

# SaaS Technology: You have their Hearts and Minds

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Competitive Advantage through Next  
Generation SaaS  
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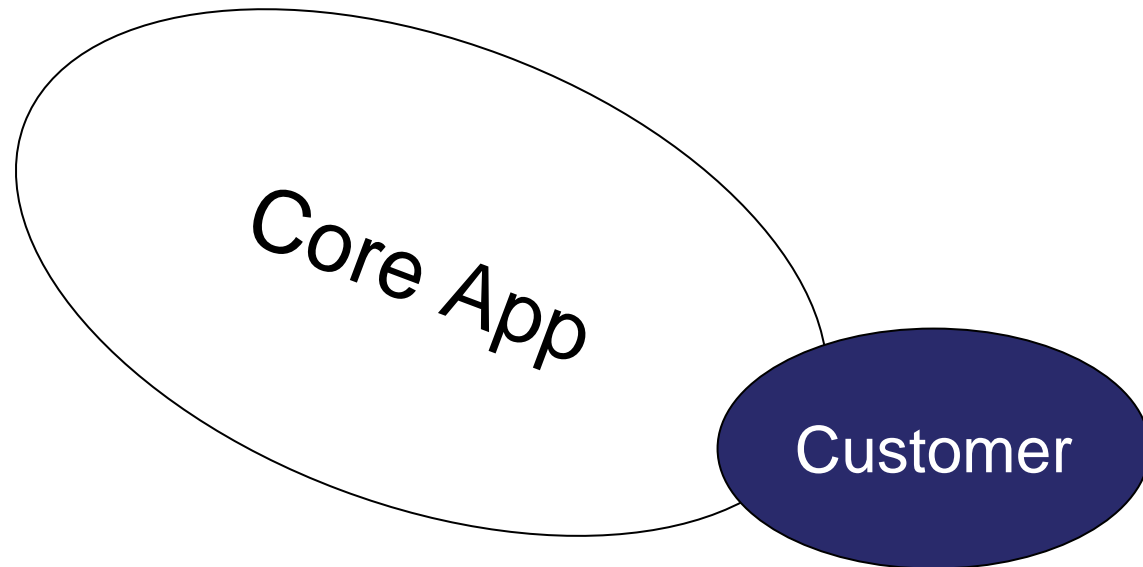
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## You have their Hearts and Minds Now it is time to win their Souls....

- Focus your application technology on 3 E's
  - Extending your reach
  - Expanding your capabilities by focusing on customer evangelism at a fanatical level
  - Expanding ownership

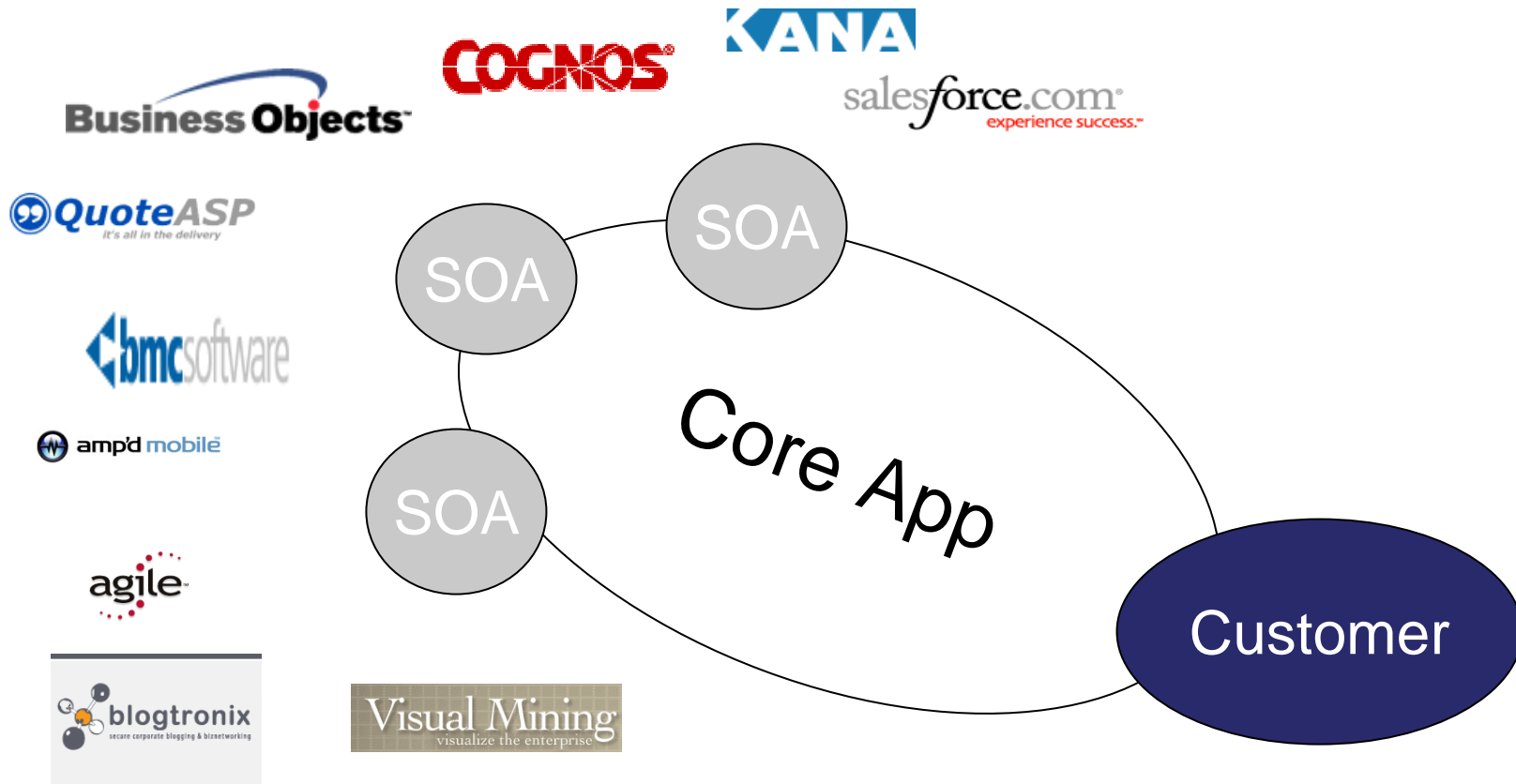
## Extend your Reach (E<sup>1</sup>)

