

A close-up photograph of a person's hand plugging a black network cable into a port on a network switch. The background is blurred, showing other cables and a red light on the switch. The overall color palette is dominated by blues and greys, with a warm skin tone from the hand.

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High performance. Delivered.

Accenture and Software as a Service

Accelerating Business Value
with SaaS for High Performance

• Consulting • Technology • Outsourcing

SaaS provides organizations with another way to improve business performance—and accelerate ROI.



Accenture 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.

In today's highly competitive, economically challenging business environment, organizations are seeking to be more nimble and flexible. Business and IT leaders are faced with the challenge of improving performance, while generating the most from both old and new IT investments—attaining this goal involves ensuring that all systems and business processes work seamlessly, especially across multiple geographies.

Software as a service (SaaS) is a way to subscribe to software on-demand, instead of an application that an organization must buy, maintain and upgrade itself. Because SaaS applications run on the provider's servers, the provider manages application access and performance.

Using SaaS provides a fundamentally faster way to achieve business value. Other benefits of using SaaS include:

- Faster application deployment, especially when integration with ERP systems is optimized.
- Rich access to functional and business capabilities, with reduced 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 planning and less on software maintenance, support and management.
- Increased user adoption and performance, leveraging the take-up of SaaS applications that business users helped create.

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 them from the competition.

While SaaS is only one tool in the technology mix, it has great potential on the road to high performance. Software as a service provides companies with another way to improve business performance and accelerate ROI. For the best results, it is important to determine the optimal mix of SaaS and on-premises technology that will work for your organization. Accenture can help.

Accenture's Software as a Service Capabilities

To help clients realize immediate benefits from SaaS, Accenture offers services in three areas:

- **Providing systems integration and technology services for clients seeking to implement third-party SaaS solutions.** For example, Accenture worked with Aon to deploy a piloted solution globally in more than 100 countries at high speed—an average of eight weeks per region, once the global core solution was established.
- **Assisting clients with planning, developing and hosting their own SaaS applications to offer to their customers.** For example, Accenture 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 Accenture's own SaaS solutions.** For example, Navitaire's online booking system is enabled by SaaS to support the airline industry. Navitaire allows airlines to focus on new revenue opportunities, increase operational efficiency, enhance customer service and optimize profits.

Why Accenture

Accenture has a proven track record of using SaaS to help organizations achieve high performance and measurable business results. By identifying which business processes provide competitive advantage and developing an end-state business and IT architecture, Accenture helps organizations use SaaS across the enterprise to avoid stand-alone departmental deployments that hinder the achievement of impactful results. It also addresses the most common integration and data challenges that are inherent in implementing SaaS for the enterprise.

- Accenture brings the right people to bear on SaaS engagements at the right time, across 17 industries and many functional domains.
- Accenture's highly specialized SaaS experts, located throughout our Global Delivery Network, are already trained in the type of SaaS solutions that our clients want.
- Building on more than 30 years of systems integration and data management experience, our professionals have all the technology skills critical to implementing enterprise-wide SaaS solutions.

Accenture also brings packaged SaaS-specific assets to reduce implementation time and deliver proven business results. These include:

SaaS Proof of Value Accelerator

This metrics-driven approach rapidly deploys technology, with limited customization, within eight to twelve weeks. Both business processes and technology are enhanced "in production" with a group of pilot participants until verifiable revenue gains, cost reductions and/or stand-alone ROI are achieved. The solution is then deployed at scale to your satisfaction.

SaaS Elastic Capacity Model

This tool helps speed SaaS changes across the enterprise while maintaining strong controls. This helps to ensure predictable delivery for both development and maintenance – including streamlining processes and governance models between business and IT.

Accenture Delivery Methods—SaaS Extension incorporates SaaS best practices into its deliverable templates and estimating models, to help deliver proven results and minimize risk.

Five tips for getting the most from SaaS

1. Exploit the take-up of SaaS at a "grass-roots" level, in parallel with a strategic approach, to define how SaaS can drive sustained business value.
2. Identify the key behavioral changes against the business process map, using SaaS-enabled metrics to promote and track the change.
3. Develop an end-state architecture blueprint to guide integration and master data management to minimize rework on an iterative cycle.
4. Lay the foundation for new, ongoing collaboration between business and IT. Do not underestimate the impact of organizational differences in support of the SaaS model.
5. Create a learning environment where SaaS enables rapid course correction and incremental transformation.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 187,000 people serving clients in over 120 countries, the company generated net revenues of US\$23.39 billion for the fiscal year ended Aug. 31, 2008. Its home page is www.accenture.com

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