

Hosted eCapture & eReview

Why Buy the Cow?

Presented By: Megan Wilcox

May 2009





What is Software as a Service?

Software as a Service (SaaS) pronounced as 'sass'

Software deployment model

- Provider licenses application to customer for use as service on demand.
- Applications may be hosted or downloadable to consumer device and disabled after contracted on-demand period expires.

Examples:

- SAP Business ByDesign
- Google Apps
- Force.com



IPRO's SaaS Solution: IPRO Nimbus


Hosted Access to eCapture & eReview.

- Dedicated application servers.
- Custom eReview web site
- Versatile subscription or volume pricing model

You Control the Projects

- IPRO does not manage the project, use the software or work your data.
- Service offered is the software and media transfers only.
- No requirement of investing in infrastructure or upfront software purchase





Why Buy the Cow when you should be....

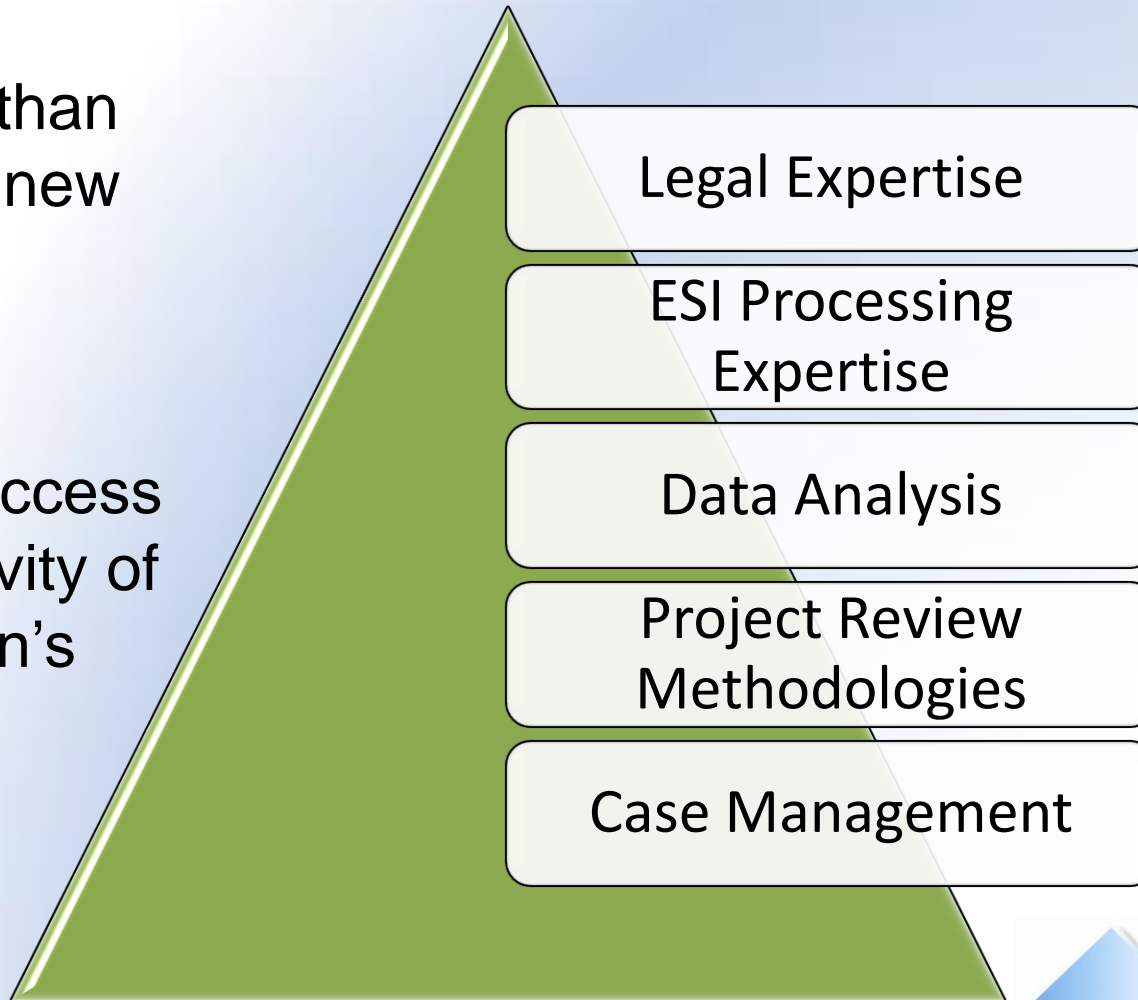
- Focusing on your core competencies for a competitive advantage
- Reducing your total cost of ownership
- Outsource all Maintenance & Upgrades management
- Integrating your on-premises solutions with SaaS



Core Competencies

“Brains rather than brawn are the new competitive advantage”

“The key to success is the productivity of an organization’s people”





Reducing TCO

Gartner estimates that the annual cost to own and manage traditional “on-premise” software applications can be up to four times the initial purchase price. This is due to a company’s need to acquire and maintain resources including:

- Hardware
- Software Upgrades/Maintenance
- User Education
- Technical Support

SaaS eliminates many of these costs by taking responsibility for the day-to-day operations, upgrades, and infrastructure rather than placing it on the end user.



