

Why Business Intelligence Software as a Service (SaaS) Makes Sense for your Organization

Why Cloud Computing? It makes life simpler...and less expensive.

Software as a Service (SaaS) based applications allow organizations to free themselves of the effort and hidden costs associated with maintaining and operating an application internally. What is SaaS, aka Cloud Computing? It's accessing an application that operates on a secure computer and network that you don't have to purchase, manage, or install to utilize. There is no software to load and as long as you have a browser and an Internet connection (yes, this includes mobile devices), you can access and use the application. All of the necessary hardware, applications, operating systems and the other critical components typically managed by an IT department including response time, Service Level Agreements, Security, Disaster Recovery are consolidated into a low monthly subscription fee. Some of the benefits of a SaaS based solution are outlined below:

- **Fast implementation:** SaaS applications can be available much faster than a typical purchased solution. That frees your people to focus on business tasks instead of application implementation activities. In fact, Answergen can be available for use in a matter of days vs. weeks and months associated with other Business Intelligence applications and the implementation cost is very small or generally non-existent.
- **More Intuitive:** By their nature, SaaS solutions are more intuitive and user friendly than their On-Premise counterparts. In fact, Answergen requires virtually no training. To emphasize the point we don't charge for standard training.
- **Low overhead:** Maintenance, upgrades, and system administration take place in the vendor's data center, so your people don't have to stay late or work weekends to upgrade the application or coordinate services for the repair a failed server. The internal cost of these activities are generally hidden and not considered when evaluating a purchased software application.
- **High availability:** Cloud hardware, connectivity, and software are designed for maximum network performance, so they generally deliver better availability than conventional solutions that operate On-Premise.
- **Better performance:** In addition to delivering a better response time, Cloud computing vendors typically provide a Service Level Agreement (SLA), and disaster recovery policy that many internal IT departments are un-willing to commit to. That translates to a fast, responsive application that is available when you need it.
- **Peak performance:** The "Cloud" considers your performance requirements and can automatically make adjustments for unusual or high demand. It would often be difficult or very expensive to replicate these "high load" safeguards in a typical On-Premise data center.
- **Data Security:** Modern technology provides assurances that your data is safe. Answergen is hosted at a secure data center that will satisfy Sarbanes Oxley, HIPAA, SOX, SAS 70 and other legislative requirements from a data perspective.
- **Extendable:** SaaS applications allow you to move beyond the bounds of your organization and provide meaningful information to your customers, clients, or remote employees 24x7 anywhere in the world. Purchased BI tools are very difficult to deploy externally. With

Answergen you can easily deploy a dashboard, reporting, or analytics capability that increases customer satisfaction, retention, and very often revenues.

- **Subscription-based pricing:** Unlike perpetual license applications where you are locked into a user license commitment at contract signing, SaaS solutions generally allow On-Demand pricing that allow you to pay for only the software required for your user base regardless of how it fluctuates over time. Also, there is no large upfront outlay of capital required to use a SaaS based solution.
- **Reduced hidden costs:** The full cost impact of administering and maintaining a purchased solution is generally overlooked because those costs are not easily identified. Studies show that a SaaS based option results in the lowest Total Cost of Ownership (TCO) option for most organizations.

Cloud computing lets you focus on the business issue at hand instead of software and hardware maintenance. IT resources today are doing double duty and a SaaS application allows them to focus on more strategic business initiatives while leaving your cloud computing vendor to worry about uptime, scalability, application maintenance, security, and system upgrades.

Best of all, because the SaaS vendor manages the data center, you never have to worry about outgrowing your IT space and resources regardless of how far you extend the solution beyond your organization.