- Current SaaS application delivery



# Extend your Reach (E<sup>1</sup>)

- Low cost value available everywhere! Time to implement Web Services.

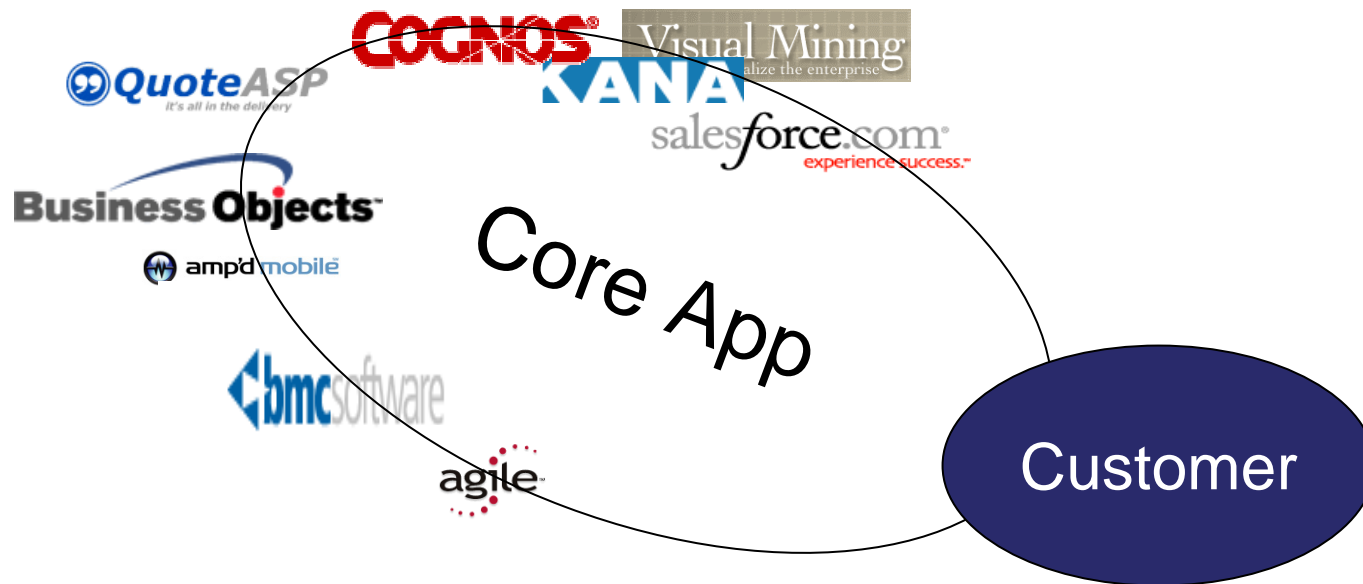


## Jump the Gap with – Web 2.0/Web Services/SOA (E<sup>1</sup>)

- Service-enable existing systems and use them in new ways
- Create solutions that leverage SOAP and WSDL which enable heterogeneous systems to interoperate
- Create SOA deployments that will tie your customers to your partners through your application
- Architect your solution so that you are positioned as the ‘translator’ of the shared semantic framework.
  - *Caballo* → Horse → *Cheval*
  - *Caballo* ← Horse ← *Cheval*

