



## ***An Executive Report for IT and Business Decision-Makers***

# ***Measuring the Business Benefits of Today's Leading Software-as-a-Service (SaaS) Solutions***

*Best of SaaS Showplace (BoSS)  
Award Winning Stories Demonstrate  
the Measurable Benefits of SaaS*



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## Background & Overview

THINKstrategies was founded in 2001 to help clients capitalize on the transformation of the software and technology industry from a product-centric to a services-driven business model.

At that time we were talking about Application Service Providers (ASPs) and Utility Computing when many others were questioning these web-based alternatives to traditional, on-premise, 'legacy' applications and systems because of the failure of many Dot.com era start-ups.

Despite broad-based skepticism about the viability of these service alternatives at the start of the new millennium, THINKstrategies discovered a growing number of enlightened end-users and corporate decision-makers within large-scale enterprises, as well as small- and mid-size businesses (SMBs) adopting a new generation of Software-as-a-Service (SaaS) solutions.

In 2006, THINKstrategies launched the SaaS Showplace to help,

- IT/business decision-makers find SaaS solutions to meet their corporate needs;
- SaaS providers and enabling technology suppliers promote their offerings;
- Others learn about the rapidly evolving SaaS marketplace.

The success of SaaS spawned the broader idea of Cloud Computing, including Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS). And, THINKstrategies merged its SaaS Showplace with its Managed Services Showplace to create the largest vendor-independent, online directory of SaaS, PaaS, IaaS and managed services solutions with over 2000 company listings, and the industry best practice resources.

In 2009, THINKstrategies launched the [Best of SaaS Showplace \(BoSS\) Award](#) program to recognize SaaS companies offering solutions which deliver measurable business benefits for their customers.

Rather than create just another 'beauty contest' which simply encouraged well-known companies to promote themselves, THINKstrategies wanted the BoSS Award program to be impartial and unbiased in its evaluation process. As a result, we established a set of straight-forward criteria for judging the BoSS Award nominees. Applicants for a BoSS Award must be,

1. Incorporated and have a SaaS solution generally available, not in beta only.
2. Quantify the business benefits of their SaaS solutions.
3. Provide specific customer success stories which provide specific examples of the measurable business benefits.

Since the BoSS Award program was launched in January 2009, there have been over a hundred award winners ranging from well-known brand-name companies to little known niche players. Many winners have been acquired, such as Boomi, Cast Iron Systems, Jigsaw, OpenAir, QuickArrow, Sabrix and Skire. And, some have even gone public, like ServiceNow. Of course, a few have also vanished, unable to prove their business value to sufficient number of customers.

This report is a compilation of the BoSS Award winners to date. It illustrates the tangible benefits which today's SaaS solutions are delivering to organizations of all sizes across nearly every industry. These stories also demonstrate why the SaaS market is growing rapidly and fundamentally changing the nature of the software industry.

The success of the BoSS Award program prompted THINKstrategies to launch the Cloud Computing Business Value (CCBV) Awards program to recognize companies which are delivering IaaS and PaaS solutions producing measurable business benefits for their customers.

Please go to <http://www.cloudshowplace.com/award-programs/> to learn more about the BoSS and CCBV Awards programs, apply for an Award, or read about the latest Award winners. And visit [www.thinkstrategies.com](http://www.thinkstrategies.com) to learn more about our consulting, education and promotional services.

## Best of SaaS Showplace Award Winning Stories

### ***AccelOps***

AccelOps allows organizations to better leverage virtualization technologies and cloud computing by providing end-to-end visibility across performance, availability, security and change management while linking the physical and virtual infrastructure to business and business services.

AccelOps' integrated and service-oriented platform automates the collection, monitoring, analysis and detailed reporting on all performance and IT/event log data with a single pane of glass that cuts through networks, systems, applications, virtualization and technology boundaries.

Delivered as a virtual appliance or SaaS, AccelOps yields in-depth operational oversight, efficient root-cause analysis, reduced MTTR, operational efficiency and compliance automation.

For example, AccelOps' management solution has enabled the Jewish Home of San Francisco, a healthcare provider in Northern California, to increase service reliability and operational efficiency. The IT organization, which manages two sites and serves over 950 users, achieved:

- 45-50% reduction in "noise" and 30-40% increase in definitive Root Cause Analysis (RCA) via AccelOps' Analytics engine.
- 70-80% accuracy and timing for declaring changes and trending patterns.
- 90-95% improvement for identification of infrastructure resources being accessed.
- 40-50% efficiency realized in identifying L3 transit issues and approximately a 70% improvement in identifying L7 (user experience) "sluggish" performance incidents.
- 80-90% improvement in the support of HIPAA compliance and policy monitoring.
- Acquired the management functionality they needed at approximately one-fifth the cost of a traditional network-system management (NSM) platform.

### ***Accept Corporation***

[Accept Corporation's](#) SaaS-based Accept 360 Innovation Management solution empowers product teams to more quickly develop compelling products that generate greater revenues, because they're better aligned with the market and company strategy.

An example of the business benefits that Accept Corporation's solution delivers is Solution Labs, a leading provider of data center performance analysis and capacity planning solutions. The company's Fortune 500 customers require product development and internal management to respond quickly to their customer's changing requirements.

By using Accept360, Solution Labs has been able to grow its revenues 300% over the past three years, while increasing the productivity of its product development team nearly 25%. The company has also received feedback from its customers that Solutions Labs now delivers more value in half the time of its competitors, who have substantially greater development resources than Solution Labs.

### ***ActionStep***

ActionStep is a multi-dimensional SaaS vendor based in Auckland, New Zealand. Its end-to-end, Web-based, business system includes Marketing, CRM, Sales, Operations, Accounting, and HR management solutions for multi-divisional, multi-currency businesses.

A case example of the company's business benefits is Lumberlink, a small timber trading company based in Auckland which buys and sells internationally. By switching to ActionStep's SaaS solutions, Lumberlink has been able to reduce its administrative headcount; improve cashflow by shortening the time to complete back-office documents needed for payment; and increase sales volumes through smoother transfer of sales information to Lumberlink's back-office systems over the Web, helping sales people who usually enter sales orders from remote locations. These improvements have enabled Lumberlink to increase its operating margins approximately 20%.

### **ActiveConversion**

ActiveConversion is a leading provider of marketing measurement, lead management and demand generation systems for companies with fewer than 1000 employees. Its solutions make it easy for companies to see which marketing initiatives are paying off, and to produce sales-ready leads. ActiveConversion delivers its solutions as a hosted solution through a low monthly subscription which has been certified by KPMG and Salesforce.com.

An example of the measurable benefits of ActiveConversion's solutions is Mentor Engineering, a 20 year old provider of mobile fleet management and GPS solutions. Mentor estimates the number of qualified leads it has been able to generate has risen 25% since implementing ActiveConversion.

Despite the economic downturn over the past year, Mentor has also seen a 15% increase in their forecasted opportunities which they also attribute to the use of ActiveConversion. The real-time monitoring provided by ActiveConversion also allows Mentor's marketing team to gain greater knowledge about the effectiveness of its marketing programs so it can optimize program and increase sales-ready opportunities.

### **Adaptive Planning**

Adaptive Planning is a leading provider of on-demand budgeting, forecasting and reporting solutions that help finance organizations improve operational efficiency, strengthen collaboration, and drive better business decisions in companies of all sizes.

For example, Vicor--a \$250 million manufacturer of power conversion components and systems--often completed new budgets in late April or early May each year, well after its January 1 deadline, because its accounting department had to manually reformat and consolidate hundreds of individual spreadsheets.

As a result of deploying Adaptive Planning's SaaS solution, Vicor's finance, manufacturing, sales and engineering departments can now enter information into a single, integrated system. This has made it easier and faster to finalize budgets and forecasts, improved accuracy and eliminated errors, and permitted company executives to dedicate more time to analyzing plans and what-if scenarios. Vicor has been able to streamline its budgeting process by 50 percent, developing and approving its budget within six weeks rather than four or five months.

In addition, Adaptive Planning's solution has enabled broader participation of Vicor's managers in the budget process, facilitating greater organizational alignment and better overall business decisions.

### **Appnomic**

Appnomic is a global provider of SaaS solutions that provide application performance management and data center operations automation. Appnomic's solutions permit significant improvements to enterprise IT service delivery and increases in Mean Time Between Failures (MTBF) of enterprise and Cloud software applications. The company provides a predictive monitoring solution based on Application Behavior Learning (ABL) analytics that enable IT professionals to capture early warnings to prevent problems which could affect services to end-users.



An example of Appnomic's measurable business benefits is Yatra Online Pvt. Ltd., among the most successful online travel companies in India, providing services for air travel, hotels, rail, buses and car rentals across 5,000 large cities and small rural areas around the globe. Yatra needed to monitor the performance of five business-critical applications which performed twenty-six (26) types of transactions with an average hourly transaction volume of 15,500. Its current systems failed to provide real-time information on performance of critical revenue producing transactions and required long lead-times to isolate faults within a complex multi-server architecture. By implementing Appnomic's solution, Yatra was able to generate 45% savings in staff and system costs while improving its monitoring and management capabilities.

## **Aryaka**

Aryaka provides a cloud-based WAN optimization as-a-service solution to address application and network performance issues faced by distributed enterprises. Aryaka eliminates the need for expensive and complex appliances, as well as long-haul connectivity and enhances collaboration across locations. It offers significant cost, ease-of-use and performance advantages, helping global companies achieve dramatic productivity gains and increased visibility into their WAN applications.

An example of the measurable business benefits which can be derived from Aryaka's solution is Accept Software which realized the following benefits:

- 96% reduction in bandwidth (28x increase in capacity)
- Source code checkout times reduced from 2 hours down to 20 minutes – 6x faster
- Overall improvement of 2x for encrypted and 5x for non-encrypted traffic
- Productivity gains through increased application responsiveness, recovering 3 hours of productivity per employee per day, which translates to \$20,000 saved per month in lost productivity.

## **Attendance on Demand**

Attendance on Demand is a Cloud-based employee time and attendance service which supports the labor management needs of thousands of companies and over a quarter million employees across North America. Launched in 2006, Attendance on Demand minimizes a company's risk and technology investment while providing advanced features for securely managing labor data such as calculating pay rules, scheduling employees, budgeting labor, and automating record keeping for labor law compliance.

The following are examples of the measurable business benefits produced by Attendance on Demand's Cloud-based solution:

- Chase Hospitality reduced the staff time required to enter payroll information to process payments and produce reports by 40%.
- Overhead Door Company reduced system and processing costs 50%.
- Bordine's saved 40% in overtime costs by more accurately tracking staff time real-time.

## **Bill.com**

Bill.com is a leading provider of a SaaS-based, paperless bill management and payment solutions for small- and medium-sized businesses (SMBs) and CPA firms. Bill.com users can receive, route and pay invoices electronically with multiple options including PayPal and e-payments. Invoices can be emailed, scanned or faxed into Bill.com, and relevant information is automatically integrated into the Bill.com system. Digital images of invoices are then routed electronically for approval, ensuring a complete audit trail and eliminating lost or mishandled paper. The following are examples of Bill.com's measurable business benefits:

- Niche Modern's staff time dedicated to accounts payable responsibilities was reduced from 20 hours per week to just two hours.
- Massachusetts Burger Enterprises, LLC has saved approximately 50 percent of its time spent on paying bills with Bill.com compared its former method.
- CrowdSavings.com now only needs one employee to perform the same day-to-day financial work that would have taken three employees in a traditional in-house accounting department.

The resulting time and cost savings for those employing Bill.com's online financial management tools allowed the businesses to focus on running their organizations and serving customers, rather than managing paperwork.

### **Billhighway**

Billhighway offers a suite of Cloud-based accounting solutions for all types of nonprofit organizations to help manage their financial needs. Its goal is to change the way nonprofit and member-based organizations do business by making every aspect of their financial management as easy as possible.

