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COVER STORY

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CONTINUENT

HELPING THE BIG PLAYERS SHINE IN THE MARKET



All the established brands in the market have an active customer following. They build trust with customers by providing superior services and by continually exceeding expectations. Be it Adobe, Samsung or Marketo, today all of them have loyal customer-bases and unique brand qualities that resonate with their potential customers.

However, often organizations that help these big brands to exceed their customer expectations and serve their customers most optimally go unnoticed. Although such vendors don't demand any accreditation, the onus lies upon the customers to ensure that supporting product contributions are also valued in the same way we value the big players in the industry.



continuent

Continuent, a leading provider of database clustering and replication, is such an organization— one which enables many innovative and established companies in the world to run business-critical applications on cost-effective, proven software. The significant majority of Continuent customers are SaaS providers—such as Adobe, Carfax, F-Secure, Marketo, New Voice Media, and Samsung—running their solutions in AWS, Azure, and Google Cloud environments.

The Journey and the Success

Continuent started out its journey in 2004 building data service solutions. The company soon saw the impact that open source databases were creating in the market. Capitalizing on this opportunity, Continuent decided to provide a commercial solution named Continuent Tungsten Clustering (aka Continuent Clustering) that could ensure high availability, performance scaling, globally redundant disaster recovery, and geo-scaled multimaster clustering for business-critical applications running popular variants of the MySQL database server (including MariaDB, Oracle's MySQL Enterprise & MySQL Community versions, and Percona Server).

Today, the company's platform-agnostic database clustering solution, which runs on bare-metal, VMs, and in the cloud, even across multiple clouds, handles both billions of transactions daily and also supports billions of dollars' worth of revenue. Unlike basic database-as-a-service solutions such as AWS RDS, AWS Aurora, and Google Cloud SQL, Continuent offers lower TCO, better functionality and higher availability.

Moreover, Continuent Clustering makes it simple to deploy database clusters in the cloud or in your private data center keeping the data available even when systems fail. This in turn eliminates many major concerns about data availability and enables enterprises to focus on strategic business endeavors and applications.



Continuent vDBA is specifically designed to run both as a cloud-based Continuent-managed service and as a customer-managed service for use on-premises and across all clouds

Continuent's evolution from a startup in 2004 into the leading provider of database clustering and replication is a testament to its quality-driven product engineering and

superior customer support. During 2014-2016, Continuent was briefly part of VMware. "VMware acquired Continuent, at the time the best-of-breed DBaaS company, in 2014 to offer its own database-as-a-service solution on VMware's vCloud Air cloud offering. After VMware decided on a different strategic approach for the public cloud business, the new independent Continuent was spun off in 2016," says Eero Teerikorpi, Founder and CEO, Continuent.

The Host of Benefits for Customers

The key benefits of associating with Continuent include revenue protection, revenue growth, real-time data, and lower total cost.

Backed by a 24/7 senior support team, Continuent offers revenue protection with automatic failover for local failures, controlled site-level failover to further ensure a continuous revenue flow in the event of a regional outage, and also provides enterprise-quality technical assistance with an average response time for urgent support tickets of less than five (5) minutes.

Another key benefit is revenue growth, which Continuent enables by bringing applications and related customer data closer to the users with the geo-scale solution, a geo-distributed multimaster back end, which translates to a better customer experience with faster application response times.

Continuent also provides integration with Continuent Tungsten Replicator, which enables data to be replicated in real-time from database cluster environments into various analytics platforms. Tungsten Replicator acts as a high-speed conduit for decision data into platforms like Amazon Redshift, Hadoop or Vertica, allowing for rapid information analysis and decision support.

Tungsten Replicator also provides heterogeneous replication for moving data real-time from Oracle and MySQL databases to NoSQL targets such as MongoDB and the new generation of memory and message-based systems such as Elasticsearch and Apache Kafka. This combination of real-time heterogeneous and analytical replication support enables companies to make better business decisions much faster by using their transactional data while and taking advantage of the specific decision support tools provided by data warehouse solutions.

And last but not least, Continuent offers all these services at lower cost while helping its clients to choose and migrate to any specific cloud service provider. "With our multi-cloud and cross-cloud capability, we help our customers to avoid lock-in with any particular cloud service provider," says Eero Teerikorpi, CEO, Continuent.

Today, Continuent takes pride in powering the Adobe Sign SaaS solution. "Adobe runs over sixty 3-node clusters in a multi-



region environment and in multiple clouds (AWS, Azure) to provide high availability, scaling, portability, and ability to negotiate the cost of the computing instances,” tells Teerikorpi.

Adobe Sign is a cloud-based, enterprise-class e-signature service that enables customers to replace paper and ink signature process using a browser or mobile device. For Adobe and companies using its Adobe Sign service, application uptime is critical. This is where Continuent excels by delivering the quintessential clustering solution which provides clustering, disaster recovery and high availability for MySQL databases. By employing Continuent Clustering in each datacenter, Adobe could rely upon their application availability 24/7, thereby securing the cloud-based SaaS services revenue.

Using Continuent Clustering allows Adobe to perform and to grow. This solution has a host of benefits such as increased revenue protection, data sovereignty with different regions, increased revenue with localized performance, ease of implementation and management, abstraction via the connector, lower cost through the complete solution model and superior customer service with around-the-clock support.



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Continuent also powers Samsung’s Artik IoT platform SaaS solution. With its quality-driven services, Continuent replaced an Amazon AWS RDS solution to offer a geo-scale multimaster database back-end for Samsung’s Artik IoT platform, which provides high availability, disaster recovery and global scaling benefits.

Exceptional Team

As a modern, globally-distributed company, Continuent gives its team the flexibility to work from home offices. Although they primarily work from home, the team at Continuent ensures that customer needs are addressed on time, all the time. Also, when it comes to staffing, the management policy directive is to hire only senior level-database experts.

The Continuent team is comprised of industry-leading experts, each a senior player with over fifteen years of hands-on database and cloud deployment experience. Additionally, many of the staff has more than 25 years of experience in the industry. “Continuent’s customers benefit from this structure as they will always talk directly with someone who has both deep database knowledge and a superb understanding of Continuent solutions. Our average response time for urgent support tickets is less than five minutes. Continuent has the best support in our marketplace, bar none,” affirms Teerikorpi.

Future Road-Map

Today, a significant majority of Continuent’s customers are already running their solutions in the AWS, Azure or Google Clouds using the flexible, self-managed clustering solution.

The company going forward is all set to introduce its managed cloud-based data services solution. In the latter part of 2018, Continuent will also launch an all new ‘Virtual DBA’ solution, aka “Continuent vDBA,” - extending and expanding the functionality of Continuent Clustering by adding more automation, monitoring, and self-healing functionality. Continuent vDBA is specifically designed to run both as a cloud-based Continuent-managed service and as a customer-managed service for use on-premises and across all clouds.

Continuent vDBA offers a Database-Clustering-as-a-Service using MySQL, MariaDB and Percona Server instances running on various clouds. “Continuent vDBA also adds value on existing DBaaS solutions -- AWS Aurora, AWS RDS, and Google Cloud SQL -- by providing them the same clustering and connectivity capabilities as we offer for individual database instances,” concludes Teerikorpi.



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