



Top 10 Web-based CRM Apps 2010 Top 10 Web-based CRM Software Rankings. Download Free Report. Business-Software.com/BestHostedCRM

Try Salesforce CRM Free View The Webinar & Discover 8 Ways That CRM Can Improve Your Business. www.DellandSalesforce.com

Real Workflow Improvement Free 13-page Guide Shows How User-Level Workflow Garners Results web.progress.com Ads by Google

Navigation bar with icons for CEN, IPOD, CAMCORDERS, PHOTOGRAPHY, HOME THEATRE, TVs, DVD, MOVIES, AUDIO, GAMES, TOYS, MUSIC, HOME OFFICE, DESKTOPS, NOTEBOOKS, PDAs, PERIPHERALS, AV SOFTWARE, WEB, WiFi, PHONES, GADGETS. Below are menu items: HOME, NEWS, FEATURES, REVIEWS, TUTORIALS, MOST VIEWED, READER PICKS, SHOPPER, TECH UNIVERSE, CONTACT

Feature: Page (1) of 1 - 06/30/10 [email icon] [print icon] [social icons]

On-premise vs. Cloud - the market is shifting

By Keyon C. Thomas

I talk to VAR's/MSP's all day long. One of the things I am always shocked by is how many of them don't know how little money they make selling on-premise [technology](#) and how much more they can make selling all cloud solutions. For some of my VAR's, I see an 82% profit increase. If that is not enough to get your attention then I don't know what will. Let me break down why and see if it makes sense to you guys as well.

So let's first look at a typical on premise install. You go in and meet with the client to make sure that you have the things they need. From there you order from your vendor, in most cases you sell at a set price with your commission built in. Plus you have to put money into technicians setting stuff up (and even if you are the tech your time is money because that time you are spending could be better spent on finding more clients). This is about a 5- to 6- day deployment with a combination of time at the client location and pre configuration at your location. Plus with most on-premise solutions, there is no recurring revenue unless you get a break fix support contract. Even if you have a break fix contract, when something goes amiss you still have to send someone out to the location to fix it so, again, you are eating into your overall profits.

Now let's look at a cloud install using a combination of [SaaS](#) and HaaS. Your client's network should already be in place just like it would have been in the prior example. If you can get the [networking](#) contract then you have minimal work there to set it up. Hardware would come from you HaaS vendor with the deployment specs provided to them. This is again a simple install since all the configurations were done before you received them decreasing your time at the client location.

Submit to digg [thumbs up icon]

RELATED STORIES

- More Related Stories
- BEST PRICE DEALS!**
-
- nūvi 265WT Automobile Navigator (4.3" Active Matrix TFT Color LCD) 11" **From: \$129.99**
- EOS 7D Digital SLR Camera (18 Megapixel - 3" Active Matrix TFT Color LCD) **From: \$1275.00**
- D5000 Black SLR Digital Camera Kit w/ 18-55mm Lens (12.3MP, SD/SDHC Card Slot) 4" **From: \$569.95**
- Windows 7 Home Premium - Upgrade (Version Upgrade - PC) 2 **From: \$78.49**
- DSC-W330 Red Digital Camera **From: \$159.88**

Ads by Google

[Hosted Dialer: Free Trial](#)
Try our Predictive Dialer for Free. Get Your 3 Day Free Trial Now. SafeSoftSolutions.com/H

[Microsoft Dynamics CRM Discounted Pricing for Dynamics CRM Software, Implementation & Training](#)
www.SystematicalInc.com

[SaaS Vendors Learn Everything You Wanted To Know About SaaS From Our Experts Today!](#)
www.Forrester.com/SaaS

[Easy Contract Management Affordable Contract Mgmt Software. Save Time & Money. Free Trial Offer](#)
BlueRidgeSoftware.bz

Ads by Google

[Business User's Workflow](#)
Free 13-page Guide Shows How User-Level Workflow Garners Results web.progress.com

[helpdesk support software](#)
Easy to install & Use, Web based, with Asset mgmt, Self Service. Try! www.ManageEngine.com/IT_

[SaaS Vendors Learn Everything You Wanted To Know About SaaS From Our Experts Today!](#)
www.Forrester.com/SaaS

[Microsoft CRM Solutions](#)
Automate tasks for sales, customer service and mktg w/ Microsoft CRM www.systematicalinc.com

[Easy Contract Management Affordable Contract Mgmt Software. Save Time & Money. Free Trial Offer](#)
BlueRidgeSoftware.bz

The Consumer Electronics Newsletter

FREE!
Click Here!

The graphic features the HP logo in the top left corner with the text "HIT PRINT INTELLIGENTLY". The central text reads "The HP LaserJet PAYS for ITSELF, AFTER that it PAYS YOUR BUSINESS." The word "PAYS" is significantly larger and bolder than the other words. The background consists of a circular graphic with overlapping colored segments (green, yellow, blue) and a large blue arrow pointing upwards and to the right. At the bottom right of the graphic is a blue button with the text "Calculate your Payback! »".

hp HIT PRINT
INTELLIGENTLY

The **HP** LaserJet
PAYS for **ITSELF**,
AFTER that it **PAYS**
YOUR BUSINESS.

Calculate your Payback! »

Deployment of the file server, Exchange, SharePoint, and Communicator like environments for the clients can be deployed by the SaaS provider with a couple of clicks so you don't have to have a technician. There are even SaaS offerings of Accounting, MS office suite, and industry specific software. For most clients you're looking at about a 1 work day deployment. In both cases you are going to have recurring monthly revenue coming in before you add your support contract. When stuff does go down, if it is hardware you ship it back to the HaaS vendor and if it is software the SaaS provider is taking care of it, so you are not devoting man hours to it. Quite simply you are collecting the same if not more money but doing CONSIDERABLY LESS WORK per client. This frees you up to get more clients. Where you may only be able to support 7 to 14 on-premise clients you could support over 100 cloud clients. It just makes sense.

So my question to you is would you like to explore how to decrease your Operational expenses while you significantly increase your bottom line? If so please feel free to contact me about our SaaS offering and how we can help you achieve your goals.

Explore Content

powered by 

[Client Location](#) [Client Network](#) [On-Premise Clients](#)
[Work Day Deployment](#) [On-Premise Technology](#) [SaaS Provider](#)
[Cloud Clients](#)

RECOMMEND THIS ARTICLE

Page: 1

Keyon C. Thomas is the Reseller Channel Manager at InfoStreet. He can be reached at 818-776-8080 x243 or via [email](mailto:keyon@infostreet.com) at: keyon@infostreet.com.

InfoStreet is a Software as a Service (SaaS) provider. Widely regarded as a SaaS pioneer, as early as 1994, InfoStreet began shaping a vision, a team and a technology which is now transforming the way business gets done. InfoStreet fully delivers the benefits of SaaS to tens of thousands through its rich, web-based, IT, Productivity and [Groupware](#) oriented software applications. InfoStreet's SaaS platform, StreetSmart, complete with functions such as Virus and Spam protected Email, Email Archiving, Calendar, Tasks, CRM, File Sharing, Knowledge Base, Mailing Lists, Portal, Web Site Publishing and more, is fully hosted and managed, enabling it to seamlessly blend with or become any organization's [IT infrastructure](#).

Related Sites: CEN - WiFi

Related Newsletters:

Source: Digital Media Online. All Rights Reserved



DMO TEXT LINKS

(Click here to place a textlink on this site)

@ Copyright, 2010 Digital Media Online, All Rights Reserved