



More Service, Less Software

Business, SaaS · on January 11th, 2010 · No Comments

I ran across an excellent article this morning over at Entrepreneur Magazine discussing some of the great benefits of incorporating Software as a Service (SaaS for short) in your small business technology strategy. Here's a snippet:

You probably have overheard these words: software as a service. You may even have nodded knowingly despite not knowing much more than that they're more easily digestible as the acronym SaaS (rhymes with the thing that holds your evening martini).

It's pretty easy to get swept up in technology debates about what constitutes SaaS—is it the same as cloud computing or different? But you know what? You don't need to know what it is; you just need to know what it does for your growing business. As for what it does, we'll answer that question with another: What if you no longer had to spend thousands of dollars a year on communications gear, computer software and overall internal IT management?

"SaaS can have the same effect that car leasing had in the auto industry," says Siamak Farah, CEO of InfoStreet, which offers SaaS solutions to small businesses. InfoStreet offers SaaS in the form of a business management software platform, StreetSmart, that supports a variety of functions, including e-mail, conference calling, file sharing, customer relationship management, calendar tools, portal access, data synchronization, site administration and more. It's a hosted platform requiring no new hardware or software.

You can view the complete article over at Entrepreneur Magazine.

If you would like to find out more on how to leverage some of the great benefits of SaaS into your small business, give BoldTech Solutions a call today and schedule an assessment. We'll be glad to work with you to figure out how to save you money and increase your technology efficiency and bottom-line.

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