



Reduce Costs Dramatically by Consolidating Your Small Business Software Online

By [Mike Muise](#)

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One of the biggest benefits to Software-as-a-Service is the money it allows you to save and invest back into your business. I am telling you that not only can you get more functionality for your money, but you can also cut costs dramatically enough that you can afford more resources to help you with growing your business like sales and marketing efforts.

Two services I use and recommend to all of my peers are Skype and Infostreet. Combined they deliver key services that I need to run my business at a fraction of the costs of traditional providers. They provide the solutions I need for customer communication and management. Best of all I know that as my company grows and succeeds, the solutions will grow with me as I need them without any headaches.

So what kind of costs savings can you expect? Here is what I am saving.

I get all of this (and more):

- Unlimited North American Calling
- Address Book
- Calendar
- Conference Bridge
- CRM
- Email
- Employee Directory
- File Sharing
- Knowledge Base
- Mailing Lists
- Portal
- Tasks

I pay out of pocket a total of \$25.00 a month.

- Now note I deal with a lot of people so the CRM (Customer Relationship Management) application is vital to me in managing my contacts and opportunities. This service alone is \$15.00 per month.

- If you do not need CRM you would only pay \$10.00 per month

For more information:

[Skype](#) and [Infostreet](#)

About the author

Over the last 10+ years I have demonstrated a superb track record for managing clients, selling into existing clients, and acquiring new clients. I have worked both in business-to-business and business-to-consumer environments, with the bulk of my experience being in business-to-business channel sales as either an Account Manager or Partner Development Manager.



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