An example of the measurable business benefits which can be derived from Billhighway's cloud-based accounting solutions is the 16,000-member Tri Delta fraternal organization. The nonprofit had been using manual bookkeeping for chapter financial management. Twelve months after launching Billhighway, Tri Delta experienced a 24 percent improvement in net income over the previous year. Tri Delta has also enjoyed an additional \$1 million in annual net gains since adopting Billhighway's Cloud-based solution.

### **BMC**

BMC is a global leader in IT management solutions. The Remedyforce Service Desk delivers a simple and fast IT service management solution that increases IT service desk productivity by automating the entire IT support process with pre-configured, ITIL®-based incident, problem, self-service, change, and inventory management processes. cloud-enabled service desk, self-service, and inventory management capabilities Hosted on the number one SaaS platform from Salesforce.com, Remedyforce enables IT departments to take advantage of BMC's 20 years of service management leadership delivered on a proven, trusted cloud infrastructure.

An example of the measurable benefits of BMC's Remedyforce solution is the Department of Health and Human Services (HHS), the United States government's principal agency for protecting the health of Americans and providing essential human services, especially for those who are least able to help themselves.

HHS' Medicare program is the nation's largest health insurer, handling more than 1 billion claims per year. HHS also manages over 300 other programs administered by 11 operating divisions, including eight agencies in the U.S. Public Health Service and three human services agencies. As a result of adopting BMC's Remedyforce solution, HHS has generated approximately \$200,000 in capital and operating expense savings over the last three years, including reduced hardware, engineering, training and support costs.

### **Book4Time**

Book4Time offers an enterprise-class, SaaS solution for managing real-time reservations, online bookings and spa management for the leisure and lifestyle industry.

An example of the business benefits of Book4Time's web-based, on-demand solution is a real-time online booking engine for Bliss, called vipGuestService. Before implementing the vipGuestService, telephone bookings for all thirteen of Bliss locations were coordinated through a single call center in New York, resulting in wait times of up to 2 minutes which Bliss believed resulted in lost customer opportunities due to abandoned calls.



Book4Time's online booking portal has been integrated with Bliss' booking system and corporate branding to create the vipGuestService. The vipGuestService has enabled Bliss to now answer 96% of calls within 20 seconds, and increased its call conversion rate (percentage of calls converted into sales) more than 10%. In addition, the vipGuestService has permitted Bliss to reduce its call center staff 40% and monthly payroll expense by 15%. And, online bookings now represent 25% of the company's overall sales.

### ***Boomi (Acquired by Dell)***

Boomi provides on-demand integration technology which connects providers and consumers of SaaS and on-premise applications via a pure SaaS integration platform-as-a-service (PaaS) without software or appliances.

Global Forex, a financial services company, has leveraged Boomi AtomSphere to connect its customer data in a web database, an on-premise database and Salesforce CRM. The process for integrating this data previously involved thousands of transactions managed by Excel spreadsheets and transferred manually between systems. Global Forex chose Boomi AtomSphere to integrate its XML files to Salesforce.com because of its ease of use and the expandability of the AtomSphere platform. Boomi's web access gives Global Forex a 360 degree view of all integration processes from any location. This also permits Global Forex to pinpoint and quickly resolve errors within 2 - 4 hours which previously took an average of 2 weeks and approximately \$5000/error in technical resources to fix. Boomi's real-time analytic reports can be generated in 5 minutes compared to a full business day previously. Global Forex has also reported a 95% reduction in integration maintenance costs.

### ***Brainshark***

Brainshark enables businesspeople to easily transform static content, such as PowerPoint documents, into voice-enriched video presentations that can be accessed anytime, on-demand. Users can also obtain extensive viewing reports, enabling them to measure the effectiveness of their sales, marketing, training and HR communications.

One organization that used Brainshark to produce quantifiable results is Con-way Inc., a \$5.0 billion freight transportation and logistics services company. Con-way uses Brainshark to train 15,000 drivers in its SafeStack system to ensure freight safety. With Brainshark, Con-way's learning and development facilitator can deliver testing and monitor reports to ensure all drivers have successfully completed the training. Con-way estimates that Brainshark has saved the company approximately \$12 million.

### ***Bronto Software***

Bronto Software is a SaaS-based email marketing service provider based in Durham, North Carolina, which offers an email marketing platform which includes detailed analytics and a robust feature set to enable online retailers to drive greater transactions online.

Boca Java is a gourmet coffee company which selected Bronto Software to help it build its email marketing program to drive more revenue. As a result of using Bronto's email platform, Boca Java has seen a 1600% increase in transactional revenue. Bronto Software's tracking has enabled Boca Java to target email subscribers who clicked through its messages and generate additional orders. In addition to the higher conversion rates, Boca Java has also been able to reduce its mailing costs and streamline its marketing efforts.

### ***Cast Iron Systems (Acquired by IBM)***

Cast Iron System provides integration solutions and Integration-as-a-Service which allows providers and consumers of SaaS and cloud computing solutions to more quickly and economically connect their on-demand and on-premise applications and systems. Cast Iron offers its customers unmatched deployment flexibility - they can choose a completely cloud-based

integration service called Cast Iron Cloud or on-premise integration appliances (physical or virtual) as an organization's application ecosystem expands and diversifies.

One Cast Iron customer, AmerisourceBergen Specialty Group (ABSG), a subsidiary of AmerisourceBergen Corporation, handles specialty pharmaceutical distribution and related services. The company deployed Salesforce CRM in three of its distribution business units using the Cast Iron Integration Solution to connect the SaaS application with its corporate data warehouse. This has given ABSG's customer service associates immediate access to accurate, real-time data across three business units so they can rapidly resolve issues and respond to customer requests.

The company is pushing tens of thousands of record updates a day through Cast Iron integration into Salesforce CRM to service sales of medicine and other healthcare products through the company's ecommerce-enabled call centers.

## **Clarizen**

Clarizen is a leading provider of collaborative online project management software that allows businesses to easily manage all of their projects and resources in a single environment.

The company has enabled Runbeck Election Services, providers of secure and automated ballot production and processing, to manage their complex projects and reduce the length of status calls from 1.5 hours to about 20 minutes. This translates into productivity improvements of several hours a week for the project team.

Another example of Clarizen's business benefits is Stone Cobra, a leader in enterprise software and services that align organizations with industry best practices and market-leading technology solutions. Stone Cobra's engineering team has saved approximately 40 hours or \$4,000 worth of billable hours by leveraging Clarizen's project management application.

## **Cloud9 Analytics**

Cloud9 Analytics is the global leader in on-demand business analytics delivered directly to line-of-business managers. Cloud9 Pipeline Accelerator Suite for salesforce.com, enables sales leaders to more effectively manage their opportunities and teams. The result is a dramatic increase in deal conversion rates, higher CRM adoption, and improved forecast accuracy.

An example of Cloud9 Analytics' measurable business benefits is Covad Communications which wanted to reduce the amount of time quota-carrying sales managers were spending on sales reporting. In order to achieve this objective, Covad needed to standardize on Salesforce.com across its business groups and implement a focused solution selling methodology.

Covad deployed Cloud9 Pipeline Accelerator to automate sales reporting. As a result, Covad's sales managers have saved more than 80 hours per month in sales reporting time so they can now spend more time selling and coaching their teams.

## **CloudLock**

CloudLock delivers enterprise-class data security solutions for organizations using Google Apps. The company's flagship solution, CloudLock Security for Google Apps, provides the controls and visibility that enable customers to achieve governance, compliance and operational efficiencies, and is available directly from the Google Apps Marketplace.

A specific example of CloudLock's quantifiable results is Bay Cove Human Services, a human services agency who moved 1600 users to Google Apps for email and calendaring, but had not intended to enable Google Docs due to HIPAA requirements and their inability to monitor sharing of sensitive patient info. CloudLock for Google Apps gave Bay Cove Human Services the ability to audit their Google Docs domain, correct problems found, and notify user that there might be a

problem. This approach saves Bay Cove Human Services thousands annually in word processing licensing fees.

## **CloudPointe**

CloudPointe is a Cloud middleware company that offers a SaaS-based platform to create secure, embeddable collaborative workspaces to share documents and media files using existing SharePoint, Google Docs, Amazon S3 and other cloud and enterprise storage. CloudPointe offers free and developer accounts that connect to FTP and Google Docs storage.

An example of the business benefits derived from CloudPointe's solution is Stratus Interactive, a marketing and advertising agency located in the Greater Philadelphia area. The company sends many proposals and proofs, both graphic and video, to its customers. Its old process forced employees to be responsible for saving client work on their internal storage, converting the files to user-friendly formats such as .jpg, .pdf, etc. and emailing attachments or uploading them to offsite storage for client access.

With CloudPointe, their internal workflow has been preserved, Stratus then sends links to the documents they want to share, and CloudPointe automatically creates previews of the source files, including office documents, Photoshop files and videos. CloudPointe document links can be optionally secured to prevent recipients from downloading, printing and sharing with others.

Because CloudPointe retains their existing workflow, Stratus can make revisions and save them internally, and customers always have access to the updated versions of the files. This maintains single-source integrity, reducing data duplication, and has cut the time spent on each customer by 10%.

## **ComSci**

ComSci delivers Technology Financial Management solutions that empower organizations to implement more effective IT financial governance. Through a suite of web-based tools, ComSci helps IT organizations enhance IT cost transparency and visibility, which in turn enables business units to understand and optimize demand and utilization of technology resources.

Two examples of the measurable business benefits of ComSci's Technology Financial Management solutions are:

- McGraw-Hill Companies: Reduced IT costs by 5% annually (\$25MM)
- 1-800-Flowers: Reduced IT costs by 12% annually

## **Concerro (Acquired by API Healthcare)**

Concerro is a provider of web-based workforce management software and services which reduces labor costs, protects revenue, and improves staff and patient satisfaction in hospitals across the U.S. Concerro clients achieve significant dollar savings as a result of cost avoidance derived from the percentage of open shifts previously filled by contract and/or agency labor, and the associated costs.

An example is Health First Hospital which generated \$1.56 million dollars in contract labor savings by leveraging Concerro's solution to,

- Establish a proactive rather than reactive approach to scheduling;
- Reduce contract labor costs by 20 percent;
- Provide flexibility during seasonal census shifts;
- Reduce the use of winter bonus and incentive shifts;
- Facilitate scheduling flexibility to give staff more choice; and
- Improve recruitment and retention.

Nine months after the Concerro program was implemented, Health First had generated a 6.76 times return on investment (ROI) through better use of their existing workforce, complete elimination of contract labor, and improved processes around per diem scheduling. The hospital also reported 100 percent elimination of contract labor, and a 24 percent decrease in internally owned staffing agency use, representing a \$3.12 million reduction in outside labor costs.

### **Coupa Software**

Coupa Software is a leading on-demand provider of solutions that control and streamline purchasing for organizations beyond the Fortune 500. Coupa e-Procurement delivers an easy to use, fast to deploy and affordable solution for requisitions, purchase orders, RFQs, inventory and invoicing, with no hardware to buy or software to license.

Coupa e-Procurement allowed DirtPros--a leading janitorial maintenance service provider in the Southeast--to automate its procurement approval, tracking and receiving processes, reducing the number of hours need for the manual tasks involved by 25-30 hours per week.

Another success story is the University of California at Santa Barbara's Marine Science Institute which used Coupa to automate more than 65% of its purchasing spend and streamlined the time from requisition creation to placed order to less than 48 hours.

### **CrownPeak**

CrownPeak is a Content Management System (CMS) provider that offers a SaaS solution which helps customers accelerate their Web publishing and better manage their web content.

The School of the Museum of Fine Arts (SMFA) in Boston, MA, chose CrownPeak's Content Management System (CMS) to gain greater control over its website to improve its publishing speed and content integrity. Before adopting the CrownPeak CMS, the SMFA's old websites had 250-300 live pages and 50-75 images. After implementing the CrownPeak system, the SMFA has over 3100 pages and is growing at about 8-10 pages per week, with over 60 galleries with almost 1,000 images per gallery.

