

Why you should stop *buying* software.....and start *renting* it as a Service!

“In the past, the principal worry has been under licensing – using software for which the business has no license – which potentially opens the company to legal action, fines, even withdrawal of the software in question. Today, just as big a concern is over licensing – paying for licenses, support and maintenance of software that are not being used” Alan Cane, Financial Times.

Change in the world of software and applications are nothing new with an endless stream of new technologies and innovations to occupy business users and technologists alike.

But one thing that has hardly changed since the beginning of commercial computing is the way software is bought and sold. Today most businesses buy applications “off the shelf” or have software developers (internally or externally) develop or adapt software for their use.

This usually entails retaining some degree of IT knowledge in-house, the purchase and management of networks, PC's and servers and the maintenance of the applications.

For almost all businesses in all industries, this represents a significant and growing cost as they become more IT-dependant, integrated and distributed.

Almost all internal IT departments, regardless of size, are behind where the need to be to meet the growing IT demands of their business masters and there appears to be no solution that will close the gap in the foreseeable future.

But one solution that may help to ease the financial and technology burden created by rapidly changing technology, scarce and expensive IT skills and a growing IT dependence is the advent of SaaS, software as a Solution.

SaaS is in essence, a change in the business model of software delivery and can be summarised as:

- **From Purchase to Rental** – instead of paying for “shelf ware” (software that gets bought by a company and ends up sitting on a shelf somewhere and not being used) you pay for “use ware” on a monthly or quarterly basis in line with an agreed usage policy and related SLA's that guarantee access, uptime, security, availability etc.
- **From Insource to Outsource** – retaining scarce and expensive IT skills to cope with all eventualities is not good business sense. By renting applications and paying on a usage basis it is possible to reduce capital and support costs as well increase system availability, decrease the development and installation time and reduce risk.
- **From Intranet to Internet** – High speed internet access means servers can be located more securely and reliably in dedicated data centres outside of your premises than they can in them. What's more, the servers can be scaled to meet changing demand without your intervention or even knowledge, relieving you of short-term technical issues with business impact as well as investment decisions.

- **From long-term to short-term** – why commit to something that you may not need next year? Cycle times are decreasing in all industries and the life-time of IT applications is no different with constant change and uncertainty increasingly the norm.
- **From average to superior** – it is difficult for even the best internal IT organisations to provide only average service to their business users given the constraints they work under and the growing demands they face. By specialising and sharing it is possible for SaaS providers to offer significantly higher levels of service than most internal IT departments and at much lower costs given the economies of scale involved.
- **From shelfware to noware** – Choose it and use it! Don't use it then don't pay for it. Although there may be an initial minimum commitment period to off-set set-up costs, it is then up to you to decide if you want to continue to use it and to not pay if you do not.

We put Customer service first, are responsive and focus on keeping our systems as simple and usable as is possible.

As a Microsoft certified partner we use SQL Server, ASP.Net and SharePoint to complement Microsoft Office applications on the desktop, maximising integration and minimising the learning curve.

We take care to insulate you from the underlying technologies and commit to keep these upto date with new releases, better performance and higher quality solutions as they are available.

Low cost – we are a virtual company practising what we preach and using the best third-party providers in the business, regardless of location, to develop and deliver our Software as a Service. We minimise our overheads to pass on the savings to you, ushering in a new generation of solutions in our domain of expertise at a price previously unobtainable.

We don't do everything but what we do we deliver as SaaS wherever possible because it makes sense for us and our customers - it's the future, today.