



Corent

CLOUD APPLICATIONS NOW

Fast Track to SaaS

Feyzi Fatehi

CEO, Corent Technology, Inc.

May 11, 2010



What Can We Learn From the Most Well Known SaaS Company?

Multi-Tenancy!

salesforce.com



“Salesforce.com is founded on multi-tenancy.”

CloudForce Keynote Speech
London, December 8, 2009

“Multi-tenancy is a requirement for a SaaS vendor to be successful.”

Forbes, January 2009

Multi-Tenancy in the Real World

Higher cost per unit



Single tenant

Dedicated Plumbing, ...

Dedicated Infrastructure

Lower cost per unit



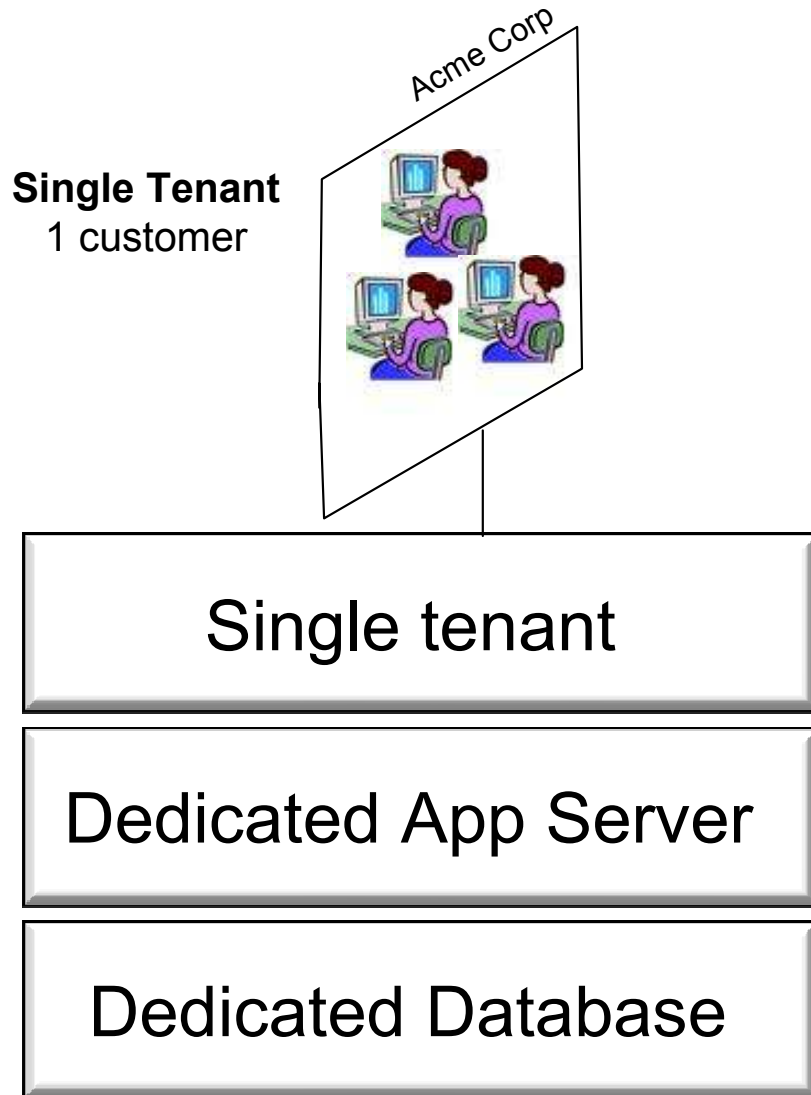
Multiple tenants

Shared Plumbing, ...

