

E-book



SaaS and Managed Services with Eidosmedia

STRATEGIC BUSINESS TRANSFORMATION



EIDOSMEDIA

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Overview

The term 'managed services' refers to a number of ways in which an organization can outsource its IT operations, ranging from remote management to cloud-based solutions.

Beyond 'lift & shift'

The value of such services has evolved from the original aim of offloading responsibility for IT hosting and maintenance ('lift & shift').

Today, organizations are increasingly using their service providers to gain access to the continuous technological innovations and improvements that are necessary to their success.

A wide range of service modes

Eidosmedia has a long experience of hosting and managing IT resources on behalf of its customers. Its current MS portfolio spans almost every service model from on-premise management to public and private cloud hosting and application virtualization.

Strategic partnership

Eidosmedia approaches its managed services operations as strategic partnerships. Its aim is to keep its customers at the forefront of technological development through solutions with high levels of security, availability and economy.

"... access to
continuous
technological
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improvements ..."



"... solutions with
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Definitions

- **Managed Services**

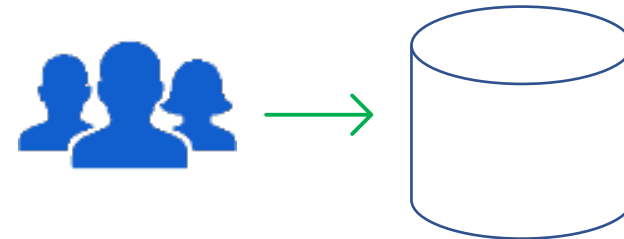
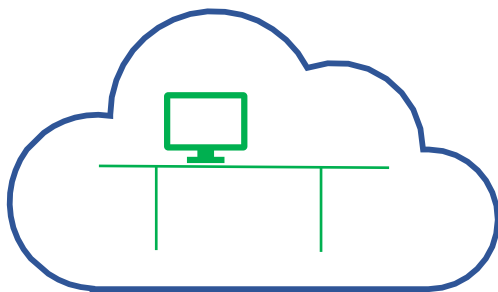
The customer platform (which may be on-premise or in a data center) is managed remotely by Eidosmedia engineers.

- **Cloud Managed Services**

The customer platform is hosted in a public or private cloud and managed remotely by Eidosmedia engineers.

- **SaaS (Software as a Service)**

Access to the functions of the platform is provided as a subscription rather than a purchase. Cloud managed services solutions usually use this model.



