



proudly present:



# SaaS Application Continuity With Frank Bruno Iron Mountain Intellectual Property Mgmt

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Mobile, Big Data & Service Models:  
Critical Take-Aways for Cloud Developers

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# Application Continuity

- Defined as the ability to continue using a SaaS application despite problems
  - Bankruptcy (an “Enron-Like Occurrence”)
  - M&A (non prevailing products suffer from extinction)
  - Contract Breach (Blown SLA’s)
  - Force Majeure – Extended Outage
  - Disputes
  - Exit Strategy
  - Can’t Recover Your Data?

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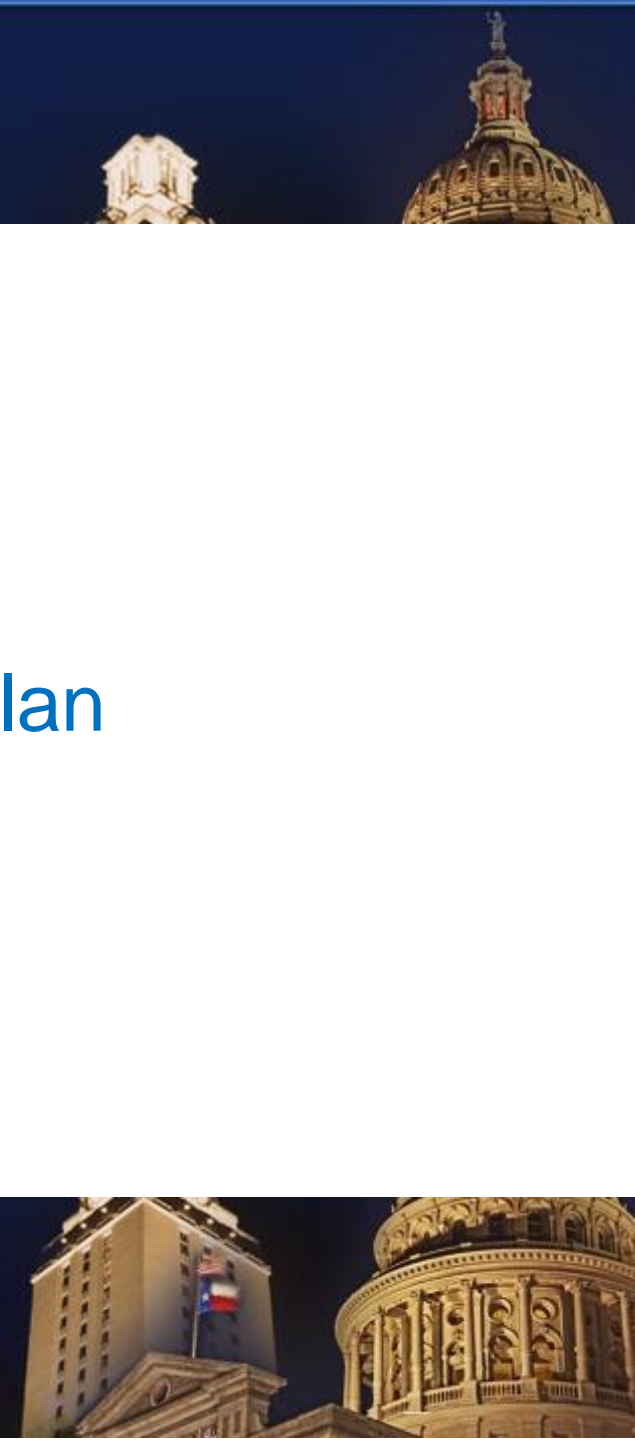
# Due Diligence

- Risk Assessment
- Consideration of contingency plan
- Requirements gathering
- Action plans

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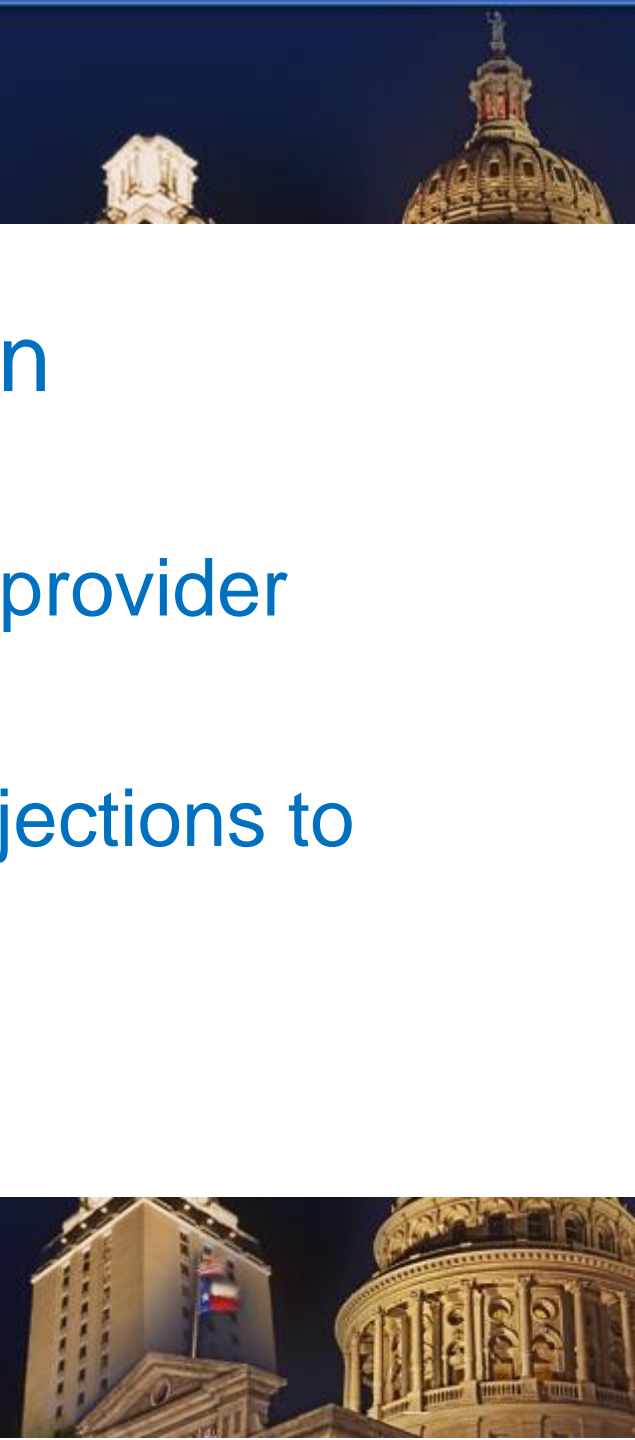
# Contingency Plan

