

SOFTWARE AS A SERVICE

SaaS (Software as a Service) is an application hosted on a remote server and accessed through the Internet.



Examples: SaaS is the web-based email service offered by such companies as Microsoft (Hotmail), Google (Gmail), and Yahoo! (Yahoo Mail).

The vendor (Microsoft, Yahoo, and so on) hosts all of the programs and data in a central location, providing end users with access to the data and software, which is accessed across the World Wide Web.



SaaS can be divided into two major categories:

Line of business services these are business solutions offered to companies and enterprises.

Customer-oriented services these services are offered to the general public on a subscription basis.

Advantages

*** Accessibility**

SaaS can run on any OS (Operating system) regardless if it's a Mac OS, Windows OS or Blackberry Tablet OS.

*** Quick set up and deployment**

SaaS application is already installed and configured in the cloud. This minimises common delays resulting from often lengthy traditional software deployment.

*** Easy upgrades**

The SaaS providers deal with hardware and software updates, deploying upgrades centrally to the hosted applications and removing this workload and responsibility from you.

*** Scalability**

Change subscriptions as and when needed, eg when your business grows, or more users need to access the service.

* SaaS vendors typically have very meticulous security audits.

* There are lower software licensing costs.

Disadvantages of SaaS

Performance Issues: Software on local machines may run at faster speeds compared to a SaaS being hosted on a remote data...

Data Security Risks: privacy of sensitive information is a major consideration around cloud and hosted services.

Limited applications: while SaaS is becoming more popular, there are still many applications that don't offer a hosted platform.

Connectivity requirement: since the SaaS model is based on web delivery, if your internet service fails, you will lose access to your software or data

Termination of service: Customers are violated any user level agreement then their provider has to terminate their service.

Driving forces

- Popularity
 - Software Vendors Love it
 - Enterprises Love it
 - Plenty of SaaS Platforms
- Virtualization Benefits
- SaaS and SOA
- Economic Impact

Company Offering

Intuit:

Quick Book is a one application for tracking business accounting developed by Intuit company. With the addition of QuickBooks online, accounting has moved to the cloud.

QuickBooks Online (www.qboe.com) gives small business owners the ability to access their financial data whether they are at work, home, or on the road.

Intuit gives users a high level of security because data is stored on firewall-protected servers and protected via automatic data backups.

It also provides software upgrades are included at no extra charge.

For companies that are growing, QuickBooks Online Plus offers advanced features such as automatic billing and time tracking, as well as the ability to share information with employees in multiple locations.

QuickBooks Online features include:

- The ability to access financial data anytime and from anywhere. QuickBooks Online is accessible to users 24 hours a day, seven days a week.
- Automated online banking. Download bank and credit card transactions automatically every night, so it's easy to keep data up to date.
- Reliable automatic data backup. Financial data is automatically backed up every day and is stored on Intuit's firewall-protected servers, which are monitored to keep critical business information safe and secure. QuickBooks Online also supports 128-bit Secure Sockets Layer (SSL) encryption.
- No software to buy, install, or maintain and no network required. The software is hosted online, so small business users never have to worry about installing new software or upgrades. QuickBooks Online remembers customer, product, and vendor information, so users don't have to re-enter data.
- Easy accounts receivable and accounts payable. Invoice customers and track customer payments. Create an invoice with the click of a button. Apply specific credits to invoices or apply a single-customer payment to multiple jobs or invoices. Receive bills and enter them into QuickBooks Online with the expected due date.
- Write and print checks. Enter information in the onscreen check form and print checks.

Google:

Google Apps Premier Edition has the following unique features:

- **Per-user storage of 10GBs** offers about 100 times the storage of the average corporate mailbox.
- **APIs for business integration** APIs for data migration, user provisioning, single sign-on, and mail gateways enable businesses to further customize the service for unique environments.
- **Uptime of 99.9 percent** Service level agreements for high availability of Gmail, with Google monitoring and crediting customers if service levels are not met.
- **Advertising optional** Advertising is turned off by default, but businesses can choose to include Google's relevant target-based ads if desired.
- **Low fee** Simple annual fee of \$50 per user account per year makes it practical to offer these applications to select users in the organization.

In addition to Gmail, Google Calendar, Google Talk, and Start Page, all editions of Google Apps now include

Google Docs and Spreadsheets

Google Slides

Google Books

Google Blogger

Google Classroom

Google Meet

Gmail for mobile devices

Microsoft:

Microsoft offers SaaS .One that is particularly appealing to small businesses is Microsoft Office Live Small Business.

You can find it at <http://www.smallbusiness.officelive.com>

Microsoft Office Live Small Business offers main features including

Store Manager, an e-commerce tool to help small businesses easily sell products on their own web site and on eBay;

E-mail Marketing beta, to make sending email newsletters and promotions

Simple and affordable.

Small businesses that sign up will receive a set of tools and features for free, including

- Web hosting
- Rich site-design capabilities
- Numerous productivity applications
- Contact management software for performing basic customer relationship Management (CRM)
- Custom domain name registration with 100 business email accounts (custom Domains are free for the first year).
- This release is also compatible with the Firefox 2.0 web browser, making the service accessible on both Macs and PCs.

The following features are available in Microsoft Office Live Small Business:

- Store Manager is a hosted e-commerce service that enables users to easily sell products on their own web site and on eBay.
- Custom domain name and business email is available to all customers for free for one year. Private domain name registration is included to help

customers protect their contact information from spammers. Business email now includes 100 company-branded accounts, each with 5GB of storage.

- Web design capabilities, including the ability to customize the entire page, as well as the header, footer, navigation, page layouts, and more.
- Support for Firefox 2.0 means Office Live Small Business tools and features are now compatible with Macs.
- A simplified sign-up process allows small business owners to get started quickly. Users do not have to choose a domain name at sign-up or enter their credit card information.
- Domain flexibility allows businesses to obtain their domain name through any provider and redirect it to Office Live Small Business. In addition, customers may purchase additional domain names.
- Synchronization with Microsoft Office Outlook provides customers with access to vital business information such as their Office Live Small Business email, contacts, and calendars, both online and offline.
- E-mail Marketing beta enables users to stay connected to current customers and introduce themselves to new ones by sending regular email newsletters, promotions, and updates.
- Contact Manager is the foundation of customer marketing. The improved user interface enables customers to find and add contacts more efficiently.
- The adManager search marketing tool is now easier to use and allows users to advertise across multiple sites and search engines, including MSN, Live Search, Ask.com, Excite.com, and Lycos.com.