to last from one to five years. This power source allows them to be read from much longer distances, while also in some cases enabling very interesting advanced sensor applications such as temperature logging, motion alarms, and magnetic security latching. These tags vary in shapes and sizes, such as the well-known “Tile” tag for attaching to keys or bag zipper pulls but are generally more than an order of magnitude pricier than passive RFID. While the cost point of the tags is higher, you usually don’t have the requirement of a lot of additional infrastructure because of the range of the tag and adoption of open standards such as WiFi or Bluetooth that enable leveraging existing infrastructure. If you have a few key things you want to track or want to gather a lot of sensor data in the process, active tagging is probably right for you.

Visual tagging is a new category that has come to the RFID world. With the advance of bi-stable visual materials (able to change between semi-permanent states by electrical charge) tags can be produced that give visual flags to humans in the process. This can include color changes to indicate an asset has been cleaned, patterns appearing to flag that a tag is in the wrong place or e-paper screens to replicate the information previously applied with a paper label. The latter has been the highest growth area in the segment, as the high cost and lack of flexibility in static paper labeling is being targeted by forward thinking process designers. The foundational patents on the initial e-paper technologies have all run their course, stimulating new entrants, driving down prices, and causing a period of growth in this important segment. Today, you may see such visual tags on store shelves, luggage tags or in a hospital, adding the benefit of readable, dynamic instructions with all the advantages of tracking and real-time data collection discussed above.

If you are being pressured to generate more data to feed analytics, enhance customer transparency or drive service excellence, have another look at the RFID technology available today. It might be the path to digital transformation your organization is seeking.

Applying RFID tags to things, including employees, materials and assets can enable a complete digital view of your process in real time.
Eero Teerikorpi
Founder and CEO
Continuent
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, 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 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 Continent excels by delivering the quintessential clustering solution which provides clustering, disaster recovery and high availability for MySQL databases. By employing Continent Clustering in each datacenter, Adobe could rely upon their application availability 24/7, thereby securing the cloud-based SaaS services revenue.

Using Continent 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.

The Continent 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. “Continent’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 Continent solutions. Our average response time for urgent support tickets is less than five minutes. Continent has the best support in our marketplace, bar none,” affirms Teerikorpi.

### Future Road-Map

Today, a significant majority of Continent’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, Continent will also launch an all new ‘Virtual DBA’ solution, aka “Continent vDBA,” - extending and expanding the functionality of Continent Clustering by adding more automation, monitoring, and self-healing functionality. Continent vDBA is specifically designed to run both as a cloud-based Continent-managed service and as a customer-managed service for use on-premises and across all clouds.

Continent vDBA offers a Database-Clustering-as-a-Service using MySQL, MariaDB and Percona Server instances running on various clouds. “Continent 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.

Continent’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