



Brochure

Five key things to look for in a SaaS provider

How to select the right SaaS solutions when managing application delivery in the cloud



Hewlett Packard
Enterprise



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Without a doubt, cloud has become mainstream. More and more enterprises are now making bold moves—betting on cloud to be the catalyst that can gain them competitive advantage while transforming their hybrid infrastructure.

Software as a service (SaaS) is now widely recognized as a proven approach to delivering IT and business solutions that help organizations innovate while providing an outstanding user experience. Whether delivered via a private or public cloud, SaaS provides immediate returns and optimizes resources. Managing rapid, quality application development in the cloud helps organizations achieve greater operational efficiency while aligning IT with lines of business. SaaS can help developers code more and wait less—through use of always-on, instant-on application delivery management tools.

The journey to cloud

Enterprises today struggle to meet the increasing demands of apps and workloads. In a recent HPE survey, researchers found:



said that the cloud is their primary destination over the next two years for existing and new workloads.¹

To power both new and legacy apps and workloads, SaaS gives enterprises an opportunity to either renovate or modernize the core of the IT data center or to migrate and replace those applications. This transforms the traditional IT data center to a hybrid infrastructure.

But the path to cloud-driven, hybrid application delivery is a journey, sometimes with challenges. Your journey will be unique as it is shaped by your objectives, maturity, risk profile, and other factors. And you will want to get things right the first time—avoiding costly trial and error or experimentation.

With that in mind, we've created this book to guide you based on lessons learned and best practices developed when advising many of the Fortune 500 as they build and manage application delivery in the cloud.

¹ 451 Research Right Mix Survey from 1155 enterprise respondents, August 2015.



When evaluating a SaaS provider

Your SaaS provider should take care of all infrastructure maintenance and scaling, ensuring a high level of service availability, consistently. You should be able to count on a robust global footprint to scale up and scale out securely to meet regional and global business needs.

Avoid the use of piecemeal SaaS solutions that will increase your day-to-day management complexity (anxiety) and costs. Your SaaS solutions should use standard integration APIs like Web Services and take full advantage of the technologies and skills available on the market.

Most importantly, you should be able to benefit from the SaaS relationship both operationally and financially—by acquiring services whenever you need

them, through a “just in time” delivery model. Make sure to partner with a SaaS provider that grows with you, as your business grows.

Look for an experienced, proven SaaS provider who basically says: “We mind our business so that you can mind yours.” This means that you get non-core functions when you need them—at the precise level and quantity you need at that time.

The five key areas to consider when choosing a SaaS platform

With all of the above in mind, let’s now take a look at five key areas we ask organizations to focus on when evaluating and selecting a SaaS provider.

The following pages go into detail about each of these five areas.

