



SaaS: Alive and kicking  
Michiel Steltman  
CTO @ Siennax

Software as a Service - Wikipedia, the free encyclopedia - Windows Internet Explorer

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## Software as a Service

From Wikipedia, the free encyclopedia

**Software as a Service (SaaS)** is a model of [software delivery](#) where the software company provides maintenance, daily technical operation, and support for the software provided to their client. SaaS is a model of software delivery rather than a market segment; software can be delivered using this method to any market segment including home consumers, small business, medium and large business.

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### Key characteristics of software delivered by SaaS [\[edit\]](#)

The key characteristics of SaaS software, according to IDC, include<sup>[1]</sup>:

- network-based software
- activities performed by users are performed by the software
- application is accessed through a web browser (rather than through a client application)
- application is hosted on a remote server (rather than on a local machine)
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Done Internet | Protected Mode: On 100%

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## SaaS Market: the crystal ball



IDC predicts worldwide spending on SaaS will reach \$10.7B in 2009

*Worldwide total software revenue for software as a service (SaaS) within the enterprise software markets is projected to surpass \$5.1 billion in 2007, a 21 percent increase from 2006 revenue, according to Gartner, Inc. The market is poised for strong growth through 2011, when worldwide revenue will reach \$11.5 billion.*

Website voor ICT-professionals

SITENAP | CONTACT | ADVERTENTIES  
WEB SERVICES | SaaS

Meest populaire de provider  
**Microsoft**

Ontdek de op software gebaseerde VoIP-oplossing van Microsoft

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Overzicht | Nieuws | Achtergrond | Bedrijfsdossiers | Cases | Consultants | Computable 100 | IT Decade

**Strategie**

2 januari 2008 | door Rian van Heur

### SaaS breekt definitief door in 2008

**Computable**  
Opiniepanel

Software-as-a-Service zal dit jaar definitief doorbreken. Het zal op grote schaal gebruikt worden en de voordelen worden goed zichtbaar. Daarnaast neemt het ict-budget verder toe. Dat voorspellen de leden van het Computable Panel in vooruitblik op 2008.

Webdiensten worden in 2008 op grote schaal ingezet. Bedrijven maken nu al gebruik van Software-as-a-Service (SaaS), maar het komende jaar worden de voordelen van saas nog duidelijker. Dat voorspellen de leden van het Computable Panel. "SaaS wordt het in 2008, maar dan doorgevoerd in het echte concept (SIMT: Scalable Instance, Multi Tenant), zodat alle voordelen van SaaS, zoals onderhoudbaarheid, schaalbaarheid en flexibiliteit maximaal benut kunnen worden", schrijft panellid Marteniek Bierman. "Nog meer dan nu zullen aanbieders voor dit Edwin van Asch. Mark Vroom: "Misschien breekt het niet door onder de naam, maar er een andere trendy naam."

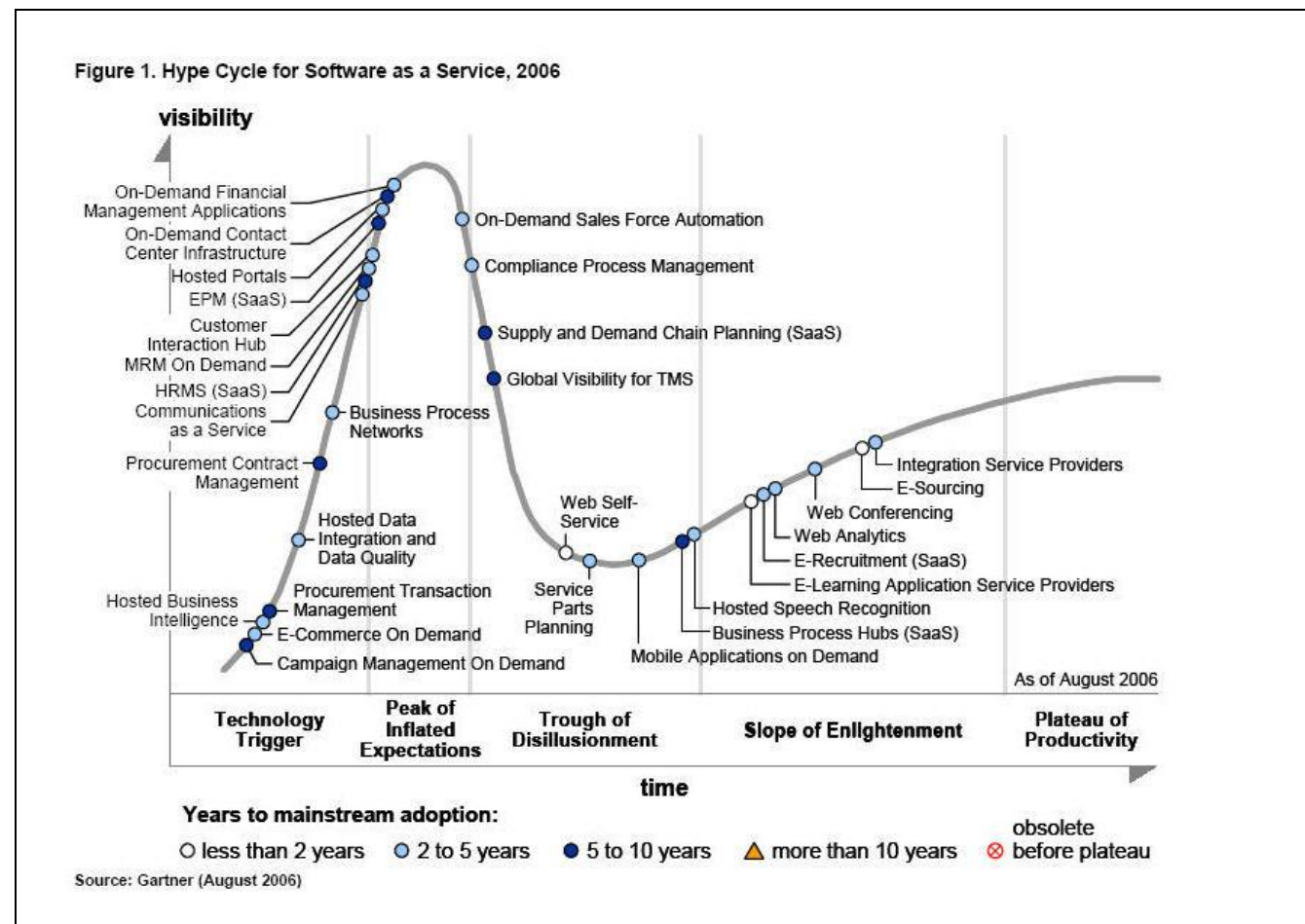
Er komt de doorbraak van saas mede doordat er steeds meer alternatieven, zoals Google en Salesforce, beschikbaar komen. "Steeds meer bedrijven beseffen dat het onderhouden van een eigen infrastructuur en eigen applicaties steeds complexer wordt en dat hun budget niet toereikend is", schrijft hij.