Since implementing CrownPeak, the SMFA has also expanded its website content to include art galleries, opportunities for artists, course listings, calendars, and faculty bios. As a result of this new content, the SMFA has experienced a nearly 400% increase in Web traffic. Visitor sessions (defined as a visitor who clicks through a series of pages with a period of inactivity no longer than 30 minutes) have also increased over four times the amount prior to the implementation of CrownPeak's CMS solution.

In addition, the SMFA has doubled the number of visitors to its website, vastly improved its workflow management, accelerated its publishing capabilities, increased the number of images published by 800%, and increased the number of live pages by 10 times.

### **Daptiv**

Daptiv is a leading provider on-demand, collaborative business solutions, including Project Portfolio Management (PPM) capabilities. A case example of the measurable business benefits of Daptiv's on-demand PPM capabilities is Chase Paymentech Solutions, LLC.

Chase Paymentech is a global payments firm and the world's largest merchant acquirer with a customer base that includes 70 percent of leading ecommerce business and more than 600,000 merchants in nearly 1 million locations worldwide. Chase Paymentech was looking internally at different project management solutions in an effort to foster better collaboration and communication across departments.

The company saw the value in the SaaS model as an affordable and easy way to transition to a new way of managing projects and increasing productivity. Chase Paymentech chose Daptiv because of its easy-to-use tool and additional control capabilities.

Chase Paymentach has adopted the Daptiv solution in multiple areas across the company, resulting in an increase in collaboration between groups. In addition, Chase Paymentech estimates that its employees are now 30- 40 percent more productive than they were with the old, ad hoc processes for managing projects.

### ***Deposco***

Deposco offers next-generation supply chain solutions to manufacturers, distributors, retailers and 3PL's. Past supply chain solutions were limiting due to their expense, closed architecture, lack of mobility, and inability to share information with trading partners. Deposco's SaaS delivery model, rapid implementation and easy configuration of customer specific business processes drive quick return-on-investment (ROI) with minimal up-front investment.

One example of Deposco helping its customers gain a competitive edge can be found at SC Sports in Pochontas, Arkansas. SC Sports is a distributor of licensed sports memorabilia through contracts with Major League Baseball, the National Football League, and NASCAR. The company has over 5,000 customers including big box retailers, sporting goods retailers, grocery stores, MLB.com, NFL.com, and Amazon.com. Each distribution channel comes with different customer requirements, unique challenges, and complexity that leads to higher costs.

Prior to implementing Deposco's ShipForce solution, manual sorting and handling of thousands of daily orders took excessive labor and substantial management time. In addition to inefficient processes, SC Sports lacked inventory visibility or knowledge of where items are stored, enforceable business controls, and measurement tools.

Using Deposco's SaaS-based supply-chain solution, SC Sports has been able to streamline and automate its processes, more effectively direct its labor, collect inventory and performance data stored at the location level using mobile devices, and generate business intelligence reports via management dashboards. Additionally, SC Sports reduced double data entry, eliminated 50% of its seasonal picking staff, and reassigned data entry clerks to customer service.

### ***Earth Class Mail***

Earth Class Mail provides postal online mail management services designed to meet the needs of individuals, small businesses and international license partners. Services include: document scanning and storage, check deposit, mail and package forwarding, will-call services and secure shredding and recycling.

An example of the business benefits of Earth Class Mail's SaaS solution is Mission Property Group. The company maintains three offices spread throughout the west coast of the U.S. Each office receives approximately 175 to 200 pieces of mail each month. To handle the volume of mail, check deposits and related business functions, Mission Property Group would need to hire three part-time administrative assistants at a cost of approximately \$90,000 per year. Instead, Mission Property Group pays approximately \$1800 per year for the Earth Class Mail's SaaS solution.

In addition, the Mission Property Group can now monitor and manage mail from anywhere via the Web; secure signatures and deposit checks electronically; and store, file and access documents online rather than using valuable physical space on-premise.

### ***EasyVista.com***

EasyVista.com's IT Service Management and IT Asset Management solution covers all ITIL v3 processes in a single, integrated yet modular product. EasyVista.com has been designed for quick and easy deployment and enables users to extensively customize their application through a totally codeless interface. EasyVista.com also reduces recurrent costs making it significantly more affordable than conventional on-premise solutions.



An example of EasyVista.com's measurable business benefits is Expro, a producer of oil and gas well flow management products and services. Expro reduced its ITIL annual total cost of ownership (TCO) approximately 40% by cutting the costs for database licenses and hardware, limiting the staff usually required to support and manage the application and by automating the upgrade process.

By adopting EasyVista.com, Expro managed to implement the core ITIL processes and go live with a worldwide service desk in less than six weeks, 70% faster than an industry average roll-out, resulting in significant productivity improvements. The estimated breakeven ROI was reached in months rather than years with equivalent on-premise ITSM applications.

### ***e-Builder***

e-Builder provides a web-based, fully integrated capital program and project management software suite for organizations managing facility planning, construction, and operations. North America's leading facility owners use e-Builder to improve project execution, resulting in increased productivity and quality, reduced cost, and faster project delivery. The system is modular in nature and can be deployed in phases. The primary modules include: Cost, Schedule, Business Process, Document Management, Reports, and Dashboards.

An example of the business value of the e-Builder Enterprise solution is at Memorial Hermann, one of the largest healthcare systems in Houston with 11 hospitals, numerous specialty and outpatient centers, and 19,000 employees serving over 1 million patients each year. Memorial Hermann is currently executing a \$500 million capital program. The size and complexity of this construction effort created a lack of project cost visibility which resulted in project cost overruns. In addition, complex approval processes (e.g., vendor payment approval) affected productivity and contributed to the cost overruns (e.g., late fee payments).

As a result of using e-Builder, the potential for cost overruns is greatly reduced. In addition, the use of e-Builder to automate certain construction processes has improved productivity and reduced project costs. As a result, the vendor payment approval process has been reduced from 2 weeks to 2 days on average, which has improved vendor relations and eliminated late fees.

### ***eMaint Enterprises***

eMaint is a leading provider of on-demand computerized maintenance management software (CMMS) solutions and was one of the first CMMS providers to develop a completely web-based "Software-as-a-Service" (SaaS) model for more rapid implementation at a lower total cost of ownership (TCO). eMaint's client base consists of over 16000 users worldwide across 1000 sites ranging from small & medium sized organizations to Fortune 500 corporations including manufacturers, service providers, fleet operators, energy and utility companies, health care facilities, universities, municipalities, and facility and property managers.

An example of the measurable business benefits which can be derived from eMaint's Cloud-based CMMS solution is Cardinal Glass which decreased equipment downtime from 15% to under 1% in a three-year period after implementing the eMaint X3 CMMS. Labor hours and overtime were also decreased by 43% and 60% respectively, resulting in 45% improvement in profits. The results were achieved by implementing a web-based maintenance management system that helped improve coordination, communications and planning between maintenance and production departments at their Buford, Georgia facility.

### ***Enrollment Rx***

Enrollment Rx provides cloud-based solutions on the Salesforce.com Force.com platform specifically to satisfy the constituent relationship management and student information system needs of higher education institutions. To help higher education customers streamline day-to-day business processes and manage the student lifecycle, Enrollment Rx offers a full suite of products:



- Enrollment Rx — Enrollment Management in the Cloud
- Placement Rx — Career Services Management in the Cloud
- Alumni Rx — Alumni Relationship Management in the Cloud
- STUTRAX — Student Information System (SIS) in the Cloud

An example of an institution which gained measurable business benefits from Enrollment Rx's solutions is Dixie State College of Utah, which increased applications by 9.5% and admissions by 16%, as well as realized a 6% increase in admissions yield rate. Using Enrollment Rx, employees can now access thousands of new leads instantaneously to fill what was previously downtime. One of the college's part-time recruiters, for example, went from making only a handful of calls per day to an average of 30 calls per day.

### **FastPassCorp**

FastPassCorp is a global provider of self-service, password reset solutions for Active Directory and other applications headquartered in Denmark. Its FastPass Password Manager permits a user to click on an "I forgot my password" button to reset their password and synchronize different logins. This tool can reduce support requests and costs.

An example of the measurable business benefits which can be gained from FastPassCorp's solution is the security firm G4S which has used FastPass Password Manager to reduce its end-user forgotten password related support calls from over 1,200 in 2009 to approximately 500 in 2010.

### **Financial Transmission Network, Inc. (FTNI)**

FTNI's SaaS ePayment platform offers extensive configuration options that make it ideally suited to a wide variety of industry verticals. FTNI's PCI compliant solution is uniquely designed to offer banks and merchants a solution that not only clears multiple payment types but also reflects that payment activity in the merchant's A/R system.

An example of the business benefits of FTNI's SaaS ePayment solution is Professional Veterinary Products, LLC (PVP). By implementing the company's SaaS Solution, PVP enjoys operational savings by automating the manual entry of payment information into its proprietary Accounts Receivable system.

Now, when the payment is initiated for bank or credit card processing, it is associated with the proper outstanding invoices and then posted into PVP's core accounting system. Once payments are posted, a new invoice file is created and the process repeats itself the next day. Even more impressive are the savings generated by FTNI's ability to provide Level 2 and Level 3 credit card processing for B2B payments.

Since FTNI's SaaS solution became operational, PVP estimates its first year operational and credit card processing costs will be reduced by nearly \$130,000.

### **FinancialForce.com**

FinancialForce.com focuses entirely on building business applications on Force.com, the Cloud Computing platform from salesforce.com, including accounting, billing, professional services automation (PSA) and services resource planning (SRP). Its applications help fast-growing organizations and dynamic enterprises align Finance, Sales and Service in a way that enables profitable growth. The company is a joint venture of UNIT4 and salesforce.com.

The following are examples of the measurable business benefits which can be gained from FinancialForce.com's SaaS solutions:

- *"We used to spend around 45 minutes just producing an invoice and now it takes seconds. We have also accomplished our goal of eliminating duplication of data as much*

*as possible and feel we are massively more efficient as a result,” according to Lucy Mills, Business Excellence Manager, Nimbus Partners a San Francisco-based consulting firm.*

- *“With FinancialForce Accounting, we went from rudimentary accounting to a formal cloud accounting system without missing a beat. Issuing invoices used to take us about three weeks, but now we can do the entire month in just over a day. We’ve grown 125% but only had to add 20% more staff because we are so efficient. The move to cloud accounting has transformed the business,” said Sallie Kennedy, CFO, The Compliance Team, Inc.*
- *“As a SaaS company, we usually receive customer contracts at the start of the year. Rather than accounting for revenue over 12 months, we are required to account monthly. Something we were doing manually before implementing FinancialForce Accounting. Our accounting team has saved at least 20% of the time that was spent posting invoices manually. Preparation of the monthly management accounts takes only one day now instead of two,” said Gary White, CEO, White Springs, Inc.*

## **FPX**

FPX provides a Configure-Price-Quote application that guides salespeople through the product configuration process. FPX's configuration engine handles complex pricing issues to enable sales people to quickly produce professional, branded proposals that present the configured product in an understandable format. By eliminating configuration and pricing errors, FPX clients experience lower costs, faster sales cycles and happier customers.

An example of the business benefits of FPX's solution is Risk Management Solutions (RMS), a leading provider of products, services, and expertise for the quantification and management of catastrophe risk, such as earthquakes and hurricanes, as well as man-made disasters and infectious diseases. RMS leads the market in risk modeling for the property & casualty insurance industry, but was using Excel spreadsheets as its official product and services price book.

As a result of adopting FPX's Configure-Price-Quote SaaS solution, RMS reduce its time to close and time to complete quarterly forecasting by 25%. It was also able to eliminate redundant points of data entry and capture information in a single integrated platform which improved management visibility into product positioning and pricing. As a result of the ease of use of FPX's solution, RMS has reached 96% adoption.