Cost Drivers for any software implementation

Cost of the Software Application

Hardware Required to run the Application

People services required to

- Design
- Deploy
- Manage
- Maintain
- Support the Application.



Pricing Models

Traditional

- Cost of the SW app.
- Upfront fee in exchange for perpetual user license
- May include annual renewal
- Customer determines cost of hardware and people services.

SaaS

- Charged on subscription/usage basis
- Fee includes cost of software, hardware, and people services.

Cost Allocation of Traditional Software Deployment



- Hardware
- Software
- Security
- Network
- Monitoring/Management Tools
- Ancillary Upgrades
- Facilities

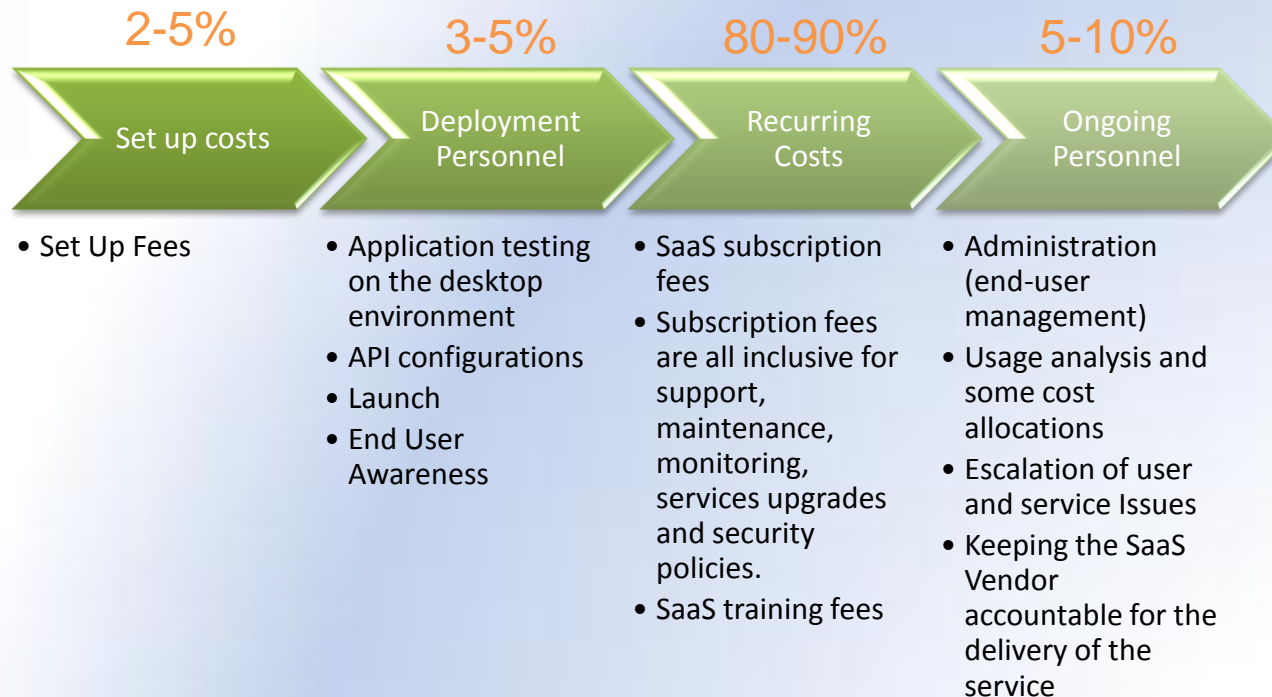
- Design
- Configure & Integrate
- Test and Tune
- Ancillary Upgrades
- Launch
- IT Staff Training
- End User Training & Awareness

- Hardware Repair & Replace
- Network
- Security
- Bandwidth
- Software Maintenance & Upgrades
- Redundant Systems
- Capacity Adds
- Add on Feature Sets
- Monitoring/Management Tools
- Facilities
- Other (help desk, etc)

- Scheduled Maintenance
- Unscheduled Maintenance
- Outage response
- System Monitoring
- End User Service & Support
- End User Training
- IT Staff Training
- Administration, Reporting and Cost Allocations
- Planning, Engineering & Testing
- Deployment of Upgrades and Add-ons
- Security Monitoring
- Marketing Awareness & Adoption

**50-85% of TCO
allocated to
Ongoing Personnel**

Cost Allocation of SaaS Deployment



**80-90% of TCO
allocated to
Recurring Costs for
the Service**



Traditional vs. SaaS Costs

Traditional

- Majority of costs are in fixed and locked into:
 - Staffing
 - Personnel
 - Facilities
 - Equipment
 - Maintenance

SaaS

- Majority of costs are variable. Pay as you use the service.



