A GUIDE TO
Software as a Service

SaaS for ISVs

How to successfully convert your Client Server App to a Cloud Based App
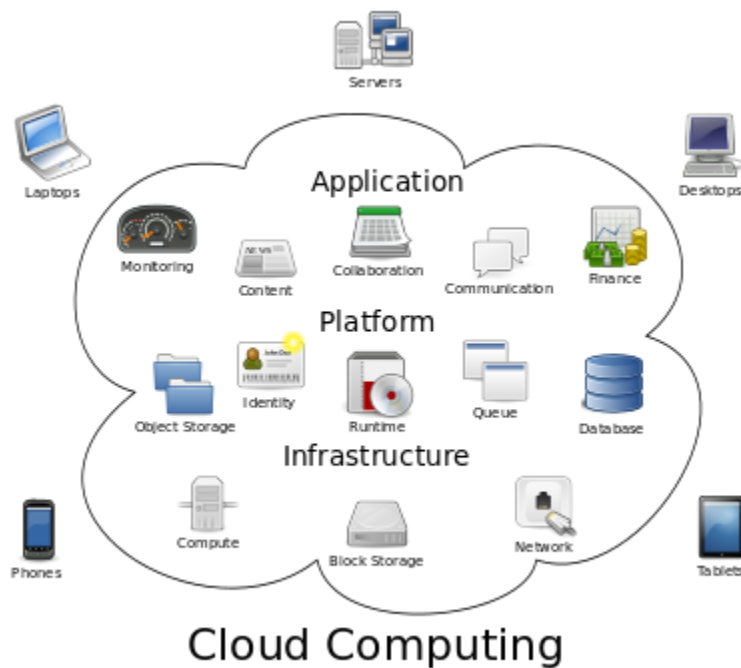
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Introduction to Cloud Based Applications

Cloud Computing for ISVs

Cloud computing is simply accessing your Applications and Data from a browser, or smart phone App. An ISV can customize the experience for their users by choosing the right Hosting Provider and working with them to configure user access , security and support criteria.

Is SaaS right for you?

The following considerations will help to determine if SaaS is the right choice for you and if now is the right time.

- Your competition has a Cloud based offering.
- Your customers are demanding access at any time, from anywhere and they want the ability to get to your App from their Tablets.
- You don't want the capital expense or the risk of doing it on your own.
- You no longer want to manage hardware remotely.
- You want centrally managed updates.
- You want increased security.
- You want to expand your marketing reach.

Checklist

Considerations for choosing the right Cloud Hosting Provider:

- A proven track record of hosting Applications for ISVs with references.
- Secure Tier 3+ Data Center(s) with SSAE 16, HIPAA & PCI certifications.
- Top Tier Hardware with full redundancies and HA.
- Competitive Pricing Model
- SLAs around Uptime guarantees
- Easy out clause after reasonable trial period (90 days). Low risk and very small resource commitment)

Implementation

Elements of a successful implementation.

- Start with a good plan that has a written Statement of Work and timeline.
- A 90 trial plan to work out any configuration and security settings.
- Proper training of internal support & customer implementation teams.
- Great tier II support from the Hosting Provider.

Conclusion

ISV leaders know that the SaaS model is an integral go-to-market strategy in today's Cloud centric mentality. It's both a growth and business defense decision that needs to be addressed sooner than later. The time to market is dramatically shorter with SaaS and can act as both an interim, or long-term solution .   The risk is very low, with an experienced provider and could provide you with a solution for all, or a sub-set of your customers in a very short amount of time. If you haven't addressed it yet, you may be forced to very soon, so be prepared.