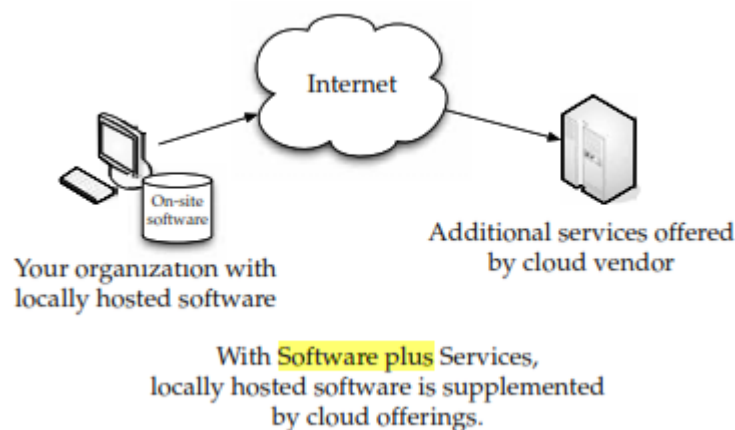


CHAPTER-2: Software plus Services

Software plus Services (Software + Services) is Microsoft's philosophy for complementing the software company's on-premises software offerings with cloud-based remote computing software options. The approach is based on providing the benefits of both traditional physical-based software and Web-based software-as-a-service (SaaS) delivery methods in order to create more effective software solution options for customers.



Difference between Software as a service and Software plus Service

SAAS solutions offer a web-based, fully hosted option in which the customer has no responsibility for infrastructure, software updates, hardware upgrades, backups, etc. Software is never purchased, but essentially rented on a monthly basis for an unlimited period of time.

Software Plus Services provides 3 options: 1) hosted, subscription model (SAAS), 2) purchasing software in a hosted environment, or 3) purchasing the software to deploy on-premise.

Advantages or Pros or Features of Software plus Services

User experience: Combining client software that provides the features you want with the ability of the Internet to deliver those experiences gives you the best of both worlds.

Working offline: Not having to always work online gives you the flexibility to do your work by connecting occasionally and synching data, you get a good solution for road warriors and telecommuters who don't have the same bandwidth or can't always be connected.

Privacy worries: privacy is a major concern. With Software plus Services, you can keep the most sensitive data housed on-site, while less sensitive data can be moved to the cloud.

Marketing: Software plus Services gives vendors a chance to keep their names in front of clients. Since it's so easy to move from vendor to vendor, providing a partsoftware/part-Internet solution makes it easier to sell your product to a client.

Power: More efficiency is realized by running software locally and synching to the cloud as needed.

Flexibility: Vendors can offer software in different sizes and shapes—whether on-site or hosted. This gives customers an opportunity to have the right-sized solution.

Disadvantages or Cons Software plus Services

The main one is cost. Bought a server and installed it locally.

Second is Quality of Service (QoS). It depends on your cloud vendor and is something you should address in a service level agreement before committing, but your ability to access data might be at risk if there are so many clients using your vendor's equipment. Unless your vendor is especially responsible, you run the risk of slow response times and possibly even failure.

The last downside is a big mental hurdle for a lot of people: **simple fear**. If you have your data stored on a cloud somewhere, is it really safe? Is it really secure?

Software plus Services Vendors

Microsoft Microsoft offers Dynamics CRM, Microsoft Outlook, Windows Azure, and Azure Services Platform. Windows Azure is a collection of cloud-based services, including Live Framework, .NET Services, SQL Services, CRM Services, SharePoint Services, and Windows Azure Foundation Services for compute, storage, and management.

Adobe Adobe Integrated Runtime (AIR) brings Flash, Action Script, and MXML/Flex to the PC. Using AIR, vendors can build desktop applications that access the cloud.

Salesforce.com Salesforce.com's AppExchange is a set of APIs that vendors can use to create desktop applications to access salesforce data and run on the desktop of an end user.

Apple Apple offers a number of cloud-enabled features for its iPhone/iPod touch. Not only does it come with an integrated Safari web browser, but they also offer a software developer's kit (SDK) that allows software to be created for the iPhone/ iPod touch. Vendors can build their own applications, and on-the-go users can access cloud offerings with those applications.

Google Google's mobile platform is called "Android" and helps vendors build Software for mobile phones. Google also offers its Google Apps and the Google Chrome browser, which also installs Google Gears software on the desktop. This allows offline and online solutions.

WeatherBug An API from api.weatherbug.com is a set of APIs that vendors can use to create applications that utilize current weather data.