De infrastructuur zorgt ook voor groei van het ict-budget in 2008, schrijft Steven van der Horst. "Er komt een einde aan de jaren begin deze eeuw." Dick Kroon: "Er komt een einde aan de jaren begin deze eeuw." Coolen verwacht dat bedrijven steeds meer gaan met het budget. "Bedrijven geven niet meer het totale budget in één keer uit, maar wordt apart beoordeeld, waardoor het risico dat er miljoenen worden uitgegeven die uiteindelijk niet werken verminderd wordt."

Ook Michel Bayings ziet een slimmere besteding van het geld. "Bij de besteding van budgetten

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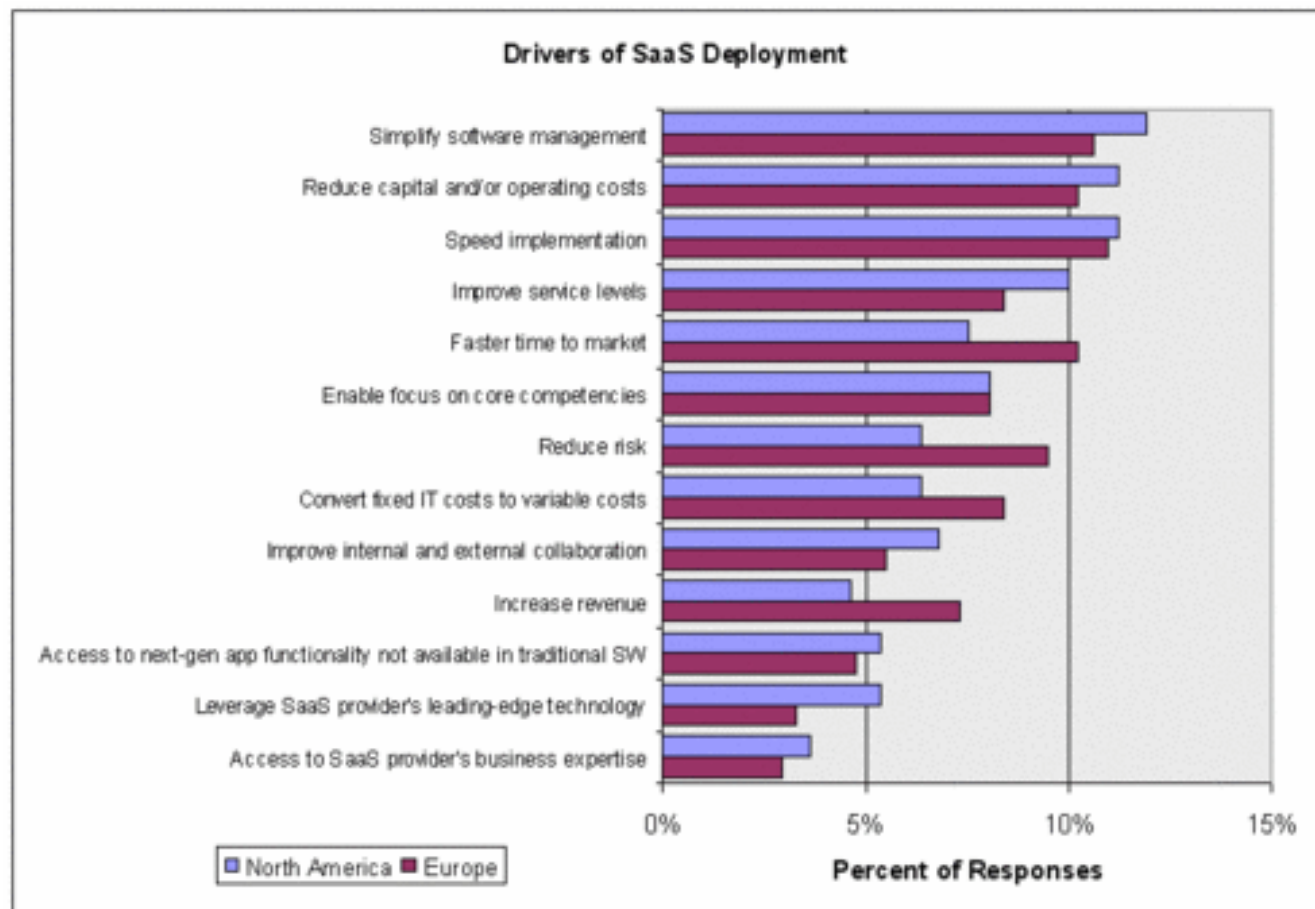
# Is happening now...