IPRO's SaaS Solution Provides...

Hardware:

- Application Servers
- Network components
 - Switches
 - Cables
 - Firewalls
 - Routers
- Storage Devices

Infrastructure:

- Files Transfer Mechanism
- Backup for Disaster Recovery

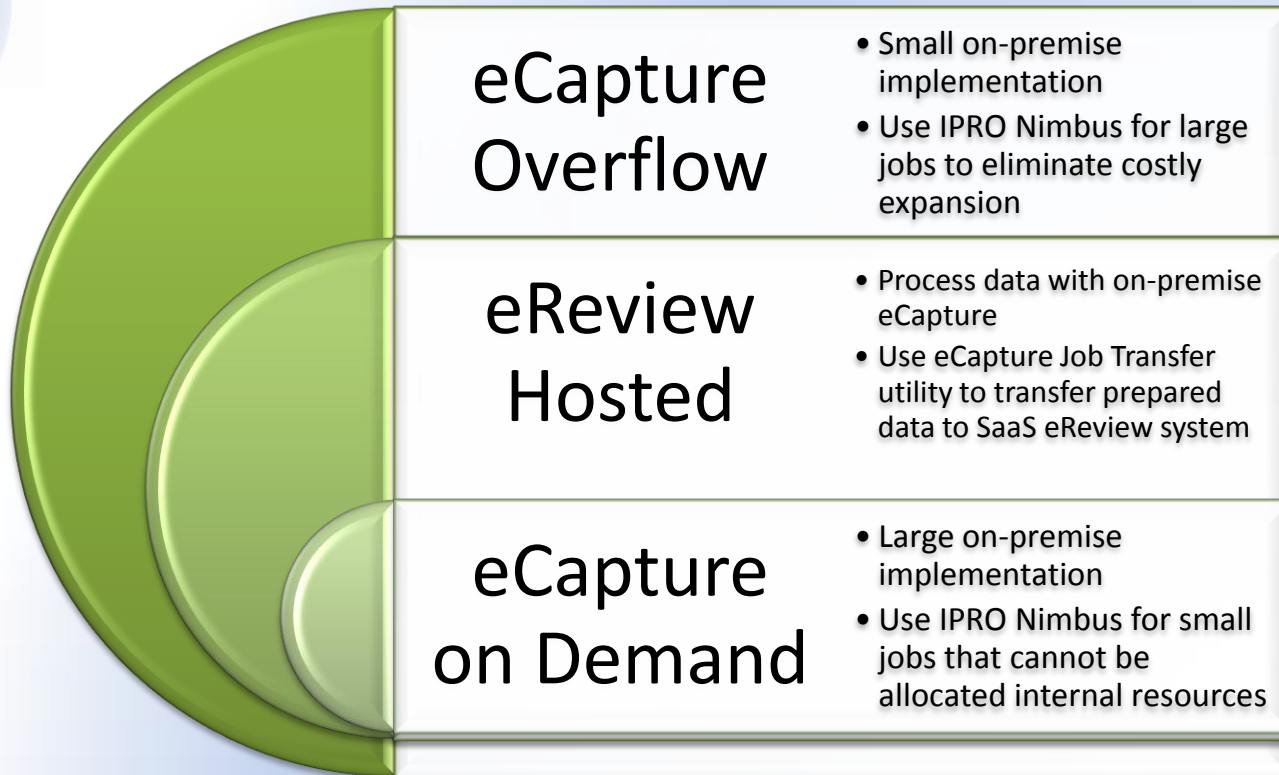
3rd Party Applications:

- Operating System Upgrades/Patches
- Perpetual license/version upgrades of corresponding applications.
- Anti-virus updates/policies





Integrate On-Premises with SaaS



Why Not to Buy the Cow?



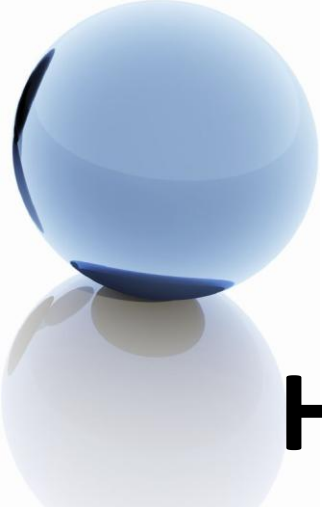
Concentrate on your Core Competencies



Reduce TCO



Outsource Managed Upgrades & Maintenance



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