

Software as a Service
An Idea Whose Time Has Come

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Define Terms

- Software as a Service (SaaS)
 - Not the “on-demand” model
 - All about how you deliver technology to a user
 - SaaS is a task-oriented business solution delivered in a timely manner
 - Typically hosted at an offsite data center
 - All hardware, software and data maintained by service provider
 - Many clients to one application generates superior ROI
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Historical Roots

- Headwaters are original ASP's
 - Shift to purely web-based app's began in late '90's
 - Began to gain steam in late 2003
 - Transition from technology in-and-of-itself to technology as enabler
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Types of SaaS

- Technology delivery (Equinix),
- Pure services (eBay, Salesforce.com)
- Potential revenue far greater for services



Drivers

- “Web-Services” implementations inordinately hard
 - Frequently fail
 - Long development cycles incompatible with rapidly evolving technologies



Drivers

- “Outsource” alternative
 - In real world split model of responsibility works poorly for non-technical companies
 - Frequently requires very structured command and control
- Net net – reduced, shared risk



Customer Wishes

- Who is the customer?
 - What are their needs and wishes?
 - Requirements for a good SaaS candidate
 - Highly standardized or standardizable processes
 - Problems involving coordination over a distance or time are good candidates
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Time & Attendance Billing

- **Time & Attendance**
- Fast and accurate data capture from virtually any data collection terminal, including various web timesheet formats
 - available real-time or in a polled...
- **Benefit Accruals**



Project Management

- **Employee Scheduling**

- Create as many daily schedules or schedule cycles as required. Free flow, fixed, and floating formats are available and include settings for shift work, restricting punches

- **Project Tracking**

- Tracking time against business units, departments, projects, tasks, clients, and other increments is easy.
 - Facilitates coordination for geographically dispersed units
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Fulfilling Customer Needs

- Evolution of SaaS totally dependent on wide net access
 - MS' fear of NetScape was that OS would become irrelevant- it has!
 - SaaS can deliver technology
 - SaaS greatest advantage at pure service level
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Cost Analysis

- Financial advantages include less \$\$ for infrastructure, maintenance, & upgrades from Client organizations
 - Lighter footprint lowers break-even point for employing dedicated software
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Cost Analysis

- Quality and price comparison:
 - Initial investment trivial
 - Upkeep is pay as you go, or offloaded entirely to vendor
 - Evolution can be continuous rather than getting stuck on a particular version.
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Strengths and Advantages

- “ Delivering software as a service requires fewer resources to implement and support. With business applications residing in one centralized location, software rollout is simplified, user-acceptance is increased and total cost of ownership is lowered.”

– SaaS.com



Disadvantages

- Net dependent
 - Doesn't customize well for business processes
 - Business value:
 - Buy something
 - Add value
 - Sell it
 - How do you sell more effectively, if everyone is using the same software?
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Evolving Answers

- Seibel
- Customers change the software by clicking and moving modules
- Source code never is changed,
- But result is company specific



How It Works

- Large upfront license fees replaced by periodic pay-as-you-go subscription fees
 - Maintenance and support are included, & transparent
 - Service providers lose large fees up-front
 - But gain predictable cash flow
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Success Metrics

- Customer acquisition
- Customer retention
- Growth of deferred revenue



Examples

- eBay
- “revolutionized the garage-sale industry”
- Created entire new business channel
- Hurt classified ad revenue for newspapers



Google

- Dynamic search solution
- Constantly being upgraded
- And extended
- Is now becoming a platform in its own right!



Amazon

- Leverages technology to present compelling service
- myspace.amazon.com
- Co-operating with other vendors



BlueRoads Software

- Coordination as a service in itself!
- Relies on technology to create the “net effect”
- Attempts to forment an ecosystem



SOLUTIONS

Overview

BlueRoads 6

BlueRoads Modules

BlueRoads Express

Resource Library

BlueRoads Interface for salesforce.com®

Are you providing partners with the right systems to drive peak performance?

As companies rely more on indirect revenue to achieve corporate financial goals, there is pressure to increase channel performance. Yet direct revenue is still a key component of most business models. What can you do to maximize direct and indirect selling efforts?

Leverage best-of-breed solutions.

BlueRoads provides a pre-packaged integration for salesforce.com that supports bi-directional data integration and synchronization through a point-and-click mapping interface, which requires no additional coding effort. This allows customers to capture sales opportunities within Salesforce.com and pass channel-specific opportunities to BlueRoads 6 for active follow-up by channel partners. As partners provide feedback on sales opportunities, BlueRoads 6 sends the information back as updates to salesforce.com. Providing partners and direct reps with respective best-of-breed systems optimizes sales efforts and maximizes performance.



