



Software as a Service Enablement Programme



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The traditional on site delivery model for supplying application and software solutions is rapidly changing to support the demand for software as a service (SaaS). Gartner and other industry analysts predict that by 2010, 30% of all software sales will be delivered via the SaaS model, as opposed to perpetual licences.

In recent years, there has been a gradual introduction of SaaS solutions into the HR and payroll, CRM and financial markets with many traditional ISVs increasing their incremental revenues by offering on demand solutions.

The SaaS model clearly offers additional sales and revenue opportunities and an increasing number of ISVs are now re-evaluating their business and sales plans to take full advantage of the benefits a SaaS model can bring, including:

Ongoing Annuity Revenues

- Develop ongoing revenue streams
- Open new markets
- Build new routes to market

Distinct Competitive Advantage

- Differentiate by focusing on service rather than purely software
- Simplify and streamline deployment
- Offer scalable service
- Reduce cost of sale and service support

Significant Churn Reduction

- Improve client loyalty and cross sell opportunities
- Develop scalable business model
- Develop client asset base

While the ISV is best placed to redevelop its application to suit a multi-instance service delivery methodology, there are a number of considerations from a commercial, technical and financial perspective that need to be addressed to develop a successful SaaS model. NTT Europe Online's SaaS Enablement programme is a fully supported partnership model that enables the development of a hosted infrastructure to quickly deliver the SaaS solution to market.

Consultative approach to understand business and technical needs

Development of a solution is an ongoing, iterative process and NTT Europe Online is committed to providing commercial and technical resource aimed at:

- Understanding your current commercial proposition
- Designing and building a scalable platform for hosting and delivery of the application
- Licensing requirements
- Developing an ongoing management and monitoring methodology to ensure availability
- Building an acceptable financial model to support your business needs
- Providing access to training and skills resource to ensure marketability
- Helping develop ongoing and sustainable revenue streams.

The outputs of these sessions enable NTT Europe Online to design and develop a solution that grows with demand while minimising initial capital expenditure without restricting growth.



“NTT Europe Online provides a reliable, secure and scalable solution, the finance maps to the business model we wish to provide and it understands the requirements and value of delivering a SaaS offering.”

Chris Knighton,
CEO of performance management software provider, Aspiren

Flexible pricing models to share business risk

NTT Europe Online offers bespoke pricing options that enable the ISV to implement a fully managed SaaS solution, without the significant investment usually associated with developing a managed services infrastructure.

The ISV is able to leverage NTT Europe Online’s financial stability to develop a SaaS proposition with no capital expenditure, minimal design costs and a cost base that grows in line with usage and revenue generation. There are multiple solutions available based on the ISV’s particular circumstances.

Proven expertise to develop a resilient and reliable SaaS solution

By leveraging its years of experience providing complex online solutions, NTT Europe Online is able to develop customised solutions for clients who require an extremely high level of service availability, reliability and scalability.

It is this experience that makes NTT Europe Online well placed to work within the ISV channel to develop the technology platform required to deliver a SaaS solution.

As part of the solution, NTT Europe Online would purchase relevant hardware and software in line with existing commercial agreements, minimising capital expenditure for the ISV. The hardware and software would then be hosted in one of NTT Europe Online’s secure data centres and connected to the internet via the NTT Communications global network.

Ongoing management of the infrastructure is the responsibility of NTT Europe Online, leaving our partner free to focus on core business goals and objectives.

Scalable solution to aid future growth

The SaaS enablement program is based on implementing the right level of technology to support the ISV’s requirements as they develop, ensuring all solutions can scale either horizontally or vertically dependent on demand and usage.

This ability to scale rapidly and in line with the success of the SaaS proposition is one of the key reasons for partnering with NTT Europe Online.

Sales support to align internal business processes

As a company engaged in delivering perpetual license services, it is likely that an ISV’s core processes and infrastructure will support a capex-based process rather than a service one. This also extends to the sales teams and commission structures.

To this end, NTT Europe Online can provide structured sales training to help the ISV develop its sales methodology. Support is also available to develop an annuity commission structure and define internal processes to support the running and incentivisation of the sales team.

Working in partnership to develop compelling proposition

NTT Europe Online’s SaaS Enablement Programme is underpinned and supported by the company’s existing partnering strategy that has been in place for a number of years.

By working in partnership with other organisations, stronger and more compelling solutions can be developed, broadening the market coverage and revenue generating capabilities of both organisations.

This approach is focused on developing relationships with partner companies and working together to design, build, host and take their services to market.

For more information, please refer to the NTT Europe Online Partner Programme document.



For further information about the NTT Europe Online SaaS Programme please call

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