



Newsletter

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The Value of the Trusted IT Advisor for SaaS

SMBs need a Trusted IT Advisor to draw the benefits from SaaS

The need of the Trusted IT Advisor to assist the SMB in drawing out the benefits of SaaS is imperative to its success. The Trusted IT Advisor can be a local or regional technology company such as a Value-Added Reseller (VAR), Systems Integrator (SI), Independent Software Vendor (ISV) or an individual that provides advice and supports the IT needs of a SMB. The Trusted IT Advisor fills the gap between the delivery of SaaS and meeting the individual needs of each SMB customer.

Each business has two types of technology requirements: commodity IT that are common to most businesses and business IT that are unique to a segment of businesses and require specialized services and support. ITUtility equips the Trusted IT Advisor to deliver the commodity IT needs from its platform to their customers as a base service.

The Trusted IT Advisor has the option to sell these services under their brand or as a branded ITUtility service. This process of branding is known as white labeling and dramatically reduces the time the Trusted IT Advisor needs to spend on supporting non-value added commodity IT, which enables them to free up their time to invest in the higher value business IT needs of their customers.

Trusted IT Advisors can leverage the ITUtility Platform to deliver SaaS to SMBs anywhere in the world. The platform permits the resale of commodity SaaS solutions and the hosting of custom-developed solutions. Trusted IT Advisors that have leveraged the ITUtility.NET Platform to deliver SaaS have been able to go to market quicker without the need to install servers and technology on-site and have attained better profit margins.

ITUtility and its partners have designed an initial set of applications and services to meet the needs of today's dynamic SMB market by delivering rich solutions that are fully managed. Additional offerings will be brought online for CRM and other online services as demanded by SMBs. These products will be complemented by vertical solutions developed by ITUtility.NET partners and hosted on our platform to meet the diverse needs of SMBs across multiple industries.

The ITUtility value-added services offered to Trusted IT Advisors from its platform include the tools to bill and provision for software as a monthly service, the private labeling capabilities to permit a reseller to brand their own services and a generic Business Portal as the base service to kick-start the SaaS business of an IT Trusted Advisor by equipping them with the most commonly needed services for SMBs to manage sales, project, service requests and documents.

The Trusted IT Advisor can use the portal as a service accelerator to offer customized services to configure the portal into different solutions to meet the needs of each SMB.

ITUtility hosted solutions are delivered from its PortalDesk Platform, for more information contact sales or visit www.ITUtility.NET.

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.

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