Benefits:

- ◆ Optimize selling efforts with best-of-breed solutions
- ◆ Increase feedback on channel sales opportunities
- ◆ Gain universal visibility into direct and indirect opportunities
- ◆ Maximize system investments with out-of-the-box integration

Additional resources:

[Press release](#)

[What's the Difference Between CRM and PRM?](#)

BlueRoads 6

"This partnership offloads the integration burden from the customer and enables companies to maximize the business value these best-of-breed solutions provide."

Sheryl Kingstone
Yankee Group

For more information visit our [resource library](#) or [contact us](#).

BlueRoads > Solutions > - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.blueroads.com/solutions/deal_reg.html



SOLUTIONS SERVICES CUSTOMERS PARTNERS NEWS + EVENTS COMPANY CONTACT US

SOLUTIONS

Click on areas of interest to learn more about specific BlueRoads 6 modules.

Active Participation Network

BLUEROADS 6 FOUNDATION SYSTEM

BLUEROADS 6 MODULES

Leads	Deals	Renewals	PRM
Named Accounts	Channel SFA	WebEx Interface	SFDC Interface

Reporting Analytics

BLUEROADS CHANNEL METHODOLOGY

BlueRoads 6

"Deal registration programs offer a simple but fundamental value proposition: they allow vendors to protect and increase profit margins for channel partners that are helping them grow market share."

Michael Haines
Gartner

For more information visit our [resource library](#) or [contact us](#).

OpSource

- First company to provide support for SaaS as an SaaS service!
- Coordination, support, maintenance for infrastructure
- All you do is develop software, and sell it as a service!





Company

Solutions

Support

Partners

News

SaaS Resource Center



OpSource understands the unique challenges faced by emerging software companies like yours.

Our Optimal On-Demand infrastructure platform provides you with a low-risk path to SaaS.

Start-Up Company

If you are a startup just embarking on SaaS delivery...

Transitioning to SaaS

If you are an established software vendor exploring the transition to SaaS...

Established SaaS Provider

If you are already providing SaaS, but looking to improve your delivery capabilities...

Customer Login

“ We were very impressed with the depth and breadth of OpSource's Optimal On-Demand offering. ”

—Michael Mankowski, SVP, Tier 1 Research

Call us today! 800-664-9973

Success-Based Pricing

The critical component of OpSource's Optimal On-Demandsm solution is an innovative Success-Based Pricingsm model that allows customers to begin with a minimum commitment. This model creates a corporate culture that ensures our entire company is focused on driving success for our customers.

Click here to learn more!

Company Events

SaaS Webcast Series: 'The Secrets to SaaS Success'

December 7, 2005 12:30pm-1:30pm ET



OpSource SaaS Summit

Silverado Resort, Napa Valley, CA March 1 - 3, 2006

Company News

TripleTree and SIIA Host Software as a Service (SaaS) Webcast Featuring salesforce.com, BMC Software and OpSource

OpSource to Host First-of-its-Kind SaaS Summit

Software as a service—a step by step guide

OpSource's latest clients bring SaaS total over 40

SaaS Resource Center

Find everything you need to know to maximize your success in this exciting new market.

ROI Calculator, Flash Overview, Newsletter, SaaS Whitepapers

Software as a Service What is it? How can my company benefit?



Company

Solutions

Support

Partners

News

SaaS Resource Center

SaaS Enablement

Improving SaaS readiness

Optimal On-Demand

Complete, turnkey SaaS delivery

SaaS Ecosystem

A community of providers and enablers

Optimal Enterprise

Managed hosting solutions

Case Studies

Examples of successful SaaS solutions

Want to know more?

Click the button below to send us a question and a salesperson will contact you within 24 hours.

Request More Information

Call our Sales Center
800-664-9973

**Solutions Optimal Enterprise**

Optimal EnterpriseSM by OpSource is a complete managed hosting solution that enables enterprises to maximize the performance and productivity of their IT infrastructures without increasing costs.

With Optimal Enterprise, you can take advantage of secure, scalable, and highly available operations services on a 24x7 basis, all delivered for a fixed monthly fee and supported by our 100% uptime and response time guarantees. By selecting us to manage your infrastructure, you can optimize the effectiveness of your internal resources and remain focused on your core business.

