



### CUSTOMER PROFILE

BOC Group is an international leader in software and consultancy providing products and services for Business Process Management (BPM), Enterprise Architecture Management (EAM) and Governance, Risk and Compliance Management (GRC). BOC Group implements the management strategy of its clients and creates value for their business and IT. Headquartered in Vienna, BOC Group has subsidiaries in Germany, Spain, Ireland, Greece, Poland, Switzerland and France and services a worldwide customer base.

In a nutshell, BOC Group has completed over 35.000 installations and has got 20 years of experience all achieved with zero outsourcing and with 100% performance.



<https://www.boc-group.com>

The partnership of BOC Group with CloudSigma enabled the company to offer an innovative software as a service offering to its clients and to grow its business with high agility due to in time scalable infrastructure. The flexibility of CloudSigma allowed them to design a customer-orientated IT infrastructure setup corresponding to the exact needs of their application in a cost-efficient way. This impacted the whole scope of BOC group’s business by increasing customer satisfaction and winning new clients. BOC Group now plans to further grow their business by taking the opportunity to deploy their service in other CloudSigma locations around the world with the same ease.

“*Designing and implementing our architecture on the CloudSigma platform serves our exact needs and allows us to grow our cloud service portfolio really fast and efficiently.*” - Stepan Seycek, Head of Cloud Services at BOC Group.

### THE CHALLENGE

The core business of BOC Group is to provide its clients with software tools for globally recognised management approaches complimented by consulting services based on these tools.

Initially the company offered its products as desktop applications. In order to capture opportunities

in the highly dynamic and innovative software market, BOC took the decision to transition to web technologies. The development of the web based stack architecture allowed BOC to explore a new business opportunity by providing their Software as a cost effective and dynamically scaling SaaS service. Additionally if customers wanted to avoid

costs and efforts in their own infrastructures BOC Group offered a hosting service that allowed tool usage immediately - deploying an instance of the software in BOC Group's in-house infrastructure which is accessible to the customers over the internet - in this way extending their business model. At the same time cloud offerings have emerged and developed and hence the company decided to create an innovative, highly competitive cloud-based product in order to market their new services and improve service quality and agility. This is how the ADONIS NP Starter Edition was born - a SaaS product based on the ADONIS software tool.

*"Initially the hosting services for our software tools were only an add-on offering to our core licence sales business. But with time it has developed and in order to be able to market our innovative service offering we introduced what we called 'ADONIS:cloud' at that time."*

To be able to provide ADONIS NP Starter Edition to new clients, BOC addressed the challenge to extend the product to incorporate multi-tenancy and they also had to solve the challenge of very dynamic infrastructure requirements due to the dynamic usage of the SaaS product line.

*"We didn't want to go with any proprietary solutions that you can get with vendors like Amazon or Azure. They introduced something like private networks, but then you have to configure their proprietary gateway services to connect these networks with each other. That was something that we wanted to avoid in order to stay portable and have platform independency." - Stepan Seycek, Head of Cloud Services at BOC Group.*

*"Before the introduction of 'ADONIS:cloud' we haven't faced the challenge of providing multi-tenant systems. On the other hand, we had to think about how to deal with infrastructure, because the in-house provisioning was limited in terms of capacity and availability."*

The company took the strategic decision to externalize the infrastructure behind the ADONIS NP Starter Edition and to move existing hosting customers to this external infrastructure. After considering the option to do a private cloud with an infrastructure provider, BOC Group quickly decided to go for an Infrastructure-as-a-Service (IaaS) partner since they didn't want to build up the organisation for maintaining hardware and virtualization in an external data center. They wanted to focus on their core business and value proposition.

## THE SOLUTION

BOC Group used a decision making framework of MODAClouds to whittle twenty potential cloud providers down to just three. The criteria included many technical and non-technical considerations weighted by relative importance to BOC Group. After shortlisting three top providers the next step for BOC Group was to actually test them. This included both larger and relatively small cloud providers. It was part of BOC Group's business continuity strategy to work with two different providers - a primary provider and an additional provider for disaster recovery purposes. Based on the best overall scoring, they chose CloudSigma as the primary site for their SaaS platform and a second IaaS provider from Germany for their secondary site for disaster recovery.

There were several critical things for BOC Group that CloudSigma managed to provide: CloudSigma enabled them to build their desired tailor-

made architecture, this allowed BOC Group to pass through their experience and expertise and preserve performance, cost-efficiency and scalability. The architecture was as close to the same setup running on hardware as possible. With CloudSigma the team managed to design an architecture with multiple private networks sat behind a custom and portable firewall and to ensure their platform was vendor independent - something that they couldn't achieve with most of CloudSigma's competitors.

