



Bizzuka: Driving Operational Excellence in SaaS Environments with Web Deployment Automation

Bizzuka (<http://www.bizzuka.com>) provides sophisticated, enterprise-caliber Web services to small and medium-sized businesses, associations and academic organizations throughout the United States. The company's offerings include custom Web site design, intranet development, and an innovative "OnDeCC" (On Demand Content and Components) CMS solution. OnDeCC is a Web-based SaaS solution that allows customers to easily add, update, edit or remove content from their hosted Web sites in real-time, and provides on-demand access to over 120 Web applications.

With the introduction of the OnDeCC system, Bizzuka's SaaS business experienced a period of rapid growth. As the number of customers and volume of managed applications and data grew, Bizzuka recognized a need to optimize and automate IT processes associated with Web application release cycles, content deployment, and customer site backups. After extensive testing, Bizzuka selected RepliWeb Deployment (R-1) as its new Web deployment and replication solution.

Bizzuka's R-1 implementation accelerated release cycles, improved content and application continuity throughout production servers, increased customer satisfaction, and delivered significant bottom-line cost savings.

The Challenge:

Automate and govern complex deployment processes and provide a more efficient solution for web asset backups

Bizzuka provides its customers with one of the most advanced SaaS-based CMS solutions on the market. This leadership position can be attributed to its extensive investment in client-configurable Web applications and highly reliable Web infrastructure. The company's release cycle for both the core OnDeCC platform and associated Web applications occurs about once a month; these updates were historically published to every customer site using a combination of copying utilities, manual processes and scripted operations. As their business grew to accommodate over 500 clients, Bizzuka realized that this legacy process simply wouldn't scale to meet the demands of a growing business – it was difficult to manage and costly to maintain.

The legacy solution fared no better when it came to performing ongoing DR backup replication jobs. Bizzuka currently manages over 500 customer sites, and only 10% of the aggregate data (customer data and Bizzuka assets) on any given server is specific to a customer. Because the legacy solution lacked selective replication capability, Bizzuka was forced to back up every Web server in its entirety to the DR site, including the redundant platform data. Roughly speaking, Bizzuka was paying to store almost 10 times more data than was necessary at the DR site.

Benefits

- Deployment Automation Yields a 75% Decrease in Labor / Management Overhead
- Selective Replication Capability Provides a 90% Savings in Backup Storage Costs
- APIs Allow R-1 to Integrate with Existing SaaS Platform

"R-1 allowed us to automate all of our web deployment processes, eliminating a logistical nightmare and lowering our deployment-related labor overhead by more than 75%"

Lonnie Rouse, COO, Bizzuka

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Bizzuka realized that a full-featured, automated Web content deployment solution would allow them to decrease labor and storage overhead dramatically while speeding release cycles and providing their customers with a more reliable SaaS solution. With these challenges in mind, Bizzuka set out to find a full-featured Web deployment and replication solution that could:

Automate System and Application Updates – Under the old system, manually processing a monthly platform update to a single Web site would take 15 to 30 minutes to accomplish - no easy task when you have 500 sites under management. The new deployment solution would need to provide a reliable, automated backbone for publishing monthly platform updates across the environment.

Provide an Efficient, Effective Backup Replication Solution – Finding an automated solution that could back up only the customer-specific data on each site would lower labor overhead and decrease off-site storage costs by 90%. More importantly, this solution would enable Bizzuka to provide its customers with more frequent and accurate backups.

Increase Governance and Reliability – Bizzuka’s legacy Web deployment processes lacked essential features like automatic recovery, rollback, and reporting. Implementing an automated, full-featured deployment solution would help Bizzuka to increase customer satisfaction and meet demanding SLAs by providing a more reliable infrastructure for its customers.

Bizzuka approached this challenge as an opportunity. They realized that a full-featured Web deployment and replication automation solution would not only lower their operational overhead, it would also increase customer satisfaction and provide a significant competitive advantage over other SaaS providers.

“R-1’s selective replication capabilities allowed us to cut the volume of data on our DR server by 90%. That equates to a very significant, ongoing cost savings.”

