



How Samsung ARTIK serves global IoT customers in the cloud

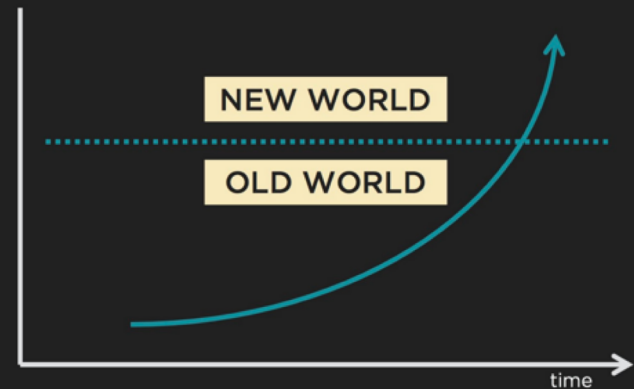
How Samsung ARTIK Cloud secured their SaaS revenue
using Tungsten Clustering on cloud-based services



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

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



In this webinar series, we discuss...



Adobe Systems: Continuent is powering Adobe Sign SaaS solution. Adobe runs multiple Tungsten Clusters in a mixed multisite environment and in multiple clouds (Rackspace, AWS, Azure).



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



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.



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

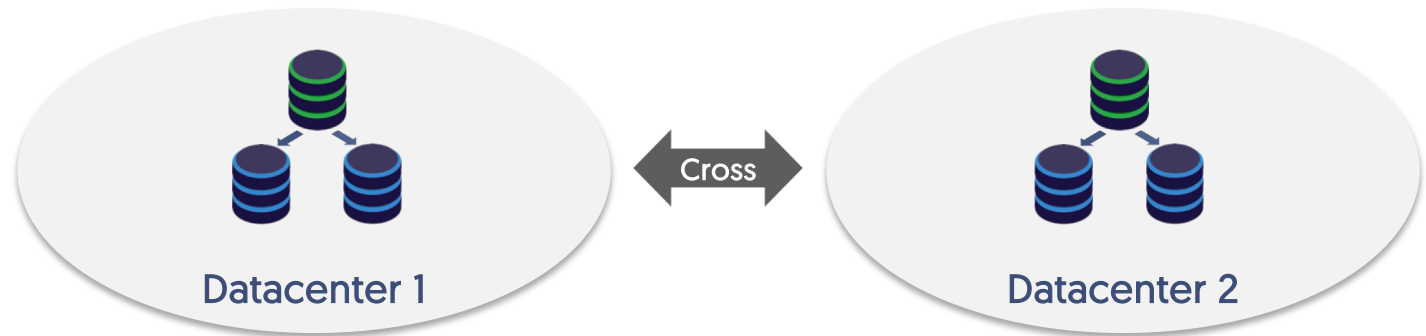


Customer Service

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

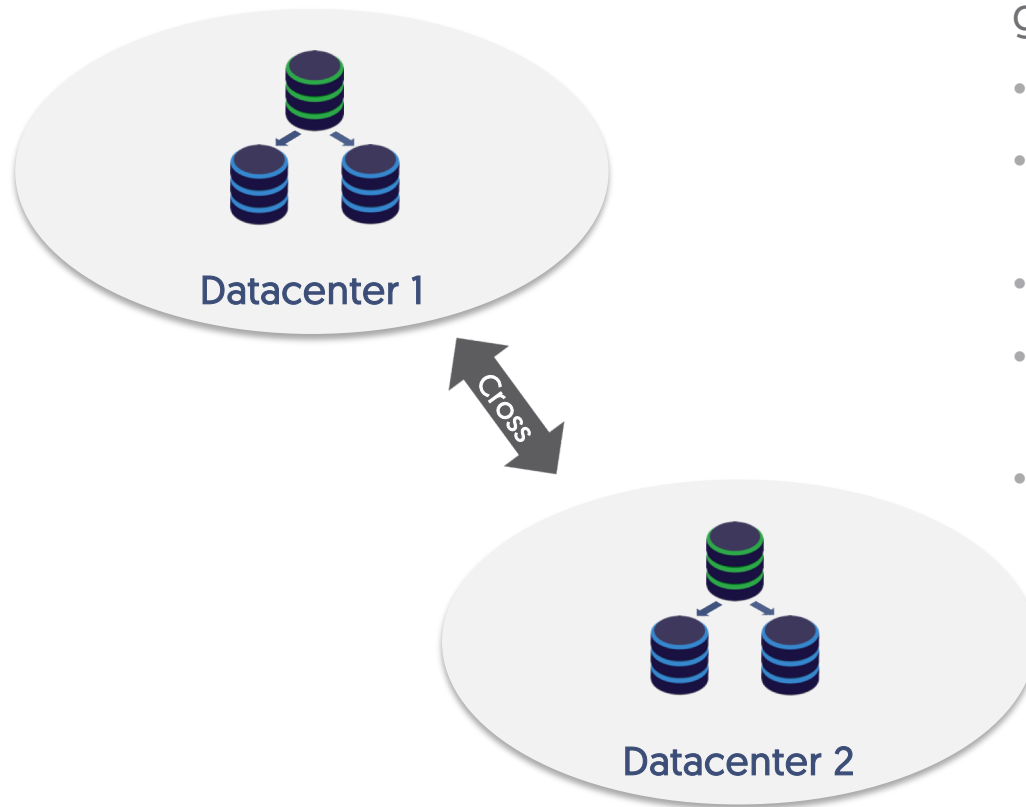


Technical Detail



- 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

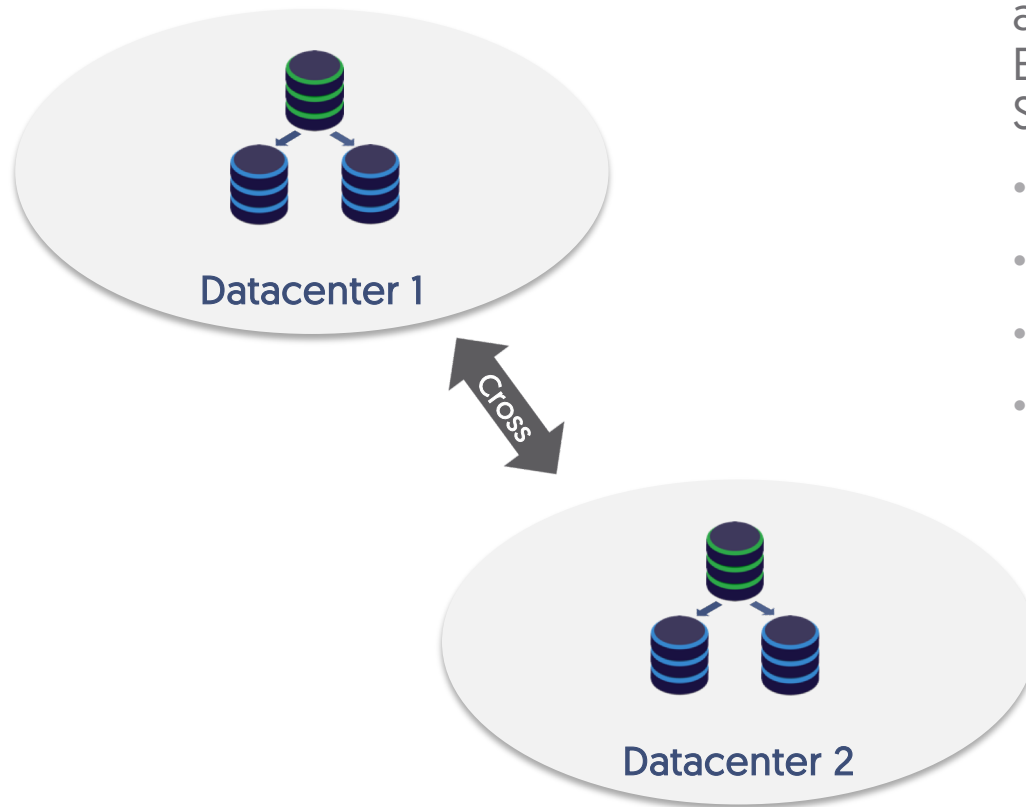
Technical Detail



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

Technical Detail



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](https://twitter.com/Continuent) and facebook.com/Continuent

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