# Jump the Gap (E<sup>1</sup>)

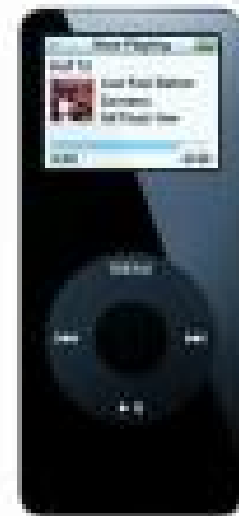
- Leverage SOA to create added functionality around your core application and expand your circle of influence



## Customer Evangelism (E<sup>2</sup>)

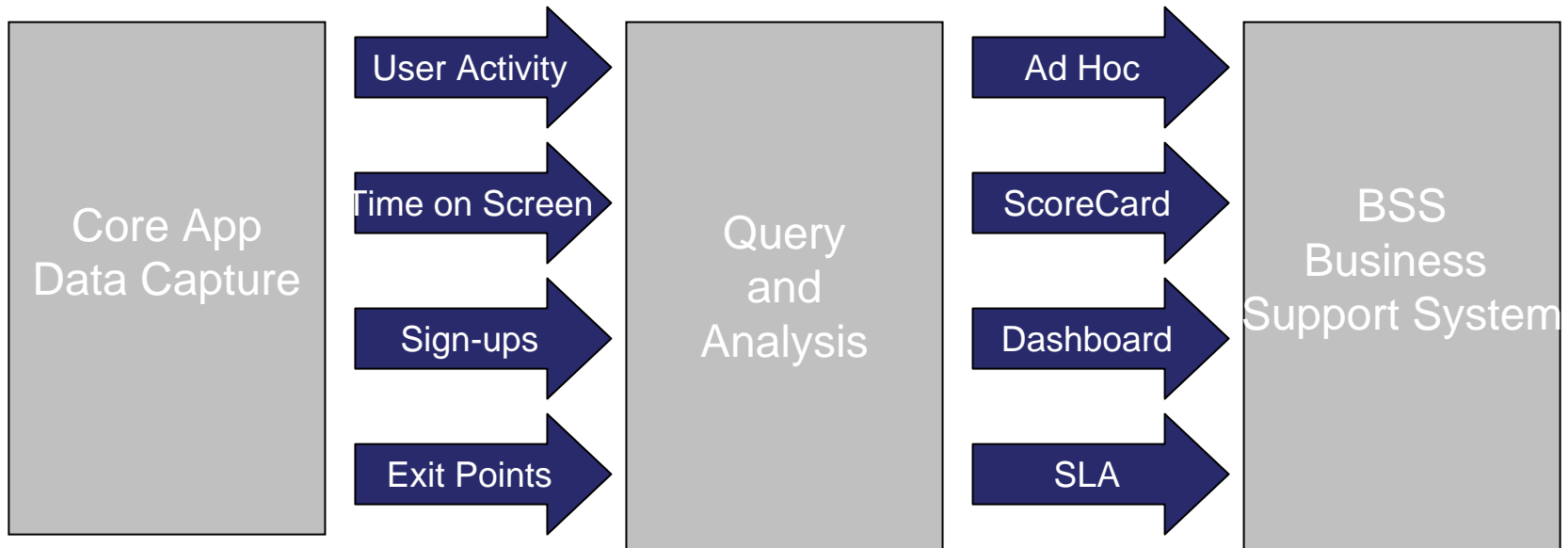
- Currently takes place through
  - Access to Site Stats (i.e. site uptime, downtime)
  - Access to specific user requests that come from the field
  - Wiki's and other 'user driven' content
  - Blind customer surveys that are generated by the ISV's perceived customer desires
- Be a leader, not a chaser

