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Hosted Solutions and SaaS

Business markets are undergoing transformational change, and product cycles are becoming shorter. This presents a challenge for global companies, as well as small and medium-sized enterprises, and requires a flexible IT infrastructure to respond to each change in a dynamic manner.

At the same time, however, cost savings remain imperative, and that requires a reduction in IT spending and budgets. A response to this dilemma can be found in hosted solutions based on the concept of SaaS (Software as a Service).

Nature of Hosted Solutions

The nature of hosted solutions may be compared to receiving electricity from a power socket, available only when needed. In this way, changes in business volume, projects and transitional periods can be handled in a cost-effective manner.

For some time, therefore, prominent IT companies have offered "software as a service" (SaaS) instead of individual applications. The customer receives the solution via the Internet or over WAN infrastructures. The managed solutions include VoIP, office, ERP and CRM applications as well as recording and quality monitoring solutions for contact centers.



Andre Riemekasten
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Often, SaaS is referred to as leased software, but this description is inaccurate. Instead of leasing software, customers receive a flexible service with the products available on demand and easily expanded, and payment on a per use basis. Customers must pay the hosting services a monthly fee encompassing all costs for the required infrastructure and its maintenance, including backup and application administration.

Benefits of Hosted Solutions

SaaS provides companies many ways to respond to changes in customer demand. Hosting solutions offer low and predictable monthly entry costs assigned in a transparent manner. Initial investments are minimal.

With SaaS, standardized applications, already in use by other organizations, are available immediately and can be implemented quickly. Furthermore, the service can easily add applications in a scalable manner if the company is growing or developing new markets. Due to the virtualized nature of SaaS, its applications can be accessed from anywhere, a significant advantage for companies with national and international locations.

Smaller companies can use SaaS for operation of the IT infrastructure in a contact center. Service providers must supply updates and security patches, thus ensuring applications include the latest technical features and customers benefit from best-practice solutions. For any-sized organization, SaaS increases competitiveness by letting its executives focus on their core business instead of IT resources.

Conclusion

Current hosting solutions are usually used for clear-cut applications with a large and growing market such as CRM systems, mailing or collaboration platforms. They provide reduced costs, flexibility and the ability to add standardized applications.

Today's high demand for hosting solutions is driven by the global economic crisis. CIOs see hosting as one way to cut costs and flexibly adapt to changing business demands. SaaS helps to avoid complex, heterogeneous and often unstable hardware and software environments, and reduces the IT budget for operation, maintenance and energy consumption.

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About Andre Riemekasten:

André Riemekasten is the Business Development Manager of ASC telecom AG and is responsible for the sales channels Deutsche Telekom, Tieto and Cirquent. He has more than 10 years of experience in the information and telecommunications industries. Before he joined ASC, he started his career at T-Systems International as Sales Manager.

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Global Benchmarking Study of Top Performers



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About ASC:

ASC is a global provider of solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital information, enabling organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations; therefore, ASC provides an important contribution to public safety.



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