Optimal Enterprise service delivery includes the deployment, tuning, and management of your servers and devices. On an ongoing basis, we monitor these infrastructure components to maximize their performance and stability and rapidly resolve any issues. To ensure complete recoverability in the event of a disaster, we back up your data regularly and manage your Storage Area Network, Network Attached Storage, or Direct Attached Storage solutions. We ensure the safety and protection of your mission-critical data through effective management of your firewalls and Intrusion Detection System (IDS). In addition, we deliver specialized services for auditing or relocating your infrastructure. The flexible nature of Optimal Enterprise allows us to provide our services as standalone or as integrated solutions.

Optimal Enterprise services are "location-independent" and can be delivered in a third-party data center, or in your corporate data center. OpSource has extensive experience in both environments and currently manages IT infrastructures for customers in virtually all of the commercially available colocation centers.

Learn more
about **Optimal
Enterprise in our**

PDF Datasheet

“ IDC forecasts that worldwide spending on SaaS will reach \$10.7 billion by 2009, a compound annual growth rate (CAGR) of 21% ”

—IDC, *Worldwide and U.S. Software as a Service Forecast and Analysis: Adoption of the Alternative Delivery Model Continues*, #33120
by Amy Konary and Erin Traudt
March 2005

**Find out how
OpSource can help
you address your
specific business
needs**

Start-Up Companies

If you are a start-up just embarking on SaaS delivery...

Transitioning to SaaS

If you are an established software vendor exploring the transition to SaaS...

Established SaaS Provider

If you are already providing SaaS, but looking to improve your delivery capabilities...



- Company
- Solutions
- Support
- Partners
- News
- SaaS Resource Center

Partner Directory

There are four partner categories:

- Strategic
- Ecosystem
- Channel
- Technology

Partnering with OpSource

We're committed to your success

Partner application

Apply to be a partner online

Want to know more?

Click the button below to send us a question and a salesperson will contact you within 24 hours.

[Request More Information](#)

Call our Sales Center
800-664-9973



Partners Directory Strategic Partners



Salesforce.com
Salesforce.com is the worldwide leader in on-demand customer relationship management (CRM)

services. More companies trust their vital customer and sales data to salesforce.com than any other CRM company in the world.

OpSource connection: OpSource, the SaaS Expertssm, and salesforce.com, the market and technology leader in on-demand customer relationship management (CRM), announced that they have developed a partnership that makes it easier for salesforce.com to expand its large and rapidly growing partner community and ensure that partner solutions are reliable, robust, and highly available. OpSource is the only certified hosting provider for Appforce solutions.

"Our partnership with OpSource is mutually beneficial," stated Bobby Napiltonia, SVP worldwide alliances, salesforce.com. "OpSource has been very supportive of our partners, both by improving the operational capabilities of their on-demand applications, and by speeding our partners' time to market, which results in a positive experience for the growing base of salesforce.com customers. We've invested a great deal in our reputation, and we are working together with OpSource to deliver the highest level of operational excellence across the salesforce.com community."



Equinix.com
At Equinix, customers can leverage premium data center services for secure colocation; diverse, reliable and cost-effective IP connectivity; next-generation traffic exchange and peering; and

managed outsourced IT infrastructure services for greater control, improved performance and lowered costs for their network and Internet operations. Enterprises and content providers choose Equinix for the exponential cost and performance gains they realize by operating in Equinix network-diverse hubs, with access to a broad selection of outsourced connectivity and IT services.

“ By 2008, more than 50 percent of the software purchased will be via service...”

—Gartner
Software as a Service Will Be Business Model of Choice by 2008
by Joanne Correia, Roger Fulton, and Fabrizio Biscotti

Become an OpSource Partner

If you are interested in becoming an OpSource partner, please complete the Partner Application Form

Online Application



THE PREMIER COLOCATION SOLUTION
CLICK HERE TO VIEW

NEWS & EVENTS

[Equinix to Offer Expanded Peering Coverage to Melbourne and Brisbane Businesses through Agreement with Nextgen Network](#)

[Equinix and SGDOD to Host First "Day Of Defeat" Online Gaming Community Event in Singapore](#)

[Equinix to Present at the Annual Credit Suisse Communications Services and Technology Conference](#)

[Equinix to Provide Network Exchange Infrastructure for VoIP Provider BroadBand Phone in Australia](#)

[Equinix Announces Pricing of Secondary Offering of Common Stock by STT Communications](#)

The Home of the Internet™

Equinix is the leading global provider of network-neutral data centers and Internet exchange services for enterprises, content companies and network services providers.