John Olivier, VP Systems and Development, Bizzuka

Network Environment and Applications

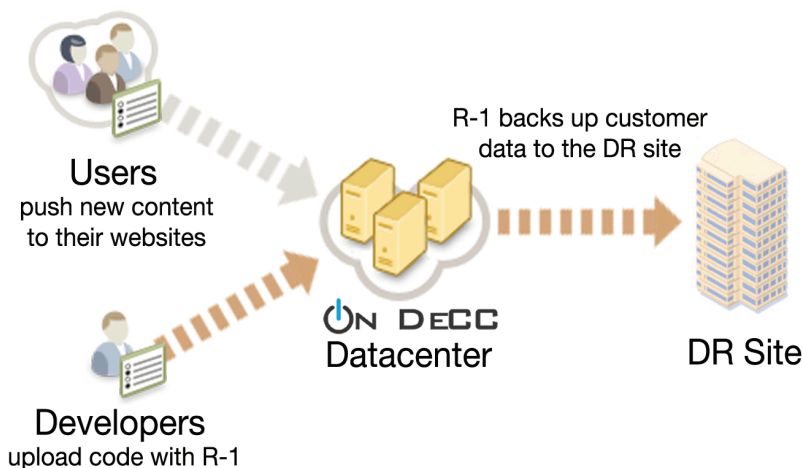
- SaaS Environment
- LAN / WAN Deployments
- MS Windows

The Solution:

RepliWeb Deployment (R-1)

After extensive testing, Bizzuka selected RepliWeb Deployment (R-1) as the ideal solution to automate and govern their Web content and application deployment processes. R-1 seamlessly integrated with Bizzuka’s existing business processes, delivering full automation and acceleration of deployment processes throughout their web and application infrastructure.

RepliWeb Deployment and Bizzuka’s OnDeCC (SaaS) Solution



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With R-1 serving as the backbone of the OnDeCC system, Bizzuka's development team can quickly and reliably publish platform updates. New Web applications can be provisioned and existing applications can be updated across the entire SaaS infrastructure (over 500 Web sites) in a matter of minutes, as opposed to hours or even days. This allows Bizzuka to bring new solutions to market very quickly and ensures that code is standardized across the hosted infrastructure.

R-1 has also streamlined Bizzuka's business continuity and backup processes by performing more frequent and selective automated replications (customer data only) to a hosted DR location. In the unlikely event of failure, R-1 will accelerate the recovery process by providing a faster, more efficient means to restore data from the DR site to the local environment.

The Results:

RepliWeb Deployment reduces IT Management overhead and DR storage costs

According to Lonnie Rouse, COO at Bizzuka; "Before we discovered R-1, we were spending too much time processing platform updates and backups every month. With a growing client base, things were really starting to spiral out of control. R-1 allowed us to automate all of our deployment processes, eliminating a logistical nightmare and lowering our deployment-related overhead by more than 75%."

Features like guaranteed delivery, rollback, and automatic recovery on failure offer Bizzuka a full complement of enterprise-caliber deployment management tools, which help Bizzuka to provide a more reliable Web infrastructure for its customers. R-1's Differential Transfer engine streamlines deployment processes by transferring only the deltas between source and target environments, resulting in a marked decrease in network bandwidth usage. This decrease, coupled with R-1's ability to throttle the amount of bandwidth used for deployment processes, allows Bizzuka to publish platform updates and run scheduled backup operations during regular business hours. Lonnie Rouse commented; "RepliWeb Deployment has made a significant improvement in our day to day operations. Bizzuka is dedicated to providing an industry-leading level of service to our customers, and R-1 is a big part of that."

RepliWeb Deployment also provided a dramatic decrease in Bizzuka's off-site backup storage costs. Because the OnDeCC system must reside on every Bizzuka Web site, the legacy system's lack of selective replication capability meant that the OnDeCC platform was being backed up redundantly. John Olivier, Vice President of Systems and Development, explains; "Only 10% of the data on any given Web server is specific to an individual customer – the rest is related to our SaaS platform. R-1's selective replication capability allows us to back up that 10% rather than the entire server. When you're paying to back up over 500 Web sites to an off-site DR server, a 90% reduction in backup volume equates to a significant cost savings."

By automating and scheduling the replication process, Bizzuka is able to back up their customers' data more accurately and more frequently than ever before, minimizing data loss in the event of failure. And because the volume of data on the DR server is so much smaller, it can now be restored much faster.

Bizzuka's R-1 implementation has lowered labor overhead and storage costs while increasing the level of service that Bizzuka extends to its customers. With a unique blend of automation, reliability, enterprise functionality and extensibility, RepliWeb Deployment has proven itself as an ideal content deployment solution for SaaS providers.

"RepliWeb Deployment has made a significant improvement in our day to day operations."

Lonnie Rouse, COO, Bizzuka

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