



## Benefits of Software-as-a-Service for Your Growing Business

Growing and established businesses across the world are now embracing the SaaS business model. The cloud-based tools are gaining more traction as the most effective alternative to the on-premise software and hardware development. A report by Computer Economics indicates that over 60% of companies utilize a section of these solutions in their day to day operations, with about 36% working to increase their investment in the subsequent months. These statistics emphasize the need to implement innovation in your growing business.

What is SaaS?

Also known as Software-as-a-Service, this is a system that offers centrally hosted applications and tools through the internet - but as a service. Instead of the long installation processes and expensive maintenance, you can access any tool via the internet. Due to the convenience it offers, it is now a popular method used to deliver business applications such as:

- Office communication software
- Accounting and payroll programs
- Customer relationship management (CRM) tools
- Enterprise resource planning tools
- HR Management programs

Why SaaS could be the real deal for your growing business

Adopting a SaaS business model offers more advantages than using regular software installations within the premises. The most significant benefit is that you do not have to purchase, install, update, or maintain software or hardware. Instead, you can easily access them through the internet.

Here are more benefits of SaaS to small and medium businesses:

- Lower costs

SaaS software is sold through subscriptions, and you will find it more economical in the long run due to its multitenant nature. The subscriptions eliminate the hefty licensing fees that are paid upfront when acquiring on-premise solutions. Also, it allows your growing business to utilize efficient software that you could not get due to the high licensing costs. Finally, the system is inexpensive to maintain since it is only the provider who owns it and splits it among different customers.

- Flexibility and scalability

Adopting the SaaS model in your business also offers greater flexibility and is the reason why smaller companies have

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## Upcoming Events

**Lunch & Learn: Is Cloud Computing Right for Your Business?**

*September 19, 2019*

**Panel Discussion: Cyber Security**

*October 17, 2019*

**Webinar: Windows 7 End of Life**

*November 13, 2019*

For more information on our upcoming events, please visit  
<https://www.tcsusa.com/calendar/>.

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gotten a competitive edge over the older and slower competitors. Its prices are based on your usage metric, so you will only pay more if you are getting extra benefits from the product. Over time, you will be able to scale without the fear of paying huge upfront charges for a product that may not match your needs in the long run. Also, you do not need to keep upgrading your hardware regularly since your provider will handle that.

- Speed and ease of use

Selection, deployment, and implementation of the software model is easy with factors like effort and time stacked up. Since cloud applications are faster to deploy, your installation and administration efforts will be reduced. The quick deployment gives you a competitive edge while also increasing your ability to speed up the benefits to your business.

SaaS delivers excellent value to users fast, and companies can quickly implement changes when they need them.

- Less time to benefit

Buying the software and utilizing it are two different things. For traditional solutions, it may take you months or even years between licensing and readiness for use. SaaS tools, however, are cloud-based, and you can begin to benefit immediately. Usually, you will only be required to sign up using your name and email address to have instant access.

- A range of updated features

Using business apps with efficient features makes work more enjoyable, leading to high productivity among your employees. These tools can guide your team to make informed decisions instantly as opposed to traditional systems that heavily rely on upgrades. Since the provider manages the upgrades, you can focus on new capabilities while the functionality and security improvements take place in the background.

- Improved performance and time efficiency

The deployment time for SaaS solutions is less than what it would take with standard systems. Also, you can deploy the system across different regions, so you can avoid the expenses associated with the roll-outs. Furthermore, you do not require additional hardware, and you can increase the users without any hardware improvements. Also, the maximum network performance of the applications is adaptive to your requirements. With providers handling issues like availability, security, and performance, this should be a necessary improvement if you aim to grow your business.

- Higher adoption

The less time required to begin benefiting and the ability to use the tools from any location lead to increased adoption rates. If you see immediate benefits from this tool, there are high chances that you will stay engaged. Subsequently, a viral effect could take hold in your company, and the number of users can increase rapidly. Finally, some of these tools have their free tier, so your employees can begin utilizing the software without approval from any higher management.

Software as a service should be your next move if you are looking for solutions that can meet the requirements of your growing business.

