Conventional SaaS Definitions

“a model of software deployment whereby a provider licenses an application to customers for use as a service on demand.”
- Wikipedia

“…software that’s developed and hosted by the SaaS vendor and which the end user customer accesses over the Internet.”
- CIO.com

“…subscription based, and all upgrades are provided during the term of the subscription. […] is hosted and updated on a central location, and does not reside on client computers.”
- Utah.gov
Most conventional definitions of SaaS are meaningless to vendors and result in industry-wide misunderstandings and confusion.
Solution...

Stop trying to fit legacy models into a modern model

Eliminate legacy artifacts and start with what works

Clearly delineate SaaS and its defining characteristics

Introduce the SaaS Business Architecture

http://saasbusinessarchitecture.com
SaaS Business Architecture

The SaaS Business Architecture is a Network-centric commingling of Marketing, Intellectual Property, Technology, & Business Model

http://saasbusinessarchitecture.com
Inherently Social

Unique value proposition for both vendor and clients

Self-Service focus

Reduce barriers to adoption

http://saasbusinessarchitecture.com
Intellectual Property

Core Application

Proprietary Functionality

Cannot be the only focus of developers

Create value beyond the core application

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Technology

Single Instance, Multi-Tenant in Production

Self-Service, network-centric, and ecosystem focused

Forking code for one-off clients breaks the model; inbuilt flexibility is key

Web-native, UI agnostic

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Business Model

- Inbuilt Revenue Model
- Metering, Billing internal to Application

Leverages many of the 7 Revenue Streams available
Should be driven by quest for Business Scalability

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7 SaaS Revenue Streams

- Subscriptions
- Products
- Ecosystem
- Services
- Advertising
- Ancillary

Network Effect

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http://saasbusinessarchitecture.com
Network Centricity

Producers

Network Effect

Consumers

Ecosystem
Get the detailed guide to the 7 SaaS Revenue Streams with examples:

http://saasrevenue.com/7streams.html

If this is a SaaS Revenue Model emergency put down the mouse and call us:

(972) 200-9317