

SMBs and enterprises, Using Software as a Service (SaaS) to obtain Affordable access to software

SMBs and enterprises are using SaaS through IT companies. This growing trend puts technical knowledge & software management within reach for many businesses.

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-- SMBs and enterprises, more and more are using Software as a Service (SaaS) to obtain access to software at more affordable price points. The Adobe Creative Suite comes to mind. Once this software (Illustrator, Photoshop, Premier, etc.) were very expensive programs to own. Nowadays, most creatives have access to the entire suite for a manageable monthly fee. Where once, knock-off software with different interfacing and capabilities were gaining traction, now the big brands are able to offer their solutions as a SaaS solution. Where the challenge was in acquiring the right software, it is now in utilizing software without wasting money.

SAAS 101

Let's talk about SaaS as if we've never heard of it before. Consider SaaS to be a software management strategy based on the cloud. Instead of making large cash outlays for programs that are updated regularly (occasionally requiring a new purchase), it makes the procurement of software affordable. In essence, it takes the cost of traditional software and spreads it overtime more efficiently, while giving you access to updates & support. Who should be using SaaS? SMBs, enterprises, & franchisors that lack capital necessary to spend on software. I mention franchisors, because prior to SaaS, businesses bought separate licenses for each employee, which becomes exponentially costly at scale. A business leveraging SaaS does so to eliminate multiple pain points such as regular updating, maintenance, hosting complexities, & costs. These businesses often experience a significant



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decrease in operational cost when they incorporate SaaS into their business models. Still wondering where the software is or will be accessed? The entirety of the software is available via the web.

WHY DOES AN SMB NEED SAAS?

Think about it this way, individual software licenses are costly. When a business needs to purchase several individual software licenses, the cost escalates; there is often no economy of scale. Licenses are expensive; even still, it's the obvious expense. What about the expenses attached to proper maintenance and infrastructure? These two must be in place for monitoring, hosting, troubleshooting, etc. The SaaS model places these responsibilities in the hands of an IT solutions provider.



It becomes exponentially more difficult to remain within your operational budget if your business expands faster than you have expected. Let me put it this way. If you outgrow your ability to update, manage, and troubleshoot your software, your in house expense & outsource expense will increase at an unnecessarily higher rate than you can project. You do not want your software to become the pain point in your own company's evolution. SaaS allows your tech to keep pace with your company's growth. SaaS is scalable and is not a one size fits all solution. Here is a common misconception we hear. How can your offsite firm troubleshoot our in-house software needs? Remember SaaS is software located in the cloud and maintenance can be performed remotely. One advantage of having a SaaS solution with a technology solutions company is that it places an entire army of technology savvy team members at your fingertips.

No one talks about this, but a part of retaining talent, is providing the right tools for the trade. That includes using the latest software versions. Do you need a SaaS provider? Technology Solutions is an I.T. services team in Tulsa, Ok with clients located across the Midwest and East Coast. Technology Solutions is a top provider in the IT space and has a unique value proposition, according to [CEO Kevin Shoemaker](#), "we provide you with a customer service first approach to your IT needs."

Technology Solutions also provides [outsourced IT management](#), server management, network management, digital security, data backup management, cloud computing, [web development](#), [SEO services](#), and more.

INDUSTRIES WE SERVE

As a solutions targeting SMBs and enterprises, we find ourselves in about every industry. But here is a list of a few that we have addition experience and expertise in:

- Banking
- Healthcare
- Hospitality
- Transportation
- Manufacturing
- Accounting
- Legal
- Oil & Gas

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