

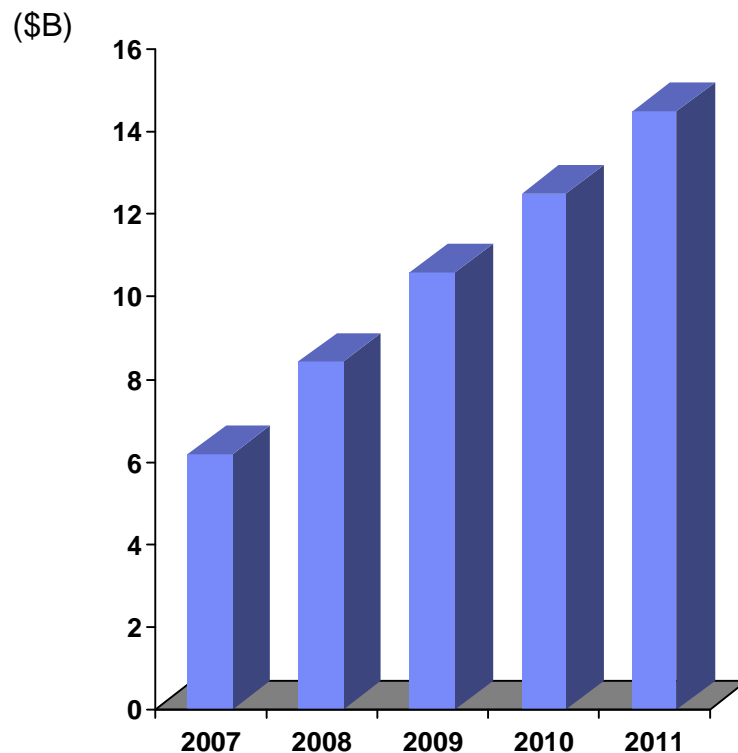
ISV & Developer Relations



Upcoming market trend:
Software as a Service

SaaS- \$14.5 Billion Market in Five Years

WW Spend On Software as a Service
2007-2011



Source: IDC, SaaS Market Opportunity, April 2007

“...by 2011, 25% of new business software will be delivered as SaaS.”

Gartner

“...Spending on SaaS in UK, Germany, France and Nordics will grow between 13-17% over the next 5 years.”

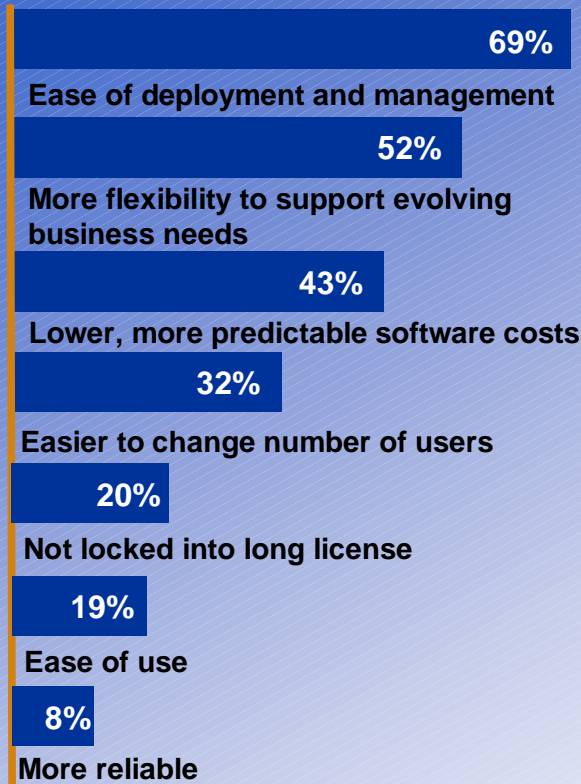
AMI Partners

“Deutsche Bank projected that the SaaS market...will be \$30 billion by 2013.”

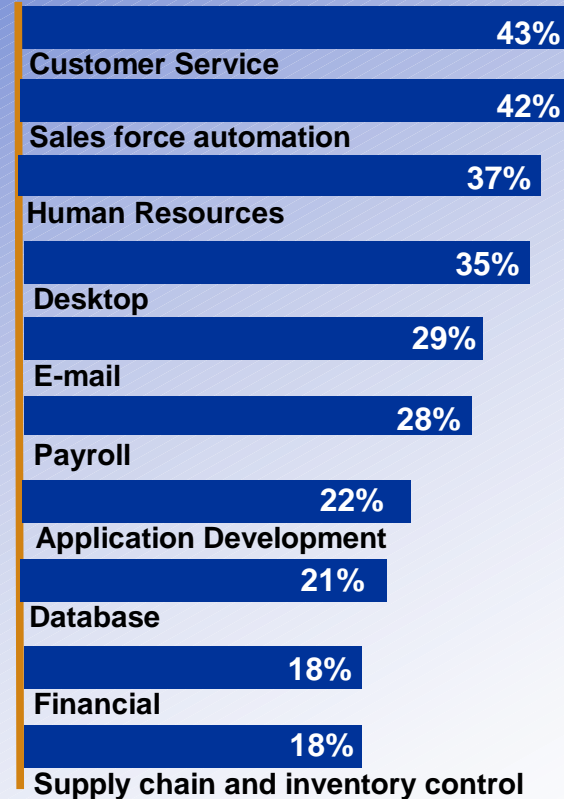
Web GlobalNet

Speed, cost and efficiency are the main factors driving adoption of SaaS.

Why Are You Adopting SaaS?



What Apps Would You Consider Using SaaS For?



