

SaaS Management

Others

- LeCayla "metering and billing"
- aria billing
- Convergys
- soup-to-nuts setup and admin'ing
- consulting on setting up OpSource
- managed hosting
- in-stealth mode Rails people
- 3Terra
- Amazon EC2 grids/HA
- Terracotta
- Azul
- they're always threatening to something
- grid for batch processing Sun
- Connections seems like something
- people like Hyperic have several SaaS-like sales, e.g., Ask.com
- systems management 2.0
- KANA customer service out-sources
- Cast Iron integration
- Akami
- BT with Azul
- other telcos may get wise to the backbone connection they have
- the big hosters
- Rackspace
- IBM
- eBay internal in-house development
- ekartha SaaS developers
- off-shore houses
- other startups in stealth mode
- SalesForce
- NetSuite
- Microsoft
- Google
- AdventNet Zoho application vendors going SaaS
- other Office 2.0
- do we need to wait for retirements? bug question is when?
- scaling management billing
- "enterprise" demands for high-touch
- new entrants will learn hard way
- attendees speakers sponsors
- Check out OpSource SaaS Summit

What is it?

Providing the infrastructure and support for using and providing Software-as-a-Service NOT providing IT management itself as a service

Markets for

- People using SaaS
- SaaS providers themselves
- Re-sellers of SaaS
- existing companies converting packages apps to SaaS apps

Scenarios and desires

- supporting Google Apps
- integrating with SalesForce
- audit/tracking across several different SaaS apps
- ensuring uptime of composite / mashup apps
- Glass-buses integration in the browser rather than server
- See Gomez pitch
- mix and match services to get best price
- like Dell just-in-time
- keep no "inventory" of SaaS
- collaborating across silos rather than being stuck in silos
- collaborative systems management
- using high volume of similar data to do dumb AI e.g., the Google trick of spell checking
- testing out new features on limited set
- see if new page design increases or decreases sales
- Amazon does this
- SaaS consumers want something simpler and less costly
- simplicity!
- integrating with non-SaaS software data silos
- selling high volume vs. high price
- virtual companies see Bruce Sterling's SXSW 2007 talk
- SaaS provider providing "virtualized servers" like Amazon EC2 it seems like you're own server
- reporting on uptime to clients
- doing sysadmin'ing for clients
- customers want cheaper prices
- no hardware buying
- like "leasing" of mainframe days
- both delivering frequent, small updates
- Agile development
- the flickr model sometimes more than one update a day
- growth can be classic bottom up
- circumventing IT dept. and official policy
- compare to IM
- cultural changes from packages apps to services

Concerns and Features

- like old time sharing stuff on mainframes billing
- SaaS consumers could sue providers for downtime
- insurance financial
- direct link to business
- Downtime as critical as retail and financial services
- uptime/SLA reporting
- basic monitoring and management
- what does it look like to the rest of the world?
- global "ping networks" like Gomez
- performance testing from outside nodes
- cluster/HA provisioning and management
- install of new apps
- what if data-center burns down?
- viruses effecting data-center
- one SaaS consumer could "infect" another SaaS consumer
- disaster recovery and fail-over
- pull in CRM info, etc.
- may need "sloppy thinking"
- Integrate across many different systems and networks
- getting data up to the cloud
- getting data down from the cloud
- integration
- audit trails
- development and deployment
- encrypting customer data so you can't snoop on it
- don't want your SaaS provider to get your trade secrets
- The Google Problem
- security
- what does a SaaS consumer do if a competitor buys their SaaS provider?
- physical security
- OpenID
- integrate with consumer apps
- multi-silo single sign-on
- provisioning
- de-provisioning
- identity
- as people/identities change roles and, thus, rights
- maintenance
- reputation/trust servers
- hardware
- crap boxes
- high-end servers
- networking
- DNS and Internet config management
- geo-centric performance tuning
- WebEx
- LogMeInNow
- remote log in inside fire-wall
- sys admin
- other desktop sharers over port 80
- retrieving data from inside fire-wall
- helping find the cheapest rates
- figuring out which SaaS consumer is using the most
- power consumption
- could laws and regulations be passed that would effect data-centers?
- environmental impact
- enforcement
- theft
- IP law
- as data-centers spread over the world, how do local laws and cultures impact the SaaS?
- local laws
- Steve Jackson case in Austin from early 90's
- Local laws about seizing hardware and data
- storage
- running one version for everyone
- running multi-versions
- configuration and chance management
- order management
- retail
- distribution integration