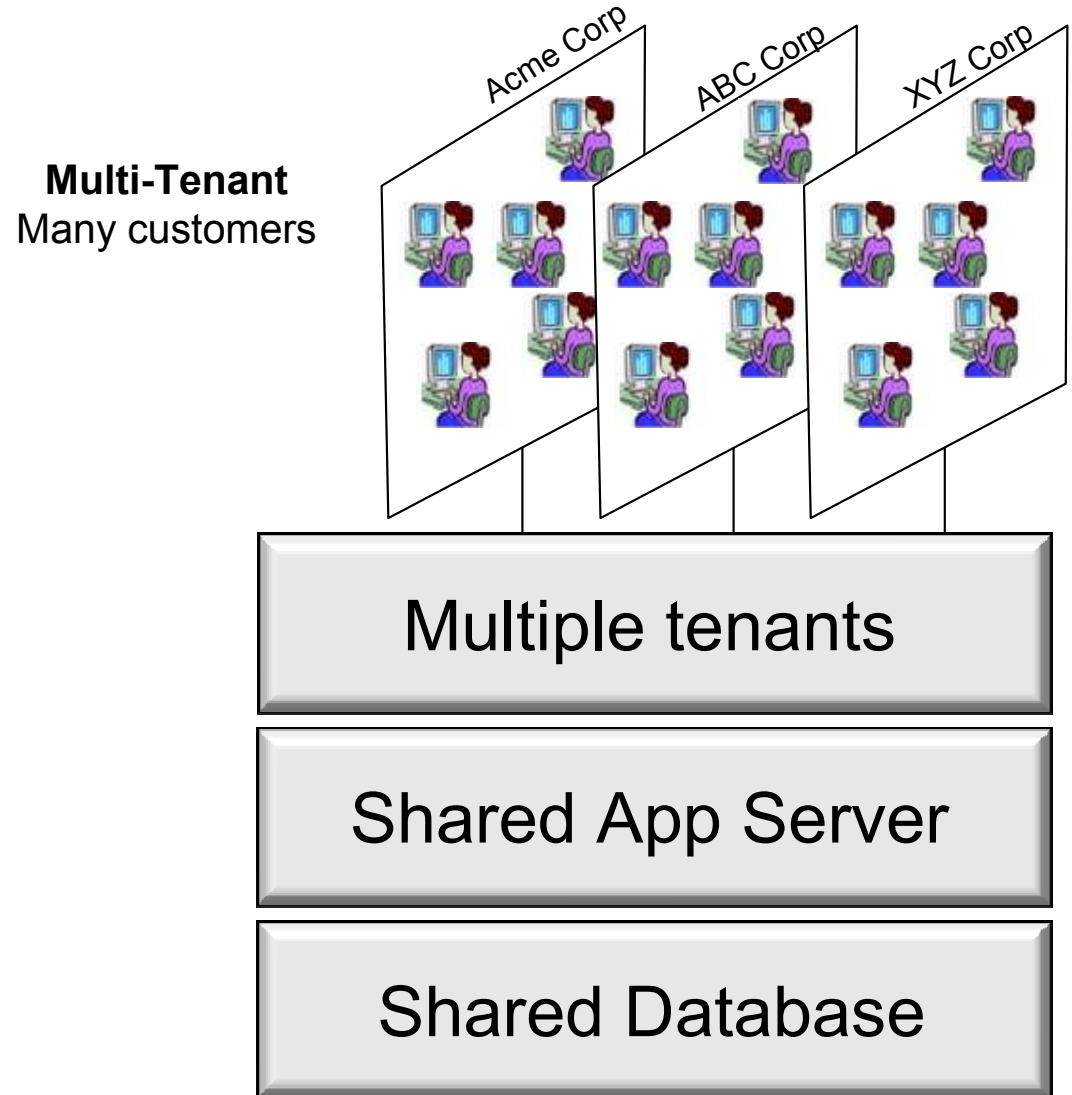
Shared Infrastructure

Multi-Tenancy in the Software Applications World

Higher cost



Lower cost per tenant



Why Multi-Tenancy Matters?

“To debate ‘hosted’ versus ‘installed’ is to miss the point. ...The distinction that matters is **multi-tenancy**. Because that’s where **all the other benefits flow from.**”



Phil Wainewright
Strategist on Emerging SaaS and
Cloud Computing Industry Trends
August 7, 2006

Why Multi-Tenancy Matters?

“The concept of **multi-tenancy** has been a cornerstone of the Software-as-a-Service (SaaS) movement and a key element of the rapidly evolving cloud computing environment as well.”



Jeff Kaplan
Founder and Managing Director of THINKstrategies
April 12, 2009

Why Multi-Tenancy Matters?

The screenshot shows a blog post from 'SaaS and Web 2.0.' with a navigation menu (HOME, ABOUT, THEMES) and a photo of Bob Warfield. The main headline is 'Multitenancy Can Have a 16:1 Cost Advantage Over Single-Tenant', which is circled in red. Below the headline, it says 'Posted by smoothspan on October 28, 2007'. The text of the post discusses the benefits of multi-tenancy, including lower costs for vendors and customers. A blue and red watermark 'Multi-Tenancy Provides Lowest Cost of Service' is overlaid on the text. A black box highlights the sentence: 'Everyone seems to agree that the purpose behind multitenancy is to lower costs for the SaaS vendor.'

« SaaS, Cloud Computing, and Liability for Security Breaches »
A Pile of Lamps Needs a Brain »
Multitenancy Can Have a 16:1 Cost Advantage Over Single-Tenant
Posted by **smoothspan** on October 28, 2007

