



# THE SAASIFICATION ROADMAP:

A Guide to Transform Your Business to a SaaS Model



# Contents

<b>Reasons to SaaSify Your Business Model</b>	<b>2</b>
<b>What's Holding You Back?</b>	<b>2</b>
<ul style="list-style-type: none"><li>• Where do I start?</li><li>• What about my legacy systems?</li><li>• How can I maintain control? What if I don't have the skills to manage this?</li><li>• Should I be worried about security?</li><li>• I'm not a technical person, how can I manage the move?</li></ul>	
<b>Addressing The Challenges of SaaSification with a Clear Roadmap</b>	<b>3</b>
<b>Best Practices for SaaSification</b>	<b>5</b>
<ul style="list-style-type: none"><li>• 'Use what you've got'</li><li>• Incorporate security at every stage</li><li>• Operational onboarding processes and tools</li><li>• Transparency via Status Page</li><li>• Continuous Delivery</li><li>• Ensure data and service continuity</li><li>• Utilize your data to see value as it is happening, in real-time</li></ul>	
<b>Understanding the AllCloud 'Spectrum of Self-Sufficiency'</b>	<b>6</b>
<b>What Are You Waiting For?</b>	<b>7</b>
<b>About AllCloud</b>	<b>8</b>

The benefits of the cloud are well established for any company looking to succeed in today's business landscape. From the low-cost deployment of third-party services, to speed, flexibility and agility when creating business strategy, it's no wonder that 83% of enterprise workloads will be in the cloud by 2020.

If you haven't seriously considered moving your software company to a SaaS model that leverages the benefits of the cloud, it's time to look at the ways that making a digital transformation could improve your business.



## REASONS TO SAASIFY YOUR BUSINESS MODEL

Software-as-a-Service (SaaS) is the perfect accompaniment to today's fast-moving technological world. This process allows businesses to expand on their service model, offering their customers more flexibility and access by selling services through a subscription-based licensing model. As there are no expensive hardware requirements, the shift can be done relatively quickly and at a low cost. Third-party tools can be scaled up or down easily, and so the

<sup>1</sup> <https://www.forbes.com/sites/louiscolumbus/2018/01/07/83-of-enterprise-workloads-will-be-in-the-cloud-by-2020/>

cloud provides a low-risk way to trial new services or business offerings, embracing fast-moving DevOps tools without months or years of planning or experiencing a serious hit to your own bottom line. Having a low-cost and simple method for implementing new innovation or features to your product is a key differentiator, improving customer experience for the end user, and defining yourself as a standout competitor in the industry as a whole.

As SaaS offerings evolve, becoming smarter and faster, your business application can easily tap into the benefits of artificial intelligence, machine learning, big data analytics, data lakes and data mining, or end-to-end CRM integration, to enhance your user experience without the technical expertise or ongoing maintenance in-house.

## WHAT'S HOLDING YOU BACK?

Despite these benefits, for many businesses, there are hurdles to cloud adoption that seem like unmanageable barriers to success. Understanding the common challenges can give you a better idea of what's stopping you from taking the leap.

## → Where do I start?

The sheer amount of change can feel overwhelming for many, especially those who do not have a technical team in-house. Even the initial stages of planning can hit a wall when you don't know how long the SaaSification process will take to get up and running, how to go about moving your operations to the cloud, or what it will entail for your business to see value.

## → What about my legacy systems?

Many businesses feel tied to their legacy systems, even while they admit that they are holding them back. Legacy systems often work in silos, crippling communications from one department to another, and forcing overall business reliance on out-of-date and expensive hardware. However at the same time, your company might not be able to imagine working without them, or what could replace the functionality if you tried to make a move.

## → How can I maintain control? What if I don't have the skills to manage this?

These fears are two sides of the same coin. While some businesses struggle to imagine outsourcing important elements of their business, others are worried that they will be 'locked in', stuck with new services that they don't have the expertise to manage.

## → Should I be worried about security?

On-premises, businesses feel on top of

their own security posture. In the cloud, they might not have the information or control over the data coming in and out of their own network, as well as the controls that third-party services are putting into place. For areas with high compliance regulations this problem is exacerbated further.

## → I'm not a technical person, how can I manage the move?

Simply put, it sounds difficult! If you understand your current infrastructure and how it works from end-to-end, it can cause anxiety to think about making huge changes to how you've always maintained your business. Especially without a technical foundation of knowledge, you just don't have the right advice and support.