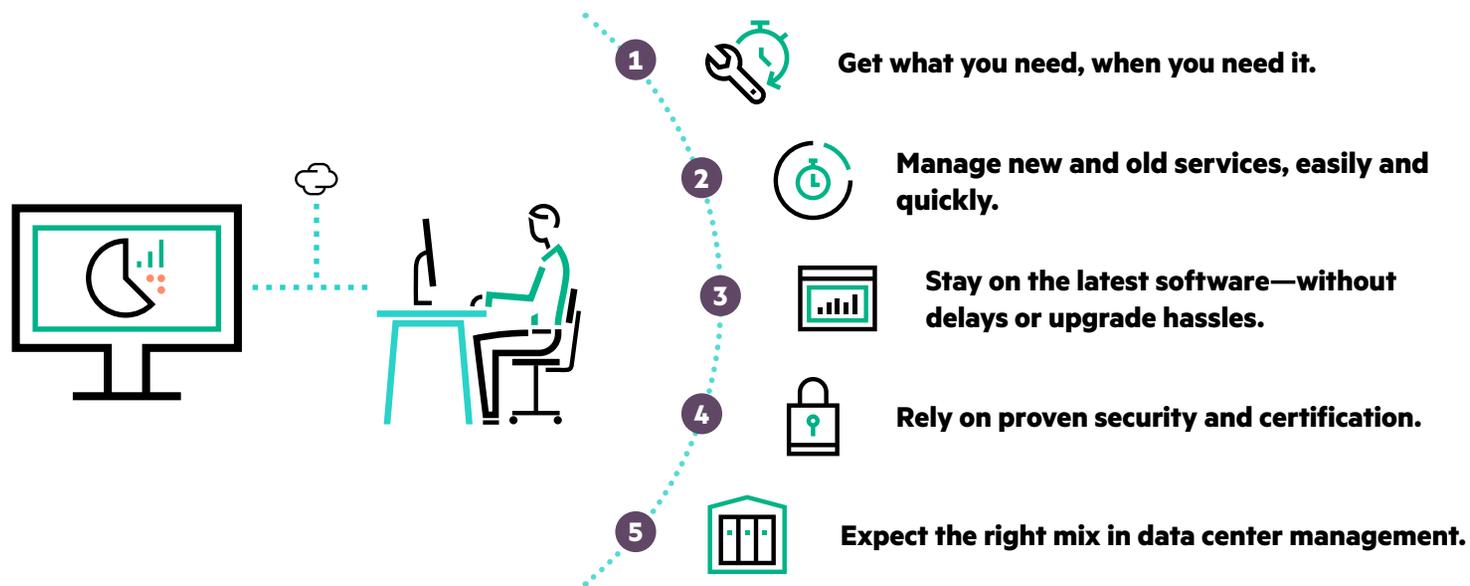


Figure 1: A proven SaaS provider should enable you to do these five things very well.



1 Get what you need, when you need it

We believe you should be able to do your job without having to worry about maintaining the software and the systems you use to support the business. You get what you need, when you need it. No more, no less.

Enterprises are increasingly moving to SaaS for these key reasons:

- **Financial**—it fits your budget and usage, with lower TCO and limited capital expenditure.
- **Complement to existing IT**—easily adding resources and data center capacity allows for always-ready service availability.
- **Faster time to value**—service is deployed and ready for use in weeks, as opposed to months in traditional IT projects.
- **Business agility**—flexible, cloud-based resources can easily scale up/out securely for regional expansion or changes in usage.
- **Focus on innovation**—with faster access to the latest technology, upgrading to new feature sets is seamless without the hassle of an actual upgrade, and without affecting any customization you may have done.

Legacy data centers have become silos—costly, complex, with lots of moving parts and too many people involved. The processes to get things done are cumbersome and time-consuming.

Figure 2 shows how complicated it can be to deliver an application infrastructure. It requires many processes and teams coordinating to order the system, locate equipment, secure approvals, set up the servers, storage, networking, load and patch the OS, virtualization and application software, and bring it all online. When

the business requests a new application from IT, it can take weeks or months until the application is up and running.

With a proven SaaS platform, you are able to automate the steps, accelerate service delivery, and improve service quality. And you should be able to do this flexibly—adapting and adding resources as your needs change.

