How Samsung ARTIK serves global IoT customers in the cloud

How Samsung ARTIK Cloud 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
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
In this webinar series, we discuss...

Adobe Sign


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

NewVoiceMedia

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

Samsung

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 Samsung ARTIK serves global IoT 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 Samsung chose Continuent
• Technical solution
• Improvements identified
• Conclusions
Why Samsung Chose Continuent

Revenue Protection
- Continuent provides continuous operation
- Site-level and cross-site failover ensures application availability
- Perform zero downtime maintenance, such as schema changes or software upgrades, without application or service interruptions
- Database concentration enables simplified deployment with unified protection
- 24/7 support to get back online
- Continuent provided full migration from existing solution with zero downtime
Why Samsung Chose Continuent

Revenue Upside
- Pod-based architecture allows infinite scaling and deployment
- Localized pods provide maximum performance for SaaS application
- Better customer experience
- Samsung deployed two pods
Why Samsung Chose Continuent

Lower Cost
- Continuent deployable within cloud, virtual and bare metal environments
- Deployable across environments
- Optimum customer-driven costs by selecting their chosen environment
- Samsung chose AWS in multiple regions
Why Samsung Chose Continuent

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
Why Samsung Chose Continuent

Customer Service

- 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
- Cross-site replication between regions
- Database consolidation
- Single management layer
- Database infrastructure completely hidden from application
- Resulting in a significant improvement in business uptime for their applications
Technical Detail

Samsung achieved a highly scalable, global geo-distributed multimaster solution:

• At a lower total cost
• Without significant interruption in business continuity
• Without application changes
• Without losing control of their intellectual property
• Resulting in a significant improvement in business uptime for their applications
Samsung required an absolute minimum of application downtime for migration. Engineers at Continuent worked with Samsung engineers to:

- Develop a migration plan
- Assist with each step of implementation
- Follow-up and ensure 100% satisfaction
- Migration was completed with minimal impact to customer applications
“Old world” with Amazon RDS

- Single geographical region, inability to expand globally
- Reduced performance
- To increase, would mean
  - Increased costs
  - More IT resources
- Complex management
- Occasional outages
- No business automation for management or recovery

“New world” with Continuent Tungsten

- Multi-region
- Cross-region replication
- Cross-region failover
- Consistent performance
- Scalability
- Automated failover
- Automated recovery
- Reduced IT staff requirements
Conclusion: Tungsten Clustering with multimaster allows Samsung to perform and grow

- Increased revenue protection with automation
- Increased revenue upside with simplified deployment
- Lower cost by consolidation and instance count reduction
- Lower cost through complete solution
- Customer service provides peace of mind
- Improved security for Samsung data
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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