The architecture allows their applications to scale horizontally while a couple of central services can scale vertically. This corresponds exactly to the way their application works and is therefore very efficient. The centralization of some servers allows for reducing efforts in maintaining the application and is cost efficient by reducing the number of licences that are measured on a per core basis.

A key aspect that BOC Group appreciates is the flexibility and unbundling of resources within the CloudSigma platform:

*"I would say that everybody interested in providing SaaS on IaaS should think about the degree of flexibility that they need, especially in allocating compute resources. With CloudSigma it's totally flexible compared to other vendors like Azure or AWS where you have machines categorized by size and different other criteria and it can really get complicated if you look at their price lists."*

CloudSigma also managed to achieve the critical system performance needed for highly interactive business applications which generate a lot of transactions on BOC Group's database requiring a really high level of performance on storage and networking. CloudSigma could provide a high number of IOPS that the BOC system needs

*"Support - that is something that is a really big plus of CloudSigma. You can reach out for somebody and you have a support engineer available in under a minute. Testing the support capabilities of IaaS providers will show you quite fast how you will be served in the future."* - Stepan Seycek, Head of Cloud Services at BOC Group.

combined with low latency and great CPU performance to serve BOC Group's customers with an optimal system performance.

Besides the outstanding technical performance, BOC Group values the high level of trust and the collaborative relationship they have with CloudSigma's support and operations teams.

Since the main business and the customers that the BOC Group serves are based in Europe - mainly Germany, Switzerland, Austria and France - for the company it was also very important to go with

a provider with good European locations. Especially for BOC Group's hosted services it turned out that Switzerland was a good overall location choice since the majority of the company's customers was willing to use a SaaS solution hosted there.

*"Providing SaaS applications that allow clients to store personally identifiable information requires exact transparency and strong guarantees regarding how data is treated. For this reason we strategically decided to go for a European company - this is another key point for CloudSigma."*

## THE IMPACT

The deployment of their application on CloudSigma led to several business improvements for BOC Group. Firstly, they could achieve higher availability of their hosting services. Performance was no longer a bottleneck and their clients immediately noticed the gain in service quality.

Secondly, the solution offered the scalability and agility they needed for their software-as-a-service offering. The process of establishing an additional server that took one to two days and had to be arranged manually before they moved to CloudSigma could now be achieved in seconds in an automated way.

*“One very important point, on which we get feedback from our internal ‘clients’, i.e. our colleagues, is the agility that is possible with this IaaS approach. It helps us to be really quick at providing accounts for our clients, which was not possible before.”*

Overall, the transition to the cloud allowed BOC Group to accelerate their business growth to the point that now they even have a dedicated team operating their growing IaaS environment.

*“Our SaaS business started growing when we started on IaaS. Before that we had a stable base of customers on our internal hosting. Now we face a growing demand resulting from digitization initiatives and increased acceptance for*

*cloud computing and the scalable model of our SaaS platform and CloudSigma’s IaaS platform lets us convert it to growing business.”*

## THE FUTURE

The cooperation of BOC Group with CloudSigma opens new doors for strategically growing their SaaS business. What started as ‘ADONIS:cloud’ became *ADONIS NP Starter Edition* in 2016. Along with the *ADONIS NP Enterprise Edition* for the fully customizable BPM solution, BOC Group’s BPM-SaaS offering covers a wide range of customer scenarios. BOC Group are now considering further deployments in other locations offered by CloudSigma. Industrial clients with high security standards can rely on the Swiss location, however, some clients, for example those from certain public administration sectors in Germany, cannot pick a SaaS solution located outside their own country. CloudSigma’s Frankfurt location and others offer to BOC Group a relatively painless way to better service new customers such as these without managing new physical infrastructure locations themselves. Another market that BOC Group approaches is the US where demands for a SaaS solution from their clients is growing. Although BOC Group currently serves some accounts in the US, they plan to take the opportunity and expand further in this market benefiting from the global deployment options that CloudSigma offers.