- **Zero-footprint solutions**

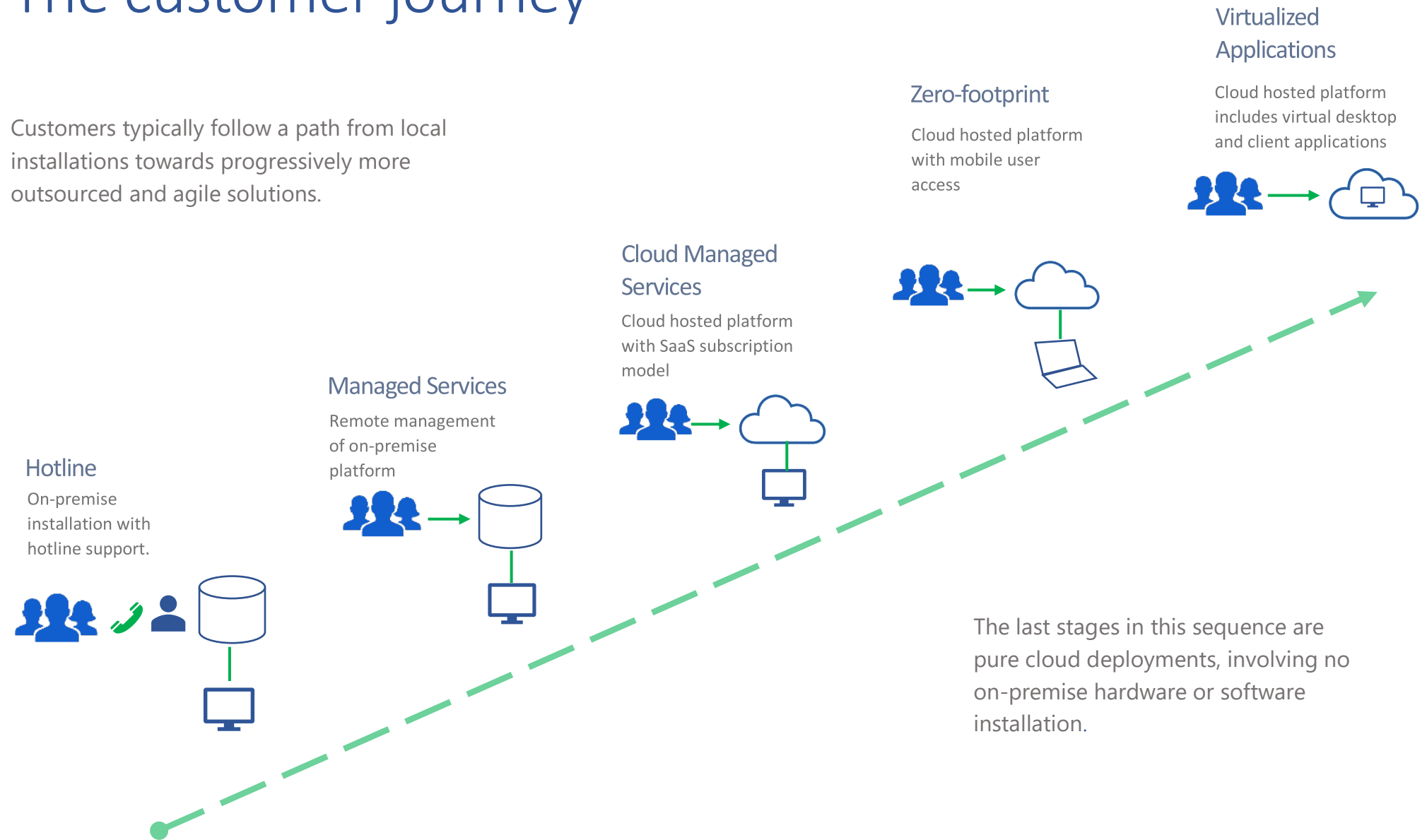
Customer staff access a cloud-hosted platform using web-based and mobile applications, eliminating all on-premise installation.

- **Virtualized applications**

As well as hosting the server platform, the cloud also provides a virtual desktop to replace local client installations such as *Prime*.

The customer journey

Customers typically follow a path from local installations towards progressively more outsourced and agile solutions.



The last stages in this sequence are pure cloud deployments, involving no on-premise hardware or software installation.

SaaS and Managed Services – the business case

Today most businesses are under pressure to achieve greater speed and flexibility in their operations for several reasons:

- to respond to market demands,
- to meet more stringent government and partner requirements
- to adapt to changing customer behavior.

Driving innovation and transformation

The business value of managed services has dramatically changed over the past decade. From the original goal of reducing costs and standardizing technologies, it is now a key driver for innovation and transformation.

Modern organizations use managed services as a means of restructuring their financial model and getting access to innovative services that help accelerate the change they need in order to stay competitive.

Today, providers of managed services are seen as partners offering more strategic capabilities and continuous innovation.

“... among businesses that have already migrated, **76% say cloud managed services are an essential part of their IT strategy** and they cite benefits including cost reduction, greater flexibility and efficiency, improved speed to market, and increased security and compliance.”

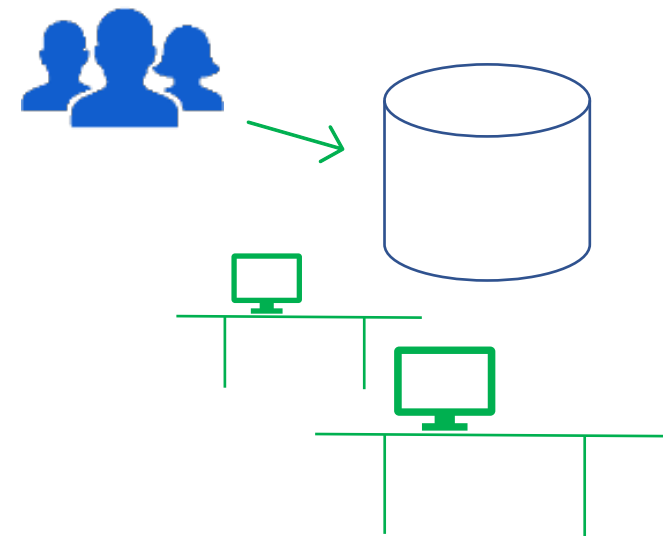
Frost & Sullivan
Are Cloud Managed Services Right for Your Business?