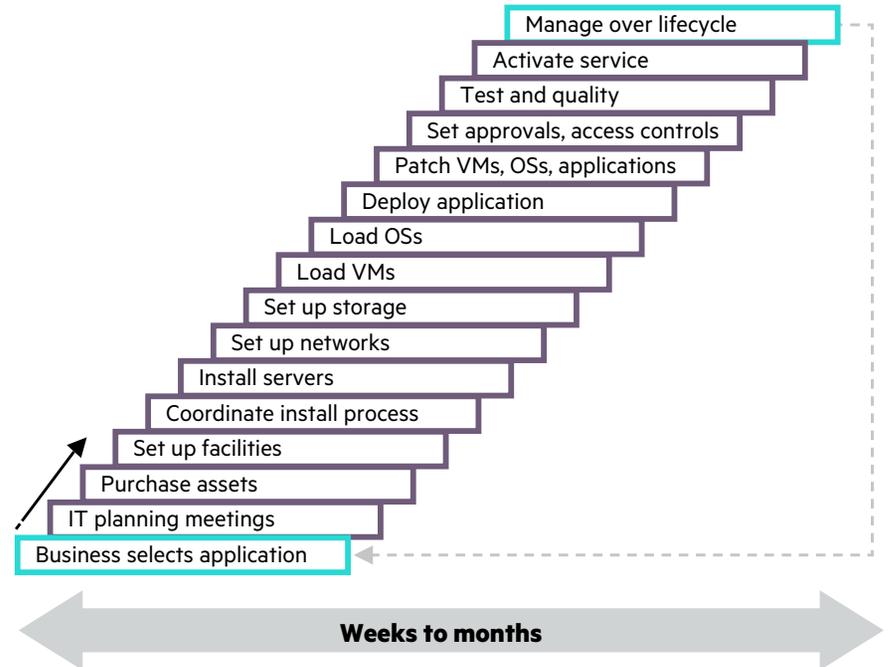


Figure 2: Delivering an application infrastructure traditionally



The importance of a comprehensive, flexible licensing model

When considering a SaaS provider, look for flexible terms that enable you to pay for what you need when you need it. For example, look for licensing that can expand from one month to one year and beyond and can be prorated. In particular, consider the use of committed multi-year contracts that allow for flexible interval billing. From a software adoption standpoint, this offers users price protection during the term of the contract while allowing you the means to pay for the service over different billing periods.

Scalability is of utmost importance, because typically your SaaS needs will be growing—sometimes unpredictably. Your vendor should enable you to expand and contract as needed, so that, for example, if your usage doubles over a six-month period, resources should adapt immediately to handle the change. Cloud-based resources should be able to expand instantaneously, with no service disruption.

It's also important to look for a licensing model that enables **co-termination** upon renewal. Co-termination enables you to specify a common expiration date (co-termination date) for all service programs you use. You can set this date so that all service programs for products ordered end simultaneously.

As an added benefit, your SaaS provider should be able to provide choice and flexibility to consume SaaS solutions in the manner as desired by your business. Find a SaaS provider that offers customers the means to pool their SaaS titles and quantities—to activate/deactivate SaaS solutions up to the total fee limit in the contract. This gives you hassle-free access to a comprehensive, market-proven IT management SaaS portfolio.

2 Manage new and old services, easily and quickly

We believe that SaaS services should be as easy to access and use as internal applications, and should work harmoniously with existing processes. To make this happen, you need to rely on a SaaS vendor that eases the integration path for you, making sure you protect your existing investments while adding SaaS services and expanding your hybrid infrastructure.

Your users should be able to access SaaS services through a standard, browser-based interface—whether they are working from a desktop or mobile device.

Integration with APIs should be consistent and follow open industry standards. Representational State Transfer (ReST) has not only become a popular

communication protocol on service-oriented architectural style, but an industry standard. Your SaaS platform should fully support ReST interface integration with on-premises and other SaaS services.

Essentially, the move to a SaaS platform should be without disruption or major changes to the existing apps and services you rely on—no rip and replace, and the assurance of problem-free co-existence with other services. This provides investment protection by enabling you to extend your current on-premises environment to SaaS, made possible through an all-encompassing ecosystem that the SaaS provider delivers.