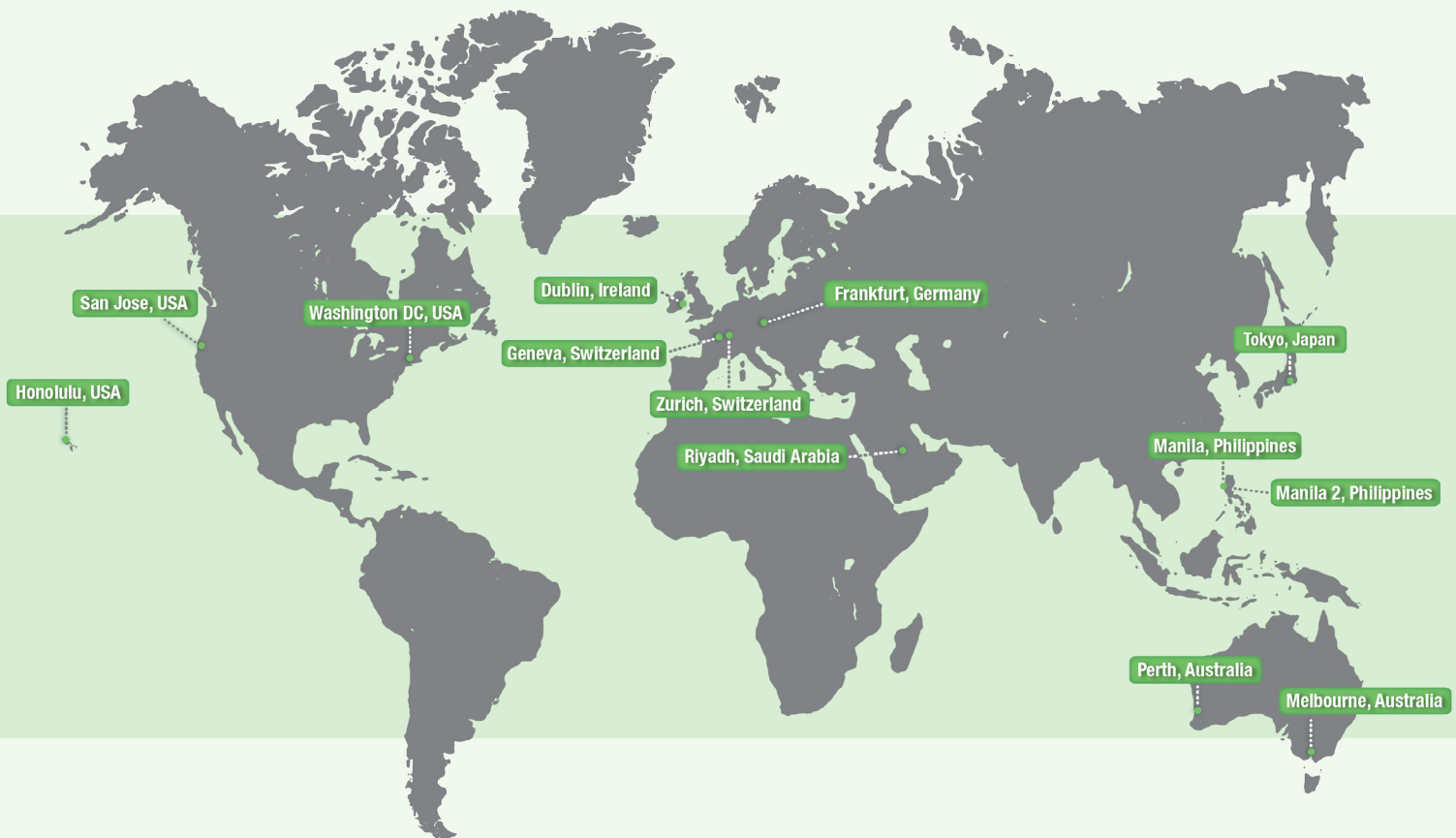
“I really appreciate that CloudSigma tackles issues at the core and works on eliminating them at the core.” - Stepan Seycek, Head of Cloud Services at BOC Group.

## ABOUT US

CloudSigma is a pure-cloud infrastructure-as-a-service (IaaS) provider that's enabling the digital industrial economy through its highly-available, flexible, enterprise-class hybrid cloud servers and cloud hosting solutions in Europe, the U.S., Asia and Australia. CloudSigma is the most customizable cloud provider on the market, giving customers full control over their cloud and eliminating restrictions on how users deploy their computing resources. With CloudSigma, customers can provision processing, storage, networks and other fundamental computing resources as they please, as well as extend private networks out of existing infrastructure and elastically into CloudSigma's IaaS cloud to create easy to manage and transparent hybrid cloud solutions.



## OUR LOCATIONS



CloudSigma offers a range of locations from Europe to the United States and APAC. We are adding new locations over time as we expand our offering globally. We choose our locations very carefully to offer excellent connectivity, security and reliability for our clouds.

For more information, please visit us at [www.cloudsigma.com](http://www.cloudsigma.com)