On-premise managed services

In the basic managed services mode, Eidosmedia is responsible for the day-to-day operational management and maintenance of the customer's installation, which may be physically located on customer premises or a suitable server farm.

Benefits

- This is a **proactive monitoring mode** in which support engineers are normally the first to detect and remedy a potential issue, before the customer is aware of it.
- The **range of expertise** available in the remote support team is extremely broad and would be almost impossible to duplicate at local level. Being shared with other managed-services customers, it is also cost-effective.
- The agreed upgrade program ensures that the platform is **always up to date** and users benefit from the latest features and tools.



Cloud managed services and SaaS

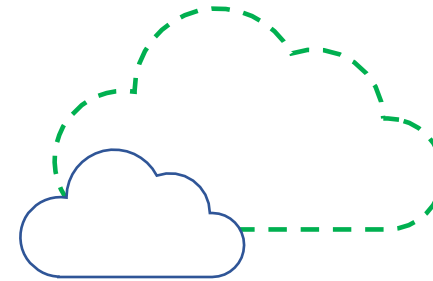
Méthode and *Cobalt* fully support cloud hosting, allowing application servers to be located in the cloud, removing server hardware from the customer's premises or server farm.

The cloud installation is remotely monitored and managed by Eidosmedia support engineers and the availability of the service is governed by a service level agreement (SLA).

Customers' activities are limited to accessing the applications in pure Software as a Service (SaaS) mode, leaving them to concentrate on business priorities.

Benefits

- **Fast deployment:** with no hardware to provision, a project may be launched as soon as the software configuration is completed.
- **Dynamic support:** in addition to constant monitoring and maintenance activities, support engineers carry out updates and improvements according to a schedule agreed with the customer, optimizing platform performance.



Unlimited scalability

Cloud capacity can be added or removed at any time. Capacity can be scaled up and down automatically to deal with traffic peaks in web server applications.

Cloud hosting

Eidosmedia solutions are certified for public clouds provided by Amazon (AWS) and Microsoft (Azure).

Private cloud

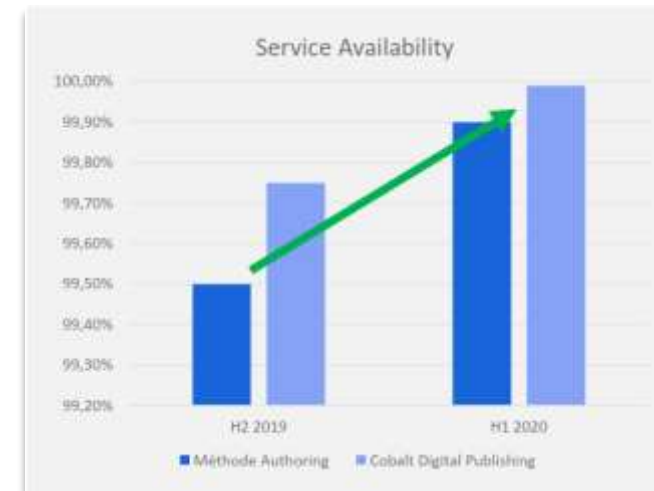
Alternatively, Eidosmedia offers a private cloud based in Frankfurt, Germany, a platform already used by many of its news-media and corporate customers in Continental Europe.

Hybrid cloud

Customers may also choose a mixed solution combining private and public cloud hosting for different functions. Such a 'hybrid' arrangement can maximise the cost-effectiveness of the solution.

Security and continuity.

Cloud hosted solutions enjoy a high level of security and continuity which would be difficult and costly to achieve in a local installation.