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# Drivers



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## killing dinosaurs



Recurring increasingly preferred  
over large investments for  
pepetual licenses

=>

Pay Per Use

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## 7 x 24 : who runs the stuff ?



IT operations are more demanding than ever...

So leave it to the pro's

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## Nicholas Carr: IT is not strategic



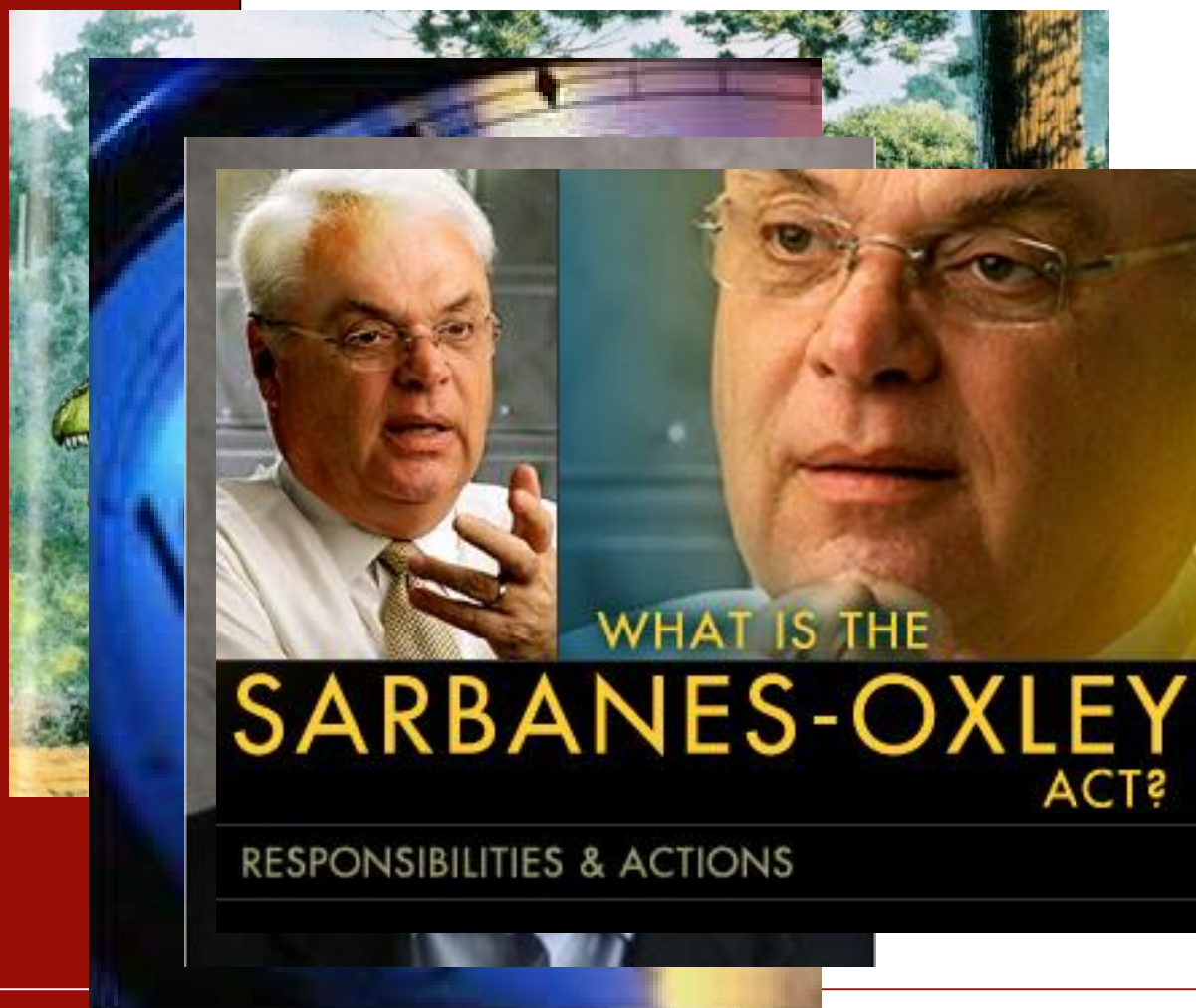
But how to use it  
makes all the difference!

