



# Newsletter

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## Sell SaaS as a Managed Hosted Solution

### SMBs need more than just software – they need software + services

There are many sites that offer software over the Internet but they do not provide the end-to-end solution needed by SMBs. Some SMBs are tech-savvy and can figure out how to use an online application with the workarounds to fix the short-comings.

The majority of SMBs have a trusted IT advisor to help them with their IT needs. These advisors either work for the SMB or are contracted to provide this service. Regardless, the outcome is the same. IT solutions encompass skilled technical people that configure and support technology to the needs of the SMB using a set of proven practices to reduce the risks of owning IT. We are a long-way from the day when a SMB can go to a website and provision all of their IT needs without the services of a trusted IT advisor.

The evolution of IT has resulted in hardware not mattering but software + services are still germane in deploying IT solutions. Hosted solutions for Microsoft Exchange® and SharePoint® can be purchased today on-line as a web sale. This will again work for the tech-savvy SMB but the majority of SMBs just want to get the job done and do not concern themselves with all the intrinsic technical stuff that needs to be done to run their IT systems – they let their trusted IT advisor focus on their IT needs so they can focus on building their business.

Enter, software + services and what this means to a SMB. The profit margins on hardware sales have been driven down by manufacturers selling direct and large discount stores selling hardware at commodity prices. SMBs can now purchase all their hardware directly but once they have the hardware, it must be set up to the needs of the SMB, software has to be installed and configured and customization services are required to add the level of differentiation to meet the uniqueness of the SMB. Hardware on its own has no value. The trusted IT advisor helps the SMB work-through the steps to convert software + services into an IT solution. The value that the IT advisor brings to the SMB is the understanding of their business. This is the real asset of the trusted IT advisor that will continue to provide a ROI to the SMB.

Trusted IT advisors are now seeing the benefits that SaaS can bring to their SMB customers – displace the high cost and complexity of installing and supporting software on-site to having it delivered from a platform that they can manage on behalf of their customers. Delivering SaaS from a platform managed by trusted IT advisors removes the inefficiencies that are inherent to running software on-site. The result is the SMB pays less for the same solution and the trusted IT advisor adds value to the offering by performing all the traditional services without the need to buy and setup the equipment needed to install software on-site. The delivery of IT has evolved into SaaS as a Managed Hosted Solution.

ITUtility hosted solutions are delivered from its PortalDesk Platform, to learn more visit [www.PortalDesk.NET](http://www.PortalDesk.NET) or contact us at 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.

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### 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.

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