## **GoodData**

GoodData helps companies track the metrics that drive their business by making it easy to collect, report on and share data across marketing, sales, support and operations. The company does this through a Cloud Business Intelligence (BI) Platform that delivers business dashboards in weeks instead of months.

An example of the business benefits of GoodData's solution is TriNet, a Human Resources Management services provider. TriNet uses GoodData for Salesforce for sales and marketing analytics in conjunction with Salesforce CRM.

Delivering role-based operational dashboards to TriNet executives and regional sales management - powered by GoodData - increased visibility into the sales pipeline across the company, and enabled TriNet to achieve a 62% increase in average deal size for Q1 2010 over Q3 2009.

TriNet has also been able to double the number of high-potential deals in its sales pipeline, while cutting in half the number of low caliber deals that were wasting valuable sales time.

## **Host Analytics**

Host Analytics is a leading provider of on-demand corporate performance management (CPM) solutions that help finance and departmental executives improve their budgeting, forecasting, financial consolidations, dashboarding, scorecarding, reporting and analysis.

By choosing Host Analytics' SaaS-based CPM solutions over on-premises software, Red Roof Inn saved \$150,000 in initial setup and development costs; \$50,000 in annual maintenance and developer support; and \$40,000 in annual finance overhead.

In addition, Pitney Bowes DMT has reduced the time required to conduct monthly reporting and re-forecasting 20-30% by streamlining and automating its corporate reporting and forecasting processes.

## **iCIMS**

The iCIMS Talent Platform provides an easy-to-use, web-based talent acquisition solution that allows organizations to manage everything from sourcing, to recruitment, to onboarding all within one streamlined application. Companies that implement iCIMS HR software can significantly reduce the time-to-hire and cost-per-hire of new employees. Users are able to centralize, store, and track applicant profiles, jobs, and workflows, dramatically streamlining HR operations. The iCIMS Platform is also highly configurable and flexible to meet the specific needs of companies of all sizes across any industry.

An example of the measurable business benefits which can be derived from iCIMS' Talent Platform is Peoples Natural Gas, a division of Dominion Resources in Virginia. As a utility provider, the company typically saw high turnover and needed to find a way to engage new employees sooner in order to accelerate the hiring process and extend the length of tenure. Based on iCIMS' intuitive design, simple-to-use yet robust reporting features, compliance capabilities, and superior customer service, Peoples Natural Gas was able to create a more efficient hiring process and keep up with rapid organizational growth. The company hired over 200 people within the first few months of implementation, and the time-to-hire new employees dropped from an average of over 65 days to around 24 days, a decrease of 63%. Further, the iCIMS Talent Platform has enabled Peoples Natural Gas to store all resumes in a centralized database in order to build a talent pipeline for current and future needs.

## **IDEaS (A SAS Company)**

IdeaS is a leading provider of Pricing, Forecasting and Optimization solutions and services. Acquired in 2008 by SAS, IDEaS enables global organizations such as leading hospitality, travel and transportation companies to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits.

The following customer success stories are examples of IDEaS' SaaS business benefits:

- Kempinski's Hotel Baltshug in Moscow has increased its average room rate 22% year on year, which resulted in a revenue increase of \$4 million. Kempinski's Mall of the Emirates generated 28% growth in Average Daily Rate (ADR) following a pricing review using IDEaS' solution.
- Protea Hotels, the largest hotel group in Africa with over 100 properties across the continent, increased the Revenue per Available Room (RevPAR) at its Wanderers Hotel in Johannesburg 15 -20% since 2006.
- The LA Wilshire Grand Hotel, a 900-room property in the heart of downtown Los Angeles, generated a 4% revenue increase and boasts a 99% accuracy rate as a result of implementing the IDEaS solution in 2005. In addition, implementing the SaaS solution

allowed the revenue manager to redefine his role and increase his value to the hotel, by focusing more time on strategic decision-making and less time on data entry.

### ***independencelT***

independencelT (iIT) enables organizations to rapidly transition from traditional, on-premise IT to realize the cost savings and operational advantages of the Cloud. iIT gives users secure, high-performance access to systems, applications and data from any Internet-connected device. iIT also provides supplementary IT processes such as automatic applications upgrades, maintenance, data security, backup and recovery with SSAE 16 security compliant process controls and infrastructure. iIT provides a centralized platform for managing multiple locations and supporting dispersed workforces.

An example of a company benefiting from iIT's solution is Student Transportation Inc. (STI), a publicly traded yellow school bus company, with over 7,300 buses and 110 offices across the U.S. and Canada. The company has made over 40 acquisitions since its inception in 1997 and plans to continue to grow rapidly via acquisition. Most companies the size of STI devote 3.55% of revenues to their IT operations, according to the Society of Information Management's 2011 Annual CIO survey. iIT's Total Freedom™ Workspace solution has enabled STI to keep its IT budget below one percent of annual sales revenues, saving the company an estimated \$7.6 million in annual costs. It also permitted the company to quickly integrate newly acquired companies and more applications into STI's operations without adding more staff to IT operations.

### ***Informatica***

Informatica is a leading provider of data integration solutions which enable users to access, integrate and secure their information assets in traditional enterprise, off-premise and Cloud environments.

The following are examples of Informatica's measurable business benefits:

- BDB Payroll Service, a leading payroll service provider in the U.S., raised its overall customer service performance "from a level two to a level 10" by leveraging the Informatica Cloud to create a single "go-to" environment to update customer billing, payroll, tax and Automated Clearing House (ACH) information automatically integrated across multiple systems and salesforce.com.
- Toshiba America Business Solutions was able achieve its cloud data integration in one day to better support sales and customer support applications, boost revenues and encourage greater productivity.
- Bay & Bay Transportation, a transportation & logistics company, has utilized Informatica Cloud Services to rapidly connect on-premise applications to substantially increase revenues which it estimates will equal 9 times its investment in Informatica's solution.

### ***InteQ***

InteQ is a leader in On Demand IT Service Management. Since 1995, InteQ has been helping enterprises worldwide achieve IT service excellence using a unique solutions portfolio and experience. By leveraging IT Infrastructure Library (ITIL) guidelines, Cloud and Web 2.0 technologies, InteQ's SaaS solutions dramatically reduce the total cost of ownership, offer a more rapid time to production and make it easier for users to adopt ITIL service desk capabilities.

An example of the measurable benefits of InteQ's SaaS solutions is Eastern Mountain Sports (EMS), a leading outdoor retailer, which needed an ITIL-based service desk solution that could be deployed quickly, extend to the company's end-users including store personnel, would be easy to use, and assist IT in meeting PCI compliance.

Based on their requirements, EMS chose InteQ's SaaS-based InfraDesk solution rather than a traditional, on-premise enterprise service desk solution. EMS was able to deploy the solution in 3 weeks. EMS also estimates that InfraDesk reduced the company's service desk total cost-of-ownership (TCO) 64% over 3 years.

InfraDesk's ability to support multiple sites and locations with dynamic workflow and integrated Knowledge Base enabled a reduction in call volume. InfraDesk requires analysts to capture the service time spent per issue resolution, which resulted in more accurate time reports that have improved the overall allocation of resources. In addition, InfraDesk has enabled EMS to implement a more transparent and effortless audit process, and assists management in identifying key areas for improvement.

### **Innotas**

Innotas' Cloud solutions for IT Management provide a unified approach to manage resources, applications and projects across the entire IT operation. Innotas provides Cloud-based project portfolio and application portfolio management solutions that enable CIOs and IT management to gain a 360° view across their strategic initiatives and ongoing operations that improves their decision-making capabilities.

The following are examples of the measurable business benefits which have been gained from Innotas' SaaS solutions:

- "Innotas' Application Portfolio Management capability of our IT Governance will enable us to reallocate at least 18% of our IT resources currently focused on application maintenance, and apply those resources and budget dollars to strategic IT initiatives that continue to drive the business forward." according to Suzanne Frueh, IT Director, JoAnn Fabrics.
- "We have four major conversion projects that are expected to save \$10 million over the next five years. Failure to deliver these projects was not an option, and using the resource and portfolio management capabilities of Innotas, we were able to manage our capacity to ensure that we met schedule, timeline, and quality standards in every case. I was up and running in 2 weeks on my own, with no travel and no classes. In 18 months, Open Technology Solutions (OTS) moved from 85-90% time spent on maintenance and enhancements, to 60% maintenance, 30% strategic projects and 10% enhancements to projects," said Marcia Stanfield, Director of Strategic Initiatives, Open Technology Solutions.

### **Intuit QuickBase**

Intuit QuickBase allows users to create unique business applications tailored to meet their specific process and industry needs - without technical expertise or coding. Business users can easily build new on-demand business applications from scratch or select from more than 200 available templates to customize. For those, who'd rather have their application built for them, there is a strong network of QuickBase Business Consultants that can be leveraged.

The following examples illustrate the measurable benefits which customers have gained from QuickBase,

- Citizens National Bank spent \$150,000 for Siebel CRM software and an additional \$350,000 in integration costs, only to find out that it didn't meet the needs of their relationship banking team. Citizens replaced Siebel with QuickBase, costing only \$249 for 10 users, plus \$3.00/per month for each additional user, improving the productivity of their call center team and level of customer service delivered.
- Google estimates that QuickBase delivers cost savings in the \$100,000-200,000 range by saving 1,500-2,000 administrative man-hours of work over the course of a year managing its SOX compliance efforts, according to Erik Jonte, Google's IT Risk Manager.



- Kayak.com avoided spending \$300,000 a year in salaries and benefits for an estimated 12 extra staffers to run traditional customer-service software by leveraging QuickBase for a subscription fee of \$10,000 per year. Kayak uses QuickBase to manage projects, vendors, and some accounts.
- Pure Water Technologies estimates it has saved \$50,000-\$100,000 annually by migrating to QuickBase from Salesforce.com, reducing administrative staff by 75 percent; saving \$3,000 per month in CRM cost; and gaining more than 50 hours of sales time daily.

### ***Intuition***

Intuition provides a web-based learning management system (LMS) as a truly net-native, multi-tenant application. The SaaS solution has been designed to facilitate the delivery of learning at a fraction of the cost of traditional learning platforms. It is simple to deploy, intuitive to use, flexible by design, and fully customizable to meet an organization's needs. It also enables organizations to perform sophisticated tracking, monitoring, and reporting of all learning to deliver tangible business results. The SaaS LMS is delivered to over one million users globally.

For example, a National Health Service (NHS) eLearning provider in the United Kingdom was able to deploy Intuition's SaaS-based LMS within three months to deliver their eLearning programs to over 150,000 healthcare staff. The deployment was 75-90% faster than comparable client server projects.

In addition, the Intuition LMS also enabled the NHS organization to reduce the cost of deployment by more than 80% compared to similar client servers. In terms of usage success metrics, the site has had 25% more users that expected within the first six months of operation, and this rate of adoption is increasing on a weekly basis. Over 183,000 users have utilized the LMS to date compared to original estimates of approximately 150,000.

### ***JBara Software***

JBara's Cloud-based Customer Success Management (CSM) application provides significant improvements in customer risk alerts, satisfaction, retention, and revenue performance. JBara's CSM solution provides powerful analytics and dashboards to identify and display "at-risk" customers, as well as happy ones, to generate up-sell opportunities, references, and participation in joint-marketing.

An example of the measurable business benefits which can be derived from JBara Software's solution is Xactly Corporation which has reduced the time spent loading, creating, gathering information and developing reports by 25%, and now has the tools to identify potential customer retention risks early, resulting in retaining at least 1 or 2 more customers a year using JBara CSM. These benefits can be valued in excess of \$100K/annually, according to Xactly.

### ***Jigsaw (Acquired by Salesforce.com)***

Jigsaw is a leading provider of business information and data services that leverages user-generated content contributed by a global business-to-business community of over one million members to give users access to contact information for 21 million business people and profiles of 3 million companies. Jigsaw provides data-as-a-service (DaaS) through a variety of low-cost and easy to access data acquisition and management services for sales, marketing, recruiting and customer service purposes.

