LONGJUMP *Platform at Your Service™*

The Proven SaaS Applications Platform
for ISVs, Solution Providers and Software Developers

Advantages

LongJump is a proven, multi-tenant business application platform capable of realizing a variety of web applications.

The LongJump platform eliminates the need to engineer a fully-realized multitenant SaaS application architecture, enabling you to not only reduce your development cycle from months to weeks, but control the costs and deployment of delivering solutions to your customers and position you with a true competitive advantage.

- **Dramatically Shorten Time-to-Market for Web Applications**
- **Deliver Solutions on the Public and Private Cloud (or Any Server)**
- **Leverage a Proven, White-Labeled Multitenant SaaS Platform**
- **Focus on Core Competencies (Not Reinventing the Wheel)**

SaaS Enablement Challenges

Extending your business with new hosted applications has always been a challenge. Aside from simple customer portals, the tools you have traditionally used to build valuable online applications require:

- major development efforts and resources
- additional IT investment to manage
- security and administration considerations
- an unending list of feature requests and maintenance

And rarely are these applications designed to scale or adapt to changing needs of the individual customer. In fact, the old ways of developing SaaS solutions take away from your core competencies and don't get your applications online any faster.

The Platform That Positions You for Success

ISVs realize that building and maintaining feature-rich multi-tenant applications requires significant development resources, expense and time. Until now developers haven't been able to leverage a complete platform to create and deliver their SaaS applications.

LongJump enables service providers and software developers to enter the market more quickly, with more customer-valued features and realize new revenue streams in a fraction of the time. By leveraging the best in class business application platform, in house development resources can focus on improving customer service and support.

ISVs can get started using LongJump today with these platform options.

Licensed ISV Platform
- Deployable within corporate firewall, private hosting service, or cloud computing environments
- Highly available, highly scalable architecture
- Industry standard stack for improved manageability
- Application packaging to migrate applications from one instance to another

Hosted ISV Platform
- Robust, fully-mirrored SAS 70 Type II hosted service
- Always on, always updated
- Over 30 million user hours logged
- Expert backend management, maintenance and administration
- Dedicated case escalation to LongJump support staff
- Custom solutions designed for your unique customers
- Convertible to licensed ISV platform

LONGJUMP

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Help for All ISVs

The **Traditional ISV** looks to evolve from publishing client-server or desktop applications towards delivering SaaS solutions in an effort to remain competitive, drive new revenue, or extend their applications into the web

The **Transitional ISV** may have some web-based applications in the form of customer and partner portals or single-tenant replicated servers and applications, but is looking for a more interactive experience that is easier to manage, enables greater flexibility and provides enhanced customer value

The **Entrepreneur ISV** has a business idea, but needs to accelerate their time to market, incorporate serious enterprise-grade features and functionality, while still minimizing their investment and resource outlay

The **Service Company ISV's** core business is not selling applications, but their custom software has become both an enabler and a differentiator in their specific service or product niche, and SaaS solutions provide an even greater level of service to their customers

Benefits

Complete Control

Perhaps the most important aspect of LongJump's platform is that you own your customers. You control the service delivery and experience. You have control over the relationship, the applications, and the data – and whether you host your service in the public or private cloud (or any server).

Multi-tenancy

LongJump was architected from the start to provide scalable, streamlined delivery of multiple, customer-specific applications on a single platform. This metadata-driven architecture emphasizes configuration of tenants rather than re-coding them to give a personalized experience.

Common Code Base

Reduce development effort by centralizing on a common code base and object model. Creating applications takes weeks rather than months.

Internationalization

Looking to go worldwide? LongJump provides a comprehensive set of translation tools to localize your solution for individual users. You can design complete UIs geared towards your specific audiences, yet all using the same codebase.

Branded Interface

Promote your own unique brand experience to your customers. User interface modifications can be made using simple HTML wrappers or completely redesign the UI using custom JSP pages.

Release Management

Whether you run a traditional or agile development team, LongJump fits how you release new versions of software. The platform provides a complete end-to-end approach for application packaging, versioning, and cataloging.

Extensibility

LongJump provides industry standard extensibility with a suite of code-based tools using Java, Javascript and JSP to customize applications, and connections to existing SOA (service oriented architecture) initiatives via REST or SOAP. The LongJump Eclipse Plug-in provides seamless access to the industry's most popular IDE.

Intellectual Property Protection

ISVs have access to code and customization safeguards to lock down applications from unwanted changes.

Portability

Move your applications from one instance to another easily to support development, test and provisioning.

Proven Platform

Leverage the same platform that has logged over 30 million user hours. LongJump's platform is currently used by Relationals CRM, which is serving hundreds of large enterprises, and our growing LongJump.com service that provides business-ready operational management applications.

Full Partner Enablement

Allow third parties to create applications and modules for your customers, build components, or simply resell branded services. With LongJump, a full suite of tools can help your partners expand and extend your own solutions.

Platform at Your Service™

With our rapid application development platform, rich feature set, and unprecedented solution provider controls, ISVs can get to market faster with custom web applications. Call us today at 800.886.9028 to discuss how LongJump can be your platform.