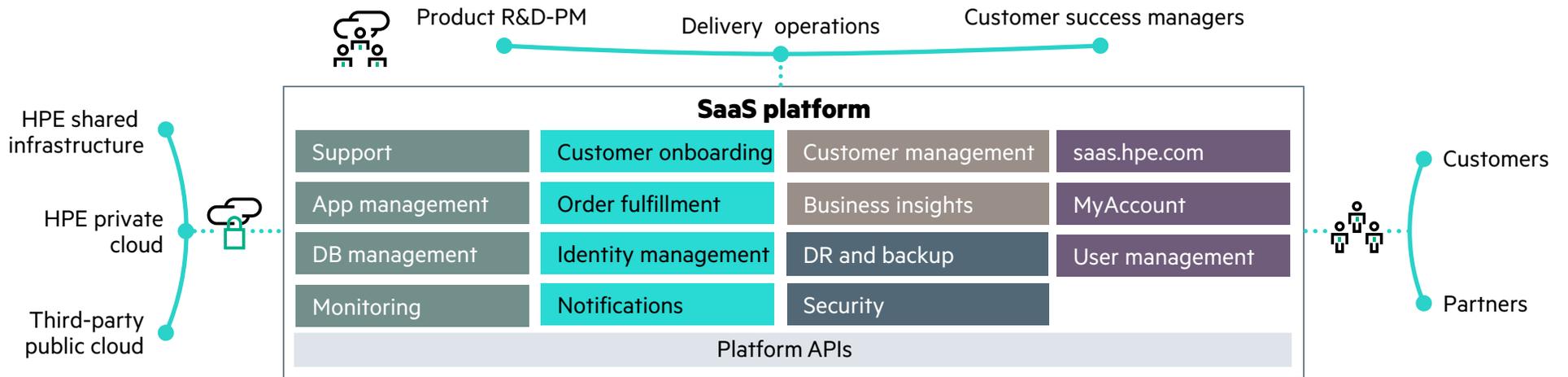


Figure 3: What we provide to each HPE SaaS customer

3



Stay on the latest software—without delays or upgrade hassles

Enterprise application upgrades often prove expensive and time-consuming—and in many cases, new features are not implemented or are delayed because of the difficulty and expense. Typical issues can include:

- Project cost—cost of the software upgrade, as well as hardware and technical resources
- Training and enablement cost—cost to train administrators and users
- Unpredictable “when things go wrong” costs—downtime that can impact business delivery and the indirect costs that can skyrocket
- Cost of preserving customizations and integrations with the upgrade—difficulty in forecasting the cost of validating the new version given all of the customizations and integrations in the current version of the software
- Opportunity cost—missing out on new innovations or business value by not moving to the latest version, being largely responsible for the total cost of upgrade
- Migration/Upgrade pains—minimize changes to your IT infrastructure, that you won't want to disturb or lose when moving to SaaS

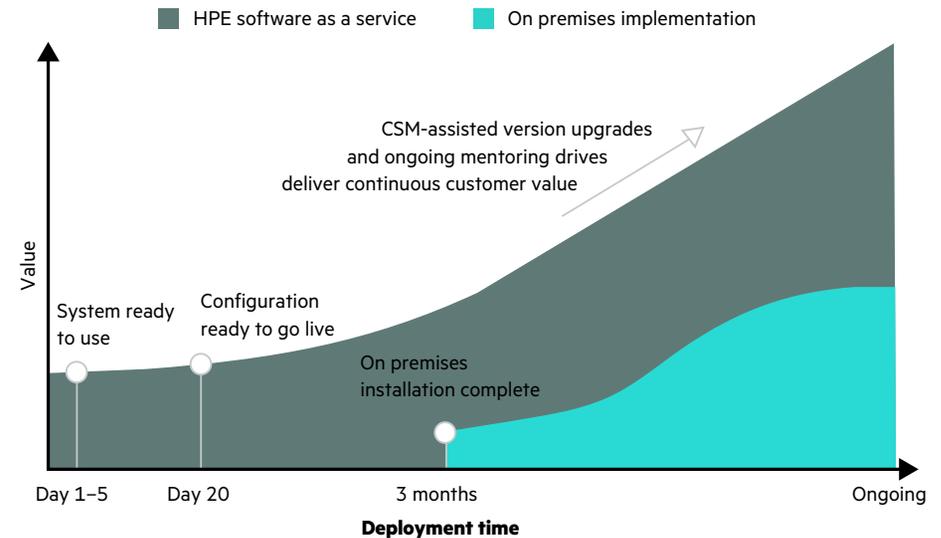


Figure 4: Stay on the latest software with the guidance of customer success managers (CSMs)

We believe your business should be able to use the latest software updates without interruptions or delays due to hardware or supporting software constraints. We often hear enterprise customers say: “The hardest part of owning (XYZ software) is the upgrade process.” Look for a SaaS provider that enables you to stay up to date on your essential software with a guided, structured upgrade process that is seamless and avoids any service disruption.

