



CAST IRON

S Y S T E M S

INTEGRATE IN DAYS

The 5 Myths of SaaS Integration

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Why should you care about integration?

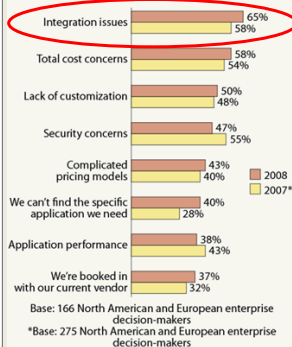


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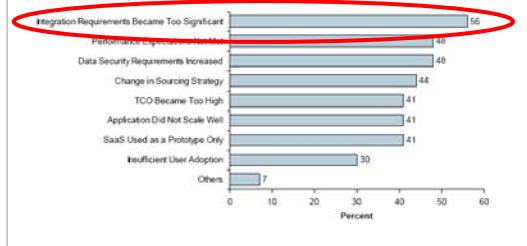
Integration And Cost Top Concerns

"For which of the following reasons are you not at all interested in software-as-a-service?"



Gartner

Survey question: Why is your organization currently transitioning from a SaaS solution to an on-premises solution?



Source: Gartner User Survey Analysis: Software as a Service, Enterprise Application Markets, Worldwide, Oct 2008

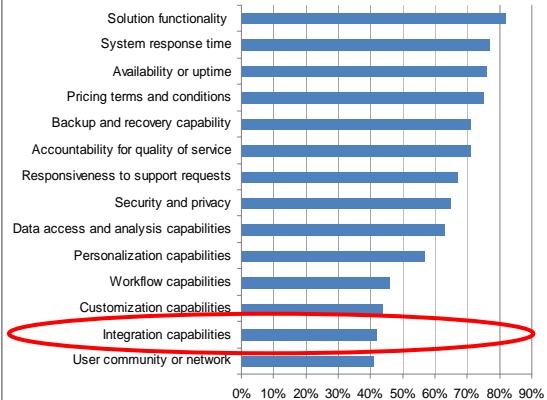
SaaS Satisfaction – My company is satisfied with...

Despite an accelerating competitive landscape (fueled by massive VC investment and ISVs attempting to transition their business models), customer churn will remain low for SaaS segment leaders through 2013 – who will continue to achieve greater than 85 percent customer renewal rates and better than 100 percent on an annualized contract value renewal basis.

My company is satisfied with the overall experience of using SaaS solution (s):

Strongly Agree	34.3%
Agree	50.0%
Neither Agree nor Disagree	13.0%
Disagree / Strongly Disagree	2.8%

Satisfaction / Experience



Source: Saugatuck Technology, SaaS Survey Research 2008 (n=420)



Myth #1 : It's a Consulting problem



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Consulting

“Our **implementation backlog** is hurting our deployment times and sales cycles”

Products



“We need to **pre-package integrations** and support all the different endpoints”



Sales

“We need a way to **demonstrate** to the customer we have done this before”



Marketing

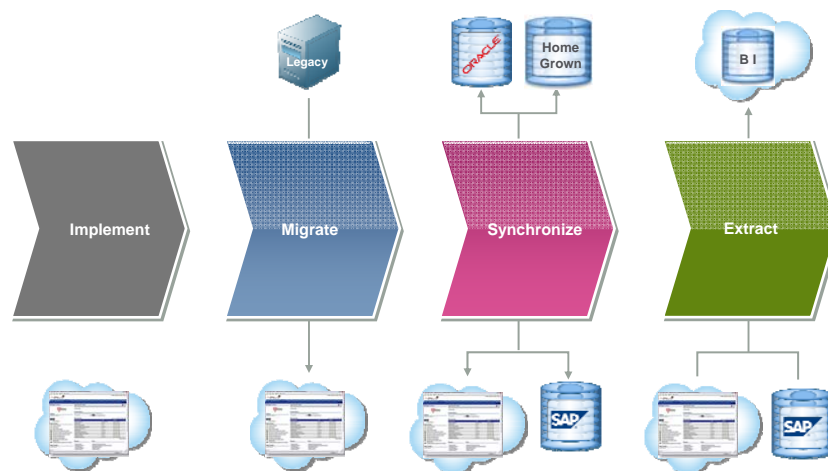
“We need **turnkey programs** that showcase our **pre-integrated solution**”

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Myth #2 : We just need to a data loader