## Constantly Add New Value Prior to Customer Demand (E<sup>2</sup>)



## Expanding your Capabilities (E<sup>2</sup>)

- Focus on customer evangelism at a fanatical level!!
- Create an application Business Support System
  - Utilize business analytics to help determine your future development and sales strategies
  - Know your data and implement the appropriate hooks in your application



## Be your customers strongest evangelist (E<sup>2</sup>)

- Use the BSS to:
  - Immediately focus near term tactical development and dollars on high use areas of the application
  - Constantly review your UI
    - Determine portions of the application that are underutilized
    - Lack of functionality?
    - Lack of interest from customers?
  - Quickly make business decisions on development dollars/projects scheduled for use in areas which do not provide value to your customer
  - Use your analytics to focus customer satisfaction surveys, system improvements and future sales opportunities

# And Finally.....

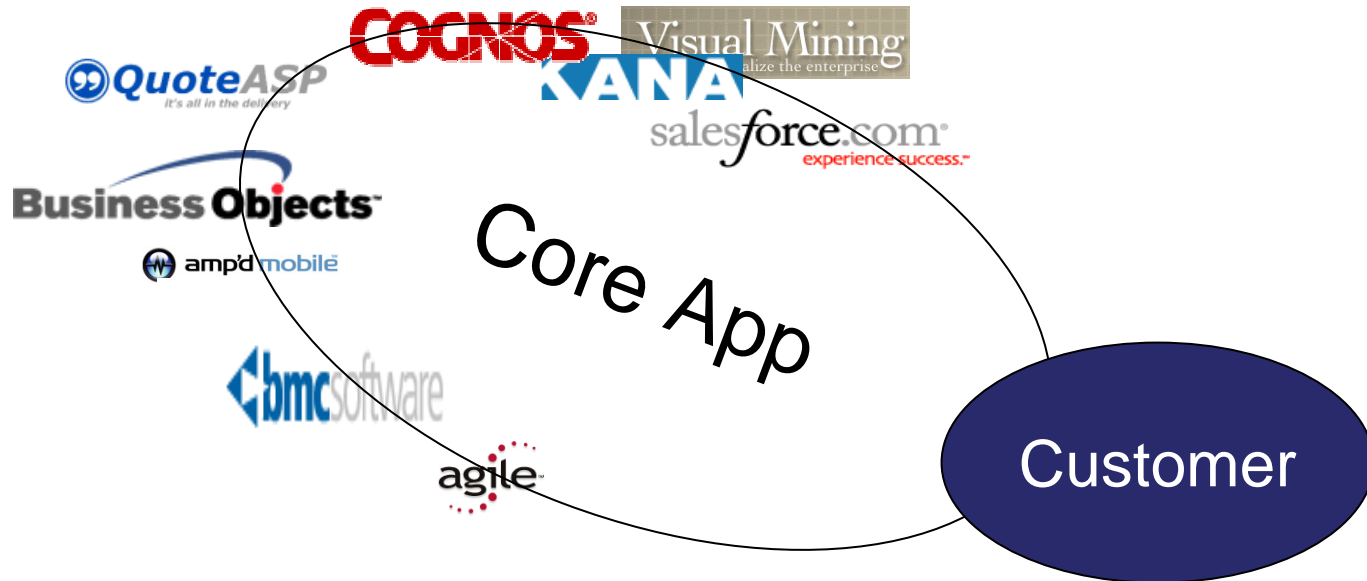


## Expand your Ownership (E<sup>3</sup>)

- Be prepared to put your application behind the clients firewall
  - SaaS Blasphemy? Not hardly.
- Gain leverage and revenue by establishing a virtual presence behind your customers FW
  - Capability to connect to additional 3<sup>rd</sup> party apps and customer custom applications
  - Capability to build a much more intimate relationship with client applications
  - Capability to deliver additional software throughout the customer enterprise
  - Creates significantly higher levels of product stickiness
- However; applications must still be deployed in a SaaS format