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The role of a customer success manager (CSM) in enablement

Part of your SaaS deployment should include a customer success manager (CSM)—an expert assigned by the SaaS provider to your team—who is a process and product expert that understands your end-to-end IT needs.

The CSM is responsible for the long-term strategic implementation and direct customer support, ensuring the successful implementation and adoption of your investment in SaaS solutions. You should expect the CSM to deliver excellent customer care, develop into the role of trusted advisor, and coordinate resolution of high-priority issues. When security incidents or other issues occur, the CSM should be your go-to person for escalation and quick resolution. In addition, the CSM should help you smooth the increased adoption of SaaS and ensure that employees follow best practices.

Ideally, the CSM should also help establish a center of excellence for you to on-board SaaS solutions such that the phased rollout of functionality, training, and development of best practices continually drives incremental value and return on your investment. This may include setting up regular service review meetings, participation in steering committee discussions of performance, improvements, and adoption of services.



4



Rely on proven security and certification

We acknowledge that it's a pretty tall order to find a SaaS provider with world-class operations offering enterprise-grade services based on decades of running mission-critical solutions. Few providers can point to more than 10 years of SaaS delivery with a multi-tenanted global data center footprint that can instantly scale to meet your business needs.

But as critical as it is having high service availability (in the triple nines), closely monitored 24/7 by a service operations center, we also believe that all SaaS services should be as secure as possible and perform to predictable and measurable standards. Your SaaS service provider needs to deliver a SaaS platform with the highest level of industry standards certification. This includes:

- ISO/IEC 27001 certification
- Global information security policy
- Business continuity management
- Information security management system
- Risk management program
- Information security incident management
- Access control
- Asset management
- Human resources security
- Application security
- Physical and environment security

Information security management

Most customers are understandably concerned about data privacy and security when moving to a remotely hosted application. Your SaaS provider must make sure customers can move critical data to the cloud with peace of mind. Following management commitment to information security, an information

security policy should be defined to make sure the appropriate controls are in place to protect the organization's assets. The information security policy (ISP) is established by taking into account business, legal, and regulatory requirements in addition to contractual security obligations. Your SaaS provider should have an established ISP based on years of experience in running the SaaS business, evaluating risks involved, and in conjunction with the best practices in the industry.

The result is comprehensive security management that includes, among others, security policies in the following domains:

- Framework for the security policy
- IT security management
- Access control
- Password policy
- System operations security
- Software development security policy
- Network security
- Human resources security
- Physical security
- Delivery operations security policy
- Security incident response policy
- End-user security
- Compliance with legal requirements policy

Also essential to any SaaS implementation is a comprehensive business continuity plan (BCP). A disaster recovery plan is a subset of the BCP and includes a set of processes that have been implemented and tested to ensure recovery capabilities in case of a disaster scenario. Your SaaS provider should conduct procedural and comprehensive operational tests and scheduled disaster recovery tests conducted quarterly.

5



Expect the right mix in data center management

We believe in maintaining the highest level of quality and innovation in data center construction and management practices. You should be confident in the ability to rely on your SaaS provider's expertise instead of having to do it all on your own.

Your provider needs to offer a comprehensive methodology to analyze and evaluate the right moves for your applications. This means having the right mix of infrastructure optimized for each of your applications—whether in your traditional data center or in a public, private, or managed cloud. And it all has to work together seamlessly, to create and deliver new value instantly and continuously.

Keep in mind that your infrastructure isn't just in your data center, and it isn't just in the cloud. It has to be everywhere, at the right cost, at the right performance, with the right management, and at the right scale.