NEW EQUINIX IBX CENTER IN LOS ANGELES

Equinix announced that it has acquired a third IBX center in the Los Angeles area, and follows expansions announced by Equinix earlier this year in the Silicon Valley and Chicago markets. It will provide Equinix with additional data center space to respond to strong customer demand in the Los Angeles market, particularly among the large aggregation of rapidly growing digital media companies in the region. [Read more.](#)



An audit of the computer is performed. TruAudit does not need to be installed on the computer for the audit to take place. The audit can be run over your network.





Computers by Department

Department:

Description	Type	Inv. No.	Location	User
MDANIEL	Laptop			Mike Daniel
PDS-CALLCENTER3	Workstation			OliverK
MDW-LIBSTATION1	Workstation		MDW	libpatron
Test Dell				Mike Daniel
ACHILLES	Laptop	NOT INSTALLED		Adam Blumberg

Reports are easy to read and print.

Records: 5

They may even be saved as a CSV file to be imported by other programs

Department: Tech

Description	Type	Inv. No.	Location	User
TECHDELL	Workstation		DO	default

Records: 1

Department: Technical Support

Description	Type	Inv. No.	Location	User
Tech Support	Workstation	TRU-52005	Houston	default

Records: 1

Computers: 7





Truistic Software

- Search
- Assets
- Reports
- Administration
- Help
- Log out

Back Edit Delete Printer friendly

GENERAL HARDWARE SOFTWARE/OS NOTES/HISTORY VENDOR/LEASE

You can easily view General, Hardware, Software, or Financial information

Motherboard

Description :	Inspiron 700m
Manufacturer :	DELL SYSTEM
Serial No. :	CNDJ5088701664ALC470
Version :	Rev.A
RAM (MB) :	496
Ports :	COM3 Firewire LPT1 USB

Description :	Intel(R) Pentium(R) M processor 1.60GHz
Manufacturer :	GenuineIntel
CPU Type :	x86 Family 6 Model 13 Stepping 6
Speed (MHZ) :	589
Socket :	U1
No. of CPUs :	1

BIOS

Description :	Phoenix NoteBIOS 4.0 Release 6.0
Manufacturer :	Phoenix Technologies LTD
Version :	PTLTD - 6040000
Date :	6/21/2004
Serial No. :	FC62Y51

Input/Output

Keyboard :	Standard 101/102-Key or Microsoft Natural PS/2 Keyboard
Keyboard Serial No. :	
Mouse :	USB Human Interface Device
Mouse Serial No. :	
Monitor :	
Video Card :	Intel(R) 82852/82855 GM/GME Graphics Controller
Sound Card :	SigmaTel C-Major Audio





Truistic Software

- Search
- Assets
- Reports**
- Default
- Custom
- Report Designer
- Administration
- Help
- Log out

Default Reports

View Edit Export to CSV

Default Reports

TruAssets comes with a number of reports already created

	Name	Description
<input type="radio"/>	TruAssets Report - Assets by Department	Assets by Department
<input type="radio"/>	TruAssets Report - Assets by Type	Assets by Type
<input type="radio"/>	TruAssets Report - Computer BIOS Report	Computer BIOS by Manufacturer
<input type="radio"/>	TruAssets Report - Computer Hard Drive Report	Computer Hard Drive Report
<input type="radio"/>	TruAssets Report - Computer Hardware Report	Computer Hardware Information by Department
<input type="radio"/>	TruAssets Report - Computer Lease Payment Report	Computer Lease Payments by Department
<input type="radio"/>	TruAssets Report - Computer Manufacturer Report	Computer Hardware Information by Manufacturer
<input type="radio"/>	TruAssets Report - Computer Network Information	Computer MAC and IP addresses by Domain
<input checked="" type="radio"/>	TruAssets Report - Computers by Department	Computers by Department
<input type="radio"/>	TruAssets Report - Computers by Domain	Computers by Domain
<input type="radio"/>	TruAssets Report - Computers by Location	Computers by Location
<input type="radio"/>	TruAssets Report - Computers by Operating System	Computers by Operating System Product ID
<input type="radio"/>	TruAssets Report - Computers with Adaptec Hard Drives	Computers with Adaptec Hard Drives

Next Steps of Action

- Education
 - White papers
 - <http://www.saas.com/homepage/pdf/WhitepaperSaaS.pdf>
 - http://www.sonicsoftware.com/products/sonic_esb/architecture_definition/index.ssp
 - Conferences
 - <http://www.opsource.net/news/events/>
 - SaaS Summit – March 1-3, 2006 at the Silverado Resort, Napa Valley, CA
 - WebCasts
-
-

Next Steps of Action

- Resources:
 - www.SaaS.com
 - www.OpSource.com
 - www.BlueRoads.com
 - www.equinix.com

