

SaaS Readiness Evaluation

The Need

According to Gartner, worldwide software as a service (SaaS) revenue is forecast to reach \$7.5 billion in 2009, a 17.7 percent increase from 2008 of \$6.4 billion, and will show consistent growth through 2013 when worldwide SaaS revenue will total over \$14 billion for the enterprise application markets. This means that if you are not on the SaaS platform, your competition soon might be.

But as a traditional software company, migrating your existing technology and revenue model to SaaS can be complex and, without best practices, can be costly or even detrimental to your business. Nearly every aspect of operating a SaaS model is different from that of a traditional software business.

So, how do you make the decision of whether SaaS is right for your company? And if it is, how do you build a roadmap to help you get there successfully?

The Solution

Scio offers a comprehensive SaaS Readiness Evaluation (SRE) to help you transition on-premise and ASP software products to the SaaS delivery model. The program is an essential tool for software companies who are evaluating whether the SaaS delivery model is a good fit for their business, both technically and strategically.

SRE enables you to leverage our extensive industry knowledge, business experience and technical expertise so that you can quickly and cost effectively determine if your products are a good match for SaaS and what the road map to a successful launch might look like. **Our structured engagement will provide you with the opportunity to visualize and validate your software positioned as SaaS before you invest significant resources in development.**

We work closely with your team to outline strategies around the following key areas:

- » Competitive Positioning
- » Pricing Model and Strategies
- » Market Potential
- » Technology and Architecture Implications
- » Estimated Costs
- » Required Business Functionality
- » Operational Implications
- » Sales and Marketing Implications

Our Approach

Scio's senior SaaS consultants work together with your team to study your operations, products and market environment. Generally, the process starts with a conference call to establish a context for the engagement, key personnel, and company goals. This is followed by a preliminary analysis to prepare for a **two to four day on-site visit** where our consultants meet with your key personnel to prepare an in-depth analysis of your products and target customer profile. After the visit, a series of web conference calls help to clarify questions and ensure there is a clear and common understanding of all aspects of the SaaS evaluation.



Agility in On-Demand
Product Development

Key Deliverables

- » SaaS Business Case
- » Prototype of SaaS Offering

Key Benefits

- » Determine quickly and efficiently if SaaS is right for you
- » Quickly gain a good understanding of the technical and business implications of moving to SaaS
- » Receive a personalized roadmap for moving to SaaS
- » Receive un-biased expert opinions based on best practices and the state of the art



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SaaS Readiness Evaluation

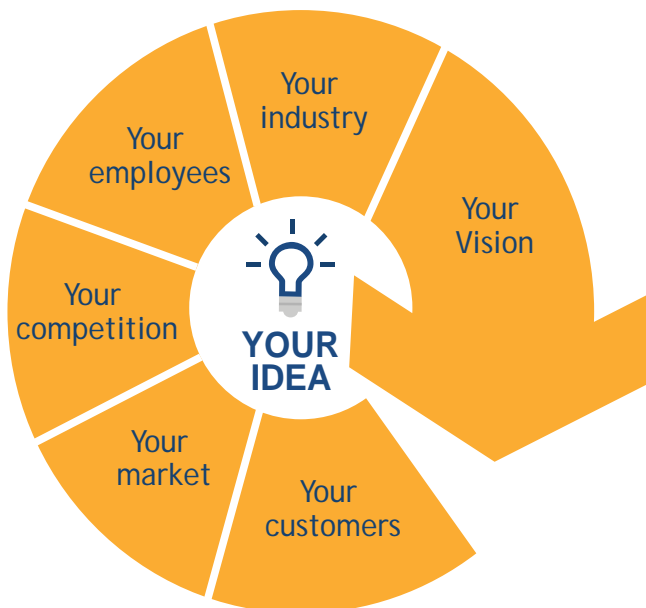
Receive answers to your most pressing SaaS-related questions:

Your Deliverables

In as little as 2 weeks, your company can have the following deliverables:

- 1. A business case** that includes all the necessary elements for evaluating whether the SaaS delivery model is right for your business. These elements are:
 - a.** An understanding of your target markets and the competitor landscape.
 - b.** Identification and prioritization of the business and technology gaps that you will need to address in order to deliver a successful, scalable and secure SaaS offering.
 - c.** Specific and measurable goals and objectives for your SaaS business
 - d.** Financial projections with a cost/benefit and ROI analysis.
 - e.** Recommendations for next steps
- 2. A functioning prototype** that reflects the look and feel of your SaaS offering

360° Exploration of your software idea



Key Value-Added Elements

Scio is a specialized consultancy and development group with proven experience designing, building, maintaining and operating SaaS and Web applications. This extensive and focused experience has helped us gain a unique understanding of the key issues of successful SaaS. Based on this experience, we have developed structured engagements to carry out assessments very efficiently, using custom checklists to ensure a thorough analysis. This provides a process that covers all the key areas while developing a specific set of recommendations and plans for making a decision and moving forward.

Competitive position in the marketplace

- » Will our target customers adopt a SaaS product?
- » Will SaaS provide us with a key differentiator and give us a competitive edge?
- » What are our competitors doing in SaaS?

Technology and Architecture

- » How do we migrate to a multi-tenant structure?
- » What existing code can be leveraged within the SaaS architecture?
- » What will the new SaaS offering look like?
- » What new functionality, modules or components will be necessary for SaaS?

New pricing strategies

- » Should we charge per transaction or per user?
- » How much should we charge?
- » Should certain services and/or functions be considered premium?

Financial implications

- » How much will it cost?
- » What is the potential for increased revenues?

Sales team

- » How will earning revenue over time impact our existing sales compensation plans?
- » How will SaaS impact our marketing approach?

Customer service and customer training processes

- » How will the SaaS model impact the way we interact with our customers?
- » How will we be able to maintain the high levels of customer satisfaction and customer retention that is required to sustain and grow our business?