So again:  
Please leave IT to the pros

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## Non-compliance is no longer an option



for an *increasing* number of *your* customers



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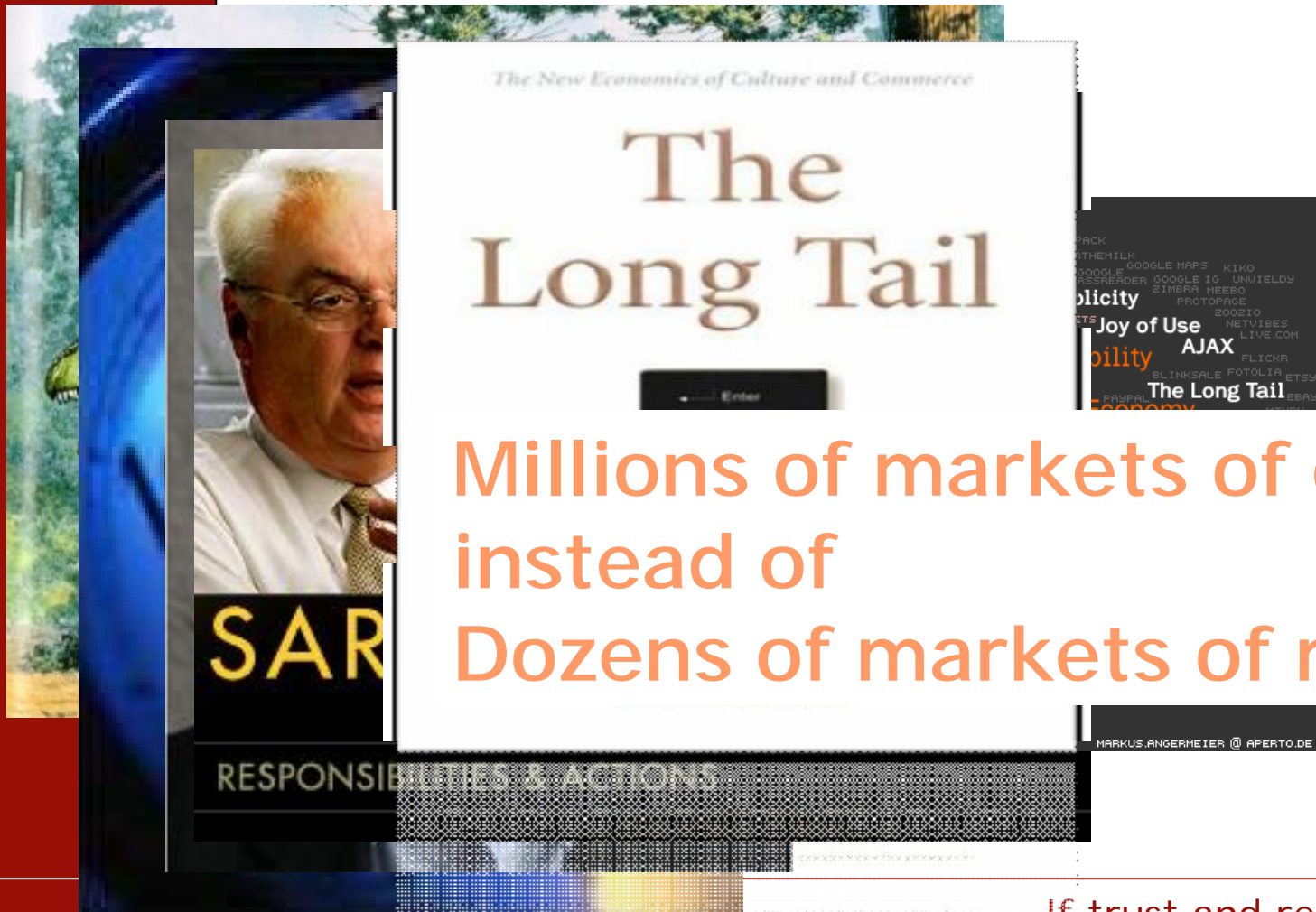
# Web 2.0 has arrived

And is here to stay..

The collage features a portrait of an older man with glasses on the left. To his right is a word cloud of terms associated with Web 2.0, including: Wikis, Folksonomy, Recommendation, Social Software, Blogs, Participation, Usability, Joy of Use, AJAX, The Long Tail, Economy, Affiliation, Web2.0\_beta, Design, Convergence, Video, Audio, Mobility, RSS, OpenAPIs, DataDriven, Microformats, Standardization, CSS-Design, Web Standards, and Remixability. At the bottom left of the collage, the text 'SAR' is written in large yellow letters, and 'RESPONSIB' is written in white letters below it. At the bottom right of the collage, the text 'MARKUS.ANGERMEIER @ APERTO.DE' is visible.

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# Curent big deal: the long tail



Millions of markets of dozens  
instead of  
Dozens of markets of millions

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## But why now?