An example of Jigsaw's measurable business benefits is the experience of Overtone, a provider of integrated customer listening systems that deliver real-time customer intelligence to major consumer brand companies. Overtone's sales team had been using prospect data from various sources and recognized that their productivity was hindered by inefficient data collection, dead records, and incomplete information. After implementing Jigsaw's Data Fusion service, Overtone was able to identify that 30 percent of the records it had been using for various sales and



marketing campaigns were essentially dead files and approximately 50 percent of the files were incomplete. Jigsaw Data Fusion provided the necessary information to enable Overtone to fill the missing data fields and double its database from 15,000 to 30,000 contacts, giving Overtone's sales team better leads.

## ***Kaseya***

Kaseya is a leading global provider of IT Systems Management (ITSM) software. Kaseya solutions empower everyone from individual consumers to large corporations and IT service providers to proactively manage and control IT assets remotely, easily and efficiently from one integrated, Web-based platform. Kaseya IT Center saves users valuable time by helping them make sure all their patches are up to date quickly and efficiently.

Green IT is a Managed Service Provider (MSP) located in Plantation, Florida, which started using Kaseya IT Center in November, 2010. At the time, company consisted of four employees supporting 10 customers. Using Kaseya IT Center, Green IT can monitor its customers remotely in just a few clicks. Within 45 minutes of setting up one client monitor, Green IT received an email notification from IT Center that a customer application had unexpectedly crashed and that the print spooler service had been stopped. In 39 seconds after receiving the email alert, Kaseya's IT Center notified Green IT that the print spooler service had been successfully restored. The issue was resolved so quickly that the customer was unaware of the problem. Green IT now uses Kaseya IT Center to manage all its customers and scale its business.

## ***LiveOps***

LiveOps On-Demand Contact Center Platform applies the benefits of cloud computing to the contact center, enabling enterprises to rapidly deploy a scalable contact center infrastructure on a pay-per-use basis to achieve greater operational and cost efficiencies. LiveOps' on-demand contact center platform provides a complete, end-to-end solution - including call routing, agent management, workforce optimization, call monitoring, and real-time analytics. It also provides mission-critical availability and no maintenance windows with multi-layered security features and PCI Level 1 compliance to meet every aspect of enterprise security and availability requirements.

VForce is an example of the business benefits derived from LiveOps' On-Demand Contact Center Platform. VForce is a virtual outbound call center, which exclusively services AAA Clubs across the U.S. VForce places tremendous emphasis on call center responsiveness and effectiveness to meet AAA Clubs' service quality standards. By leveraging LiveOps' On-Demand Contact Center Platform, VForce has been able to improve agent productivity by 20%, and increased expired member renewal rates by 15%.

## ***LogicMonitor***

LogicMonitor provides automated monitoring, trending and alerting for the entire data center infrastructure from a single, affordable SaaS-based solution. LogicMonitor's Active Discovery engine performs ongoing discovery of new devices and device changes, eliminating the need for continuous monitoring configuration.

A case example of LogicMonitor's measurable business benefits is AppFolio, which creates complete, web-based, SaaS solutions for multiple vertical markets. AppFolio uses LogicMonitor to monitor all parts of its infrastructure, including web servers, switches, and back-end databases, as well as to manage the alerting mechanism for on-call ops personnel.

LogicMonitor has been particularly helpful in triage situations, helping AppFolio overcome some serious performance issues. AppFolio used LogicMonitor extensively to track down the cause of these issues and address them before they affected its customers. As a result, AppFolio estimates that it has been able to defer the cost of a full-time SysAdmin hire, estimated at \$120,000 a year, by using LogicMonitor.

## **Marketo**

Marketo provides solutions for marketing and sales teams, enabling collaboration throughout the revenue cycle from the earliest stages of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management gives Marketers the power and flexibility to automate demand generation campaigns and deliver more high-quality leads with less effort, and Marketo Sales Insight helps Sales understand, prioritize, and interact with the hottest leads and opportunities to close more business faster. The result is shorter sales cycles, better marketing ROI, and explosive revenue growth.

Acteva, an online registration service, has deployed Marketo Lead Management to enable its marketing team to quickly create personalized marketing programs without relying on outside help and with as little as one hour of training. Acteva credits Marketo's ease of use, comprehensive marketing automation functionality, and superior customer support for the success of a new business initiative, called "Social World".

Marketo enabled Acteva to build customized landing pages, email messages and nurturing campaigns for 65 different audiences. Acteva credits the Marketo solution for playing a pivotal role in the first year success of the program, which generated \$2 million in new revenue.

Marketo Lead Management also reduced the time needed to administer this strategic initiative by 20% and cut the cost by 40%, while it increased lead quantity and quality and lowered cost per lead. This translated into \$400,000 in savings by reducing cycle times, and a 350% ROI the first three months alone.

## **Manticore Technology**

Manticore Technology is an on-demand, marketing automation solution provider that enables marketers to effortlessly move sales prospects through the pipeline through demand generation, lead management, lead scoring, and lead nurturing, while feeding their sales team invaluable insight about the interests of each lead. As a result, Manticore Technology customers increase revenues, lower costs, and gain a competitive edge.

Intellitactics, a supplier of security incident and event management (SIEM) products, is an example of Manticore Technology's SaaS capabilities. Intellitactics wanted to improve its marketing process by implementing a new marketing automation platform that would be affordable and easy to use. More importantly, they wanted a solution that would deliver a clear, solid return on investment (ROI) in terms of improved lead conversions and increased sales.

In January 2008, Intellitactics integrated Manticore Technology's SaaS solution with their existing salesforce.com application to create a comprehensive demand generation platform. Intellitactics achieved a breakeven ROI from the Manticore Technology in two months as a result of a 171% increase in qualified leads and a 30% decrease in the length of the sales cycle.

## **Mimecast**

Mimecast is a SaaS-based Unified Email Management (UEM) company which provides cloud-based email security, continuity, policy control and archiving which requires no customer hardware, software or capital expense. The typical stack of email technologies; gateways, anti-spam systems, email archives, continuity facilities, email marketing, policy control and virus protection, are all replaced by the Mimecast service, hosted in the cloud.

The following are examples of Mimecasts's measurable business benefits:

- Altour, one of the largest travel companies in the U.S., avoided spending more than \$75,000 on additional email back-up hardware by deploying the Mimecast solution.

- The Boston Celtics reduced the administrative time spent on email management by 5x and its overall email management operating costs by 25%.
- Brown & Brown Protector Insurance Plans reduced the time it spend to complete e-Discovery queries from 8 hours to only 90 minutes. Its team can now retrieve archived email 5x faster, and has improved data integrity 100 percent.
- Permanent General, an auto insurance provider, saves \$100,000 annually using the Mimecast UEM solution.
- Rockline Industries, a manufacturer of private label coffee filters and baby wipes, has saved 75% of the projected cost of multiple on-premise point solutions.
- The University of Tennessee Medical Center has reduced its email costs by 60 percent, and has gained additional disaster recovery and policy management capabilities.

## **myGengo**

myGengo offers web-powered human translation services which permit web app and software product localization to expand market opportunities for web based services providers, media companies, and eCommerce sites seeking to serve broader customer bases in different languages.

Pureprofile is an online marketing services company which has seen an increase in monthly registrations from 8,000 to over 50,000, with 90% of these registrations coming from non-English speaking countries since launch the myGengo service in July, 2010. The myGengo translation service helped Pureprofile translate the text on its site and achieve the international penetration of its online marketing service. In the six months since launching its new site using myGengo in July 2010, Pureprofile has generated over 300,000 new registrations worldwide. Pureprofile's new multi-lingual capabilities has also enabled the company to compete for international projects ten times the size that it previously pursued.

## **New Relic**

New Relic RPM is a SaaS, on-demand performance management solution for web applications developed in Ruby, Java or JRuby. New Relic RPM can be fully implemented in minutes and provides deep, 24x7 visibility and code-level diagnostics for web applications deployed on traditional, dedicated infrastructures, private and public clouds, or any combination thereof. RPM's real-time metrics enable application owners, developers and operations teams to quickly and cost-effectively monitor, troubleshoot, and tune application performance.

An example of the business benefits of New Relic's RPM capabilities is Sheet Music Plus, the largest online retailer of printed sheet music. Sheet Music Plus has a Ruby web application that uses Solr for search queries, a hybrid Java and Ruby environment. They use New Relic RPM to monitor production application performance, to proactively identify code-level issues when they arise, and to make ongoing long-term improvements to the web app.

Within one month of using New Relic on sheetmusicplus.com, the company was able to reduce the average site response time by 66%, meaning its application was able to run three (3) times faster. As a result, visitor traffic (as defined by Google Analytics) increased 53%.

And, after ten (10) months of using New Relic Sheet Music Plus' application is running five (5) times faster than it was before it started using New Relic's RPM. In the same period, conversion rate increased 18%.

## **NTRglobal**

NTRglobal is a leading provider of remote support and management of enduser devices for IT service desks and managed service providers (MSPs). NTRAdmin is a SaaS services solution for automating IT tasks with NTRAdmin customizable BOTs and remote network management which

enables IT system administrators to control, monitor and secure hardware and software assets regardless of geographical location.

A case study example of the value of NTRAdmin is Toshiba Tec, which needed a high-availability solution that worked across its IT communications platform to ensure business continuity, boost productivity and accelerate its business processes. NTRAdmin enabled Toshiba Tec to achieve a 50% reduction of costs related to remote server support, and 100% remote resolution of incidences and server admin tasks.

A second example of the business benefits of NTRAdmin is non-profit Technology Institute of Castilla and León (ITCL). Before adopting NTRAdmin, the ITCL's technicians had to travel more than 1000 miles to service its bicycle rental kiosks. The frequent travel was becoming far too expensive for the non-profit. As a result of adopting NTRAdmin, ITCL has been able to resolve 90% of its networking incidents remotely. It has also been able to deploy its kiosks in one hour on average as compared to 24 hours previously, saving more than \$15,000 a month.

A third example of the business benefits generated by NTRAdmin is Transhotel Group, an international tourism services company with offices in 22 countries and over 1,300 employees. NTRAdmin enabled Transhotel to decrease costs related to downtime and travel 90%. It also decreased time spent on IT maintenance and management while increasing end-user productivity.

### ***OpenAir (Acquired by NetSuite)***

OpenAir is a leading provider of SaaS-based services automation software, including professional services automation (PSA) and project portfolio management (PPM) solutions.

Using OpenAir's SaaS solution, Bluewolf Group was able to perform the same management tasks of two full-time employees saving approximately \$150,000 in additional salaries and overhead costs. Bluewolf also experienced a 5-10% boost in utilization, resulting in a significant increase in revenue.

Metricstream estimates that its net gains in the first 18 months after deploying OpenAir generated a return on investment (ROI) of 3 times the original subscription fee. These gains were derived from a combination of improved time-and-expense capture, plus accurate more financial reporting. Metricstream also benefitted from a tight coupling of its professional services operations with its finance operations using OpenAir's financial tools. It also achieved improved communications and coordination among its geographically dispersed staff using OpenAir's workgroup collaboration tool.

### ***Pardot***

Pardot is a provider of on-demand interactive marketing automation solutions which offer a rich feature set, ease of use, and flexibility to permit greater marketing effectiveness and encourage higher sales productivity.

An example of the measurable business benefits which can be gained from Pardot's interactive marketing automation solutions is the success of Pardot client Omnipress, who generated 517% more leads year over year after implementing Pardot's capabilities. Omnipress was not only able to generate significantly more new leads, it also gained greater insight into the interests of its current and potential customers through Omnipress's enhanced web analytics. As a result, Omnipress' sales department now approaches selling very differently and can further segment target markets while keeping its sales and marketing costs down.

### ***Pervasive Software***

Pervasive Software helps companies optimize their data investments through embeddable data management, agile data integration software and by enabling next-generation analytics. Pervasive's data integration platform accelerates the sharing of information between multiple data

stores, applications, and hosted business systems across a broad range of diverse integration scenarios, including pre-configured hosted integration solutions.