The point is that your hybrid infrastructure (which your SaaS platform is part of) needs to be able to compose and re-compose to meet shifting demands, and pivot when the inevitable disruption arrives. You need to maintain the highest level of quality and innovation in data center construction and management practices, to maximize performance allowing for continuous delivery, improved efficiency, and optimized costs.

This includes areas such as:

- Data center site selection, architecture, etc.
- Server and communications equipment
- Staffing and management practices, including change and configuration
- Disaster recovery (DR) and business continuity practices

The hybrid world is now the new reality, and that means you will need a strategic transformation partner to help you get it right. Your SaaS provider should help accelerate delivery of applications and services into your enterprise—using the right mix of traditional infrastructure, private, managed, and public cloud. This will efficiently transform your data center to a hybrid infrastructure with consistent management and control software to meet the demands for agility and a superior user experience.



The HPE approach to transformation in the cloud

HPE SaaS has the most experience of any leading enterprise SaaS vendor in the industry. For over a decade, we have been leveraging the cloud to deliver award-winning software solutions. We've done this by utilizing resources more efficiently while delivering greater business value, with IT investment protection in mind. Our focus is on the differentiated value that a comprehensive SaaS ecosystem provides.

We believe in building a SaaS platform that meets business-critical operations with no extensive overhaul on the customer's part. Key to this is an assigned customer success manager who manages your day-to-day operations and acts as your trusted advisor.

Also essential is platform extensibility, with API integrations out of the box. Specifically, our vendor-agnostic approach enables HPE SaaS customers to easily extend their current on-premises environment to HPE SaaS, while continuing to work with HPE or other third-party solutions.

Only HPE spans the breadth of expertise in both application and infrastructure—from on-premises to off-premises, from build to consume, from traditional to private, from managed to public.

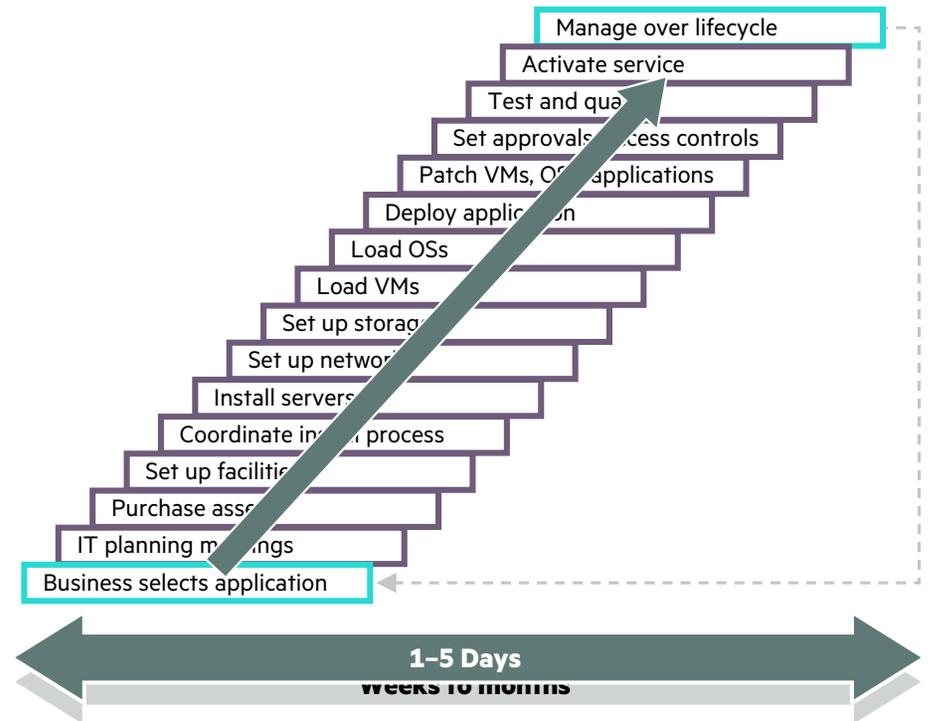
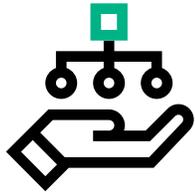


Figure 5: Fast track to value (HPE SaaS platform)

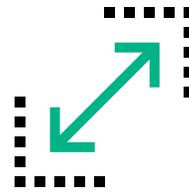
Key HPE strengths in SaaS

Reliability



We have more than 15 years' experience running mission-critical enterprise-grade solutions, serving many of the Fortune 500 with market-tested best practices. This includes delivering 99.9% service level availability consistently through robust multi-tenanted data centers with a global footprint.