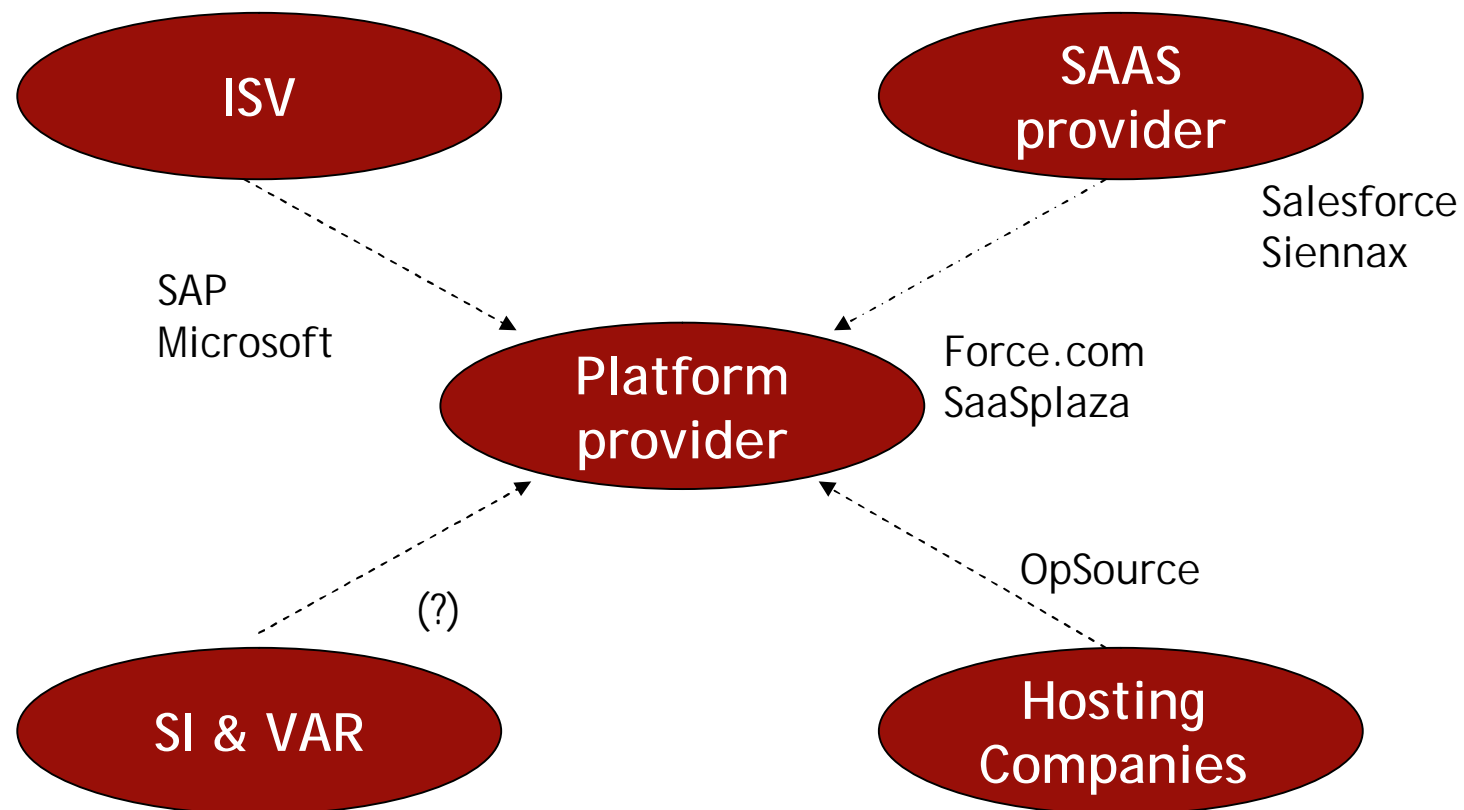
- § Internet
- § Applications
- § Technology
- § Ecosystem
- § Trust



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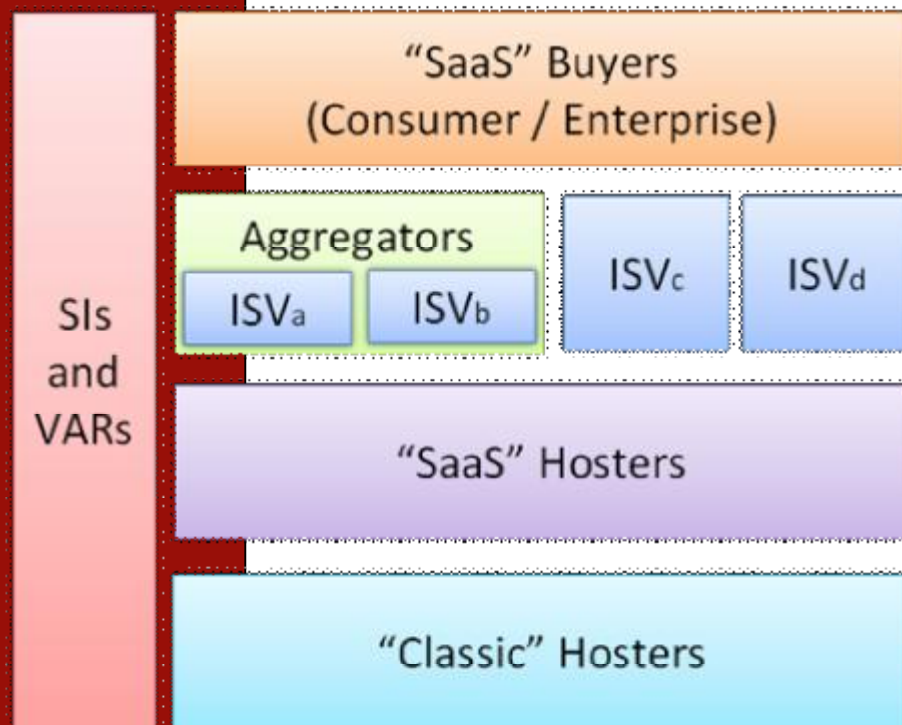
# The Moving Landscape



