



# Moving to the Cloud

## Challenges and Solutions for Software Providers & End Users

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# Agenda



- Who is Tech Software?
- Can we talk SaaS?
- Same old, Same old!
- It's a brave new world!!
- We're doing this why?
- 10 Questions (Provider)
- 10 Questions (Consumer)

# About Tech Software



- Software and IT services company
- Started in 1983 on IBM midrange platforms
- Windows Client / Server in early 90s
- Web development since mid 90s
- SaaS provider since 2002
  - Called Application Service Provider “back then”
- 2010 LISA Award Winner for IRBManager<sup>®</sup>
- LISTnet member
- Cloud/SaaS SIG Co Chair

# SaaS Pedigree



- IRBManager.com
  - Leading solution for managing ethical review of human and animal research
  - Dual licensing model – SaaS or Virtual Appliance
  - SaaS since 2002
  - Private IRBs, university systems, Federal and state government, military
  - 95% of clients look to SaaS
  - Appliance to appease regulatory requirements
  - 2010 LISTnet LISA Award winner

# Private Label SaaS



- Outcomes.ws – SaaS for non-profit and government outreach program management
- HIBRIDOnline.com – Hybrid SaaS & thick-client software for performing home inspections and managing home inspection business
- CYONetwork.org – SaaS for management of CYO camps, teams and other programs
- NYSalesTax.com – SaaS for researching, managing and filing Salestax in NY

# “Classic” worries



- Software quality
- R&D costs
- IP management
- Version and release planning
- Fixes (but different)
- Support (phone / email)
- Personnel
- Sales (again, different)
- Documentation

# “New” worries



- Multi-tenancy
- Backup / Restore / DR
- Security – The Three Pillars
  - Authentication, Authorization, Audit
- Availability
  - Planned and Unplanned
- Security Agreement Pass-through
  - Vendors / Data Center / GLB / SOX / HIPAA / PCI
- SLA – Service Level Agreement
  - External provider held to higher standard!

# More worries



- Browser and OS support
  - Better run everywhere! Can you test / support Mac? Linux? Handheld? Windows? What versions?
- 1 in 1,000,000
  - Internet scale! Those 1 in 1,000,000 happen... a lot!
- Hackers / DOS / DDOS
  - You're on the internet! It's not a nice place to live!
- Now IT department for 1000s of companies!
  - Stress of an upgrade!

# SaaS Advantages



- Make more money
  - Economies of Scale
  - Reach new markets (size / geography / industry)
  - Get ahead of (or catch up with) competition
- Single code base
  - Only one version to maintain
- Simplify support
  - Everyone's on same version
  - Can see their data and configuration
- Customer lock-in
- Predictable recurring revenue model

# 10 Questions (Provider Version)



- Am I running multi-tenant database?
- Do I run a single code base?
- Can I recover from a failure?
- Is my customers data secure?
- Do I understand the internet?
- Do I have automated management?
- Can I afford the long-tail revenue model?
- Do I have the infrastructure?
- Should I convert or rebuild?
- Am I delivering on my promises?

# 10 Questions (Consumer Version)



- Is application always available?
- Do my downtime windows match theirs?
- Are there legal or regulatory restrictions?
- Is my data really secure?
- Do I understand the internet?
- When and how is support available?
- What is the SLA offered? Negotiable?
- What if I need something custom?
- Do I have the operational budget?
- Am I comfortable? Is IT comfortable?