## ADDRESSING THE CHALLENGES OF SAASIFICATION WITH A CLEAR ROADMAP

SaaSification is taking a traditional software business model and putting it online as a subscription based license. Users can access it by purchasing a license and connecting through the internet with a unique username and password.

The cloud has become the outlet that facilitates buying and selling products and services through a SaaS model, for example on AWS Marketplace or Salesforce AppExchange.

As moving to a cloud model is both a business-focused and a technological process, any company should begin with both a Business Plan and a Technology Development Plan. At this early stage, you can define your business and sales goals, simultaneously identifying the unique technological context for your SaaSification.

**While there is some overlap between the two, a technology roadmap should allow you to:**

1. Map your application requirements in detail, defining what processes and architecture changes need to be made
2. Identify a phased approach to technological SaaS deployment, allowing you to scale as and when you feel is necessary
3. Understand how you will separate out your data and organizational

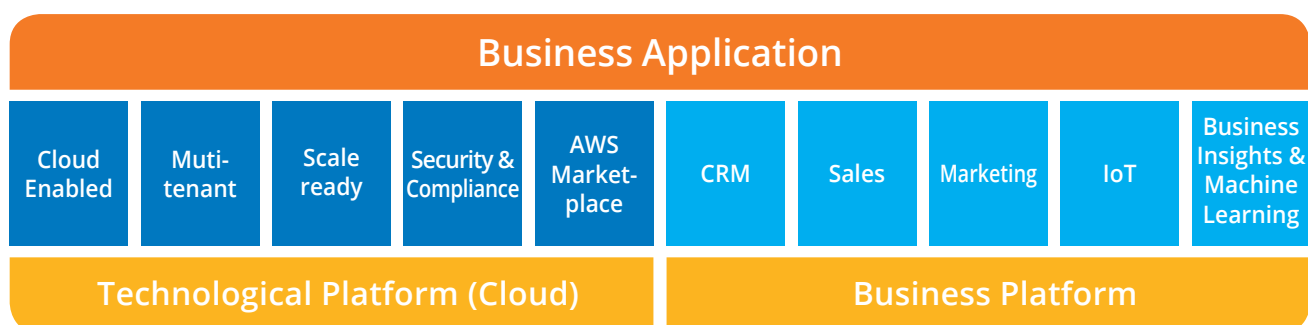
structures within the best practices of multi-tenancy

4. Decide on the barriers you put in place to protect your customers' data, as well as areas such as security and compliance that need to be managed.

**At the same time, through your business plan, you should consider:**

1. Outlining key strategic decisions around cost, customer experience and market expansion, and defining where and how you would like to see early value
2. Choosing a cloud-based CRM for ongoing customer success and support
3. Managing IoT devices
4. Defining how you will market your Software-as-a-Service effectively in both the short and long term

## Conceptual SaaS Architecture



## BEST PRACTICES FOR SAASIFICATION

**'Use what you've got'.** If you already have a software and value that is being sold to customers, some will recommend you to rewrite it from scratch to go SaaS. This can have a negative effect on your timeline, don't try to boil the oceans. As a business, you want to get online as quickly as possible, which can only be done by using a phased approach. An Agile form of moving to the cloud allows you to see an early value, using what you've already got and implementing the minimally required adaptation to support the multi-tenant SaaS. Once you're up and running, you can implement more extensive changes in phased stages using industry standard approaches that have a proven track record of success.

**Incorporate security at every stage.** This addresses one of the most common conflicts in digital transformation, the battle between Security and DevOps teams. Instead of tackling security at the end of your deployment as an afterthought, it should play an early and continuous role in your SaaSification. Start from the Multi-Tenancy design and move to Identity and Access Management to network and perimeter security, traffic protection, server, and client-side encryption, and OS security make sure you cover all the bases. For businesses with more specific regulatory needs, look into a provider that has the know-how to monitor and audit standards such as PCI-DSS, SOC, HIPAA, and ISO. This kind

of end-to-end security from early on will often increase the security posture of a business overall from its original standing.

**Operational onboarding processes and tools.** Remember that the cloud is a dynamic environment, and needs specific onboarding of monitoring tools. Your SaaS should be monitored at all levels, starting from cloud infrastructure and platform, the 3rd party services, all the way through to your Operating System, services, applications, and application-specific business metrics. On top of this, you should collect all logs for real-time alerting as well as for historical analysis.

When it comes to managing your new SLA for example, you'll want support in defining, developing and planning the tools you will need to stay on top of valuable KPIs as you move over to the cloud.