- Executed independently of the provider
- Fully tested
- Means to overcome the risk objections to business

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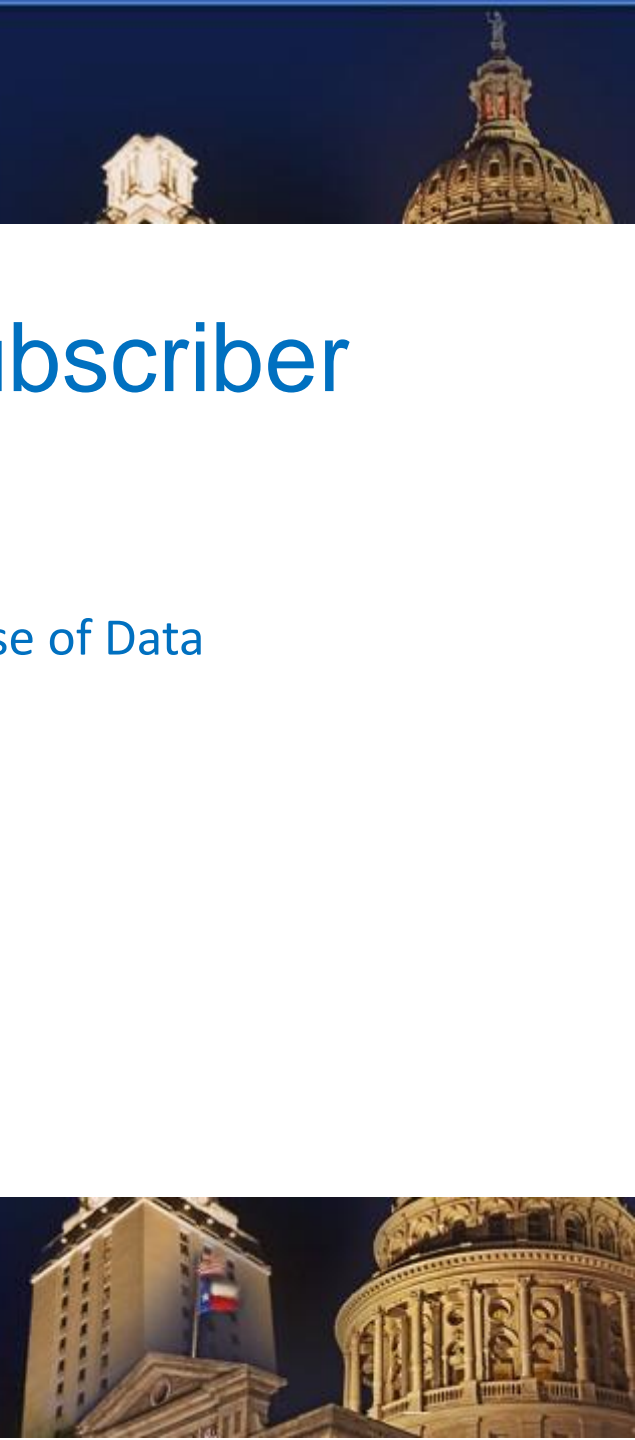
# What it means to the subscriber

- Time to Migrate to a New Solution
- Unencumbered Access to Their Data
- Timely Access to Components Necessary to Make Use of Data
- Leverage to Optimize the Vendor Relationship
- Satisfies Governance, Risk & Compliance
- Minimize Risk of Loss
- Avoid Litigation and the Courts
- Allows Focus on the Vendor Deliverables

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# What it means to the provider

- ✓ Satisfies a Client Requirement
- ✓ Instills Trust with Buyer
- ✓ Shortens the Sales Cycle
- ✓ Levels the Playing Field with More Established Competitors
- ✓ Establishes Credibility with the Marketplace
- ✓ Competitive Advantage
- ✓ Sell protection as a value-added service option

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