun

Sizing the Opportunity

As technology innovators and channel experts, NTT Europe Online and Sun Microsystems have partnered to provide commercial, technical, financial, and business development resources to ISVs interested in developing a Software-as-a-Service (SaaS) model. Through the combined resources available from the SaaS Enablement Program and Sun Solaris On Demand program, ISVs can leverage a portfolio of services designed to reduce the risks and costs associated with transitioning to SaaS.

Commercial Development

For ISVs, the first step should be sizing the on demand market and understanding the commercial viability of SaaS for your solutions. During the Commercial Development session, NTT Europe Online's SaaS experts discuss the service proposition relating to your:

- Application capabilities
- Market coverage
- Vertical alignment
- Geographic reach
- Support capabilities
- Sales model (direct, indirect, Systems Integrator, Consultants, Resellers, etc.)
- Licensing model (site based, processor based, named/concurrent users, etc.)
- Cost model (per seat definition)

The objective of the session is to help identify and highlight any areas of weakness that may impact your ability to deliver a service commercially.

Technology Development

Once a detailed understanding of the commercial drivers is agreed upon, professional services from NTT Europe Online map-out the infrastructure for deploying your

solution, running on Sun's highly scalable platform and the Solaris operating system. The Technology Development session includes:

- Developing a scalable infrastructure
- Utilizing Sun technologies
- Licensing requirements
- Compliancy requirements
- Identity management
- Security and patch management
- Monitoring and escalation
- Application management and maintenance
- SLA delivery
- Service Management

By partnering with NTT Europe Online and Sun, ISVs can capitalize on our combined expertise and best of breed technologies to take advantage of the vast economies of scale available from SaaS – with less risks and lower costs.

Proof of Concept

One of the key barriers to entry for SaaS has been the costs associated with migrating ISV solutions from a single-tenancy application to multi-tenancy and testing the hosted environment. NTT Europe Online and Sun offer two options to address these costs.

The first is a virtualized Proof of Concept platform that enables an ISV to deploy multiple single instances of your application and deploy it in a multi-tenanted environment, without significant investment or contractual commitment. The Sun sandbox is hosted at NTT Europe Online and available for a maximum of 90 days at no cost to the ISV.

If your solution is ready for delivery as a multi-tenanted/online solution, Sun offers a second option –providing you access to one of its Solution Centers. These centers enable an ISV to deploy your application on a replica of any proposed production environment and test/benchmark that application in a live environment.

With either option, access to these facilities and services is free of charge to an ISV working with NTT Europe Online and Sun, leveraging the Solaris On Demand program.

Financial Proposition

Perhaps the most strategic business concern related to SaaS is developing an ongoing annuity revenue stream. The NTT Europe Online SaaS Enablement program can help minimize or remove any financial barriers to entry by delivering services based on a monthly service charge that typically includes all hardware, software, rack space, power, cooling, service management, application management, security, patch management, and network access.

NTT Europe Online procures the necessary hardware and software to support the ISV's solution and then amortizes this cost across the term of the contract – as part of the solution offering. During the Financial Planning session, ISVs team with pricing experts to develop the right mix between operating expenses and service plan. The resulting cost proposition takes into account:

- Financial support for a defined period of time while sales are developed
- Per seat billing as part of an on demand strategy
- Definition of financial support from within the consortium

Teaming for Success

The combined impact of the NTT Europe Online SaaS Enablement and the Sun Solaris On Demand programs is a fast-track option for ISVs interested in making SaaS a valued extension of your sales portfolio – with less costs, less risks, and less hassles. We'll team with you from inception to deployment and continue the teaming process by jointly developing go-to-market initiatives that can include PR opportunities, sales collateral, a presence on Sun.com, and more. The market is changing but the risks associated with that change don't have to be absorbed by the ISVs alone.

