



Claranet and Wave2 in partnership to deliver SaaS solutions

Business challenge

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents; their mission is to provide software products that will enable publishers, marketers and content providers to save costs and to generate new revenue. By 2010, the shift towards the cloud computing model was really taking hold and Wave2's customers were increasingly enquiring if they were able to offer their services via a SaaS model. As Wave2 grew, it was also becoming more apparent that the company needed to further extend the range of services they could offer to new and existing clients.

Solution

The Wave2 Publishing Platform, combined with Adobe's InDesign Server, forms the heart of the Wave2 range of products. Additional individual modules then integrate with the W2PP to deliver specific business solutions. Wave2 customers are typically newspaper and magazine publishers, advertising agencies, marketers and print production companies who use the software to quickly deploy powerful automated document building solutions. All user interfaces are browser based and the AdPortal B2B and B2C offerings which are centered on self-service advertising also incorporate a transactional payment element.

Wave2 therefore needed to work with a partner who could offer security, scalability and the high availability required by such demanding customers. After reviewing their own requirements Wave2 also determined that it was of key importance to select an infrastructure partner with the right profile and capability in order for them to compete and sell more effectively. Partnering with Claranet has enabled Wave2 to offer their customers the necessary security and confidence required when deciding to out-source traditional internal IT functions.

Business benefits

Following their agreement with Claranet, Wave2 customers now benefit from:

- Reduced dependence on internal IT skills
- Secure and high availability environments
- Lower overall IT infrastructure costs
- Secure transactional payment environment in PCI-DSS compliant data centre
- A future-proof IT infrastructure environment
- Increased flexibility
- Ability to scale quickly and to react to market changes
- Ability to benefit from new technologies much more quickly

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Wave2 Media Solutions, the UK-based software specialists, reached an agreement with managed infrastructure services specialist Claranet, to provide a hosted platform for Wave2's range of solutions for the automated generation of documents and allowing them to provide end-to-end solutions for their customers and partners.

"The partnership with Claranet enables Wave2 to further extend the range of services it can offer to both new and existing clients. Many organisations are now looking for more cost effective ways in which to deliver services to their customers, and the external hosting of systems helps meet this objective. The modern range of services offered by Claranet gives our customers the necessary comfort and security that is needed when working with a hosting partner. On behalf of our customers, we need to ensure that system availability is at its absolute maximum."

Andrew Haggarty - Sales Director - Wave2 Media Solutions Ltd

Wave2's mission is to provide tools that will enable publishers, marketers and content providers to both save costs, and to generate new revenue. To this end, the company developed a highly scalable and powerful rules engine, capable of automatically building documents. These may be anything from simple display ads, through to complex multi-page documents.

Newsquest, one of the UK's largest regional newspapers with more than 200 titles and a weekly circulation of 10 million, was one of the first customers to benefit from Wave2's new SaaS solution. Working with Wave2 on a hosted Claranet service has allowed Newsquest to offer a self-service advertising solution - delivering a streamlined production process, and ultimately, increasing productivity and efficiencies. This success has only increased Wave2's belief in SaaS cloud hosted business model.

"Hosted services are the way forward for a significant number of businesses who are in our target market. Such a solution means that all of the benefits of the Wave2 software product are available to our customers from day one - and just for a fixed monthly fee, rather than a significant up-front lump sum. These savings continue to multiply, as the customer doesn't need to purchase additional computer hardware to run the system, or employ IT specialists to manage and run that equipment."

Chris Hodges - Managing Director - Wave2 Media Solutions Ltd

Claranet's experience as a managed services provider means we are ideally placed to service Wave2's customers, including Newsquest. We have a transparent relationship with Wave2, and work closely with them and their customers during concept, implementation and maintenance of the solution.



For more information about the services Claranet offers, and the benefits of working with us, go to: www.claranet.co.uk