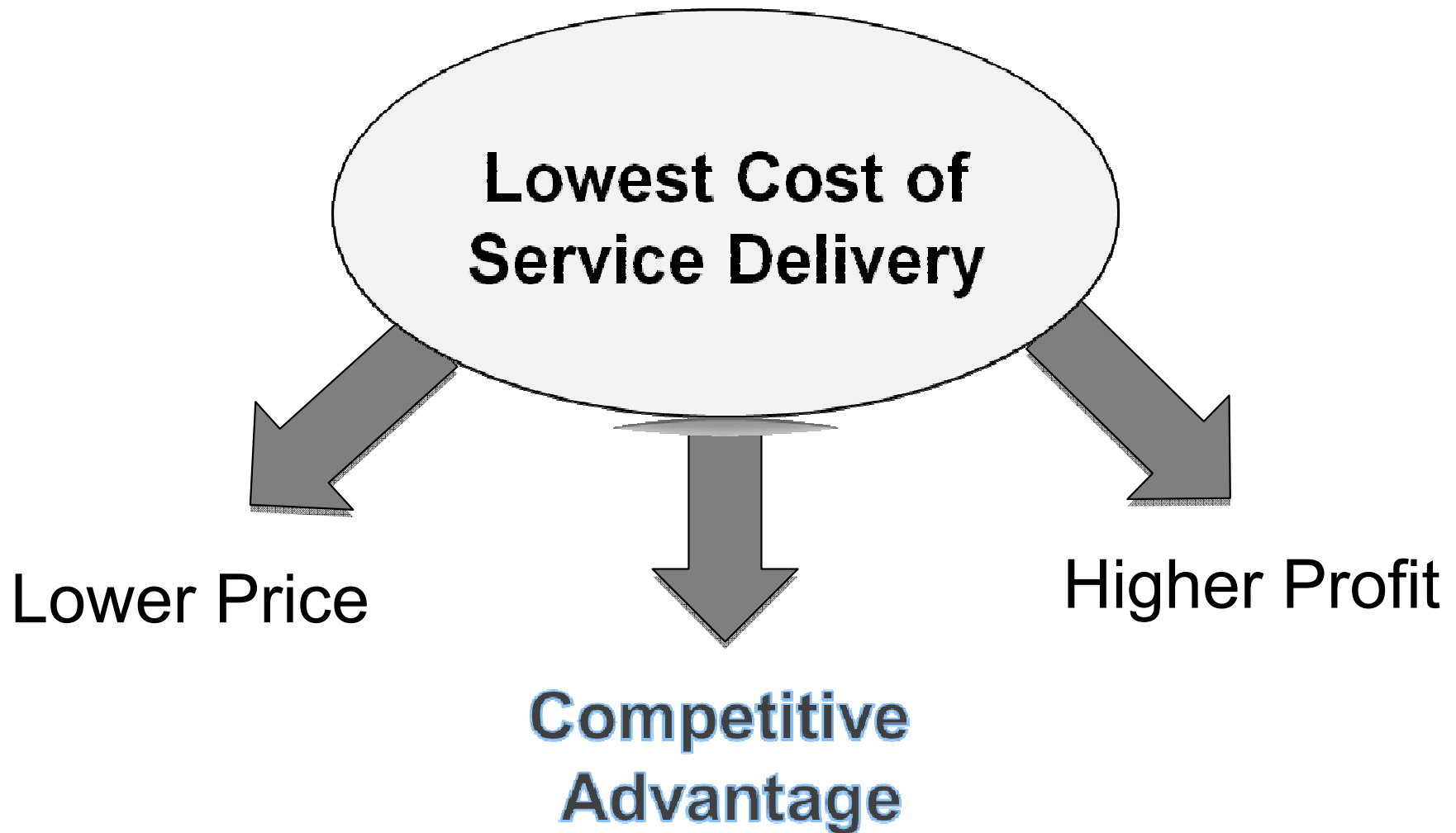
Multitenancy is one of those things that has been more qualitative than quantitative. True blue SaaS believers put it down as a must-have to even call an offering SaaS. Those less devout are understandably somewhat skeptical. The heretics will say that liberal use of modern virtualization technologies is good enough.

Everyone seems to agree that the purpose behind multitenancy is to lower costs for the SaaS vendor.

These savings are translated into lower costs to their customers and a better shot at profitability.

Bob Warfield, CEO, Chairman, and Founder of [SmoothSpan](#), January 2010

Why Worry About Cost of Service Delivery?

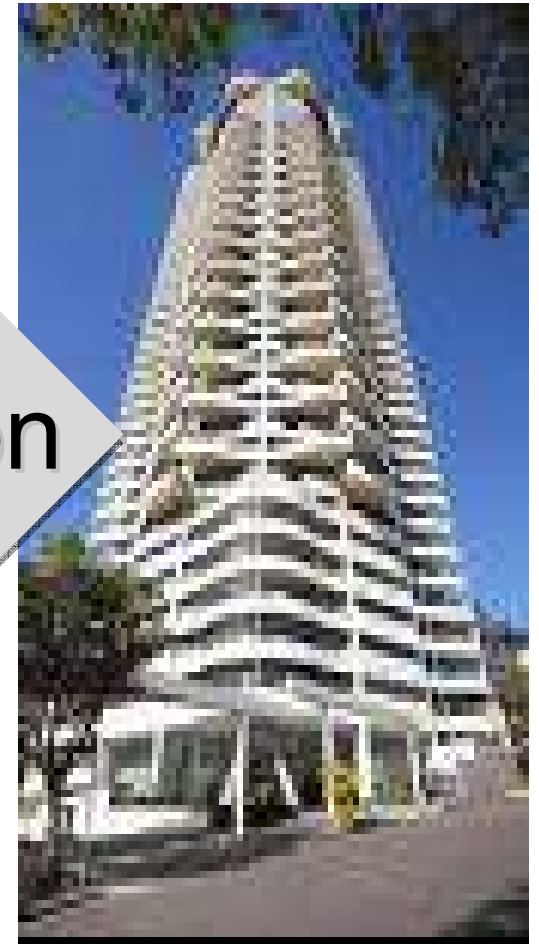


So You Want To Get To Multi-Tenancy?



