



Sell a Bundle to Differentiate your SaaS Offering

Sell Hosted Exchange and SharePoint with value-added services to differentiate

The popularity of SaaS (Software as a Service) for common services like Exchange e-mail and SharePoint hosting are bringing value to businesses by enabling them to outsource non-core services. SaaS offerings can remove the complexity and cost of owning technology by delivering Exchange and SharePoint services over the Internet to businesses with the same user experience as if the servers were on-premise. But hosters offering just a hosted Exchange and SharePoint offering without value-added or bundled services are not meeting the needs of some businesses looking for more value than just the delivery of Exchange and SharePoint over the Internet.

With an Exchange hosted offering, businesses can now shutdown their Exchange servers and not worry about upgrading to the next version of Exchange, installing patches, performing backups and troubleshooting e-mail server problems. These IT headaches are now gone but what about the installation and support of Outlook, ongoing end-user technical support, end-user training, changes to the setup of the Exchange environment to meet individual business needs such as: distribution lists, shared mailboxes and e-mail aliases. Hosters that do not offer Hosted Exchange with value-added services such as managed services and training are limiting the value of their hosted offerings. Businesses outsourcing their Exchange e-mail are looking for a one-stop shop with payment options for basic services such as "pay-as-you-go" to a fully managed service with predictable ongoing costs.

With a SharePoint hosted offering, businesses need the same services offered with hosted Exchange as a minimum due to the complexity and scarce resources available to setup and support SharePoint. SharePoint is a product that provides a range of offerings from sharing documents over the Internet to vertical business solutions integrated with enterprise-class e-mail and collaboration services. Hosters offering SharePoint without value-added services will limit the potential SharePoint offers to a business and may result in the business discontinuing the use of SharePoint due to end-users inability to unlock or understand the power of SharePoint in its generic installation form. If users are not trained on how to leverage SharePoint to improve how they work and collaborate, the likelihood of SharePoint being adopted as a business-enabler technology is low.

Hosters that pre-develop SharePoint solutions for businesses will see a larger uptake in the adoption of their SharePoint offerings. Businesses using a hosted SharePoint offering to reduce costs want to reduce SharePoint costs on two-fronts 1) They do not want to spend the \$10,000 to \$20,000 needed to buy a new server and set it up on-premise plus bear the ongoing support and maintenance costs 2) They do not want to spend another \$20,000 on SharePoint development to build a custom SharePoint solution to meet their business needs. Hosters that sell a pre-configured SharePoint offering that businesses can customize will experience higher growth in their SharePoint practice and build a deeper relationship with their customer-base.

Businesses considering hosted solutions for Exchange and SharePoint should inquire into the value-added services offered by the hoster. Hosters not offering bundled solutions designed to meet the diverse needs of today's business will limit the value a business can extract from a hosted solution.

For more information on how ITUtility.NET and its Partners can help transition your business to a SaaS offering for Hosted Exchange and SharePoint, contact sales at sales@itutility.net or visit our Partner Referral Website at www.portaldesk.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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