

Konverge SaaS Catalyst Program

The Software-as-a-Service (SaaS) market is positioned for rapid growth. Gartner Group reports that the global SaaS market reached \$6.3 Billion in 2007 and may hit \$19.3 Billion by 2011. Some analysts predict that 80% of small and medium businesses – a market of millions – will sample SaaS applications in the next year. Some of the challenges that Independent Software Vendors (ISVs) face in transitioning to the “Software as a Service” model is SaaS business expertise, time to market concerns, support requirements, architectural limitations and limited resources. **Konverge SaaS Catalyst Program** will help you understand the potential of this paradigm shift and will collaborate with you to deliver successful SaaS implementations.

ADVANTAGES OF SaaS BUSINESS MODEL:

FOR ISVs	FOR END CLIENTS
	Free & Easy Software Upgrades
Competitive Advantage	Higher ROI
Reduction in Development Costs & Cycles	Lower upfront Costs (Pay Per Use)
Predictable Revenue Stream	Free of Maintenance
Time to Market is Reduced	Remote Access
Improved User Support	Quicker Implementations

STARTUP ISVs

Konverge prides itself on helping new startup SaaS players by bringing an understanding of the business models involved in a SaaS delivery model, as well as creating production ready code, reducing time to market and showing flexibility in our costing approach. Our unique development methodologies, partnerships and diverse business experiences combine to ensure your SaaS realization.

TRANSITIONING ISVs

who are looking into the SaaS business model will specifically benefit from the Program. The **Konverge** SaaS Catalyst Program produces a business case that indicates the impact of “Software as a Service” on an ISV’s current business. Based on these results ISV’s could make an informed decision with regard to SaaS ventures, and would be poised to achieve SaaS implementation success – and most importantly, would know how to get there...

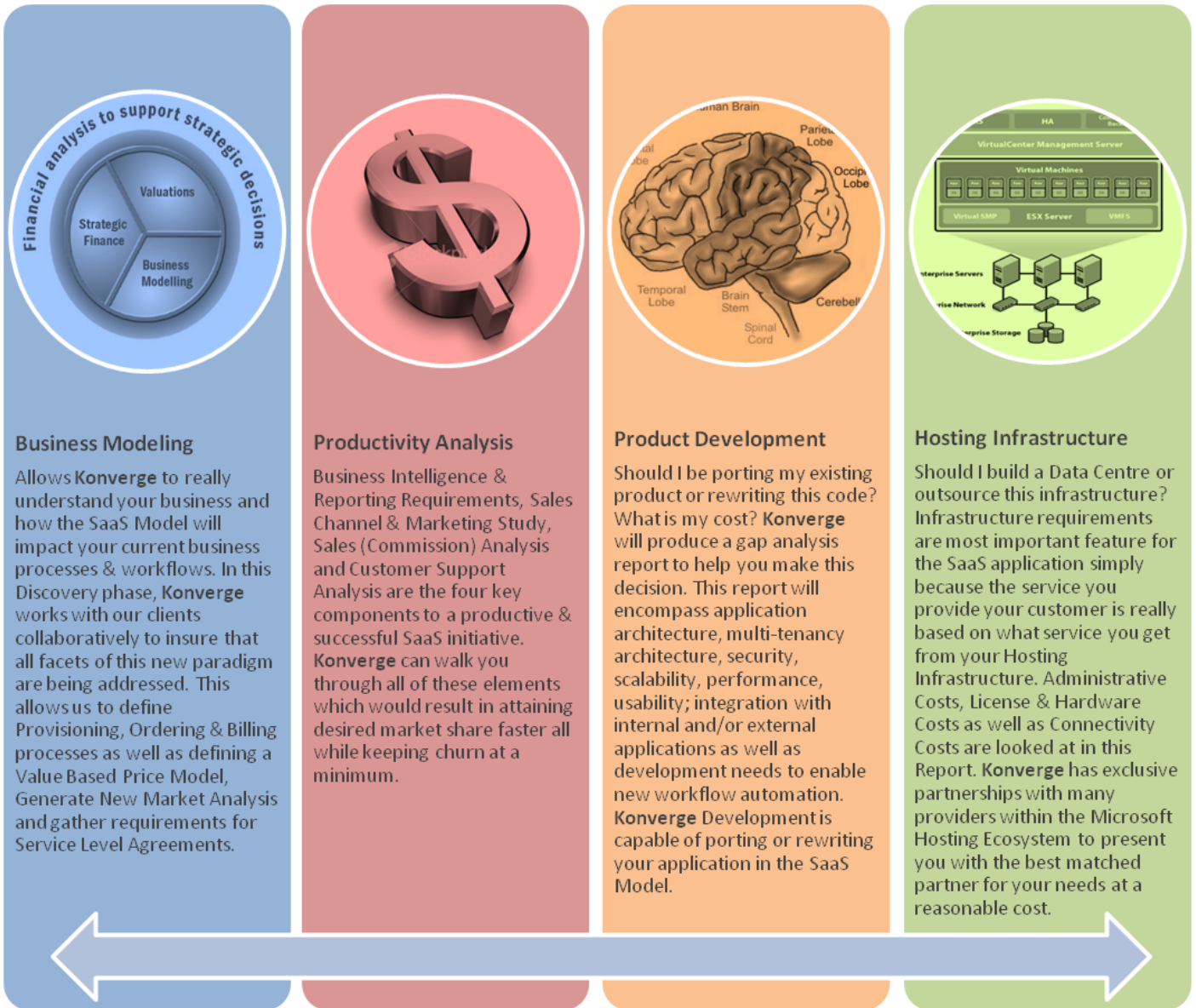
CURRENT SaaS ISVs

Konverge understands the core business issues a SaaS provider is facing and through this commonality can easily integrate with your existing team and operations. We can help you achieve SaaS application adoption by employing our expertise in usability and design which ultimately increases your company revenue.

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SaaS ENABLEMENT FRAMEWORK:

The Software Marketplace is in a process of rapid change. The move to on-Demand Software Delivery is one part of this change. Our SAAS Enablement Framework ensures successful adaptation to this new paradigm shift in software delivery.



Partnering with the right SaaS Enabler is a move towards successful SaaS implementation.

To learn more about our SaaS catalyst program call us at 416-640-2345