

Thinking about Software as a Service?

SMB Quick Reference Series

Transitioning into Your New Future.

In a recent (2009) conference, hosted by Computerworld, it has become clear that Software as a Service (SaaS) is now mainstream. To quote some of the attendees:

- "SaaS adoption has moved past the 'tipping point'"
- "A new ecosystem is forming around Cloud computing that will transform the IT sector."
- "SaaS is not an optional disruptive technology."
- "Cloud, SaaS and Mobility are helping to make the "boundary-free enterprise"

In a nutshell, subscription-based software and services are getting stronger and stronger, offering more and more benefit to business. For example, nine out of ten companies plan to grow their use of "Software as a Service," according to the Gartner Group. Should you be on this list? Consider the following:

Business Drivers

Businesses of all sizes are moving to SaaS because of lower up-front costs, shorter implementation times, less implementation risk, reduced need for hard-to-find in-house technical resources and more flexibility to right size systems (up or down). SaaS has a proven track record of reducing ongoing IT operations costs, freeing up capital and resource to focus on driving the business forward to new advantage and competitiveness.

Businesses are adopting SaaS as 'insurance' against business disruption and security threats. They're doing this by taking advantage of the most advanced, comprehensive, and easy to use data backup/restore, virus/spam protection, device recovery services – all automatically and without having to purchase a single piece of software.

Businesses are using SaaS tools to run their businesses better. Whereas in the past, small and medium businesses would lag behind the technology advantages that larger businesses could afford. SaaS levels the playing field for customer management, manufacturing and distribution, HR/payroll, accounting, banking, collaboration, and productivity. Small and medium businesses, through SaaS, have access to the latest, most powerful, and cost effective technology without any capital investment or the need for 'in-house' technical expertise.

The adage that 'old is new again' is true. Return on investment, risk mitigation, total cost of ownership, and a focus on the business remain central to technology discussions. SaaS has proved it's worth using these traditional criteria.

Where is the fit?

An additional, recent survey pointed to collaboration products of all sorts as the top application area for SaaS based solutions, with human resources and customer service next on the list. Finance and accounting moved up from 10th place to 5th place from 2010 – one indicator that SaaS is on the move from the edges to the core of the business as the technology continues to mature.

For mid-sized companies, a mix of in-house and SaaS based solutions has been demonstrated by True Religion jeans. True Religion Jeans found that vendor experience and the ability to "try before you buy" testing of potential SaaS solutions improved operation and avoided common adoption mistakes. True Religion also realized the benefit of being able to spend more time focusing the business needs instead of technology.

For small companies, the savings are even more pronounced. In a recent presentation, the CFO/CIO at Kardia Healthcare discussed his experience with SaaS applications when he was with 2nd Wind. As an exercise equipment company, 2nd Wind was able to replace virtually all the in-house systems with SaaS solutions and reduced costs by 61%.

The bottom line:

Today more and more businesses are exploring, understanding, and implementing Software as a Service to benefit their companies. Isn't time to explore if SaaS is right for your business?

SaaS is no longer a theory, but is a viable reality that has demonstrated business and financial benefits. Small and medium business, today, benefit the most through the elimination of capital spend, reduction in technical resource requirement, increased business continuity and safety, and lowered overall IT cost.

Looking to take advantage of SaaS? Do so easily and quickly. Discover the business and financial benefits of SaaS by checking out the SMB Suite. The SMB Suite is your answer to saving money, connecting to customers, increasing productivity, lowering IT resource requirements, and delivering the tools you need to run your business. Visit: <http://www.getsmbs.com> or call 1-800-525-6398.

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