

Cloud Services Models "SaaS"

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Overview

- **Cloud Software as a Service (SaaS) .**
- **Characteristics of SaaS.**
- **SaaS Examples.**
- **What is Salesforce.**
- **How Does Salesforce Work**
- **Strategies for successful Salesforce implementation.**

Software as a Service (SaaS)



- SaaS is basically a term that refers to software in the cloud.
- It represents the capability provided to the consumer to use the provider's applications running on a cloud infrastructure.
- The applications are accessible from various client devices through an interface such as a web browser (e.g. web-based email like Gmail is a form of SaaS provided by Google).
- The consumer does not manage or control the underlying cloud infrastructure including network, servers, operating systems, storage, or even individual application capabilities.

Characteristics of SaaS:

- SaaS systems have some defining characteristics:
 1. **Availability via web browser:** SaaS software never requires the installation of software on your laptop or desktop. You access it through a web browser using open standards or a browser plug-in.
 2. **On-demand availability:** You should not have to go through a sales process to gain access to SaaS based software. Once you have access, you should be able to go back into the software any time, from anywhere.
 3. **Payment terms based on usage:** SaaS does not need any infrastructure investment or complex setup, so you should not have to pay any massive setup fees. You should simply pay for the parts of the service you use as you use them. When you no longer need those services, you simply stop paying.
 4. **Minimal IT demands:** SaaS systems don't require a high technical knowledge for their configuration.

SaaS Examples

SuccessFactors
People Performance

NETSUITE
ONE SYSTEM. NO LIMITS.

SUGARCRM.
COMMERCIAL OPEN SOURCE

Constant Contact
Connect. Inform. Grow.

webex

salesforce.com
Success On Demand.

xactly
Incent right. Sell more.

intuit.

Intacct.



Concur

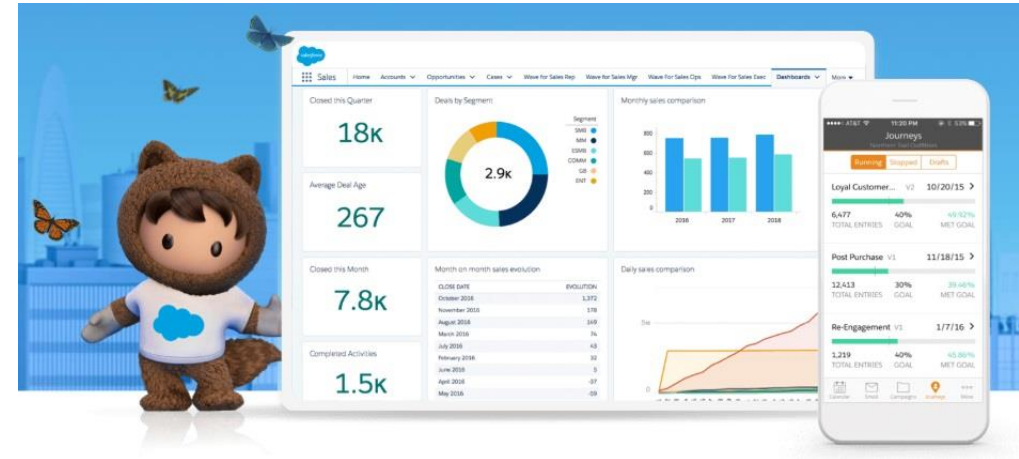
salary.com

Google
Apps

ZOHO
Work. Online

Taleo Talent Drives Performance

Salesforce.com



- **Salesforce** is a customer relationship management solution that brings companies and customers together.
- It's one integrated CRM platform that gives all your departments — including marketing, sales, commerce, and service — a single, shared view of every customer.
- The Salesforce platform provides a wide variety of applications ranging from Sales cloud, Service cloud, Marketing cloud, Commerce cloud, Einstein Analytics and more to help the business succeed.

Applications of Salesforce

- **Salesforce Marketing Cloud** is a customer relationship management (CRM) platform for **marketers** that allows them to create and manage **marketing** relationships and campaigns with customers.
- **Salesforce Service Cloud** is a customer relationship management (CRM) platform for customer **service** and support, based on the company's CRM software for sales professionals.
- **Salesforce Einstein:** is a set of AI technologies that allow Salesforce users to use algorithms to analyze data inside Salesforce. Einstein can be used to automate reports, pinpoint workflow needs, and even analyze the effectiveness of teams.

Salesforce.com

- Though the bulk of its revenue comes from its customer-relationship management (CRM) service, Salesforce also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics and application development.
- Business can also be documented through uniting your marketing, sales, commerce, service, and IT teams with one integrated CRM platform.



How Does Salesforce Work?

- The company is a service as a software (SaaS) - which means it uses a cloud-computing, software distribution model that hosts applications and makes them available online.
- Salesforce hosts numerous different cloud platforms that allow companies to interact with different data and service their customers in various capacities.
- Salesforce was the first to successfully implement a cloud-based CRM software. As a cloud-based service, Salesforce capitalizes on the benefit of data storage and accessibility from anywhere to draw a customer base.
- Using a cloud-based software allows companies to track live data, community discussions and manage analytics from anywhere - and with constantly updating speed and accuracy.

Strategies for successful Salesforce implementation



Strategies for successful Salesforce implementation

- **Step 1:** The first step is to plan your strategy as to how do you want to go through the entire implementation process. Recognize the key areas, recognize the main obstacles, and formulate a plan to overcome them.
- **Step 2:** The second step is to arrange a good team. Pick relevant members. Assign their duties with clear and precise instructions. Make sure that they have understood their role properly.
- **Step 3:** The third step is to gather all the data that you can and start compiling and uploading it on salesforce platform, to later retrieve it from there.

Strategies for successful Salesforce implementation

- **Step 4:** The fourth step is to formulate a plan of action to put your implementation in motion (قيد التنفيذ). Make a good design keeping in mind the data available to you and the capacity of your task force to handle it.
- **Step 5:** The last step is to see the results of your implementation. If it does not look like something that it should have then stop right there and move in a different way.

H.W.

What is the App engine by Google Cloud ?



Google
App Engine

References

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- Web site (<https://www.janbask.com/blog/paradigms-salesforce-implementation-testing/>)