Transformation

How?



Building Multi-Tenancy The **Conventional** Way Can Be A Nightmare!

“We began work on a multi-tenant version of our software in 2007. The project was originally budgeted for **6 months** and **\$500K**. It actually took about **2.5 years** and **over \$2M** dollars to complete.... it was a long, hard, expensive, and anxiety-filled road.”

Larry Kavanagh

CEO – D.M. INSITE

The Gartner Group recognized Corent in their recent report: “*Who’s Who in Platforms for Cloud Computing*”

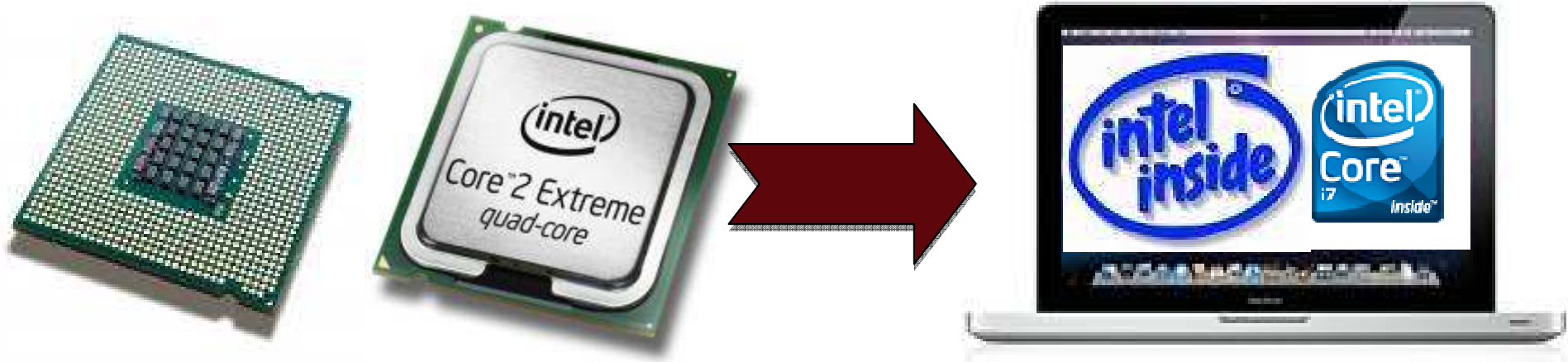
“The range of options allows the **Corent platform** to be suitable for traditional on-premises, **private-cloud** and **public-cloud** deployments.

Consider **Corent** when developing applications in a private-cloud context or when developing applications to offer to customers as SaaS-style services — especially when looking for **choices in multi-tenancy models**, high-productivity fourth-generation language (4GL) at development time and a **standard Java execution environment** at runtime.”

