

# ICT jako služba

Jiří Polák  
11. května 2010

- Co
- Co ne

Let

letištní poplatky, palivové příplatky

Elektřina

pronájem hodin, platba za maximální odběr

- Když není Co – náhrada, pokuta

Náhradní let, pokuta, jídlo a ubytování při čekání

Dieselagregat, za každou minutu bez elektřiny pokuta dle ročního odběru

- Od kdy do kdy
- Kolik za to

**Služba**

- Cloud is central focus point
- Accessing Cloud means Connection
- Using Cloud means SaaS

**ICT as service, SaaS, Cloud**

- Co připojení software
- Co ne pronájem zařízení, hlasovou linku, TV, za volání na help line upgrade, opravy chyb, moc za údržbu
- Když není Co – náhrada, pokuta  
Náhradní připojení, pokuta za dobu neprovozu, pokuta za špatnou fakturaci  
oprava v termínu, pokuta za zdržení, pokuta za ušlý zisk
- Od kdy do kdy
- Kolik za to

Software as a service (SaaS) provides a fundamentally faster way to achieve business value. This growing approach to building and maintaining applications in the [cloud](#), offers a number of benefits, including:

Faster application deployment, especially when integration with enterprise resource planning systems is optimized.

Access to a broad array of functional and business capabilities with reduced requirements for IT infrastructure and lower up-front costs than with on-premises software.

Greater flexibility to adapt to changes in business and sales cycles.

Lower total cost of ownership due to off-premises hosting of non-core infrastructure and inclusion of maintenance budgets within service contracts.

More time for the IT department to focus on innovation and creating new applications and less on software maintenance, support and management.

Increased user adoption and performance.

Furthermore, SaaS can have a big impact on business models because its use encourages the development of processes that span the enterprise, making it easier for a company to become even more focused on what distinguishes it from their competition. For example, Navtare, a wholly owned MC company that provides online booking services for airlines, used SaaS to revolutionize the airline industry by providing better administrative and strategic services to airline customers at a lower cost, enabling airlines to focus on competitive differentiation rather than spending their energies on reservations.

# Introduction

Software as a service has the potential to help companies transform the way they do business, enabling greater flexibility.

- **Providing systems integration and technology services for clients seeking to implement third-party SaaS solutions.** For example, MC helped an open source solutions provider use SaaS to transform its sales force automation approach and achieve staggering results—a 75 percent reduction in errors related to sales orders and the creation of a deal pipeline that routes 10,000 new leads per month.
- **Assisting clients with planning, developing and hosting their own SaaS applications to offer to their customers.** For example, MC is advising a communications company on how best to become a SaaS provider to extend its offerings and break into new segments to gain greater market-share and achieve longer retention of more satisfied customers.
- **Building, hosting and running MC's own SaaS solutions for clients to use.** For example, Navtare's online booking system uses SaaS to support the airline industry. Navtare allows airlines to focus on new opportunities, increase operational efficiency, enhance customer service and optimize profits.

## Business Strategy View

- **Ahk: CRM Software** . Ahk teamed with MC Development Partnerships—a group within MC that provides strategic advice and technical project management support to non-profit organizations.

The results? Through a first-of-its-kind business model, MC Development Partnerships, delivers affordable world-class consulting services to Ahk. MC helped Ahk implement a Salesforce customer relationship management solution that delivers up-to-date information, greater employee effectiveness and reduced IT effort.

- **French Communications Company.** MC worked with this organization to align sales processes and integrate legacy systems with salesforce.com for improved performance, following a recent acquisition. MC used its off-shore development team to overcome the complex data migration, cleansing and integration challenges for hundreds of thousands of records stored in data warehouses. The team was able to achieve this within six months, providing a streamlined sales process and the sales team with a user interface that improves efficiency, effectiveness and productivity.

# Examples

- Financial statements role
- Data security
- Data ownership
- Personal data protection
- Difference Outsourcing, SaaS
- How to buy – CAPEX

**SaaS issues**

- **Open source solutions provider.** MC worked with a leading open source solution provider on a transformative, value-focused program that used SaaS to reduce administrative time and increase the company's deal pipeline.

The results? North American credit checks between the SaaS solution and the organization's enterprise resource planning system have reduced manual validation between sales and finance by more than 70 percent. Systematic order validation has decreased error handling around sales and order management by 75 percent. The loading of opportunities with channel partners has saved inside sales personnel more than 10,000 hours. The automation of lead distribution has created an incremental deal pipeline that continues to route about 10,000 new leads per month to the organization's channel partners.

