

# SaaS Acceleration



**You're in the Race. Now, How Do You Win?**

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# SaaS Acceleration

- Architecture
- Functionality/Performance
- Sales Strategy
- Business Alignment
- Partner for Success

Sell More, Increase Margins

## Architecture – Scaling

- Scaling drives price flexibility through COGS control
- Scaling achieved through product development investments in:
  - Multi instance and/or multi tenant support
  - Leveraging Service Oriented Architectures
  - Driving out non-value added costs

If it doesn't scale, it's no sale

# Architecture – Support/Security Practices

- Uptime vs. Maintenance Windows
  - All stable and successful sites have standard maintenance windows that contribute to their stability and success
- Be prepared with a Data/Security Policy
  - Enterprise Sales Cycles will often require

Set proper customer expectations

# Functionality – Do something that couldn't be done before

- SaaS as a down market/SMB strategy
  - Avoid stripping down the application
  - Make some functionality on-demand specific
- SaaS is an opportunity to create new ways of using (and selling) your product SaaS specific functionality
  - Collaboration/on-line approvals
  - Inter user chat/messaging
  - Self service
  - Compliance/Audit support

Functionality attracts customers,  
but performance keeps them

## Functionality- Leverage a new development paradigm

- It doesn't matter what it can do if it doesn't work
  - Think several smaller releases rather than one big one
  - Test functionality before your customer sees it
  - Focus on your most robust platform
    - Focus on Value Added features and technologies
- Leverage SaaS accelerate product development
  - Test adoption of incremental functionality
  - Adapt quickly to user acceptance

Performance keeps customers

## Sales – Leverage SaaS strengths

- Fulfill the SaaS promise
  - Sell department level SaaS value to department level decision makers
- The new service needs new marketing
  - be specific about what the product is, what value it brings, and what it does in comparison to the competition.
- SaaS is still new; expect to educate your prospects
  - Internal barriers removed by SaaS
  - Pricing model benefits
  - SaaS does not preclude user education driven revenue streams

**Sale force training is critical**

# Business Alignment

- Sales comp alignment
  - Have it or kill your chances
- Developing SaaS/On-Demand specific:
  - Legal docs
  - SLA
  - Pricing
  - Billing Strategy
  - Finance revenue recognition

Corporate education and behavior driver

## Partner for Success

- Integration
- Service Delivery
- Go To Market Partners
- Solutions
- Ecosystem



**Draft your way to the lead.**

Thank You