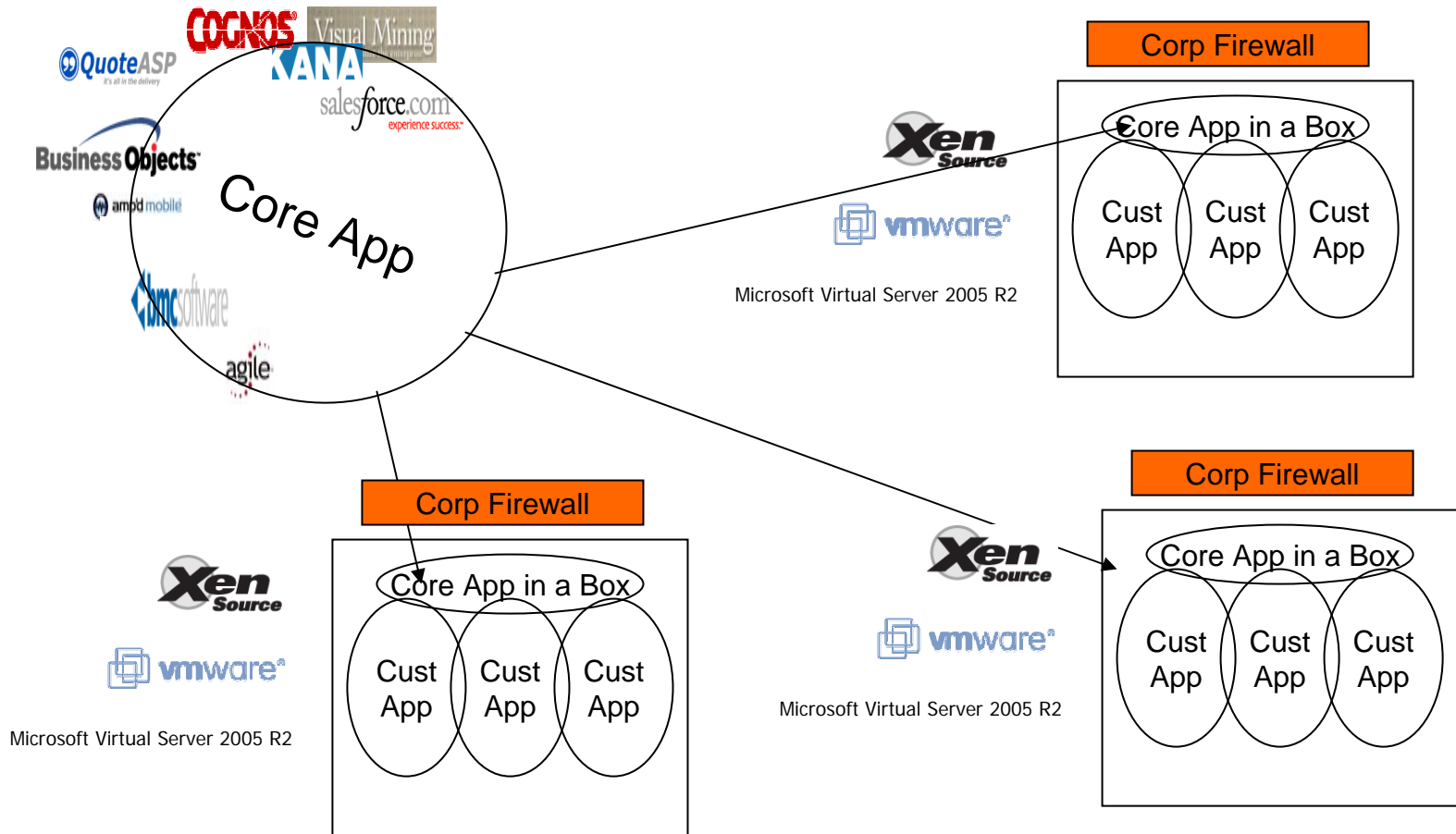
## Remember Jumping the Gap? (E<sup>3</sup>)

- Leverage SOA to create added functionality around your core application and expand your circle of influence



# Bridge the Bay (E<sup>3</sup>)

- Be prepared to leverage virtual technology to create fully functional satellite deployments



## Expand your Ownership (E<sup>3</sup>)

- Be prepared to virtually deploy behind the corporate FW (Software as a Service, as a Service)
  - Application upgrades between satellite deployments and central application must be auto-synced
  - Full application functionality must be available from a gateway that delivers capability via virtual services
  - Local delivery must provide data transport that allows the capabilities built via your circle of influence to penetrate the client
  - On premise solution must be fully ‘owned and supported’ by the ISV

## 3E's – Get Started Today

- To recap - gain success through technical advantages allowing you to
  - Extend your reach
    - Leverage your partners and extend your application capabilities while expanding circle of influence
      - XML, SOAP, WSDL
  - Expand your capabilities
    - Focus on customer evangelism at a fanatical level
      - Business Dashboard, Business Support Systems
  - Expand ownership
    - Extend your product behind the FW and have your clients internal systems become part of your circle of influence
      - Place a virtual app behind the corporate FW
      - Directly plug into clients ERP

# Thank You