Entsgo

Software as a Service

SaaS (software-as-a-service) is the newest trend in business software applications. Based on the cloud computing concept, more and more businesses are turning to SaaS as a way to reduce costs, do business more efficiently in the global economy and increase the bottom line. But, what is SaaS? Can it really lower costs and increase a company's profitability?

One of the highest expenditures for any business is the purchase, licensing, maintenance and upgrading of the computer hardware and software programs needed to run the business. Everything from word processing to hiring to product inventory to call centers requires a special program and staff to run the software, tie the elements together and keep day-to-day business operations running smoothly.

With the advent of high speed internet, a whole new crop of services emerged. Global internet access combined with a concept called "cloud computing" gave birth to the idea that web-based software programs serve as the next step in the advancement of business software. Cloud computing refers to computer applications accessed via the web, metaphorically called the "cloud." Using a pay-as-you-go model, the first web-based SaaS programs were web site builders. From those modest beginnings, fully loaded enterprise software applications were developed and now offer a wide range of business software programs that bring advantages that traditional software packages do not.

The burgeoning list of available software-as-a-service applications includes human resource management, inventory management, sales, accounting, recruiting,

help desks, customer relationship management, fleet management, support centers, payroll and event management. The list continues to grow as new applications are developed.

Conventional software programs require installation on one or more in-house computers, must be licensed according to number of users, must be updated and may require pricey upgrades to computer hardware in order to run properly. Initial and ongoing costs can be astronomical.

SaaS applications are provided by a software-as-a-service vendor. SaaS applications are available on demand and, since the service is web-based, can be accessed nearly anywhere at any time of the day or night.

The key business advantages to using SaaS include:

Cost-effective

Licensing, computer hardware, software purchases, support staff, extensive infrastructure wiring and training costs are no longer needed in-house. The SaaS provider is responsible for making sure the application runs. Because SaaS is a pay-as-you-go system, initial costs are minimal. The monthly cost is affordable and is a set amount, so there are no surprises.

Customization

A business may choose and pay for only the features it requires. If business needs change, features may easily be added or removed. Administrators have the

ability to manage users and restrict or grant permissions to access data.

Integration

One of the real benefits of SaaS is the ability to integrate software applications. For example, inventory updates, customer orders and delivery scheduling may all be completed with one command.

Ease of Use

Accessible any time day or night, a single web portal allows access to the SaaS application. Intuitive, easy-to-use and understand menus, help files and support systems are built in by most vendors.

When shopping for a SaaS package, first determine your company's needs. As you evaluate SaaS vendors and applications, consider the following:

1. How does the SaaS vendor handle support issues?

2. What is the uptime guarantee?

3. How does the vendor ensure that your data is secure? How often do they do backups?

4. How easy is it to add and remove features?

5. Is the system easy to use? Is there a demo you can try?

6. What kinds of reports will be available?

7. How affordable is it?

Compare the features of several SaaS vendors and applications before deciding. Get input from employees who will be on the front line of use. Gather enough information beforehand so you can make an informed decision.

SaaS applications allow a business to run more efficiently, lower costs and increase its bottom line. With its lower initial cost, large and small businesses can reap the benefits of using a cutting edge SaaS application.

We invite you to learn more about our approach and how it can benefit the processes and bottom line for your business. Simply contact us at:

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to get started.