

## Cortex enables SaaSPlaza to extend their range of services



SaaSPlaza brings together software suppliers and implementation partners for the transparent supply of SaaS. The company is dedicated to providing services via its rapidly expanding partner channel, as such

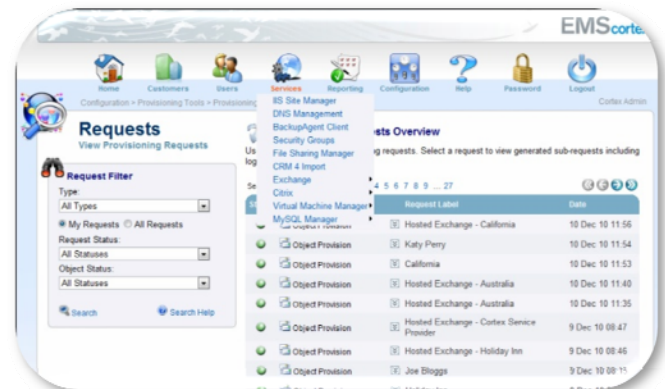
supporting these partners in their respective local or vertical markets.

### Automation requirements

In 2007, as SaaSPlaza expanded its portfolio of online Microsoft services and started to add other ISV applications, it became apparent that the ability to effectively serve a rapidly growing partner channel would require process automation. The company identified the need for a solution that would help to manage companies, end-customers, users, and to reliably provide services to these users. In addition, it required the ability to integrate into other systems.

It became clear that the company's current solutions were not powerful enough to do this and that it would require a substantial investment to serve its business needs. Worse still, in the case of one of its third-party provisioning systems SaaSPlaza learned that it had become heavily dependent on the service release cycle of the specific vendor, without the possibility to implement its own services.

SaaSPlaza required a sophisticated and reliable solution as its partners were going to be dependent on the system to take advantage of market opportunities and generate immediate revenue.



This is a screenshot of the configuration screen, allowing you to see every provisioning request submitted in Cortex.

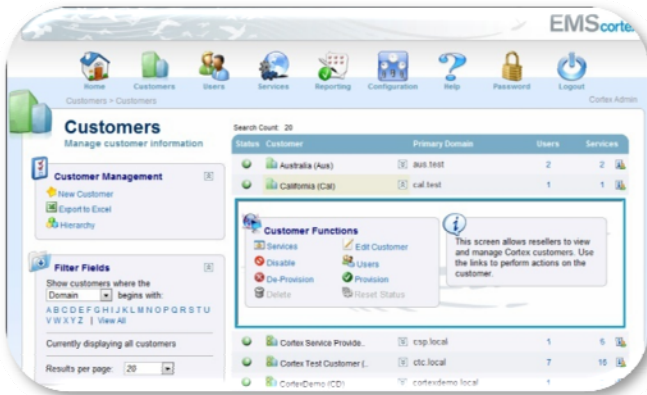
In short, the company needed a system that was going to be reliable, scalable, feature rich and secure. It also needed to integrate easily with Microsoft services, and, preferably, would not require large upfront investments so the company could continue to invest in its service development.

### Going for Cortex

SaaSPlaza selected EMS-Cortex as it met with all of its requirements. During the proof-of-concept, SaaSPlaza was impressed with not just the functionality and richness of the product, but also with the way the support team guided the installation and setup. The issues that the company encountered were, despite the fact that there is a 12-hour time difference between offices, rapidly and professionally fixed.

The product has provided the flexibility and scalability that the company was looking for. The engineers and the customers both like it and can use it – in most cases – after just a minor briefing. ▶

## SaaSplaza uses Cortex to extend their services offer



Above is a screenshot of the customers' management screen for the Service Provider. On this screen you can access to every parameter of the customer's organization.

### Minimum incremental cost

SaaSplaza has been able to add services without the large costs that are often associated. The user/service-based recurring pricing model allowed the company to ramp up cost as volume grows, so that it can continue to invest in its partner channel and service development.

On a number of occasions, the company has been able to attract ISVs based on the fact that it is running Cortex, and has demonstrated the possibility to extend and implement new services for those ISVs.

EMS-Cortex has been implemented on Windows Server 2008, tied to Active Directory. The system is used for provisioning of all of online user-based services, including many applications based on Microsoft Terminal Services. The Cortex application programming interface is used to facilitate the seamless integration with SaaSplaza's backoffice systems for reporting, analysis and invoicing. ■

### Highlights

#### Summary

SaaSplaza required a sophisticated, reliable and scalable solution to both serve their rapidly growing partner channel and implement their own services. They needed to be able to extend their service offer and automate their processes to be able to develop their business.

#### Services provided

- Microsoft CRM
- Microsoft SharePoint
- Custom applications

#### Main requirements

- Process automation for the provided services
- Implementation of custom services
- Reselling capabilities to extend their network
- Quick return on investment with minimum starting cost

#### Key benefits

- Easy integration to the existing infrastructure
- Minimum incremental cost for new services
- Revenue and profitability increase
- Possibility to invest in their channel development
- Excellent 24/7 support

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