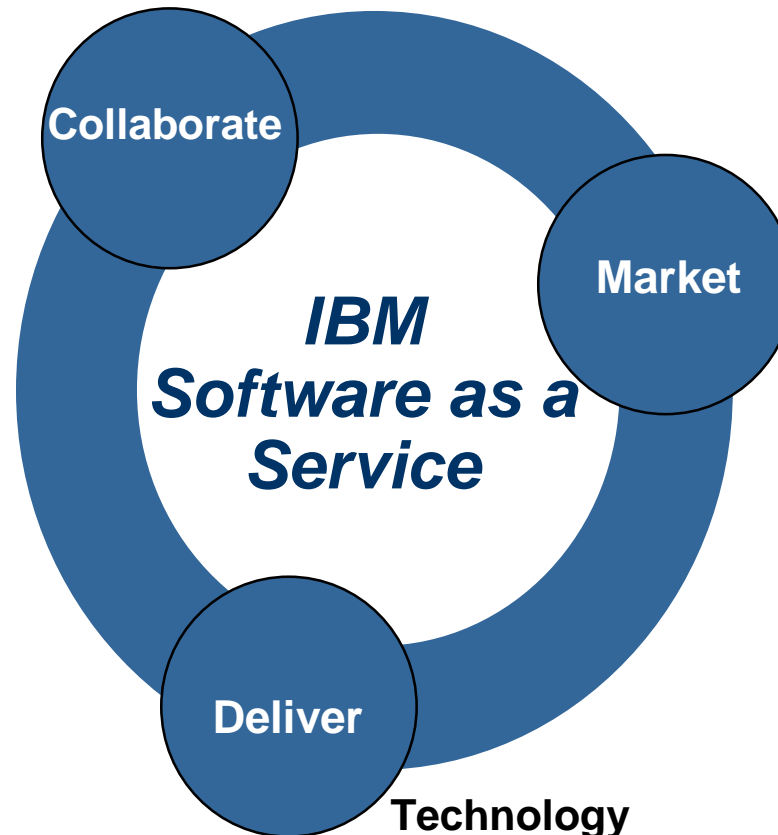
Note: Multiple responses allowed.
Base: 159 Companies using or planning to use SaaS

Sources: InformationWeek Research Software As A Service survey of 250 business technology professionals.

IBM's SaaS Partner Program

Community

- Market Research
- Education
- Enablement & Technical Resources



Specialty

- Branding
- Awareness
- Demand Generation
- Software as Services Showcase

Technology

- Managed Hosting Services
- Scalable, reliable and open-standards software
- Server and Storage solutions

Packaging it all together: end-to-end value proposition for SaaS providers

Collaboration & Knowledge Exchange

SaaS Community		
<p>Research</p> <ul style="list-style-type: none"> • Market Intelligence • Whitepapers • Podcasts • Access to Blogs • Analyst Briefings 	<p>Enablement</p> <ul style="list-style-type: none"> • SaaS “sandbox” – VLP • Virtual Innovation Center • Consulting support • Free/Low-cost Software programs 	<p>Collaboration</p> <ul style="list-style-type: none"> • Newsletter • Connection Events • Value Net • SaaSpace.com <div style="border: 1px solid black; background-color: #f4a460; padding: 5px;"> <p>Requirements:</p> <ul style="list-style-type: none"> • PartnerWorld Member • SaaS Interest Selected </div>

Resources & Benefits to Build Effective Marketing Campaigns

SaaS Specialty		
<p>Awareness</p> <ul style="list-style-type: none"> • Customer Success Stories • Press Release • Partner Podcast • Solution Demo 	<p>Demand Generation</p> <ul style="list-style-type: none"> • Marketing Consultants • Showcase Listing • SaaS Campaign Designer • Free telemarketing (WS or DB2 required) 	<p>Branding</p> <ul style="list-style-type: none"> • Powering on Demand applications Logo <div style="border: 1px solid black; background-color: #f4a460; padding: 5px;"> <p>Requirements:</p> <ul style="list-style-type: none"> • IBM Hosting Contract • 1 Qualifying IBM HW or SW </div>

IBM is Already Powering SaaS Applications

In a Variety of Segments & Industries

<p>CRM</p>	<p>ERP</p>	<p>HCM</p>	<p>Retail</p>	<p>Healthcare</p> <p>PHASE-FORWARD</p>
<p>Procurement</p>	<p>Infrastructure Mgmt</p>	<p>Insurance</p>	<p>Manufacturing</p>	<p>Cross-Industry/Other</p>
<p>Asset Mgmt</p>	<p>Wireless</p>	<p>Bus. Process Mgmt</p>	<p>Distribution</p>	<p>Financial Services</p>
<p>PLM</p>	<p>Compliance</p>	<p>Collaboration</p>	<p>Government</p>	<p>Government</p>

IBM

Country/region [select] | Terms of use

partnerWorld | Search

Home | Products | Services & industry solutions | Support & downloads | My IBM

IBM PartnerWorld > Solutions

Solutions

IBM Software as Services

[Overview](#) | [Learn more](#) | [Get started](#) | [Benefits](#)

[Introduction](#) | [Success stories](#) | [FAQs](#)

IBM Software as Services provides clients access to business functionality remotely as a service. As organizations seek new and less costly methods to acquire and pay for business applications, Business Partners are increasingly being asked to deliver their software on demand with usage-based pricing.

Software as Services offers customers lower costs that are aligned with usage, minimal up front expense, rapid implementation, and time to value.

Welcome

- Update your profile
- Find a Business Partner
- Find a solution

From the analysts

"Software-as-services is a step of going from a traditional software model to a service-based model and as an analyst, I think you should look to see how you can offload at least some of the work." - *Henry, Summit*

more (926KB)

PartnerWorld Industry Networks

Emerging business opportunities

Industry work and ISV using our feed

Melinda Matthews
saas@us.ibm.com

ibm.com/partnerworld/saas