Cencio Solutions, an IT consulting firm specializing in IT transformation, is an example of the business benefits that are derived from Pervasive Software's integration solutions. Cencio's primary customer value is the ability to help "identify the best way to create deployment scenarios, automate processes, and re-engineer existing processes," according to Stephen Inocencio, Principal Consultant.

Cencio decided to use Pervasive's data integration because it is "easy to use, platform agnostic and flexible." Cencio has been able to put new, more flexible on-boarding processes in place by leveraging Pervasive solutions, removing the need to purchase and support approximately five new platforms. After a onetime expenditure of \$12,000 for Pervasive, Cencio estimates savings of \$30,700 the first year and \$42,700 in subsequent years. Cencio has also been able to achieve full-time equivalent (FTE) reductions from 12 to 2, at a savings of approximately \$1,000,000 per year. Integration project durations have dropped from 140 hours to 3 hours for each new customer, totaling an average annual time savings of 39,730 hours. Cencio also estimates it gained deferred revenue recognition of \$351,000 within the first 4 months.

In total, Cencio estimates its hard return-on-investment (ROI) from using Pervasive Software's integration solution was \$2,083,700 in the first year.

## ***PHASE 2 International***

PHASE 2 International delivers high-end business software applications via a SaaS model for businesses of all sizes, but especially small-to-medium-sized businesses (SMBs). The company's applications include the IBM Lotus Suite: Notes, Sametime, Quickr and Connections; Microsoft SharePoint, Exchange (with support for Blackberry devices), Project Server, CRM, and Team Foundation Server, for software developers; and PHASE 2's ShareMeeting.

An case study example of the value of PHASE 2's SaaS Savings Calculator is Midwest Capital Group (MCG), a finance company specializing in structuring, pricing, and funding leases with Federal, State, Municipal, and Corporate customers. Using PHASE 2's calculator, MCG has been able to forecast potential software, hardware and support cost savings of approximately \$740,000 over a two-year period by adopting SaaS solutions.

## ***Plex Systems***

Plex Systems is the developer of SaaS-enterprise resource planning (ERP) solution for the manufacturing sector.

Magna Powertrain's New Process Gear operation recovered an amount nearly double its investment cost within the first 19 months after implementing Plex Online's solution which includes an automatic workflow for the supplier chargeback process.

OKAY Industries has been growing at rates of more than 17 percent each year since it deployed the Plex Online solution in 2007. Sales grew 19 percent in 2008 alone. Plex Online also helped OKAY Industries improve its operating efficiency from 93 percent in 2006 to 97 percent in 2008. In 2006, OKAY Industries recorded on-time shipping of 99 percent. In 2008, the company recorded 99.6 percent on-time shipping.

With Plex Online, Jagemann Stamping Company was able to redeploy IT resources to continual improvement projects, generating savings of over \$200,000 in the first three months.

## ***PowerSteering***

PowerSteering provides project portfolio management (PPM) software that helps organizations manage a broad range of strategic initiatives that improve business performance in information



technology, new product development, Six Sigma and Operational Excellence, and other business PMOs.

IT and business users utilize PowerSteering to achieve better portfolio results through improved alignment of resources against strategic priorities, increased executive visibility of project portfolios, and streamlined execution of project management activities.

Examples of the business benefits gained from PowerSteering's SaaS-based PPM capabilities include:

- BayCare Health System, which has reduced project cycle time by 25% across its network of 10 hospitals and over 18,000 team members;
- A business unit of GE, which was able to eliminate the redundant and non-strategic initiatives in their IT portfolio, comprising 10-15% of all projects;
- An HR manager at Praxair, who has regained one day a month by reducing the time necessary to track employee training.

### ***ProfitKeeper***

ProfitKeeper is a leading provider of SaaS-based financial tools for franchisors, affiliate groups, organizations and their members and franchisees. Its web-based, back-office solutions give users a way to simplify accounting activities while providing real-time graphs and reports for tracking and analyzing profitability.

Cold Stone Creamery is an example of the measurable business benefits delivered by ProfitKeeper. The company had difficulty collecting financial information from franchisees because of the lack of a consistent, easy-to-access collection system, and had no easy way to view franchisees' data to see where they could help improve profitability.

Since Cold Stone Creamery began using ProfitKeeper's services in 2005, it has gained immediate access to more accurate financial system data which shows consistent comparisons, up-to-date averages and line-by-line expense items. By using ProfitKeeper's analytical tools, Cold Stone Creamery can now make strategic business decisions to ensure franchisee profitability and determine where franchisees can save costs and implement best practices.

In addition, Cold Stone's franchisees have reported that ProfitKeeper simplifies their accounting and payroll tasks, saves them money as compared to other back-office alternatives (generic software and accountants), and provides timely customer support.

As a result, Cold Stone Creamery estimates that each year franchisees have been using ProfitKeeper's profit management tools they have consistently lowered their labor costs, achieving a total drop in labor costs of 5.27% which represents a 16.6% reduction in their labor cost as a percentage of sales, and have realized on average an increase of four percentage points per year in profitability.

### ***Metafuse Project Insight***

Metafuse is the software developer and publisher of Project Insight, a Web-based project management solution, which is used by hundreds of organizations and thousands of project team members.

Using Metafuse's Project Insight, imc<sup>2</sup> -- an interactive advertising firm with Fortune 2000 clients like Diet Coke, Lean Cuisine, and GlaxoSmithKline -- has reduced the time it takes to complete timesheets by an average of 83%. It used to take project team members about an hour a week to enter time, and now takes on average about 10 minutes a week. They have over 400 resources entering time in Project Insight, which translates into 330 labor hours saved each week.

In another case, Benchmark Performance, a training and consulting company with clients such as the Royal Bank of Canada and Ernst & Young, has been able to recapture at least 15 billable



minutes per person per day by entering time daily. This results in \$750 additional billings per day or \$180,000 per year.

### ***PaySimple***

PaySimple creates platforms that simplify and empower the lives of small business owners. The company provides an on-demand Software as a SaaS platform that enables small businesses to bill, collect, and manage their customer payments under one user-friendly system.

An example of the business benefits derived from PaySimple's solution is The Cutting Edge Elite, a premier event staffing company based in New York City. The company was seeking to expand its catering services into a one-stop provider of event staffing resources but faced serious resource constraints. Moving into the event business would require a larger payroll, and late payments from a client meant could create cashflow issues that would make it difficult to pay staff. By adopting PaySimple's Cloud-based payment forms to collect payments from clients online, The Cutting Edge Elite was able to reduce its past due receivables by about 90 percent.

### ***Project Portfolio Office***

Project Portfolio Office (PPO) is a web-based application designed, developed and supported in South Africa to assist organizations to manage projects and project portfolios in various industries. It is offered on SaaS platform, and is an enterprise solution capable of bringing together all the elements necessary for typical projects.

An example of the business benefits of the Project Portfolio Office is the Development Bank of South Africa (DBSA), in conjunction with National Treasury, which launched the Siyenza Manje Programme, an initiative aimed at providing hands-on support to distressed municipalities in the delivery of infrastructure, accelerating service delivery, and ensuring the sustainable growth of capacity in South Africa's local government.

The implementation was performed by The Project Hub, a PPO implementation partner and starting in November 2007, all existing project data was migrated from Excel spreadsheets and other paper-based material to a central project data repository within PPO in 3 months. The migration involved over 1,500 projects and over 130 users. Since the implementation of PPO, the DBSA now has over 5,000 active projects and more than 500 users.

By leveraging the PPO, users experienced a 67% average improvement in the availability of data; a 65% reduction in reporting timelines; 64% increase in data accuracy; 61% improvement in the usability of the applications reports; and 55% improvement in the detail of data available using the application.

### ***QuickArrow (Acquired by NetSuite)***

QuickArrow's professional services automation (PSA) solution helps service organizations manage their people and projects, by providing a comprehensive solution that includes time, expense, and billing management, project management, resource management, and advanced real-time reporting capabilities. By replacing homegrown solutions and labor-intensive spreadsheets to automate workflows, QuickArrow provides businesses the ability to streamline operations and achieve better visibility to optimize their services delivery.

QuickArrow's solution helped KnowledgeCentrix generate a 20% increase in project profitability. It enabled Spanlink to reduce the end-of-month revenue recognition process from 2 weeks to 2 days, and permits Trous Technologies to shrink its end of quarter invoicing process from 2 weeks to 3 days. QuickArrow's solution also helped Genesys achieve 25-30% improvement in capturing time and expense (T&E) information worldwide, reducing remote data entry in some instances from several hours to a few minutes.

Paisley, a Thomson Reuters company and leading provider of comprehensive governance, risk and compliance solutions-relied on a home grown time-entry system that offered minimal

reporting capability and required daily, manual upkeep. Their capacity planning was ineffective and changing project priorities led to long project implementation timelines. Paisley was using disparate systems for stored data making access difficult and leading to significant time and cost when producing forecast information.

By migrating to QuickArrow's PSA solution, Paisley can now use a single executive dashboard rather than twenty different reports from multiple databases to monitor and track projects in real-time. This allows Paisley to deliver customers a 45-day implementation guarantee and cut its project duration by 50%.

## **Rally Software**

Rally Software is a leader in Agile application lifecycle management (ALM) dedicated to making distributed development organizations faster and leaner by dramatically cutting the time, cost and effort needed to deliver high quality applications. An example of the business benefits of Rally Software's SaaS solution is HomeAway Inc., the largest international network of vacation rental websites, with more than 360,000 paid listings of rental homes, condos, apartments, villas, cottages and cabins in more than 118 countries.

The company's six development teams are located in Texas, Colorado, and the UK, and the company lacked a method to effectively manage the various, simultaneous development efforts across the geographically dispersed teams. This led to project delays and ongoing quality issues which impacted the company's reputation and revenues. HomeAway needed a better development process across the development teams and decided to adopt Agile practices to improve their performance.

By adopting Rally Software's solutions, HomeAway achieves 20% faster time-to-market as compared to industry average, with no increase in defect rate, and 10-20% improvements in team productivity as compared to industry average, according to the independent research firm QSM Associates (QSMA).

## **ReactorNet**

ReactorNet provides a SaaS-based e-Procurement (E-PRO) platform capable of streamlining the purchase process, ensuring supplier collaboration, delivering paperless A/P and reducing spending across the board.

An example of the business benefits of ReactorNet's E-PRO solution is AMC (American Multi-Cinema) Theatres, the second largest movie theatre chain in North America. AMC has used ReactorNet's platform to reduce its procurement costs and give it a competitive advantage in the marketplace. AMC specifically implemented ReactorNet's Cinema Solutions, an industry-specific e-procurement solution powered by the ReactorNet E-PRO engine. It achieved the following measureable business benefits:

- Eliminated "maverick" spending by 1-3%
- Decreased invoice processing cost by 90% compared to manually processed invoices
- Saved 1% in overbills / duplicate payments
- Reduction in salaries of \$25-50,000
- Helped to achieve SOX compliance

In addition, AMC has been able to source over 50% of its purchasing processes in ReactorNet's E-PRO solution and move forward with EDI invoicing.

## **Right90**

Right90's SaaS-based sales forecasting solution enables companies to quickly and accurately generate more accurate unit and revenue forecasts. And, by integrating with leading customer

relationship (CRM) and enterprise resource planning (ERP) systems, Right90's solution helps companies to achieve higher revenue, greater operating efficiencies and increased margins.

An example of the business benefits of Right90's sales forecasting solution is Bivio Networks. The company was seeking a more scalable sales forecasting process which would also enable it to better control its inventory levels during a period of tremendous growth.

The Right90 solution enabled Bivio to improve its sales forecast accuracy and visibility, resulting in a 20% reduction of manufacturing inventory within six months after adopting Right90's SaaS solution and an anticipated 40% reduction in inventory within a year.

