New business opportunities with Azure

SENTIA | LEAD THE WAY

Perfion

Perfion provides PIM solutions for managing and maintaining product data on an international level and is present in 17 countries from Finland in the North to Australia in the South.

Organization
Perfion has existed since 2010 and is a global company with headquarters in Denmark and offices in the USA, Germany, and Benelux.

Industry
ISV – software solutions within management and maintenance of product data through PIM (Product Information Management) and software solutions based on add-on and ERP integration modules.

Background
Changes in the market and shifts in customer demand required Perfion to rethink and transform the provision of core services. Therefore, Perfion was in need of an innovative partner for consulting and modernization of the business model in a public cloud strategy.

Solutions at Sentia
Consulting services in connection to the new SaaS business model, transformation, and subsequent full operations management of the business-critical application in a managed Azure solution.

> " Our goal is to provide our clients with the best conditions for being productive and creative. No more time-consuming searches for product data or worrying about the validity of data. We provide solutions that free up time for the clients to focus on their core tasks.
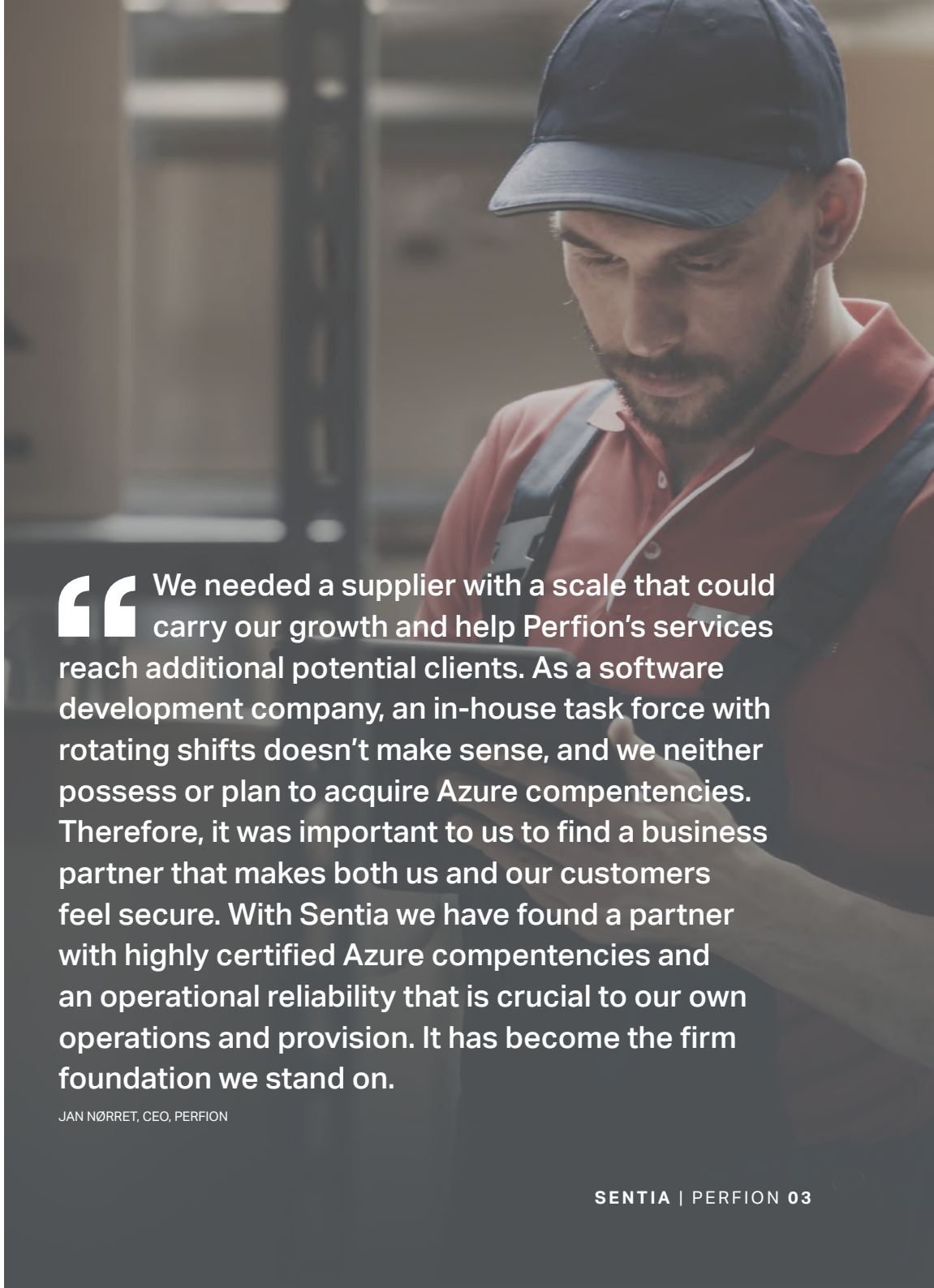
JAN NØRRET, CEO, PERFION

New business model opens up a larger market

Prior to the partnership with Sentia, Perfion's business model was founded in software license sale, set up on-premise at the end customer, who had the operational responsibility. Today, customer needs have shifted to both a desire to be free of this responsibility and gain more flexibility and a demand for pay-as-you-go solutions and shorter minimum contract periods.