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# The SAAS ecosystem



-  More control; Try before buy; Pay what I use; De-risk operations; Quicker time-to-value
-  Create marketplaces; Offer composite applications; Become a Platform
-  Enable new business models ("Long Tail", Ad-funded); (Re)Architect for SaaS delivery
-  Provide Shared Services (Billing, SLA Monitoring and Enforcement) to SaaS ISVs
-  Move "Up the Stack" Provide Value Added Services: become SaaS Hoster
-  With no deployment and little "in house" customization, where can I add value?

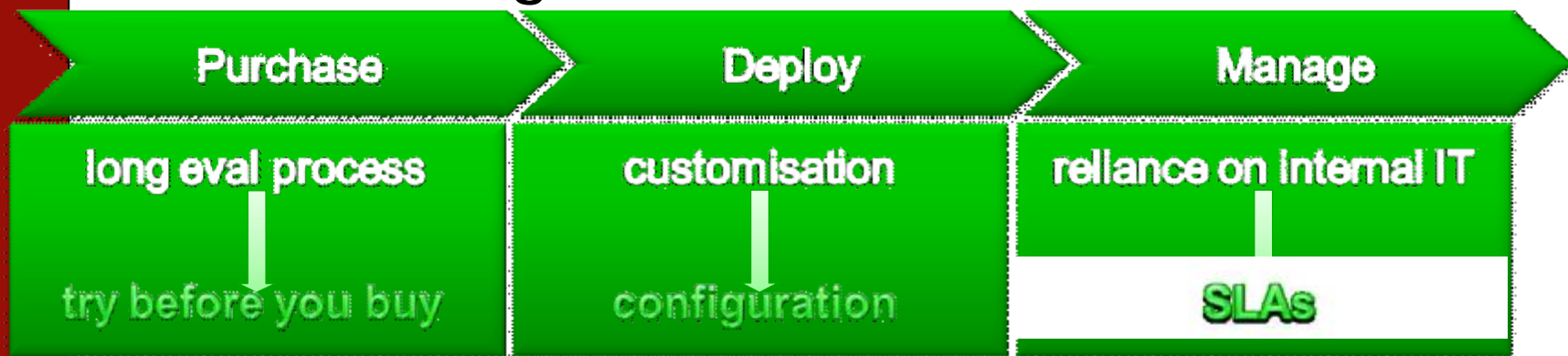
[blogs.msdn.com/fred\\_chong](http://blogs.msdn.com/fred_chong)

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## SaaS vendors: the opportunities

### Solution selling



### Vs The SaaS enabled SP

enable try before you buy	enable no-code config	enable SLA infrastructure
enable economies of scale	enable monetization schemes	enable minimal intervention

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## Challenges for ISV's

- § Do I need to become a SP myself?
- § What is my role in the SaaS ecosystem?
- § How to transform my business model?
- § How to change my sales and marketing?
- § How to deal with investments and cash?
- § Technology change required?
- § How to create web presence?



## Oracle and SaaS

Statements made by Charles Phillips:

*Interview aug 8 2007, with Stuart Lauchlan of mycustome*



- § On-demand has been around @ Oracle for 9 yrs, 2 Mln users
- § Offering a choice: on premise or on-demand
- § On demand customers need to replicate their data
- § Multitenancy is a liability
- § Customers often need to own software
- § SaaS is more or less a hosting option

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## Key success factors for SP's

- § Change your business model
  - § No, it is not the just same thing online
- § Find your new Blue Ocean
  - § Rethink your added value
- § Adopt SaaS Technology
  - § Yes, technology choices do matter
- § Create web-presence
  - § You now have to deal with web-centric buyers

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## Siennax in facts and figures

Europe's leading enterprise SAAS;

Founded in 1998, privately held;

Strong shareholder base: ABNAMRO and ING Bank;

Trusted : SAS 70 type II certification;

One of Microsoft's global SAAS incubation centers;

Amstelveen and San Diego, 70 professionals;

Revenue \$ 20 million in 2007 (+25%) and profitable;

Strong blue-chip customer base;

Serving 500.000+ end-users in 55 countries;

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## Selected Siennax customer cases (out 650):

### Finance:

- § ABNAMRO (48 countries)
- § ING Bank (Benelux)
- § SNS Bank (NL)
- § Solera (Europe)

### Publishing:

- § Wolters Kluwer (NL)
- § Nelson Thorn (UK)
- § Lieber (Sweden)
- § ThiemeMeulenhof (NL)
- § Malmberg (NL)
- § NijghVersluis (NL)
- § Time Warner (EMEA)

### Retail:

- § Leroy Merlin (France)
- § Petco (US)
- § Eurogroup (Hong Kong)
- § Rewe (Germany)
- § Coop (Swiss)
- § Baumax (Austria)
- § Maxeda (Benelux)