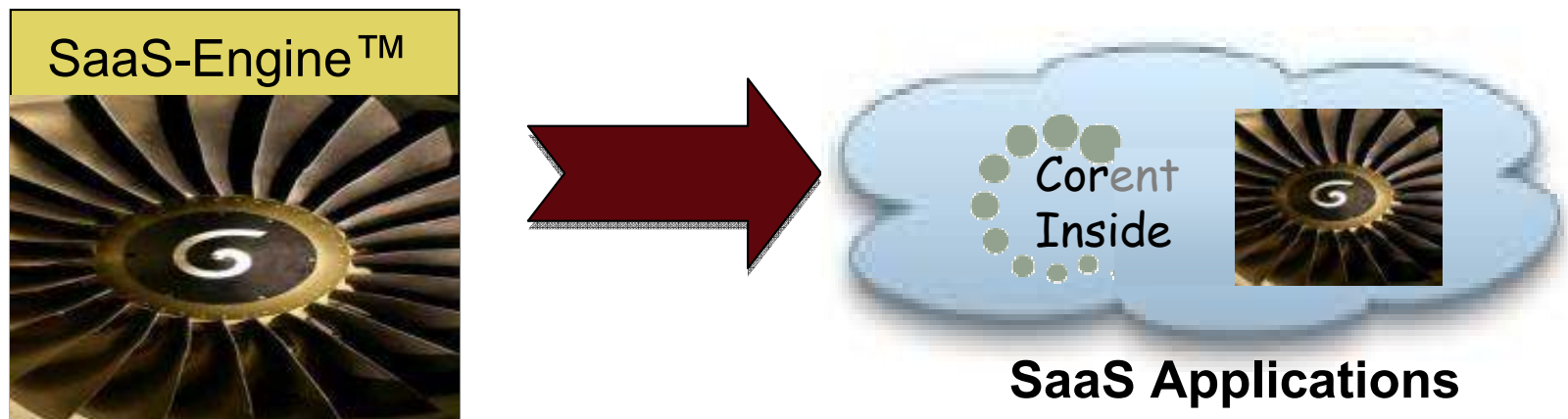


Corent Stands for Core Enterprise

What “**Intel Inside™**” means to computers

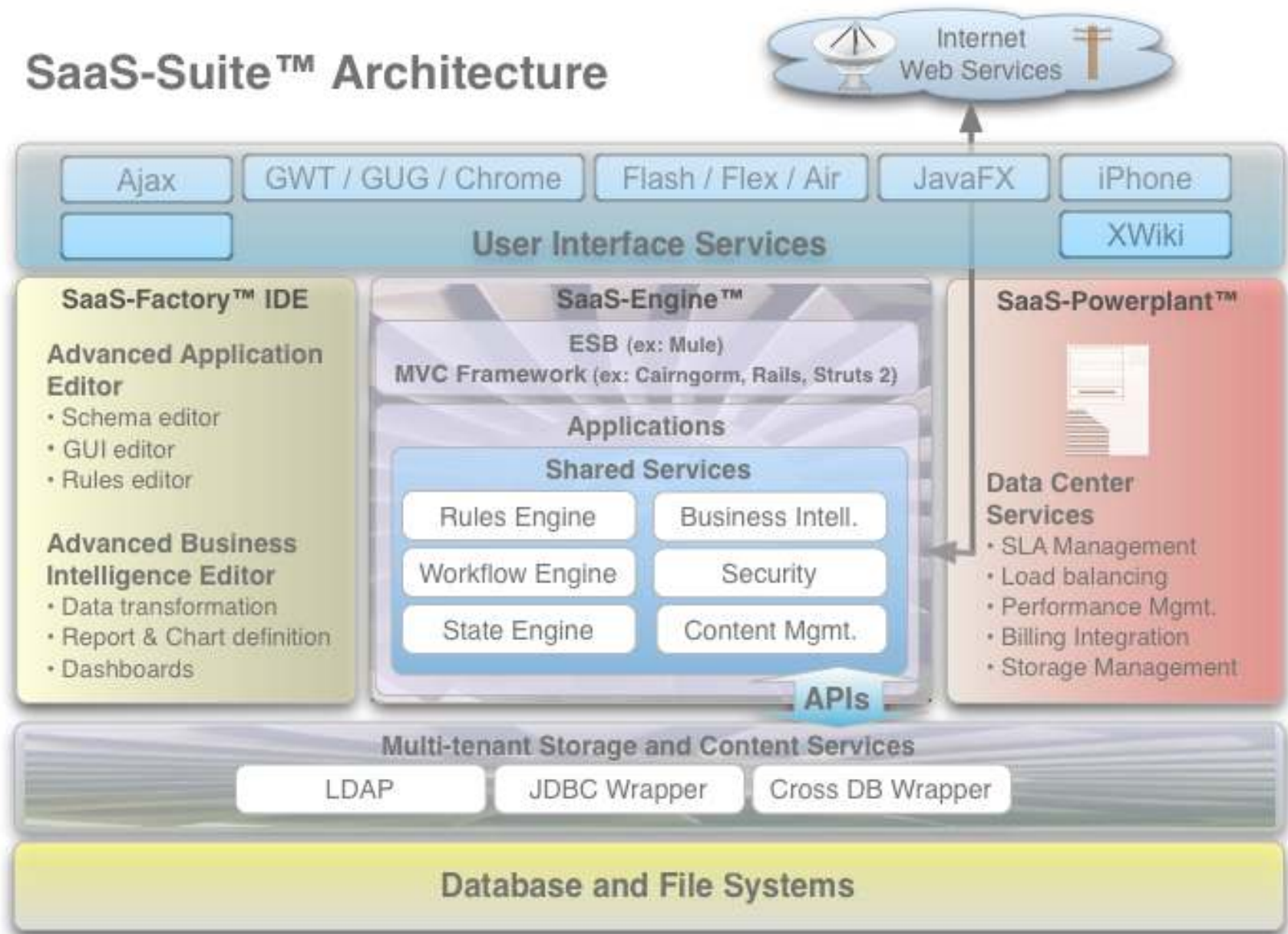


Corent Inside™ means to SaaS



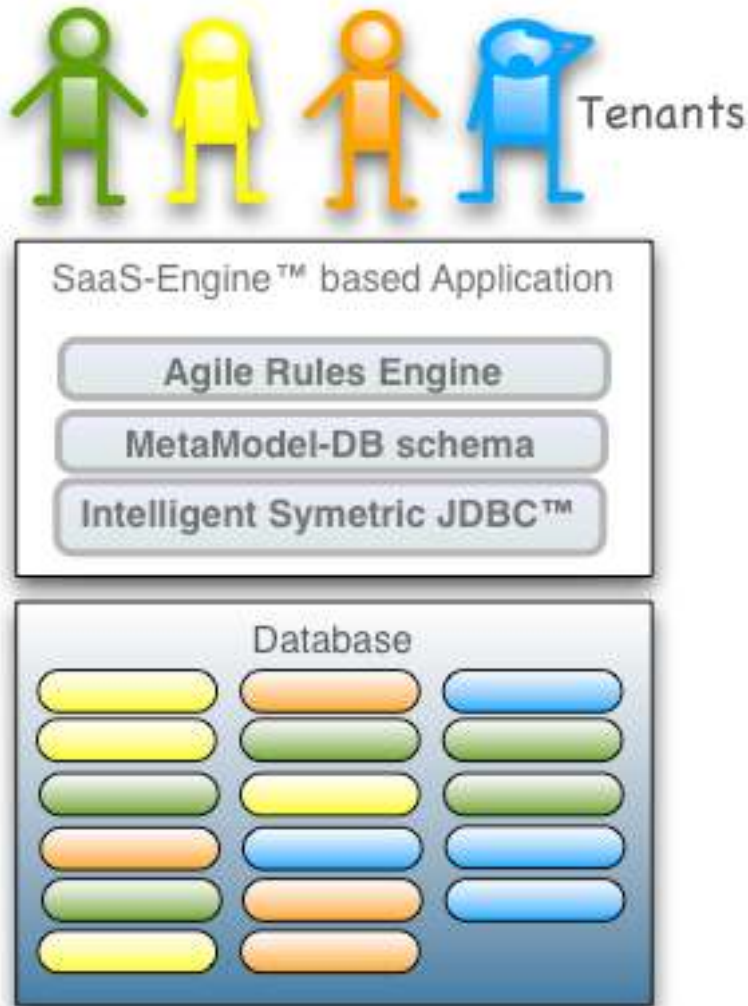
Corent's SaaS-Suite™

Build, Run and Manage Efficient Multi-Tenant Apps



Corent's Agile Multi-Tenancy™