"We were faced with the challenge that we weren't able to grow via the client base that wanted to go the SaaS route. There was a growth potential that we couldn't miss out on. If we want to be considered, we must be able to offer both. The challenge for us was going through a strategic shift, into an area that we had neither the skill set or the man power to carry out and manage on our own," says Jan Nørret.

Today, through the partnership with Sentia, Perfion primarily provides a SaaS solution service based in public cloud. The establishing of the digitalized platform in Azure means that Perfion can now provide the PIM solution on a subscription basis with fast and simple onboarding of clients. This has created customer growth, and has given Perfion the expertise and means to develop and refine new Azure services incrementally.

> " We needed a supplier with a scale that could carry our growth and help Perfion's services reach additional potential clients. As a software development company, an in-house task force with rotating shifts doesn't make sense, and we neither possess or plan to acquire Azure compentencies. Therefore, it was important to us to find a business partner that makes both us and our customers feel secure. With Sentia we have found a partner with highly certified Azure compentencies and an operational reliability that is crucial to our own operations and provision. It has become the firm foundation we stand on.

JAN NØRRET, CEO, PERFION

> " **The consulting services from Sentia's experts became the decisive factor for the direction we chose, and in the process, we also got a deeper understanding of Azure. The project startup was similarly painless because Sentia has offered focused consulting and guidance throughout the entire project, so that we quickly arrived at a strong customer solution and introduced the new model to the market. We view Sentia as a extended colleague that can act quickly.**

JAN NØRRET, CEO, PERFION

Focused consulting services throughout the entire project

Through the entire process of development and implementation, Sentia has been a vital partner to Perfion – from the consulting phase to the transformation and the subsequent operations and managing of the business-critical application.
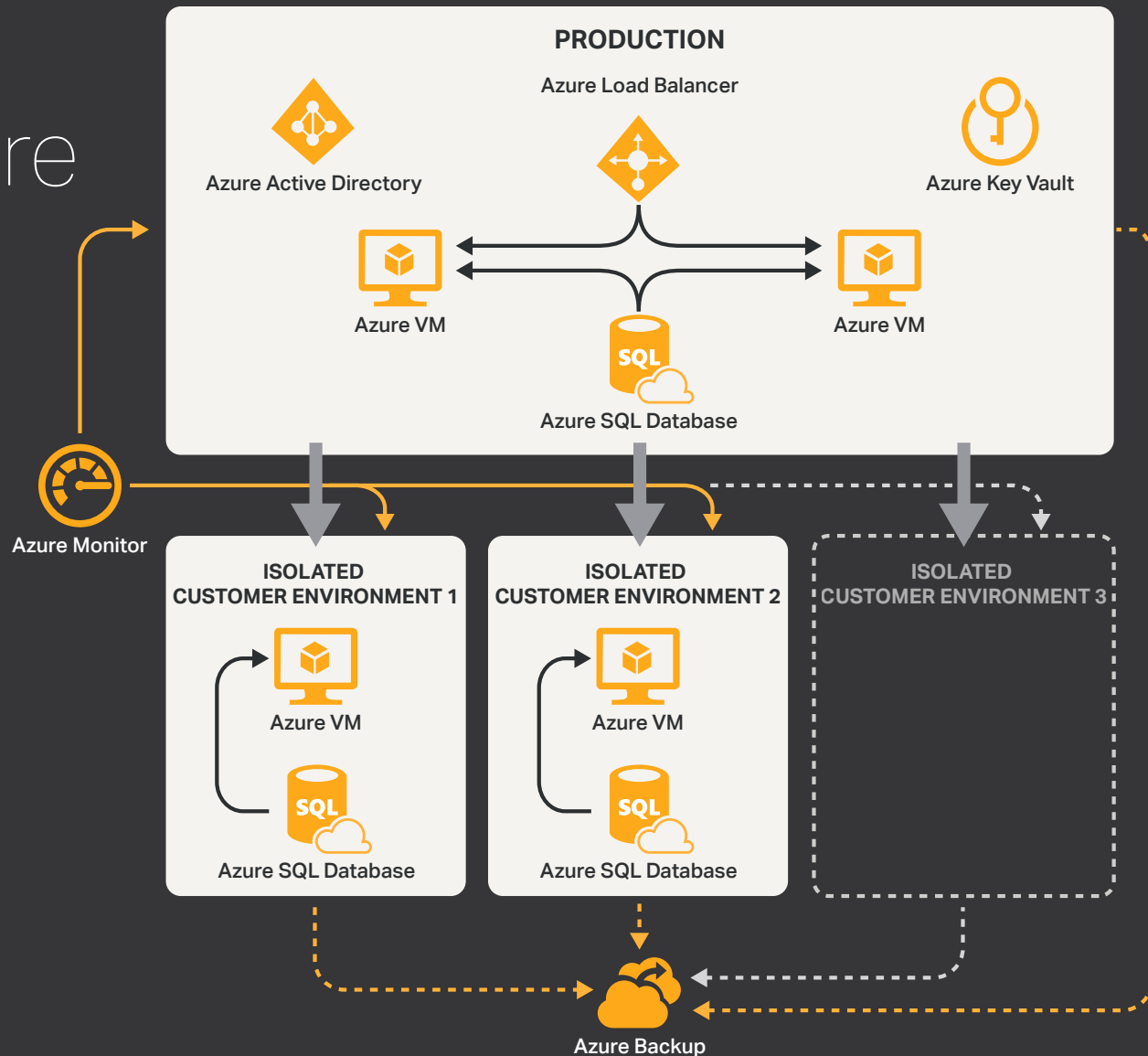
In the process of development, the shared public cloud platform has been recreated using existing code in a lift & shift migration strategy. The test environment was set up to ensure internal practice processes and application demonstrations, and today, Perfion benefits from all the advantages of being able to scale as needed depending on the workload, which is determined by customers in isolated environments.