### TMT:

- § ASML (NL, US and Korea)

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## Siennax = SaaS enabler

§ Technology	SaaSPlaza Platform
§ Automation	My SaaSPlaza
§ Backoffice support	Billing & Payment capabilities
§ Starting today	Softgrid for existing applications
+	+
§ Experience	"We were the ASP.."
§ Competent	Oracle, Microsoft, Cisco, RH and more
§ Business knowledge	Incubation partner
§ Trusted and reliable	SAS-70 Type II

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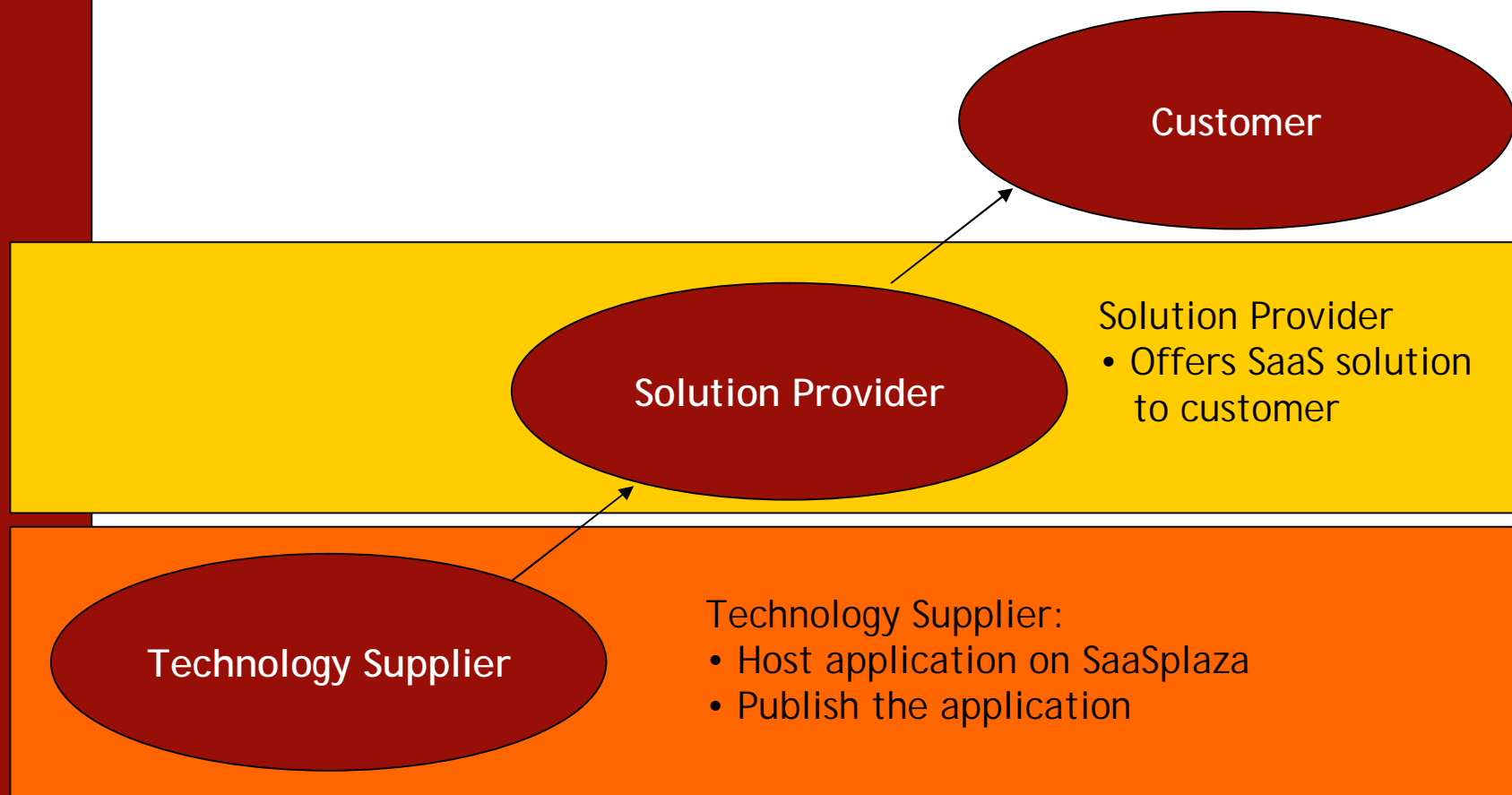
# What is SaaSplaza?

A screenshot of a Mozilla Firefox browser window displaying the SaaSplaza login page. The browser's address bar shows the URL "https://acceptatie.saasplaza.com/index.php?option=com\_content&amp;view=article&amp;id=51". The page features a large background image of a crowded public square. Overlaid on the left side of the image is a red diamond-shaped logo with the text "SaaSplaza" in white. To the right of the logo, the text "The European SaaS market place" is displayed in white. Below the image, there is a "Welcome to SaaSplaza login" section with a brief message. To the right of this is a "Login to mySaaSplaza" form with fields for "Username" and "Password", a "Login" button, a "Remember Me" checkbox, and a "Forgot your password?" link. The footer of the page includes "Powered by Siennax" and the URL "acceptatie.saasplaza.com".

atters...