## Examples

- **Global High Tech Organization.** Using its agile SaaS methodology, MC helped this organization improve productivity and sales performance by integrating Salesforce CRM with critical sales systems around the world—arming the company with a closed-loop marketing process and its sales team with the training and tools needed to accelerate return on investment.

The results? Improving lead churn by seven times globally and a 15-day improvement on the average time to touch a lead.

- **Lawson, Inc.** MC and salesforce.com worked with Lawson, Inc. in Japan to rebuild and migrate 400 Notes applications, including workflows, onto Force.com (salesforce.com's cloud platform). CIO commented, "What would have taken over one year to achieve on premise, was completed in two months and at about one-fifth the cost of traditional development."

## Examples

- **Introduction to Software as a Service, multi-tenancy, and cloud computing**
- The journey from a traditional application service provider model to a Web delivery model has many entry points and approaches, with differing costs and benefits for the service provider and for the service developer. The goal is to continually improve cost efficiencies while lowering total cost of ownership through scalability. The key technical challenge is multi-tenancy, or how to support multiple client organizations from shared instances of the software solution.
- In this half-day seminar, we will present three major approaches for enabling multi-tenancy which differ in the degree of resource sharing and development complexity. We will also discuss the technical challenges to adopting the SaaS model, how MC middleware can help address those challenges and how the Amz pre-loaded with MC middleware can give you a low cost, scalable, pay-as-you-go model to meet your development and deployment needs.

**MC's Seminar**

- Security – by scanning networks, operating systems, middleware layers and web applications. It also performs automated penetration testing to identify potential vulnerabilities. This provides customers with an accurate security-risk picture of cloud services to ensure that provider and consumer data are safe from unauthorised access.
- Performance – by making sure cloud services meet end-user bandwidth and connectivity requirements and provide insight into end-user experiences. This helps validate that service-level agreements are being met and can improve service quality, end-user satisfaction and loyalty with the cloud service.
- Availability – by monitoring cloud-based applications to isolate potential problems and identify root causes with end-user environments and business processes and to analyse performance issues. This allows for increased visibility, service uptime and performance.

**MC Cloud Ass helps customers validate:**

- For Infrastructure as a Service, it helps ensure sufficient bandwidth ability and validates appropriate levels of network, operating system and middleware security to prevent intrusion and denial-of-service attacks.
- For Platform as a Service, it helps ensure customers who build applications using a cloud platform are able to test and verify that they have securely and effectively built applications that can scale and meet the business needs.
- For Software as a Service, it monitors end-user service levels on the cloud applications, loads tests from a business process perspective and tests for security penetration.

“There is no question that cloud computing is providing a new set of opportunities for businesses, but it presents new risks as well.”

**MC Cloud Ass provides control over the three types of cloud service environments:**

- **SaaS saves money:** A recent study found the total cost of operating an on demand software package is **50% less** than implementing and managing an on premise solution.
- **Quick implementation:** With SaaS, software can be deployed in days and weeks, rather than months to years with traditional license-and-install software.
- **Scalability:** By outsourcing application infrastructure, companies are able to scale according to their partner's operational capabilities, which are designed to accommodate the growth of business by orders of magnitude beyond their own. This allows rapid and seamless platform extension, geographic expansion, and worry-free bandwidth growth to support your business needs.
- **SaaS allows greater IT department focus:** With SaaS, they can offload the delivery and maintenance of software applications to their enablement partner, allowing internal IT and engineering to focus on strategic initiatives. The SaaS firm invests in the technology, hardware, and ongoing support services, freeing the customer from those expenses.

## Benefits

- **SaaS is a lower risk alternative:** Small and midsize companies live in fear of the failure rates of large-scale ERP and CRM implementations. With SaaS, the expense and risk of implementation are greatly reduced, and the return on investment is greatly improved.
- **Application Security:** The SaaS model provides end users access to highly qualified security professionals and technologies for monitoring and response to network and application breaches and attacks.
- **Finally, SaaS produces healthier relationships:** The SaaS provider earns its return over the term of the relationship, rather than front-loading costs via a license sale. There is tremendous incentive for SaaS provider to continually improve their offering as well as their customer service

## Benefits