



## Software as a Service (SaaS)

### SAAS PARTNER BRIEFING

# Overview

**Cyscom SaaS applications are ready to use products that offer the levels of flexibility and scalability that many potential customers look for in an SaaS solution.**

Deployed and pre-packaged as 'Business Packs' Cyscom SaaS products, provide users the flexibility to tailor a solution based on their immediate needs, size of business, industry and overall capabilities.

Fully integrated and built on top of Microsoft Windows 2003 and SharePoint Services, Cyscom SaaS products are delivered via partners that offer a fully managed and hosted service to their customers.

With companies increasingly under pressure to adapt to fast changing conditions, managers look for fast and easy to implement solutions that meet specific organizational or departmental level needs, have a low or zero footprint and do not require any level of investment.

#### **Why businesses are choosing SaaS applications**

As companies struggle to adapt to rapidly changing business conditions, the standard solution model that relies on company wide, highly structured business processes, has proven itself to be too slow and too expensive for many organisations to implement.

As a result, line of business managers increasingly rely on collaborative type applications, typically email, in order to support ad-hoc processes. Similarly, small-medium sized businesses who often do not model their processes, also find it too time consuming and expensive to re-model 'real world' processes.

The benefit of working with ad-hoc processes allows companies of any size to be very flexible, a pre-requisite for competitive performance when working with varying types of business partners.

However, the need to support those kind of processes puts a strain on resources to keep pace with the volume of information that is processed and communicated to workers.

Therefore, solutions that improve collaboration and communication capabilities, both inside and outside company boundaries, have the greatest potential to generate significant productivity and cost savings.

#### **SaaS growth and key drivers**

The IDC found that, whereas the SaaS market was a \$5.5bn market in 2005, they predict it will grow to \$11bn by 2010. That's a compound growth rate of 20% per annum, set against the overall software market, which is only growing at around 6% per annum. This leaves IDC in no doubt that there is "a fundamental shift" towards SaaS as a delivery mechanism.

Further, AMR research states the following in a recent report:

"We do make a projection that SaaS as a portion of total sales is 8 or 9%. We see that growing to 20 or 21% -. that's a fairly dramatic shift in terms of revenues coming from subscription, as opposed to licenses."



The main drivers for SaaS adoption are identified by IDC as follows:

- ◆ Purchasers believe that the current cost of software is disproportionate to the value that it creates
- ◆ Organisations are striving to reduce risk, and want a far more tangible relationship between software's benefit and its cost.
- ◆ The value of solutions is no longer determined by the functionality available but by the feelings and experience of the users in the way that they use and interact with the solution.

### The benefits of SaaS solutions

As companies look for an answer to immediate and tactical business needs, Software as a Service solutions (SaaS) are a superior model for implementing most types of applications and especially those centered on communication and collaboration.

The benefits of SaaS can go way beyond cost savings. Implemented as part of an application strategy, SaaS can improve communications with business partners, transform information flow within organizations and create unprecedented flexibility in application deployment and customization.

The promise of SaaS solutions is based on the ability for a user to couple or mash-up any number of applications that meet a set of business requirements, thereby delivering a level of flexibility unavailable from any other type of deployment model.

Of all the various types of available SaaS applications, those centered on communication and collaboration offer some of the most significant and immediate benefits, including:

- ◆ Increased worker performance by connecting people to processes to information
- ◆ Real time, relevant information that empowers workers to make effective decision
- ◆ Better internal controls and secure access to information, based on user roles and permissions
- ◆ Improved communication and teamwork with a centralized view of information and automated processes
- ◆ Mobility & agility from access to information from various devices and any location

### Products: SaaS Business Packs

A large percentage of core business processes are common across all businesses. As an example, no matter the industry, companies all follow the same processes to set up their charts of accounts. Recognizing this commonality, Cyscom solutions provide a baseline of standard methods and processes that are pre-packaged as 'Business Packs'.

Business Packs include a number of standard configuration components to speed implementation time and deliver fast benefits, including:

- ◆ Pre-packaged, out of the box processes that provide an immediate answer to a range of collaboration issues





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- ◆ Role, security, and business process definitions based on industry specific business needs
- ◆ Common set of re-usable objects, allowing a user to assemble his own solution by bundling together any number of business packs.

SaaS applications utilize a common set of re-usable business objects that are shared across all Business Packs (for example, Accounts, Users, Contacts and Services or Products are re-used in 'Help Desk', 'Project Management' and 'CRM'). This capability to share objects allows users to start off small with a stand alone Business Pack and later, to extend the model into a richer, fully integrated solution by coupling any number of packs together.

**By providing this level of flexibility , Cyscom SaaS products offer both a low-risk proposition plus a high degree of scalability, key factors that influence a customer's decision when looking for an SaaS based solution.**

### **The Application Business Catalog: 'as simple as A-B-C',**

The Application Business Catalog (ABC), is a list (i.e. Catalog) of Business Packs that a hosting partner makes available to its customers, allowing them to select packs they would like to access and subscribe to. Priced at a fixed fee per month per user, the ABC provides both an easy point of entry to SaaS applications while allowing the user to add any additional packs to his subscription at any given time.

