



Software-as-a-Service (SaaS)

The Wrapped Apps™ Service Delivery Platform (SDP) fills the gap between ISVs and Service Providers so that ISVs do not need to develop outside of their core competency and Service Providers do not need to compromise the hosted environment. The Wrapped Apps™ SDP accomplishes this through an extensive set of features that address each of the key areas of SaaS architecture – Application, Delivery, and Business:

Application Architecture Challenges

The Wrapped App™s SDP provides:

- configurability, scalability/high availability and efficient Virtual Multi-Tenancy™ (VMT™)
- a Management Console, facilitating centralized subscription configuration and management
- role-based administration, supporting System Administrators, Title Administrators, and Subscription Account Managers
- fully automated provisioning of application instances
- support for the standard subscription lifecycle (adding, removing, suspending, and renewing subscriptions)
- usage reporting
- advanced release management, so that published offerings can be added, removed, updated, and configured “on the fly”, with no client service interruptions

Delivery Architecture Challenges

The Wrapped Apps™ SDP:

- is platform independent, giving you the option of running Windows or Linux
- supports all standard load balancers to accommodate any hosting situation
- is highly adept at SLA enforcement, allocating resources and safeguarding against system resource exhaustion, while metering client consumption of infrastructure, and providing alerts and notifications as required
- provides arbitrary scaling, so that servers can be added “on the fly” as required
- has distributed architecture, with graceful recovery from hardware or software failure
- protects the Intellectual Property (IP) through access policies, user authentication, role-based administration and subscription and resource usage monitoring



Business Architecture Challenges

The Wrapped Apps™ SDP:

- enables users to easily define and manage service contracts, and define access policies
- enables customers to manage subscriptions and update account policies
- interfaces into any third-party system with standard service oriented architecture (SOA); facilitating consumer implementations such as eCommerce, back office systems, and custom administration interfaces
- provides seamless and transparent access to the end user
- is fully channel aware; easily tracking and reporting on channel sales

The essential choice to support any SaaS offering

Wrapped Apps™ Corporation is the first company to offer a general-purpose service delivery platform with a built-in Virtual Multi-Tenancy™ (VMT™) component, and has several patents pending. With VMT™ technology, ISVs do not have to build multi-tenancy into their applications. However, for existing multi-tenant applications, the Wrapped Apps™ SDP also provides a full range of SaaS architecture features; including automated tenant provisioning, release management, service contracts, alerts and notifications, and metering and monitoring. With this combination of features, the Wrapped Apps™ SDP can facilitate the rapid development, deployment, provisioning, and execution of all types of third-party applications, while meeting the needs of both ISVs and Service Providers.

