

# INDI

## RAILS EDITION

### Introducing a New Distribution Model for Rails Apps

#### WHEN A SOFTWARE-AS-A-SERVICE APPROACH LEAVES YOU WANTING

Developers that depend on selling their Rails-based applications are finding their only real option currently is to make those applications a SaaS. But if the market is limited or a niche a SaaS may not make economic or technical sense. Many clients, particularly in larger enterprises cannot afford, legally or organizationally, to purchase your application if it only runs outside their firewall taking away the option of a Cloud/SaaS solution.

#### INTRODUCING INDI-RAILS EDITION ~ AS A DEDICATED APPLICATION DELIVERY APPLIANCE

*INDI-Rails Edition* is a virtual or physical software appliance that can be deployed on-premises tailored with just your application. It is ideal for less sophisticated clients who are looking for a plug-and-play solution and do not have typical IT support and who cannot or do not want to get the application through an online-only distribution. For more sophisticated end users, this approach allows you to better serve them by providing more packaged delivery options.

#### INDI-POWERED MAINTAINABILITY

Applications operated on the *INDI-Rails* appliance can be supported via the Web using our *INDI-Powered* service. Once the device is deployed either in a virtual instance in a so-called private cloud or as a physical appliance deployed to a client site, your application can be maintained remotely using this service. It permits all of the moving parts of a typical Rails application, including the many open-source components, to be updated and configured on a continual basis.

#### READ WHAT THE ANALYSTS SAID

**Software Appliances:** "SaaS and cloud computing streamline operations yet force customers to have a constant connection online and keep their data outside the firewall. Connectivity and security issues are natural inhibitors to these deployment options. *Software appliances are well suited to address these concerns because they can ease deployment challenges while maintaining software and data on-premises.*" ~ IDC White Paper (2009)

**Simplified Packaged Solutions:** "[Customers] require simplicity and out-of-the-box utility -- they are interested in solutions, not piece parts." ~ IDC Market Predictions Paper (2008)

**Hybrid Deployment Model:** "Cloud computing, specifically clouds that are enabled by a virtualization layer, will provide new go-to-market opportunities, and software appliances will help simplify this transition. *Cloud computing, in conjunction with software appliances, will also create new business models that will allow companies to sell a single product on-premises, on-demand or in a hybrid deployment model.*" ~ IDC White Paper (2009)

