



Newsletter

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SaaS is Leveling the Playing Field for IT in Small Business

The digital divide between small and large business is closing

Whether you are a small business or a large business, you receive the same type of electrical power. You have a plug in the wall that provides 120VAC at 60HZ. This is common in all businesses regardless of size and complexity. Unfortunately, technology has not reached this level of ubiquity.

The gap between the IT a small business can afford compared to a large business has caused a digital divide resulting in the large business having a competitive advantage. Large businesses have the critical mass of employees to sustain an IT department to provide it with a higher class of technology and support customized to its needs. Larger businesses use systems with enterprise-class functionality to equip their employees with the latest tools rich in features and integration. These systems are built using robust and scalable technologies protected from viruses, spam and other threats; backed up nightly and secured within a data center. The IT staff employed by the large business ensures these systems are fully operational and managed with minimal disruptions to the business. If something breaks, the IT department is called to fix it.

Software-as-a-Service (SaaS) is changing the playing field for small business by providing the same enterprise-class functionality in the form of a service – similar to electricity. A business can now subscribe to a service on-line and receive the same benefits that had only been available to larger businesses. The SaaS model delivers software in the form of a service to remove the costs, complexities and frustrations of managing your own IT.

ITUtility delivers its SaaS as a hosted solution. Software services like sales automation, project management, help desk, e-mail and collaboration are delivered from an enterprise-class system hosted in a tier 1 data centre with all the characteristics of a large business. Common IT services are delivered to multiple businesses from a robust and scalable infrastructure that is centrally managed to reduce inefficiencies and create the critical mass of users needed to sustain the operational costs of an enterprise-class system.

The total costs of owning a server on-site in a small business for e-mail, document sharing and collaborating can be reduced by over 50% with a hosted solution. A business with 10 employees can pay as much as \$40,000 over a three year period to setup a server and maintain it on-site. A similar solution using SaaS is \$24,000 less expensive over the same period without the large capital outlay to buy the server and set it up. ITUtility bundles its hosted solutions for small businesses under its PortalDesk brand. Solutions include tools to increase sales, support customers and to collaborate on-line. These tools are accessible remotely from anywhere there is an Internet connection including your mobile phone.

A hosted solution for your small business represents an opportunity to support your growth without unnecessary expenditures and overheads. ITUtility hosted solutions are delivered from its PortalDesk SaaS Platform, to learn more visit the PortalDesk web-site at www.PortalDesk.NET or call 888.567.4886.

Software-as-a-Service (SaaS) continues to enjoy explosive growth as companies realize the added value that hosting providers bring with business-class e-mail, anti-spam, virus detection, remote accessibility and collaboration tools. ITUtility hopes you find the information contained here to be of value to you. Each quarter we will select a fresh topic that we believe is important to share and invite your comments and ideas for future issues.

About Us

ITUtility is a white label Software-as-a-Service provider for hosted solutions based on Microsoft software. Hosted solutions are delivered through a channel of value-added partners to small and medium-sized businesses as a subscription service that can be turned on/off like a utility.

For more information contact:

Jen Zaremba
ITUtility.NET Corporation
555 Legget Drive
Tower A, Suite 304
Ottawa, ON Canada K2K 2X3
tel: 613.567.4886
toll free: 888.567.4886
direct: 613.422.6795
fax: 613.234.4886
email: Jen.Zaremba@ITUtility.NET
www.ITUtility.NET