Modern Azure architecture

Perfion's new business model is based on a Azure core platform consisting of Azure AD Domain Services, Azure VMs, Azure SQL databases, Azure Load Balancer, and Remote Desktop Services.

The modern infrastructure is established 'as code' in order to secure the integrity of the architecture. At the same time, all traffic is HTTPS encrypted, which provides an overall secure and robust solution that can be deployed from all Azure data centres globally, in close proximity to the user, an can be adjusted according to the number of users.

Sentia manages platform monitoring and backup 24/7, and Azure Cost Management provides ongoing financial overviews where the pay-as-you-go model keeps costs low.

PRODUCTION

Azure Load Balancer

Azure Active Directory

Azure Key Vault

Azure VM

Azure VM

Azure SQL Database

Azure Monitor

ISOLATED CUSTOMER ENVIRONMENT 1

Azure VM

Azure SQL Database

ISOLATED CUSTOMER ENVIRONMENT 2

Azure VM

Azure SQL Database

ISOLATED CUSTOMER ENVIRONMENT 3

Azure Backup

> **I am thrilled with Sentia's overall commitment to the partnership. Instead of 'just' being given a direction, we wanted to come up with a solution and the design together, and we have felt heard and taken care of right from the beginning.**
>
> JAN NØRRET, CEO, PERFION

Full management around the clock

Sentias fully managed operations 24/7 including monitoring and backup means that Perfion can always guarantee a reliable application without downtime and a readiness in relation to the end customer if something, contrary to expectation, goes array.

This involves regular supervision, diagnosing the performance and health of the application and the infrastructure, and locating errors and vulnerabilites

before they lead to downtime or poor performance. With Sentia as operations partner, Perfion is able to manage the wide selection of technologies for patching and prioritize them from a business perspective, while at the same time feeling secure in an environment that is always updated, secured, and maintained.

"From an operational perspective, we have managed with very few resources, and had sufficient knowledge to take any problem up with Sentia instead of appointing a larger staff. Moreover, it was a positive experience for us to see how our own skill set grew in the process – we know what to ask for, and Sentia handles the rest. We have always appreciated Sentia's approach when it comes to presenting us with a wide palette of possibilites from which we choose the right solution together."

Business benefits point by point

Resource saving
→ Quick and consistent implementation equals significant amounts of time saved for developers. The solution can accommodate varied customer needs and is provided globally, in close proximity to Perfion's end customers at the Azure data center closest to them.

Flexibility
→ The SaaS setup is scalable, and in case of increased data growth, Perfion has the agility to upscale quickly, which also leads to cost savings for each client. In Azure, the solution can be adjusted depending on the workload. Perfion has gained new knowledge and competencies, and is therefore able to develop and offer different solutions to different customer needs.

Security
→ Sentia's documented processes and full ownership of operations and management of business-critical applications in public cloud ensures the quality and the operational stability of Perfion. Security and supervision of the platform gives Perfion the opportunity to track performance and make intelligent diagnoses, which in the end leads to business continuity for the software provider.

Future-proofing
→ With the new setup, Perfion achieves substantial cost savings for each client, who is also safely secured with a new business model that makes it possible for Perfion to provide services to customers on a global level and to meet customer demand now and in the future.

We lead the way
so you can lead yours

We are Sentia. We offer fully managed and secure cloud solutions.

Our teams of cloud experts design, build, and manage cloud services as well as provide 24-7 operational service and support that guarantees your performance.

We take extreme ownership of your infrastructure and applications, and ensure that your business is always online.

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