## 7 Best Software-as-a-Service Offerings for Your Business

Most businesses are familiar with the concept of Software-as-a-Service (SaaS) - software that can be licensed and then accessed online via a subscription rather than through individual software installs.

At Total Computer Solutions (TCS) in Greensboro, NC, we have analyzed the best SaaS solutions for business owners. Keep reading for the results. At TCS, we understand that determining and transitioning to the best combination of cloud software to suit your company can be a daunting task. If you believe one or more of the solutions detailed below is the right fit for your business, contact TCS now for help onboarding this new software.

- Microsoft Office 365:

This Microsoft product is a full suite of productivity software, including the tried and true applications Outlook, Word, Excel, and PowerPoint. The suite comes as three different offerings, including different applications such as OneDrive for storage and Microsoft Teams for collaboration. This also includes various levels of protection and are offered at different price points, allowing businesses to select the right mix of options to serve their needs.

- Google Apps:

G Suite offers a full range of Google productivity solutions. Much like Microsoft Office 365, G Suite comes with three different levels of offerings. Only two, however, are intended for business use - the Business and Enterprise offerings. Some applications such as Google Voice are available as add-ons. While Google Apps do not have as much longevity in the business space as Microsoft Office, the G Suite comes at a lower price tag.

- Anchor:

This offering from Axcien allows businesses to offer their clients secure file access anywhere, anytime, on any device, onsite or in the cloud. The software provides advanced file server migration solutions, including hybrid on-premise and cloud server availability, continuous backup of files, and industry-leading data and application security.

- eFolder/Axcient:

In a merger last year, Axcient and eFolder joined forces to combine their robust data security offerings. The new company offers a Business Availability Suite that includes the Anchor software discussed above as well as additional backup, recovery, and workflow solutions.

- DocuSign:

Most businesses require the signing of important documents. Handling this process is more efficient with sound electronic signature software. DocuSign has been the pioneer in electronic signatures and has continued to develop that capability by providing all the tools businesses need to automate their agreement process. DocuSign includes the ability for 350+ integrations with different applications and award-winning APIs that allow for connection with existing tools.

- HubSpot:

HubSpot offers a variety of marketing tools that allow businesses to serve their customers better. These offerings include free customer relationship management (CRM) software that helps all employees to have a unified view of customers. In addition to the free CRM software, the company provides options for marketing software to manage inbound marketing campaigns, sales software meant to boost sales productivity, and a service hub allowing for improved customer service experiences.

- Salesforce:

Salesforce is the world's #1 CRM platform, serving over 150,000 business of all sizes, and offers a suite of solutions as Salesforce Consumer 360. This suite covers the full scope of customer engagement, including sales, customer service, marketing, eCommerce, and advanced analytics. Combining these offerings allows a company to have one unified view of customer relationships and experiences.

## Meet Our Team: Jan Collins



Please join us in welcoming our new Technical Analyst, Ian Collins to the TCS Team! He is currently working on his degree in Cybersecurity at the American Military University. Ian is a former Marine and lives in Greensboro with his family.



Join us for our upcoming lunch & learn!

**Date:** Thursday, September 19, 2019

**Time:** 11:45 am - 1:00 pm

**Cost:** Free

**Presenter:** Barry Utesch, President, TCS

**Registration:** Visit [tcsusa.com/calendar/](http://tcsusa.com/calendar/) or call us at 336.804.8449

### Key Topics for Discussion:

- Difference between in-house server vs. the cloud
- Significant benefits for moving to the cloud
- How small-medium size businesses can leverage enterprise technology
- Formula for assessing your cloud readiness

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## Digital Newsletter

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## **Big News! We Moved to a New Location**



It is with great excitement and pleasure that we inform you that on August 23, 2019, we moved our offices to a new location at 5601 New Garden Village Drive, Greensboro, NC 27410. Our phone numbers have not changed, and our contact email addresses will remain the same.

Since we opened for business in 1990, loyal customer support has helped us grow, and this new space will allow us to continue improving our services. We are thrilled about this new chapter in our company's story and how these changes will enhance our relationship with clients and employees.

As of August 26, 2019, we are not operating at the Thatcher Road location, so if you have any questions about the new offices or our services, please call us at 336.804.8849 and we'll be happy to help.