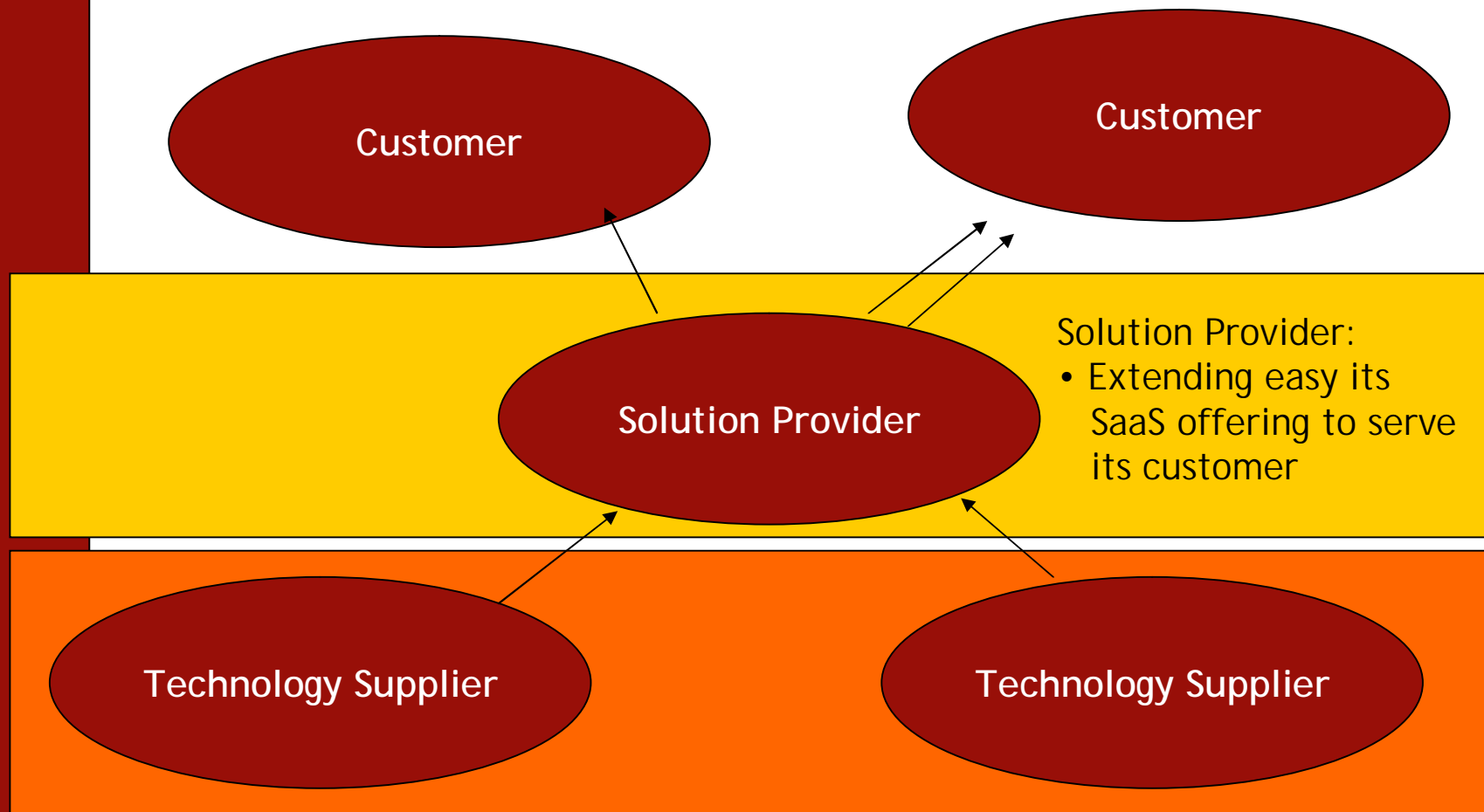
# SaaSplaza



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## How SaaSplaza works



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# My SaaSplaza

The screenshot shows a web browser window titled "SaaSplaza Welcome page - Mozilla Firefox". The address bar shows the URL "https://acceptatie.saaaplaza.com/index.php?option=com\_saaaplaza&control=frontend&task=...". The browser tabs include "Welcome to SaaSplaza login" and "SaaSplaza Welcome page".

The main content area features a large banner image of a crowded beach with the "mySaaSplaza" logo overlaid. Below the banner is a navigation menu with tabs: "myDashboard", "myProfile", "mySolutions", "myCustomers", "mySupport", and "myDocumentation".

The dashboard content is organized into several sections:

- Welcome Michiel!**: A personalized greeting.
- Quick links**: Two links with plus icons: "New service request" and "Add new solution".
- Calendar**: A calendar for January 2008. The dates are: 31, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. A "View calendar" button is at the bottom.
- myService Requests**: A table with columns "Subject" and "Date".
- mySolution Portfolio**: A table with columns "Solution" and "Status".
- News**: A table with columns "Type", "Subject", and "Date".

At the bottom of the browser window, the status bar shows "Done" and the URL "acceptatie.saaaplaza.com".

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# SaaSplaza Technology Providers today!



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SaaS has arrived !  
and we will help you to make it happen



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