High availability

Methode and *Cobalt* cloud deployments have now achieved "three nines" and "four nines" service availability.

The SaaS advantage

As an Amazon Web Services Advanced Partner, Eidosmedia shares AWS's view of the advantages of moving to a SaaS model:

- freedom from the constraints of on-premise data centers
- faster time-to-market
- improved workforce productivity
- more transparent and predictable operational costs

Strategic benefits

Using a cloud-based SaaS operation allows organizations to take advantage of technological innovations more quickly and with less risk. This speed and mobility confers both short-term benefits, as well as long-term strategic advantages.



TCO reduction

Total cost of ownership reductions of between 20% and 40% are typically achievable when moving to a SaaS solution.

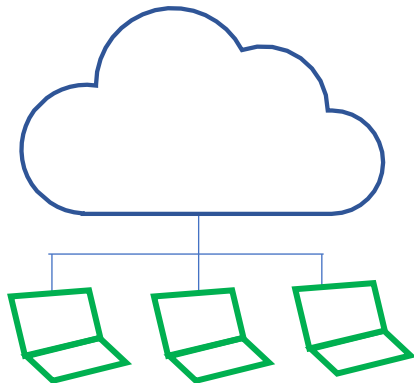
Achieving Zero-footprint

Customers can eliminate all physical installations from their premises by adopting a cloud-hosted solution accessed by mobile applications.

The distributed newsroom

The elimination of the need for desktop hardware allows staff to work from any location.

During the recent public health crisis, entire editorial operations have left the physical office or newsroom to work in distributed mode from remote locations.



"We realized that a truly digital business is decoupled from its infrastructure and its physical location."

Sylvain Coutu, CTO, Canadian daily *Le Devoir*

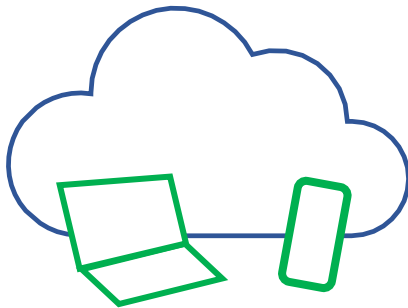
Working from anywhere

Zero-footprint solutions are made possible by Eidosmedia's *Swing* family of mobile applications. These 'work from anywhere' apps offer a full range of authoring, media management and coordination functions.

Using mobile devices from laptops to smartphones, editorial staff can carry out almost every operation necessary to a modern digital news operation.

A shared workspace

Swing's planning and coordination tools create a shared workspace which replicates the efficient workflow of a well-managed newsroom or office – even for teams distributed across different geographical locations.



PageTrack - remote print monitoring

Where print is still vital to business, the *PageTrack* mobile app provides remote monitoring of print editions on any remote device, from page plans down to individual articles and text.

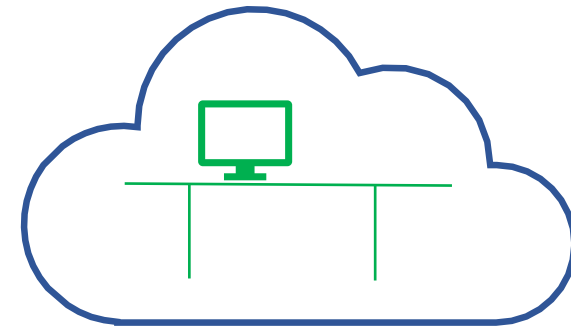
Moving desktop applications to the cloud

Virtual desktops are cloud-based virtualization services that eliminate the need to install application software on users' machines.

Eidosmedia's *Prime* client is fully deployable using these services.

They include:

- **Amazon Workspaces**, a Desktop-as-a-Service solution that provides users with a Windows or Linux desktop, highly scalable and rapidly deployable.
- **Amazon AppStream**, allowing applications such as *Prime* to be accessed through high-performance data connections.
- **Microsoft Azure Windows Virtual Desktop**, a similar service that offers access to a Windows desktop, together with virtualized MS Office applications.