Provides the Most Comprehensive and Flexible Multi-Tenancy Options

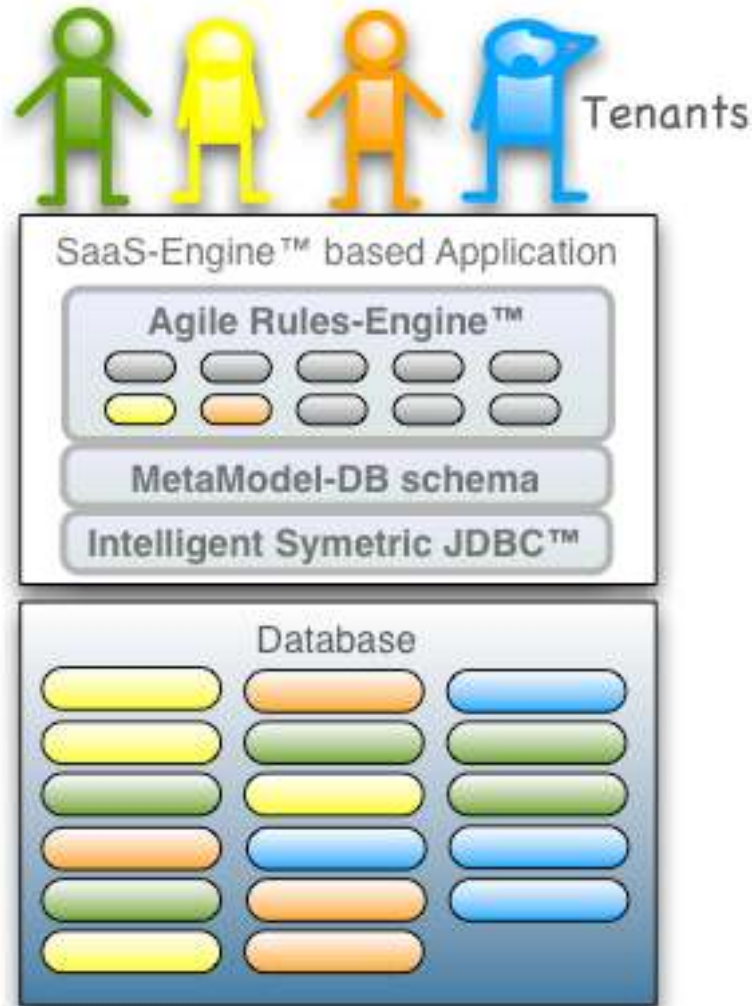


All Tenants share the Database Repository

- Most efficient architecture
- Lowest TCO
- Corent's IS JDBC interface ensures tenants see **only** their data records
- Database optimization options unaffected. (can still index, partition, etc.)