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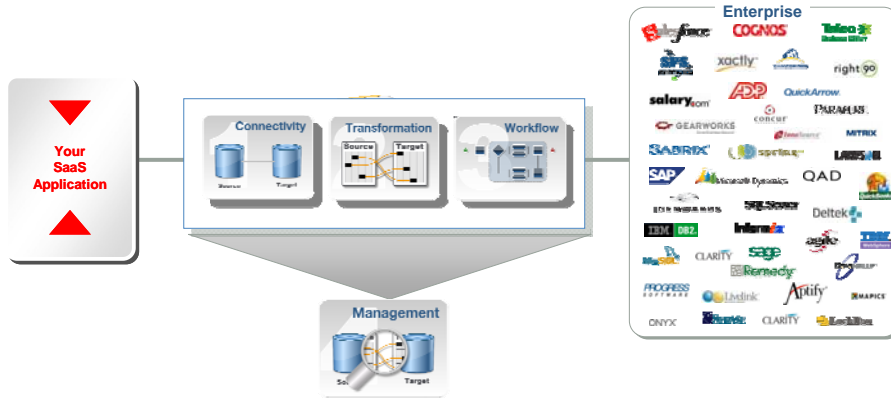


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Myth #3 : We just need an API



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Myth #5 ISV's Can't Make Money from Integration



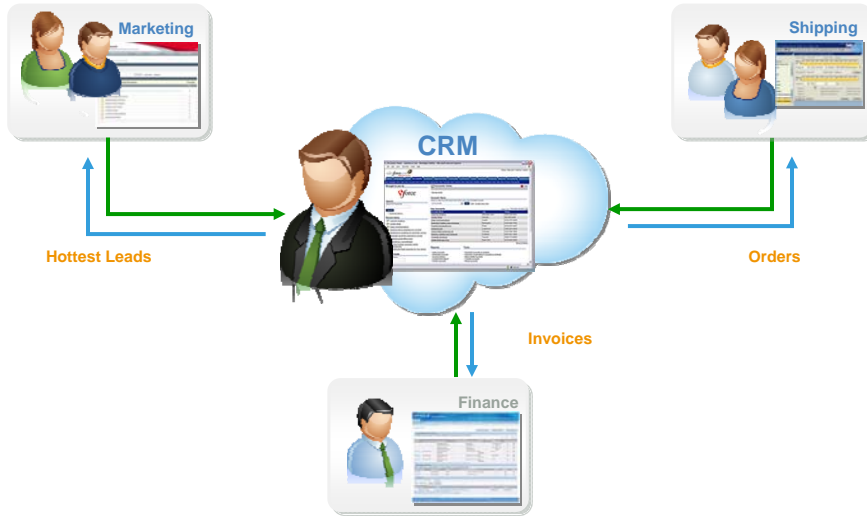
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Myth #5 ISV's Can't Make Money from Integration



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The screenshot shows a Salesforce CRM interface. A green arrow points from a 'Customer Profile' window to a 'Near by Site Listing' window. A cloud icon with the Castiron logo is overlaid on the interface.

Site #	City	Size	Type	Promotion	Street	NSC	# Units
0530	Los Angeles	10X10	CEN-Climate UP Normal	CBE - First Month Half Off	289.0		1.0
1030	Hawthorne	10X10	NDN-Non-Climate Down Normal	CBE - First Month Half Off	166.0		1.0
1012	West Hollywood	10X10	NDN-Non-Climate Down Normal	CBB - First Month Free	235.0		2.0
8011	Venice	10X10	NDN-Non-Climate Down Normal	CBB - First Month Free	229.0		8.0

Number	Name	Address	Res Deposit	Distance
1016	Studio City - Ventura Blvd	11570 Ventura Blvd	\$ 10.0	2.94
0352	Hollywood - N Vine St	1860 Vine St	\$ 10.0	4.8
1180	Culver City - La Cienega	2645 La Cienega Ave	\$ 10.0	5.11
8008	Sherman Oaks - Sepulveda Blvd	5225 Sepulveda Blvd	\$ 10.0	5.39
1012	Hollywood - Santa Monica Blvd	5825 Santa Monica Blvd	\$ 10.0	5.43
1122	North Hollywood - Van Owen	11423 Vanowen St	\$ 10.0	6.51
0353	Los Angeles - Fountain Ave	4728 Fountain Ave	\$ 10.0	6.75
1110	North Hollywood - Salicoy St	13434 Salicoy St	\$ 10.0	7.31

ExtraSpace Storage 888-1477

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Integration Results

Today

- Call Center – Oct 2008
- Retail Stores – Apr 2009

Tomorrow

- Web Data – June 2009
- Other process support on the Force.com platform – Ongoing

Group	# of Users
Call Center	70
Retail Stores	700
Field Management	100
Other Corporate	300

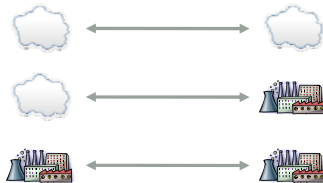


Integration Solutions: What to look for



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Multiple Scenarios



Fit for All Company Sizes



Library of Templates



Endpoint Expertise





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