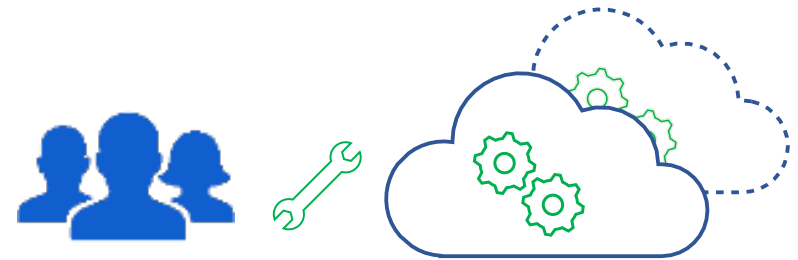
Agile deployment and innovation

Cloud hosting brings greater speed and security at every stage of platform deployment and management.

Automation: the initial deployment of the solution makes use of highly automated routines that substantially improve the speed and precision of the installation process. Subsequent operations benefit from the same high level of automation.

New software releases can be introduced regularly without disrupting the normal operation of the platform, ensuring that customers benefit from the latest application features.

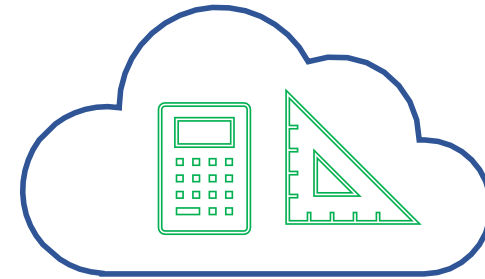
Efficient disaster recovery: cloud platforms can replicate applications and data ready to be deployed at any time.



In practice

Managed services solutions follow a well-established sequence of procedures:

1. An analysis is carried out of the existing platform, current functionality and future requirements.
2. The layout and architecture of the infrastructure is simplified and consolidated.
3. All Eidosmedia applications are updated to the latest releases – this upgrade is covered by the existing licensing arrangements.
4. Some third-party applications that are no longer required may be eliminated (this can result in an overall reduction in costs).
5. Cloud-based platforms are supplied as complete SaaS solutions and are normally deployed to dedicated cloud hosting procured for the customer by Eidosmedia.



Facts and figures

- Nearly half of Eidosmedia customers have already migrated to a cloud solution.
- The move to a SaaS solution typically generates savings of 20% to 40% in total cost of ownership.
- The availability of cloud installations ranges from 99.9% to 99.99%.

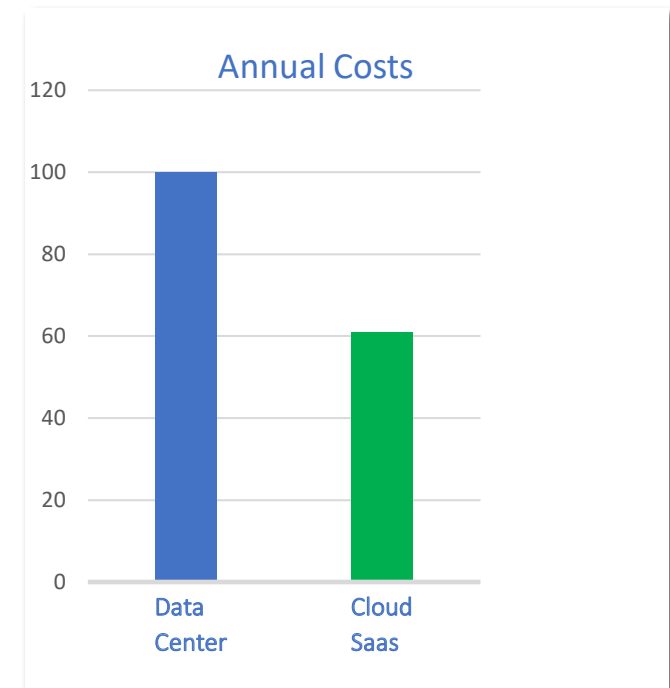
TCO example (2020)

User: International news media group with 275 editorial staff in newsrooms and offices worldwide.

Existing solution: data center installation with on-premise IT team

New solution: AWS cloud SaaS platform + remote management of user client software.

Annual cost saving: 39%



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