### ***Rosslyn Analytics***

Rosslyn Analytics' pre-built applications run on Rapidintel, a web-based automated spend analytics (SaaS) platform that aggregates data from multiple sources, such as accounts payable, procurement, travel and procurement cards, into a single online view of all organizational spending activity. Rapidintel automates the collection, categorization, reporting and monitoring of enterprise-wide spend data.

An example of the measurable business benefits of Rosslyn Analytics' spend analysis capabilities is Clifford Chance, one of the world's leading law firms. The firm achieved a return on investment (ROI) of over 100% within eight weeks of using the Rapidintel platform by being able to more easily and effectively extract customer data from Oracle and other third-party data feeds around the world.

Today, 150 users across Clifford Chance have access to spend intelligence generated by Rapidintel, including global, regional and country-specific finance and procurement leaders, and category managers. As a result, the firm's global management team has gained real-time visibility of its company-wide spend data which has permitted it to quickly drive down business costs through improved risk analysis, contract and supplier management, and strategic sourcing.

### ***Sabrix (Acquired by Thomson Reuters)***

Sabrix is a leading provider of transaction tax management software and services for companies of all sizes. Sabrix Managed Tax Service (MTS) is an outsourced sales and use tax compliance service that allows companies to entrust their compliance obligation to Sabrix tax experts. Sabrix MTS combines the services of professional tax experts with best practice methodologies and a SaaS version of Sabrix's tax software.

Epocrates provides mobile and web-based clinical references and decision support services, including the most popular iPhone medial application, to more than 900,000 healthcare professionals worldwide. The company continues to grow rapidly with more than one in three physicians relying on its software and collaborations with government, pharmaceutical and market research organizations. It needed to find ways to comply with its rising tax obligations without assuming greater administrative costs.

Epocrates estimates that it has generated \$200,000 annual savings using Sabrix MTS, including \$150,000 due to the automation of the tax management process and not having to retain in-house tax experts. Plus, it generated an additional \$50,000 savings in subscriptions to tax sources, and tracking jurisdictions and tax rate changes with software and technology savings using a SaaS solution rather than an on-premise application.

### ***SalesFUSION***

SalesFUSION offers an integrated, Cloud-based SaaS marketing and customer relationship management (CRM) solution designed to automate the entire lead to sales process. SalesFUSION 360 is specifically designed to help clients improve their top-line revenue by providing the tools marketers need in today's competitive environment and helping customers integrate their marketing campaigns with their CRM systems.

An example of the measurable business benefits which can be derived from SalesFUSION's solution is Baxa Corporation, a large medical device company. Since implementing SalesFUSION 360, Baxa has generated 52% more product sample requests year-over-year leading to more qualified sales leads for the company over the past year.

### ***SAP BusinessObjects BI OnDemand***

SAP BusinessObjects BI OnDemand is an intuitive, turnkey business intelligence solution that allows business people with no prior experience to explore, report and share information inside or outside the company. Because it's on demand, SAP BusinessObjects BI OnDemand can be acquired and setup in minutes, without a long technology project. It's available standalone or can integrate with existing on-premise or on-demand investments, delivering improved productivity and greater insight for more informed decision making.

A company experiencing the business benefits of SAP BusinessObjects BI OnDemand is GENBAND, a Texas-based global supplier of next-generation IP infrastructure that also uses Salesforce.com's customer relationship management (CRM) solution. Angie Reese, GENBAND's CRM application manager was looking for a business intelligence solution that would provide GENBAND with greater analytic capabilities and insight about its customers. By adopting SAP BusinessObjects BI OnDemand, GENBAND has been able to generate powerful reports that can be more easily shared across its organization. The automated report-generation capabilities have saved GENBAND a minimum of eight to 10 hours per week in staff time. It has also been able to improve GENBAND's sales tracking and customer service capabilities as the company grew rapidly from approximately 400 to 2,200 employees.

### ***Savvis***

Savvis, Inc. is an outsourcing provider of managed computing and network infrastructure for IT applications with 29 Data Centers around the world, including London, Singapore, and Tokyo, connected through a Tier 1 MPLS network.

A case example of the business benefits of Savvis' services is Wall Street Systems, a provider of treasury, trading and settlement software, which decided in 2006 to make a strategic shift in direction and move from a standard licensing model to the new SaaS delivery model. The company had two choices: attempt to build and maintain its own IT infrastructure to support its new SaaS offerings, or outsource the infrastructure to a managed hosting services provider.

Wall Street Systems selected Savvis' managed hosting, managed network, and managed security services because of its reliability, scalability, customer support and SAS 70 Type II certifications.

As a result, Wall Street Systems has been able to reduce the total cost of ownership (TCO) of its solution deployment compared with traditional software implementations. The company can also now help its customers meet their compliance mandates, such as Sarbanes-Oxley, by offering full transparency and operational control through the Savvis Portal and Savvis uptime guarantees. Wall Street Systems now serves more than 300 clients worldwide, and its software powers millions of transactions representing trillions of dollars every day.

### ***SchoolDude.com***

SchoolDude.com provides a suite of on-demand operations management solutions that help school districts, private schools, and universities save money and time by managing their IT, facilities, and business operations more efficiently. This includes functions such as preventive maintenance, facility work order management, inventory management, IT incident and IT asset management, community use scheduling, and utility use tracking and analysis. SchoolDude.com works with over 4,100 public and private educational institutions. Here are some of the measurable benefits users of SchoolDude.com's solutions have achieved:

- Brick Township Public Schools, NJ
  - Increased IT help desk efficiency saves the equivalent of up to two technician salaries, or \$72,000, without compromising service.
- South Lyon Community Schools, MI
  - 150 percent improvement in work order completions/week.
  - Reduced time to complete work orders from 1-2 weeks to a single day.
  - 3x productivity gain in the maintenance & operations department.
  - 'On time completion' rate is now 85 percent.
- St. Lucie County School District, FL
  - Saved approximately \$204,000 per month.
  - Avoided spending nearly \$2,000,000 or 19% of utility budget over 9 months.
- University of South Carolina
  - Achieved 15 percent utility cost savings.
  - Discovered \$82,979.68 in errors and overbilling by utility company.

## ***Security On-Demand***

Security On-Demand is a leading provider of comprehensive SaaS-based compliance and security solutions which help organizations maintain compliance with industry regulations, manage risk, and protect themselves from security threats.

An example of the business benefits of Security On-Demand is the Ken Blanchard Companies (KBC), a leading provider of workplace learning, productivity, performance, and leadership effectiveness solutions. The company has over 500 employees over half of which are remote or mobile and spread out around the globe. The company's management determined they needed to better safeguard and protect corporate data. Rather than purchase, implement and maintain an internally based security technology and staffing, The Ken Blanchard Companies decided to adopt a SaaS solution by utilizing Security On-Demand.

The organization estimates that it is saving over \$171,000 per year because of the fixed cost subscription for the On-Demand security management and monitoring services. The organization was also able to significantly reduce the deployment time for rolling out the services which in turn accelerated their time-to-value.

## ***Service-now.com***

Service-now.com is a leading provider of SaaS for IT service automation. Service-now.com integrates Information Technology Infrastructure Library ITIL v3 process support, modern software-as-a-service (SaaS) delivery, and Web 2.0 functionality to provide a flexible, intuitive and self-managing application. Service-now.com was founded about four years ago by Fred Luddy, former CTO of Peregrine Systems and Remedy, has more than 250 enterprise customers worldwide, and exceeded \$20 million in recurring revenue as of the beginning of 2009.

An example of Service-now.com's business benefits is Unitus Community Credit Union which expects to reduce its annual total cost of ownership (TCO) \$40,000 by cutting the costs for hardware refresh, storage, heating and cooling, additional application licenses, and general application support. Unitus Community Credit Union also calculated a return on investment (ROI) of 110% after year one and 170% in years two through five.



## **Silverpop**

Silverpop's Engage B2B marketing automation platform seamlessly scores sales leads, nurtures them through the pipeline and measures campaign return-on-investment. The Engage B2B solution helps companies maximize their marketing efforts, engage their prospects with targeted communications, improve their efficiency, increase revenue and accelerate the lead-to-sale timeline.

Ciena, a leading provider of communications systems, software and services which solve network challenges for cable, telecom, enterprise and government organizations across the globe, utilizes Silverpop's Engage B2B to better align with sales and drive revenue.

By using rules-based marketing to automate lead generation, Ciena has been able to automate follow-up communications so new contacts and potential leads receive timely communications that are most relevant to them. This allowed the company to eliminate the use of a third party outsourced-database firm, resulting in a savings of more than \$10,000 per month in fees.

## **Skire (Acquired by Oracle)**

Skire Unifier is a leading global provider of cloud-based solutions for managing capital projects, facilities and real estate. Skire's Unifier system has managed over \$300 billion in capital projects and over 3 billion square feet of facilities and real estate.

Two examples of the business benefits derived from the Skire Unifier solution are Anheuser-Busch which was able to reduce cycle time by 20% and Navy Federal Credit Union which reduced the time required to estimate the value of all of its existing lease obligations from 1-2 weeks to 4 hours.

## **Smartsheet**

Smartsheet.com is a leading SaaS provider that delivers an intuitive, online project management and collaboration tool. With a familiar and easy-to-use spreadsheet-like interface coupled with file sharing and work automation features, Smartsheet.com is used by organizations worldwide to manage projects and tasks, operations, sales pipelines, events, marketing campaigns and other 'crowdsourcing' activities.

SERA Architects, a Portland Oregon-based firm provides an example of the measurable business benefits gained from Smartsheet.com's SaaS solution. By using the online project management app, SERA cut the design time for a major federal building renovation project by two-thirds, energy consumption to one-third, and paper usage in half by collaborating more efficiently in the cloud.

## **SPS Commerce**

SPS Commerce is a leading supplier of Software-as-a-Service (SaaS), business-to-business (B2B) integration, connecting partners in a supply chain. SPSCcommerce.net is a suite of outsourced, SaaS services that improve the way trading partners manage and fulfill orders in the retail supply chain. More than 37,000 companies in the retail ecosystem rely on SPSCcommerce.net to enhance their trading relationships.

Arena Brands Inc., a major western apparel company whose brands include Lucchese boots, and Stetson, Resistol, and Charlie 1 Horse cowboy hats, decided to replace the PC-based system with SPSCcommerce.net which allowed its limited IT staff to focus on other more important projects, including implementing a new shipping system. As a result, Arena established EDI connections with 21 trading partners and can bring on new trading partners in 1-2 days.



## ***Task Performance Group***

Task Performance Group is a leading provider of business-to-business (B2B) E-commerce automation solutions that facilitates the effective management of collaborative commerce for retail, manufacturing, warehousing, distribution, transportation, financial and other industries. The company's SaaS-based MegaXML solution accepts any type of input and delivers output in any format, making front-end and back-end systems more flexible and adaptable to meet users' unique requirements. MegaXML improves any EDI business transaction, including purchasing, invoicing, planning, logistics and financials.

For example, Cerro Flow Products, Inc. is a member of The Marmon Group of companies, an international association of more than 100 companies that operate independently within diverse business sectors to support wholesale distribution, retail and OE manufacturers. Cerro needed an integrated solution to streamline its e-Business activities and improve its business processes with new and existing customers.

After extensive evaluations, Cerro selected Task Performance Group's MegaXML. As a result, Cerro's customers can now order products and receive invoices and perform other tasks via a variety of desired electronic communication channels and data formats. These additional benefits have enabled Cerro to increase the number of trading partners it supports by 120% while reducing its annual costs significantly.

## ***TeamSupport.com***

TeamSupport.com is a wholly-owned subsidiary of Muroc Systems, Inc., a Dallas-based holding company focused on developing productivity enhancing software products delivered via the SaaS model. TeamSupport.com's integrated SaaS-based customer service, product management, and bug tracking system allows manufacturers, their customers, and key client-focused teams to better communicate so they can reduce the time and cost to perform critical business functions.

