Implementing Software as a Service

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ABSTRACT:
This talk describes basic architectures and best practices for implementing Software as a Service application. In this context, achieving good margins requires making careful engineering trade-offs between adding features and lowering total cost of ownership. Achieving good system utilization requires that businesses share resources using either virtual machines (OS-level virtualization) or multi-tenancy (application-level virtualization). While multi-tenancy achieves greater levels of consolidation, it limits the kinds of features that can be provided. Thus the ideal level for virtualization depends on the characteristics of the application and its users.

PROFILE:
Dean Jacobs received his Ph.D. in Computer Science from Cornell University in 1985. He then served on the faculty of the Computer Science Department at the University of Southern California, where he studied distributed systems, databases, and programming languages. When the Internet began to get widespread commercial use, Dr Jacobs joined the company WebLogic, which was later purchased by BEA Systems. There, he developed the clustering and caching infrastructure for WebLogic Application Server, for which he holds thirteen patents. Dr Jacobs then joined Salesforce.com, where he helped to develop a highly-scalable, multi-tenant infrastructure for Software as a Service. Currently, Dr Jacobs is a Chief Development Architect at SAP, where he is doing research on SaaS and supporting development of Business ByDesign.