Agility



Responsive 24/7 always-on service operations center supports on-demand services that enable HPE customers to scale up/out in the cloud securely. We provide an engaging user experience that advocates self-service consumption in the cloud.

Efficiency



We help you optimize the use of resources with a pay-for-use OPEX model via the cloud to lower operation costs, with investment protection through a strong extensible suite of API integrations. HPE customer success managers facilitate end-to-end SaaS migration for rapid provisioning and use of orders, to minimize day-to-day management complexity. Trusted advisors optimize the configuration of SaaS offerings, for seamless, hassle-free feature set upgrades.

What you should expect in SaaS solutions:



How HPE delivers:

- Flexible licenses and terms; co-termination; price protection during term of the contract; ability to scale immediately as usage expands
- Standard, browser-based interface (desktop and mobile); extensive, extensible ReST APIs with all-encompassing ecosystem; investment protection
- No interruption or delays in operation; guided and structured upgrade process; availability of customer success managers; no loss of customer tailoring or customization
- ISO/IEC 27001 and other essential certifications; comprehensive business continuity and disaster recovery plan
- Decades of hands-on experience building and operating data centers around the world for the world's leading enterprises; HPE was instrumental in drafting the ITIL best practices for IT incident/problem/change management.



The HPE ADM Portfolio for the Cloud

With HPE ADM in the Cloud, you can modernize your application development lifecycle for the cloud today and rapidly and consistently deliver on high-quality application releases. At the same time, you can optimize your application performance testing in the cloud for continuous integration and testing.

- **HPE Agile Manager**—A SaaS-based project and application development management solution, Agile Manager acts as the communication hub and decision support system to organize, plan, and deliver Agile projects. This solution empowers teams to manage their backlog with unparalleled visibility into development data, which aids in developing and managing application development using Agile methodologies such as SCRUM, KANBAN or SAFe.
- **HPE Quality Center Enterprise**—A SaaS solution that enables you to manage your application quality using an integrated approach to QA and testing, with speed in delivery. Combine your requirements definition and management with risk-based test management. Get multi-aspect test planning, with comprehensive manual and automated test execution for multiple environments.
- **HPE Application Lifecycle Management**—A SaaS-ready ALM software solution that accelerates application transformation by empowering application teams to plan, build, and accelerate release of applications, components, and services with fewer delays and better quality. It offers a powerful, single repository providing your teams with visibility across all enterprise projects and the complete application lifecycle. In addition, it delivers scalability, support, and cost savings to help users focus on innovation and enhance customer satisfaction. With HPE Application Lifecycle Intelligence (ALI), this further extends HPE ALM traceability between requirements, tests, defects, code changes, and build management systems. It supports your DevOps initiative by promoting faster release of applications through the automation of an integrated build, test and deployment process.

- **HPE Performance Center**—A key SaaS offering that enables you to achieve enterprise-wide performance validation. With Performance Center, you can standardize on a specific testing platform or develop a performance-testing center of excellence.
- **HPE StormRunner Load**—HPE StormRunner Load is a SaaS solution for Web and mobile application performance and cloud testing. Unify fault, availability, and performance engineering in the cloud. This cloud performance testing software helps you improve network uptime and performance and increase responsiveness to business needs. It accomplishes this with self-service administration that enables project and Agile teams to plan and execute performance testing and analysis of Web and mobile applications with the ability to integrate with CI/CD tools such as Jenkins.

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