

UShareSoft Helps Six Apart Expand Their Business & Accelerate Sales Cycles

New partner portal based on UShareSoft's UForge makes it faster and easier for Six Apart to deliver tailored Movable Type solutions to customers and partners.

Cloud Computing Opens Up New Business Opportunities

Six Apart is a Japanese ISV that owns, develops, markets and supports the successful Movable Type publishing platform for web sites and blogs. In the past, traditional, license-based, on-premise installations drove the majority of the company's business. However, the team at Six Apart were quick to recognize the opportunities provided by new "Software as a Service" (SaaS) business models and cloud deployments, both for the company and its channel reseller partners.

Six Apart understood, however, that their existing development and delivery processes for Movable Type would limit the speed and flexibility with which they could deliver new SaaS services to their users and customers. Six Apart needed to support a large software "matrix of complexity" to meet the needs of different customer operating system and hypervisor environments. With existing manual software assembly and maintenance processes, each operating system (OS), middleware or Movable Type update meant re-building the full software stack.

The Challenge: How to Scale Six Apart's SaaS Business

Looking to take advantage of the revenue opportunities provided by cloud computing and scale their online business as quickly as possible, Six Apart knew they needed to make it faster and easier to get their software into the hands of both customers and partners. Specifically, they were looking for a solution which would:

- > Automate software delivery processes to remove lengthy manual tasks and integration and improve time to market
- > Simplify customer evaluation to accelerate their sales cycles
- > Easily scale as the company grows its reseller and customer base
- > Support new IT environments as the company grows in Japan and elsewhere

To help them meet these needs, Six Apart have implemented a new partner platform, UNIBaaS, that makes it faster and simpler for the company to deliver tailored Movable Type solutions to customers. UNIBaaS uses UShareSoft's UForge software management platform at the back-end, and a SaaS CRM on the front end.

Industry

Software & Programming:
Movable Type and
TypePad Web Site & Blog
Publishing Platforms

Headquarters

Tokyo, Japan

Products & Services

UForge Factory
SaaS CRM Platform

Results

- > Accelerated Sales Cycles
- > Faster Time to Market
- > Growth in Number of SaaS Deployments

"We need to meet the infrastructure needs of all our Movable Type customers, regardless of the operating system, hypervisor or cloud environment they use."

NOBUHIRO SEKI

President and CEO
Six Apart

"UForge makes it much simpler for us to support heterogeneous IT environments: we simply model once and deliver anywhere. By working with UShareSoft, we turn customer deployments around faster, letting us scale our business more quickly."

NOBUHIRO SEKI
President and CEO
Six Apart

About UForge

UForge is a software onboarding and management platform for hybrid cloud. Using simple, self-service tools, **build and maintain** full software stacks; **migrate live servers** to the cloud, or between clouds; and make software easier to **distribute and consume** via an app store.

Get a free account:
www.usharesoft.com/signup/

The Solution: Automated Software Delivery for Faster Time to Market

Six Apart have combined UNIBaaS with IDC Frontier's public cloud to create an end-to-end software delivery process that rapidly puts tailored Movable Type solutions at the customer's fingertips.

When a Six Apart reseller receives a request from a potential customer to evaluate Movable Type, the reseller accesses Six Apart's UNIBaaS portal, and selects one of five ready-to-run VMs that meets the customer's needs in terms of operating system, hypervisor, instance size etc. The VMs are pre-packaged by UForge and can be directly published into Six Apart's IDC Frontier cloud account for provisioning.

The reseller receives notification when the VM is available and the end user is then able to evaluate Movable Type. At the end of the evaluation period, the reseller uses the UNIBaaS portal to either close the instance down, and if appropriate, request a full production version for their customer. Six Apart is billed directly by IDC Frontier and charges the appropriate costs back to the reseller. Any customer billing is managed directly by the reseller.

UForge provides full software modeling from the OS up to the application, meaning that the VMs can be automatically updated and maintained with new OS versions, and with Six Apart's own release updates, without the need to manually re-build.

Results: Business Growth, Faster Sales Cycles & Lower Time to Market

By streamlining software delivery, Six Apart's new UForge-based UNIBaaS platform is driving numerous business and IT benefits for the company, including:

- > **Accelerated sales cycles**
UForge significantly reduces lead times for evaluating Movable Type. Instead of needing to set up dedicated servers, potential customers quickly receive a ready-to-run test environment.
- > **Faster time to market**
By automating their processes and removing manual re-builds, Six Apart are able to release new Movable Type versions more quickly than ever before. System changes and OS updates are fast and easy to implement.
- > **Growth in SaaS deployments**
Six Apart are seeing SaaS deployments overtake onsite deployments, helping the company achieve their goal to expand and scale their business.

With the proven success of UNIBaaS, Six Apart are planning to expand the platform to resellers in the United States and Europe, helping further grow their business. Additionally, Six Apart are evaluating support for other cloud environments such as Amazon Web Services, and the ability to integrate complementary ISV products into UNIBaaS, both of which would allow Six Apart to meet more complex and varied customer needs with new products and services.