Current list of available Business Packs:

- ◆ CRM Sales
- ◆ Enterprise Project Management
- ◆ Help Desk
- ◆ Content-Knowledge Management
- ◆ Contract Management
- ◆ i-Spaces (Information Workspaces)
- ◆ Product Lifecycle Management

Business Packs list ready for Q3-Q4 2007 include the following:

- ◆ Event planning
- ◆ Retail in-store promotions
- ◆ Marketing campaign
- ◆ Call center
- ◆ Wealth management



## CRM Sales

manage the customer sales cycle to increase revenues, from generating leads to approving quotes and winning sales opportunities; improve sales with effective team work and managed partner sales channels.



## Enterprise Project Management

execute projects on time and within budget with project task management, records management and cost controls; collaborate with teams and external users such as customers and partners through micro portal sites.



## Help Desk

improve customer loyalty and satisfaction with online support, including automated routing and tracking of incidents; lower costs by providing customer self-service for placing tickets, accessing your knowledgebase and viewing the case resolution process.



## Contract Lifecycle Management

never let a contract issue interrupt your business by managing the entire contract process: start with creating, negotiating and approving supplier and customer contracts; then manage contract change processes to ensure compliance and avoid customer disputes on agreed terms.



## Content & Knowledge Management

take advantage of the incalculable value of information that is locked in different systems and user PCs by consolidating and transforming it into organisational knowledge; help people innovate by tapping into new sources of information and knowledge and directing them at everyday business challenges



## i-Spaces (Information Workspaces)

capture the inherent social drives of the people in and around your company and make it easy for people to connect and communicate in new ways; provide information workspaces to create, manage and collaborate on business activities such as projects, sales, customer support and more.



## Product Lifecycle Management

harness the product record as the key intellectual asset to drive competitive advantage, profitability, compliance, and long-term growth; manage product/service record across stakeholders, from suppliers to internal departments, marketing and sales-support channels

### **Growing customer revenues via the Application Business Catalog**

From a solutions point of view, the value of the ABC is to enable cross departmental processes and information flows to be integrated onto 1 platform, allowing users in different departments to obtain an aggregated data view. For example, when the Customer Support team using the Help Desk pack views an Account, it views the additional Sales and Finance department data for the account who are subscribing to Sales Pipeline and Contract Management Business Packs.

**Eliminating information silos and providing a consolidated view of information across processes and departments enables real teamwork within an organization and delivers tangible increases in productivity.**

From a business development point of view, the ABC represents a vehicle to cross-sell related business packs that integrate other teams, departments and external partners by offering free upgrade promotions, such as:

- ◆ Cross-sell subscribers in other departments a Business Pack that is specific to their own departmental needs; for example, offer to CRM to subscribers in the Sales department that use Help Desk
- ◆ Cross-sell i-Spaces to allow service partners to be integrated in customer support activities
- ◆ Up-sell Knowledge management to any subscriber teams

**Using the ABC's cross-selling capabilities is one of the most effective ways to maximize customer revenues while incurring minimal marketing costs.**

### **Licensing and Activation Platform**

Cyscom provides its hosting partner not only with the SaaS business applications but also with a fully automated licensing and subscriber maintenance platform that includes:

- ◆ Licensing and pricing modelling to support marketing efforts: user licenses can be purchased by year/month/day/hour as well as 30 day free trials
- ◆ Automatic site creation
- ◆ Usage statistics and reports
- ◆ Test application & diagnostics system
- ◆ Integration into partner's billing system

### **Partnering with Cyscom**

Cyscom SaaS products are sold and deployed via a select group of partners who offer coverage in multiple countries, have extensive internal capabilities and resources in delivering hosted and managed services, and are identified by Cyscom as uniquely positioned to service customers who are expanding their SaaS operations and investments.

Cyscom works with partners to develop the SaaS proposition and actively participates in the Go-to-Market activities. Examples of where and how Cyscom supports its partners include:

- ◆ Market research activities
  - online surveys to identify customer's most pressing and recognized needs
  - customer segmentation by size, vertical and industry
- ◆ Marketing
  - developing and implementing marketing plan
  - target product offering and customer proposition to market segments, maximize return on sales effort
- ◆ Demand generation
  - Direct marketing activities assistance e.g. email campaign, tele-marketing
  - Hosted Free trials and Pre-Sales support
  - Track and manage customer engagement cycle from free trial to subscription
- ◆ PR activities
  - engage and develop selected early adopters in key verticals
  - utilize customer success story in joint-marketing efforts

### Summary

We believe that Cyscom's capabilities as an experience SaaS vendor, a partner's expertise in delivering managed services and the size of the developing market represent a compelling case for investing in the SaaS opportunity.

We recommend the following engagement steps:

- ◆ Determine if the Software as a Service opportunity fits into your current strategy
- ◆ Assess the size of the opportunity and your market advantage
- ◆ Engage Cyscom as an experienced and ready SaaS technology partner
- ◆ Focus on short term, realizable goals by market segment and product offering
- ◆ Build on early gains to roll out a broader offer using the Application Business Catalog
- ◆ Work closely with Cyscom across each roll-out phase for coordinated promotional and marketing activities

To learn more how you can become a hosting partner visit [www.cyscom.com](http://www.cyscom.com) or contact us at:

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