How Adobe Sign services its e-signature customers in the cloud

How Adobe Sign secured their SaaS revenue using Tungsten Clustering on cloud-based services
Serve your SaaS customers better. In the cloud, around the globe, with maximum availability.

- We live in a subscription economy
- “Winners” have shifted from product ownership to subscription services
- Customers expect subscription experience:
  - immediate fulfilment,
  - anywhere,
  - real-time

All companies are turning into digital product businesses
In this webinar series, we will cover...

1. How we ensure and enhance the subscription experience of four (4) select SaaS customers
2. How we provide revenue protection, and
3. How we enable global revenue growth

Bluefin Payment Systems: Bluefin’s secure payment gateway solution runs on multiple Tungsten Clusters in two geographically distributed data centers, providing database high availability and disaster recovery.

NewVoiceMedia: Continuent provides continuous operations for UK-based NVM’s geographically distributed ContactWorld SaaS applications with Tungsten Clusters in USA, EMEA, and APAC.

Samsung: Continuent recently migrated Samsung ARTIK IoT platform from Amazon RDS to Tungsten Clustering multisite solution running on AWS EC2 instances.
In this webinar series, we will look at …

• How we ensure and enhance the subscription experience of four (4) select SaaS customers
• How we provide revenue protection
• How we enable global revenue growth
• Today’s customer case: How Adobe Sign serves global document signing customers in the cloud
In this webinar series, we will look at how Continuent Tungsten provides...

- Revenue protection
- Revenue upside
- Lower cost
- Complete solution
- Sterling 24/7 customer service
Overview

Why Adobe use Continuent
Technical solution
AWS Deployment
Conclusions
Why Adobe Use Continuent

Revenue Protection
- Continuent provides continuous operation
- Site-level and cross-site failover ensures application availability
- Full DR supports AWS region failures
- Full transfer of service during failure
- Able to perform zero downtime maintenance, such as schema changes or software upgrades, without application or service interruptions
- 24/7 support to get back online
Why Adobe Use Continuent

Revenue Upside

- Shard based operation with multiple clusters
- Data distributed in different regions
- Data sovereignty with cross-site replication
- Better customer experience
- Adobe use six shards in multiple regions
Why Adobe Use Continuent

Lower Cost

- Tungsten Clustering is deployable within cloud, virtual and bare metal environments
- Deployable across environments
- Optimum customer-driven costs by selecting their chosen environment
- Adobe chose AWS in multiple regions
Complete Solution

- Ten years of development supports a full product
- Seamless solution with management and monitoring
- Application agnostic
- Platform agnostic
- No custom tools or customer integration required
- Tungsten Connector provides application abstraction to underlying database
Why Adobe Use Continuent

Adobe Sign

- 24/7 customer support
- Average response of less than 5 minutes
- Uptime measured in months or years
- Continuent engineers each have 15+ years experience
Technical Detail

- Multiple regions for local performance with clustering
  - One shard operates two clusters in USA, one each in Europe, Japan, Australia, India
- Replication and failover between regions for resilience
  - E.g. Active is in US East 1 with DR in US West 2
- Each node within a 3-node cluster is in a separate AZ within a single region
- Connector handles database abstraction
- Single management layer
Why Not Amazon RDS?

• Single geographical region
• Difficult to provide resilience on its own
• Reduced performance
• Complex management
• No proxying or distribution

“New world” with Continuent Tungsten

• Multi-region support within AWS
• Cross-region replication
• Cross-region failover
• Consistent performance
• Scalability
• Automated failover
• Automated recovery
Conclusion: Tungsten Clustering with multimaster allows Adobe to perform and grow

- Increased revenue protection
- Data sovereignty with different regions
- Increased revenue with localized performance
- Easy to manage and deploy
- Connector provides required abstraction
- Lower cost through complete solution
- Customer service provides peace of mind
With Continuent Tungsten Clustering, you get:

- Revenue protection
- Revenue upside
- Lower cost
- Complete solution
- Stellar customer support
Next Steps

• Sign up for a private demo for your team, setup a POC, email us at sales@continuent.com

• Learn more at your own pace
  – Whitepapers at www.continuent.com/white-papers/
  – Read the documentation at http://docs.continuent.com/
  – Training and webinar library at www.continuent.com/videos/
  – Subscribe to our YouTube channel at http://tinyurl.com/TungstenUni

• Follow us on Twitter @Continuent and facebook.com/Continuent
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