Corent's Agile Multi-Tenancy™

Provides the Most Comprehensive and Flexible Multi-Tenancy Options

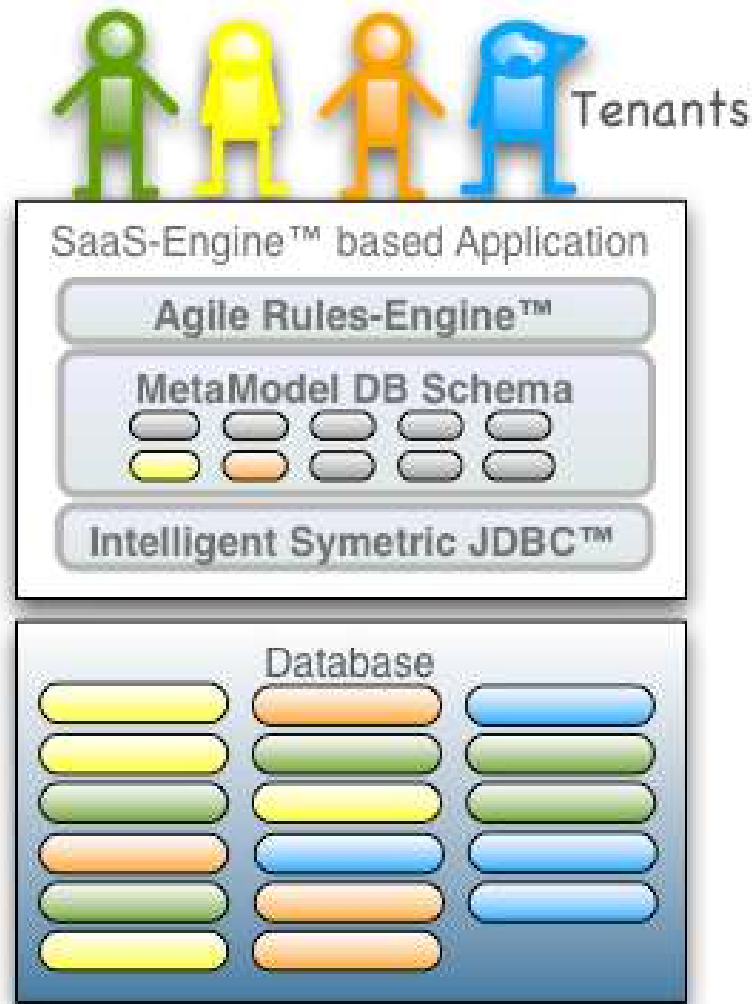


All Tenants share the Agile Rules Engine™

- Rules encapsulate business logic
- Rules are event driven
- Corent Agile Controller™ processes all rules
- Specific rules can be registered for a tenant to add or modify normal application business logic or GUI

Corent's Agile Multi-Tenancy™

Provides the Most Comprehensive and Flexible Multi-Tenancy Options

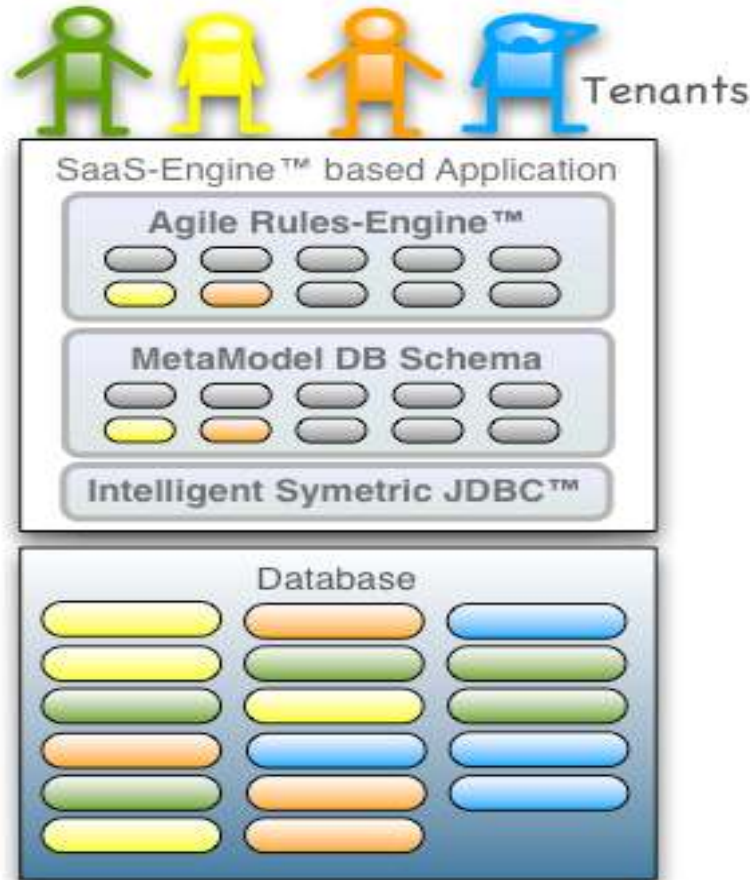


All Tenants Share the Metadata Schema

- Schema models the data repository
- Tables and fields are defined for the application
- Specific tables and fields can be added for a tenant
- Tenant specific rules can utilize the custom fields and tables

Corent's Agile Multi-Tenancy™

Provides the Most Comprehensive and Flexible Multi-Tenancy Options



All Tenants can customize their own solution

Highly efficient per tenant:

