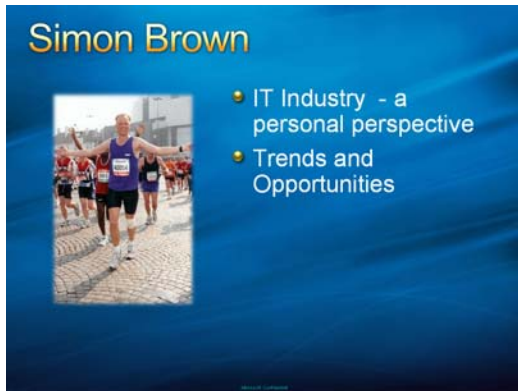**Slide 1**

Talk about SaaS – we take a fairly expansive view. Describe it as S+S.

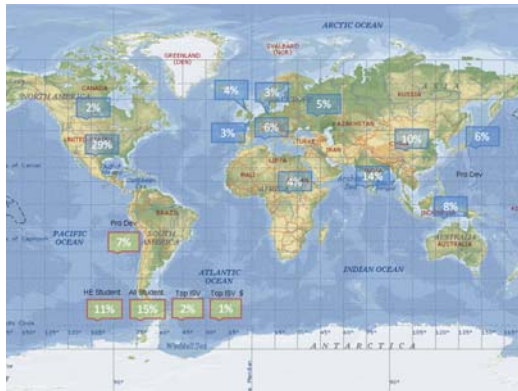A little background about me – worry about the platform that
Spent the last couple years handling generational leap to .NET, building server business
Focus today is on expanding platform scope across clients, servers and services
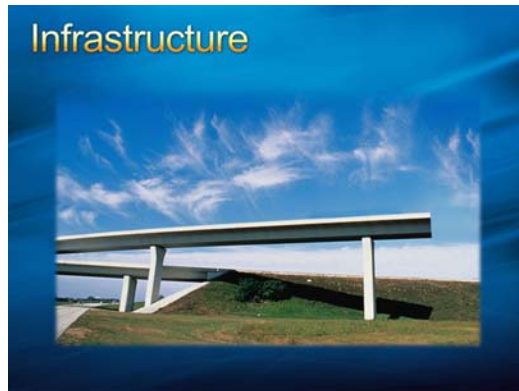
Slide 2

Slide 3

Slide 4

Tools, Capture Imagination (IC), Role models (Greek students), Commercial readiness (Egypt),

Slide 5

Slide 6

Slide 7

Slide 8

At a more mundane and simplistic level, is a debate between s/w vs. services

Deceptive in that services are software, software evolves

The tradeoffs discussion

Slide 9

Doesn't have to become a tradeoffs thing
How do you get the best of the web app + the best of the local/on-premise app?
These things come together as s+s

Zoho

At a more mundane and simplistic level, is a debate between s/w vs. services

Deceptive in that services are software, software evolves

The tradeoffs discussion

Competition drives this

Media, financial services

Client-services…

Outlook/Exchange
NewsGator
New York Times
Windows Live Writer
Google Mobile/Yahoo?
AIM/Y! WPF
Xbox Live
MSN Excel Toolbar
Office Small Business Accounting???
Windows Home Server – DDNS
OneCare
MS CRM
MetaCafe
NONE CLIENT FOCUSED ONES?

Salesforce.com Offline Edition

Slide 10

Mapcity http://www.mapcity.cl/
Mapcity is Chilean company, focused on location-based analysis and search services. Mapcity introduced the concept of GeoBusiness to use these technologies to support business. They have customers in the Telecommunications; Natural Resources; Mining; Gas & Oil; Security & Logistics industries. Mapcity's web site has 1.6 M PVs/month, offering services in 6 cities in 4 countries in Latin America. Mapcity is an example of a software plus services strategy.

Multi-headed Client
Mapcity Desktop Manager. Desktop *Connected* application for searching and editing of maps online without a browser. The user can visualize and customize road maps and aerial imagery. Output maps can be saved on the local hard drive for off-line use and integration with documents.
Mapcity Gadget. Windows Vista app which allows quick and easy address search from the Sidebar. You can find and address and see the map through Internet without a browser.
Mapcity Outlook Add-in. The user can easily consume the geo-localization services that Mapcity exposes directly from Outlook.
Mapcity Toolbar. Toolbar for IE which allows access to Mapcity.com basic functionality.
Mapcity Mobile Services. Localization content for mobile phones through WAP, SMS and MMS.

Services
Mobile Location & Mapping Services through WAP, SMS and MMS.
GPS Monitoring Service through Internet
GeoBusiness:
Geographic distribution of customers and competition.
Geo-referenced content for Internet
Customer segmentation and prospect generation
Location selection for new points of sale
Solutions to support logistics and distribution
Databases of Enterprises for contacts
Location of services and directions
Sales of software, base cartography and geo-referenced information.
GIS projects
Time-series analysis to understand when and how events occur and evolve. Combined with geo-referenced systems to know the where
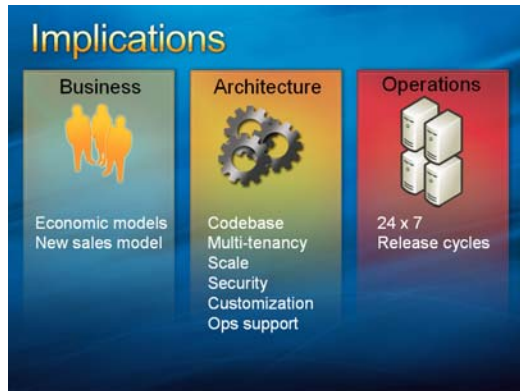
Slide 11

More examples abound

Service-only or software only – these experiences are virtually impossible to deliver

Xbox
Fastest-growing subscription-based service in history – faster than AOL, faster than HBO
Xbox 360 – 10.4 million in Dec – half of those customers are on Xbox Live

Slide 12

Slide 13

Slide 14

Unfortunately all those things left as exercise for the developer

. Platforms pretty piecemeal at best.

"End of history"

Lots of piecemeal efforts around the industry – have a glimpse at how they come together

Experience matters
Multiple PCs and devices
Disconnected Use
Multi-headed

"Software as a service"
Software deployment & servicing
Service operations
Cloud and on-premise

Bottoms-up, cross -organization
Identity
Server-service symmetry

"Mash-ups" at multiple levels:
Service
Data
UX (= User experience)

Subscriptions
Transactions
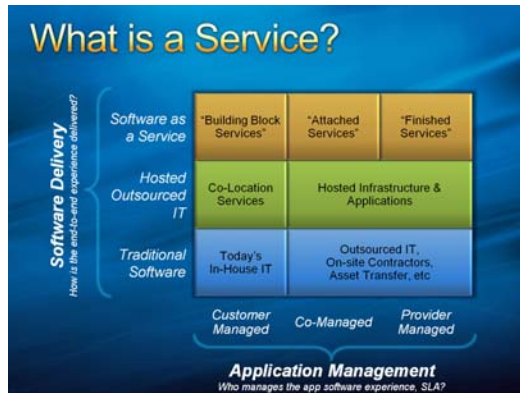Advertising
Licensing

Marketplaces
Measur

Slide 15

Slide 16

Slide 17

Services is an overloaded word
We all kind of know it when we see it
Flip answer is services are servers someone else
is responsible
But will share our broader taxonomy