An example of TeamSupport.com's measurable business benefits is Data Financial, Inc. which has been serving the financial systems and equipment needs of banking, retail and casino gaming industry clients since 1983.

By using TeamSupport.com's on-demand customer service and help desk application, Data Financial has saved \$3,200 in labor, two weeks of software development time and \$1,200 in travel/lodging expenses per installation, representing over \$100,000 savings over the past year. The company also saw their 'new concept to release' time reduced by as much as 40 percent, depending on the complexity of the release.

## ***Thrive Technologies***

Thrive Technologies develops and markets web-based demand forecasting and inventory replenishment software that increases profits for distribution intensive companies in high service supply networks by maximizing their inventory performance.

Thrive's on-demand SaaS system removes the burden on their customers' IT resources for server procurement, installation, upgrades, and maintenance. By providing their system as a SaaS solution, Thrive Technologies can help their customers gain control over their inventory much quicker and at a lower cost than traditional systems.

For example, Matco-Norca is the largest independent sourcing company for fittings, valves, and plumbing specialties in the plumbing, heating, waterworks, irrigation, and industrial markets. As a leading importer of plumbing materials, Matco-Norca faced a challenge with lead times of three months or longer. Combined with strong seasonal demand and twelve thousand stocked items, the long lead times made inventory replenishment challenging.

After 14 months of using the Thrive Technologies inventory system, Matco-Norca has reduced inventory by 30%, and improved line fill rate by 8%. In addition, a key Matco-Norca vendor

lowered its lead times by 10% because Matco-Norca can provide 12 month purchase projections supplied by the Thrive Technologies' solution.

### ***TimeTrade Systems***

TimeTrade Systems is a provider of SaaS-based, customer self-service appointment scheduling solutions for enterprises and individuals. TimeTrade's Enterprise Scheduling Application, TESA, provides large organizations, who must schedule thousands of appointments a year, the ability to provide self-service or assisted-service scheduling through SaaS.

An example of the business benefits of TimeTrade's SaaS solution is Bosley, the leader in surgical hair restoration. The company has over 100 patient service representatives (PSRs) and must schedule more than 9,000 appointments per month at 88 offices through a single call center. For each appointment, the schedules of 26 physicians and 50 senior counselors' have to be coordinated.

Bosley implemented an on-premise version of Siebel for CRM and appointment scheduling, but it was limited in its scheduling capabilities and the PSRs had to use spreadsheets to set up appointments. The company decided to adopt TimeTrade's SaaS-based solution TESA.

As a result, Bosley has been able to reduce patient wait times on the phone by as much as 20%, wait-time in Bosley offices by 25%, lower administrative costs 7-10%, and reduce errors and double booking of appointments by more than 80% without additional overhead costs.

### ***Totango***

Totango is a provider of an online customer engagement platform for cloud businesses. It offers a customer engagement database that combines real time streams of user actions, plus customer information from other sources such as CRM and social networks. Totango also allows you to create customer segments in real time based user actions and then target sales and marketing (drip) campaigns to these segments to improve user onboarding, free trial conversion and renewal rates.

An example of the measurable business benefits which can be derived from Totango's solution is Zendesk, a SaaS customer service solution company founded in Denmark in 2007. The company serves over 15,000 companies, including Adobe, Sony, OpenTable and Groupon. Zendesk offers a 30-day free trial and has been able to improve the user onboarding process and increase trial conversions by about 30% by using Totango's Cloud-based customer engagement platform.

### ***Ultimate Software***

Ultimate Software is a provider of end-to-end strategic human resources, payroll, and talent management solutions. The company's SaaS-based UltiPro solution helps businesses streamline their human capital management (HCM) operations without relying on internal IT resources, or worrying about hardware procurement, installation, upgrades, and maintenance, while enabling them to better control the most critical HR and payroll functions.

Examples of the measurable benefits generated by Ultimate Software's UltiPro SaaS solution are:

- National Gypsum saved \$850,000 over a five-year period.
- Genmar saved \$500,000 annually.
- Promise Healthcare saved \$400,000 over a five-year period.
- General Investment & Development Companies reduced monthly fees that exceed \$200,000 annually.

### ***Verio***

Verio is the leading provider in delivering online business solutions to SMBs worldwide. Distributed through its global network of OEM and via Verio channel partners, Verio's solutions

provide web hosting, application hosting and SaaS that enables SMBs to drive online success. Verio is a subsidiary of NTT Communications, one of the largest companies in the world and supports its operations with their highly reliable and scalable Global IP Network providing customers and partners with access to business solutions in more than 200 countries.

Accrisoft is a SaaS provider which provides small and medium-sized businesses (SMBs) access to more than 80 web-based, turnkey modules including billing, e-mail marketing, calendaring, collaboration, content management and website design. Accrisoft needed to find a reliable and comprehensive hosting solution that could enable it to scale its operations economically while focusing on its primary SaaS business. Accrisoft selected Verio's hosting services including its Shared offerings, Virtual Private Servers (VPS) and Managed Private Servers (MPS). As a result of leveraging Verio's hosting services, Accrisoft has achieved the following business benefits,

- 15-20% increase in new customer acquisitions
- 21% increase in revenue on an annual basis
- Less than 9% customer churn rate
- Saved an average of \$1.3 million/year in hosting costs

### ***Vivantio***

Vivantio provides a suite of easy-to-deploy SaaS-based service management tools which enable customer service and support teams to increase productivity and save money. The flexibility and scalability of Vivantio's solutions are reflected in its diverse customer base which includes public sector organizations, corporate customers and small service companies.

For example, the Allegis Group is a global human resource management and recruitment services company which replaced its Remedy service desk from BMC with Vivantio's SaaS solution. As a result, customer call volumes dropped by 70% as a result of the use of automated emails and web self-service tools. This resulted in a sevenfold productivity gain in first line support which has been able to increase its capacity from 150 to 1000 calls per month with same number of people. In addition, Vivantio's SaaS model resolved Allegis Group's business continuity and disaster recovery planning concerns.

### ***VFA***

VFA is a leading provider of end-to-end solutions for facilities capital planning and spend management. Organizations in a wide range of industries rely on VFA solutions to help them optimize their capital spend management process.

One VFA customer, Wellmont Health System, is the premier healthcare provider serving 26 counties across Northeast Tennessee, Southwest Virginia, and Southeast Kentucky. Wellmont adopted VFA's solutions to centralize and continuously update its capital budget and spend database. Wellmont is now able to better plan, execute, and accurately budget for large multi-year projects. End users and administrators now have access to real-time information about the status of their projects. As a result, Wellmont estimates that VFA provides \$5.6 million in annual savings and estimated the capital cost savings at over \$4 million per year. They also estimate an overall system net revenue turnaround of \$20 million since implementing the solution.

### ***WebEquity Solutions***

WebEquity Solutions offers on-demand lending software which helps over 500 financial institutions and 10,000 lending professionals automate and streamline their lending processes and reduce their operational costs, while making more consistent and profitable credit decisions. A unique benefit WebEquity offers lenders is a single system that works for commercial real estate, construction, industrial, small business, agriculture, and consumer loans. The company serves institutions in the U.S., Canada and Australia.

For example, Citizens Bank streamlined its lending processes; eliminated redundant data entry in multiple software programs; minimized staff training by moving to a single system; improved its ability to track and monitor loan requests and identify potential pitfalls in the loan process; and adopted eNotices to expedite the decision and approval process utilizing the WebEquity on-demand software. Citizen's realized a return on investment (ROI) of six months the first year of using WebEquity with an annual cost savings of 4x the annual cost of WebEquity.

### ***Widen Enterprises***

Widen Enterprises provides premedia and color management services specifically for assisting customers with building brand equity and supporting consistent brand representation across print and Web communications. Through its suite of Web-based digital asset management applications, Widen software services provide marketing networks with real-time Web-based access to the clients' digital asset libraries, subsequently eliminating manual search and file preparation time, costs related to replacing images and videos that cannot be located, and the added cost for hardware, software and upgrades.

Knaack L.L.C., a national distributor of jobsite storage boxes, has achieved a significant return-on-investment (ROI) as a result of using Widen digital asset management services. Prior to implementing Widen's services, locating and preparing digital assets occupied 312 staff hours per year at Knaack L.L.C. based on an estimated volume of 15 requests each week. Based on an hourly rate of \$50.00, Knaack estimates that it cost Knaack \$15,000 responding to these requests. In addition, Knaack also invested \$6,400 annually in ongoing expenses related to shipping media and conducting photo shoots for lost images, and \$5,320 in I.T. maintenance and storage costs. As a result of subscribing to Widen's digital asset management services, Knaack was able to eliminate \$27,320 in operating costs annually. and achieve a ROI in 5.27 months.

### ***Xactly Corporation***

Xactly is a leading provider of on-demand sales performance management solutions which enable sales and finance executives to design, implement, manage, audit and optimize sales compensation management programs easily and affordably.

A case example of Xactly's business benefits is Ingres Corporation, a leading provider of open source database management software and support services. The company faced a number of sales compensation management challenges, such as handling multi-currency payouts, attempting to maximize compensation process accuracy and productivity, and ensuring SOX compliance. It took approximately one-tenth the time to deploy the Xactly Incent sales compensation management solution compared to previous experiences with installed legacy on-premise software. Xactly's annual subscription price is less than half the annual maintenance of the legacy software. More importantly, the company was able to reduce the full-time equivalents (FTEs) dedicated to managing sales commissions from 1.25 to .5, even while sales headcount increased 20 percent. Error rates on commissions dropped over 50 percent, saving Ingres at least \$50,000. As a result of deploying Xactly's solution, the work involved in managing incentive compensation at Ingres decreased by 90 percent in a year.

### ***Zuora***

Zuora's subscription billing and commerce platform changes the way businesses manage and sell their services to customers. Zuora's platform allows them to bring new products to market more quickly, in a more flexible manner and less hassles. Zuora customers include Reed Business Information, InsideView, Marketo, Ricoh, Box.net, Ning, Ustream, Informatica, Xplornet Communications, Open Range Communications, and Tata Communications.

Informatica Corporation deployed Zuora's platform to enable the market-leading independent data integration vendor to introduce the industry's first volume-based pay-as-you-go cloud integration service. Zuora's platform allowed Informatica to introduce a new self-service integration offering for salesforce.com customers starting at \$99 USD/month. Informatica Cloud

Express appeals to smaller organizations or those with less complex data integration needs, allowing them to subscribe on a month-to-month basis on credit card.

The Zuora platform allows Informatica Cloud customers to pay only for the services they need via a PCI-compliant, fully integrated user interface from within the Express edition of the SaaS application. After deploying the Zuora platform, Informatica signed over 60 new Informatica Cloud Express subscription service customers in the first month.



## About THINKstrategies, Inc.

THINKstrategies is the only strategic consulting services company formed specifically to help clients capitalize on the unprecedented market opportunities created by the transformation of the technology industry from a product-centric to a services-driven business model.

THINKstrategies' mission is to help our clients re-THINK their corporate strategies and refocus their limited resources to achieve their business objectives by leveraging the unprecedented opportunities created by today's technology innovations.

We help enterprises make better sourcing decisions, IT solution providers make better marketing decisions, and venture investors make better investment decisions regarding today's on-demand services, including Software-as-a-Service (SaaS), Cloud Computing and Managed Services.

THINKstrategies is not only the founder of the Cloud Computing Showplace ([www.cloudshowplace.com](http://www.cloudshowplace.com)) vendor-independent, online directory and best practice resource center, it is also the organizer of the Cloud Innovators Summits ([www.cloudsummits.com](http://www.cloudsummits.com)), including the [Cloud Channel Summit](#) and [Cloud Analytics Summit](#). These are intimate, peer-to-peer, executive forums focused partnering strategies, Big Data, Business Intelligence and Data Integration in the Cloud.

For more information regarding our unique services, visit [www.thinkstrategies.com](http://www.thinkstrategies.com), or contact us at [info@thinkstrategies.com](mailto:info@thinkstrategies.com).