- Business Logic (Rules)
- Data Schema
- Data Storage

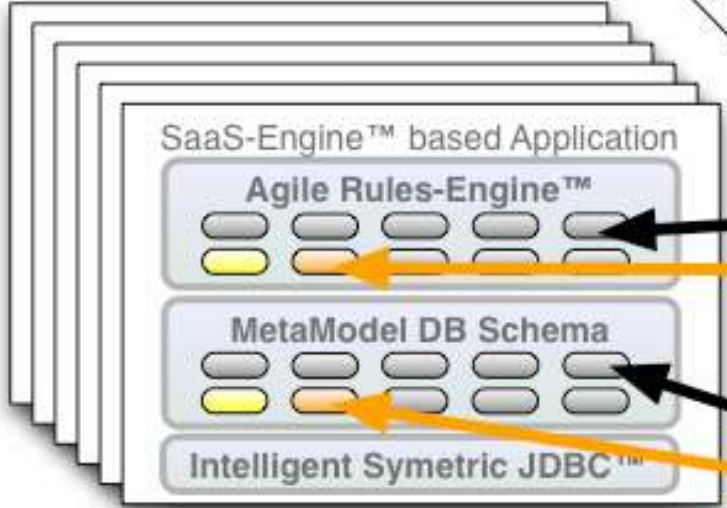
SaaS-Engine™ knows who is logged on and to which tenant they belong

Corent Provides the Most Comprehensive and Flexible Multi-Tenancy Options

Corent's Agile Multi-Tenancy™ Advantage



Elastic cloud or fixed Load Balanced server cluster scales up to meet Tenant and user demand.

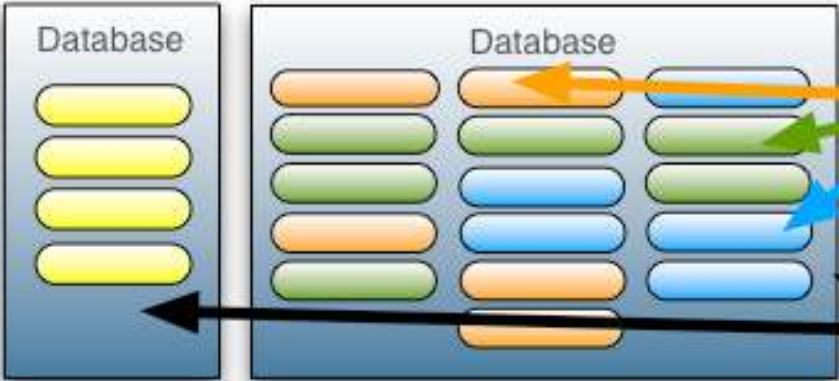


Multi-Tenant Business Logic

Standard Rules
Per Tenant Rules

Multi-Tenant Data Schema

Standard Tables and Fields
Per Tenant Tables and Fields

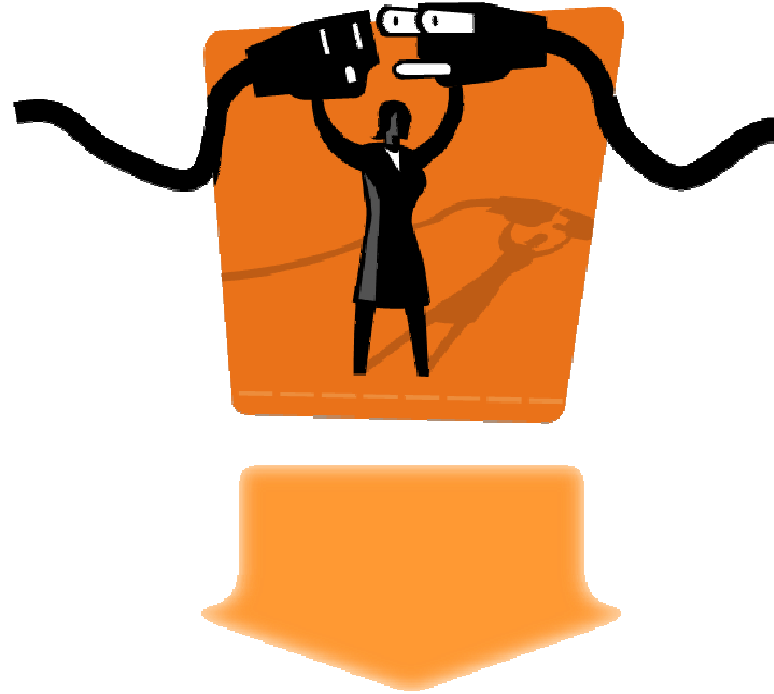


Multi-Tenant Data Storage

Multi-Tenant Database Options

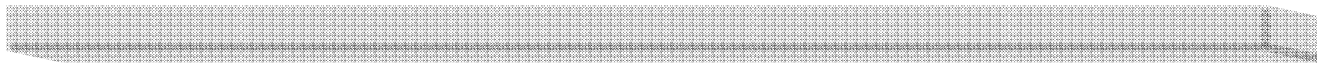
Instant Transformation to SaaS

Existing
Single-Tenant
Application



Corent's
SaaS-Engine™

**Resulting Multi-Tenant SaaS
Application**



Instant Transformation to SaaS

Really?

Just “Plug-in” Corent’s SaaS-Engine™?



Yes. Pretty much that's
it!!!

Questions?



Sample Customers

- **Enterprise Customers:**
 - BOEING
 - Micron Technology, Inc.
 - Mentor Graphics
 - The Emmy Awards
- **ISV Customers:**
 - CMS, Inc.
 - uPhotoMeasure, Inc.
 - Education Systems Inc.