**Transparency via Status Page.** This is your window for transparency and communications with your customers to keep them informed about the status and planned activities related your software running in the cloud, remember now they consume a service, they are dependent on you.

**Continuous Delivery.** This is the most efficient, quick and low-impact way to push changes to your SaaS environment. You should ensure that you start with it from day one, as this will be your only way to continuously improve your SaaS. When you are delivering frequent small changes, it will allow you to quickly respond to your customers and not to fall back into long software delivery cycles.

### Ensure data and service continuity.

You're now responsible for your customer's data, they are depending on you. You should make sure that the data is not only secured but also available and accessible in case of emergency. For this, a proper backup, incident response and disaster recovery plan must be set up from day one.

### Utilize your data to see value as it is happening, in real-time.

Historically, you may have experienced problems collecting data due to storage capacity or performance degradation when utilizing certain hardware. On the contrary, cloud technologies open more opportunities for gathering data insights and utilizing the latest advances in machine learning to find actionable insights for your business.

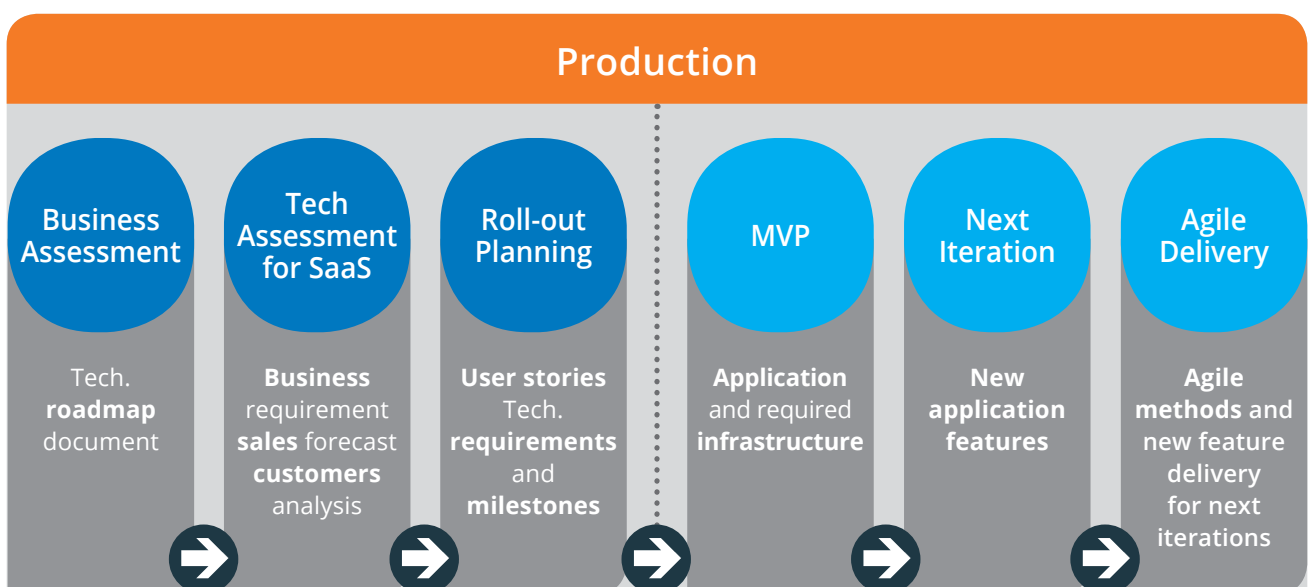
By identifying patterns specific to your business goals, you can get the most out of your SaaS application and business platforms like your CRM.

## UNDERSTANDING THE ALLCLOUD 'SPECTRUM OF SELF-SUFFICIENCY'

With more than 10 years of experience delivering over 1500 cloud deployments, AllCloud provides clients with industry-leading expertise that becomes their own to help each business create a unique roadmap and rollout plan for successful SaaSification and cloud migration, accelerating their journey to gaining business value and results early on.

We balance this know-how with a strong belief that there is no such thing as a 'one size fits all' solution when it comes to transitioning to a SaaS model. As a trusted advisor and partner in your journey, we want to make the process as simple and hassle-free as possible by sharing our tried and tested recipe for success. At the same time, we want to let you make it your own.

## SaaSification Rollout Project Plan



One great example is the way we listen to your end goal for ongoing management of your SaaSification. Some companies might want the hard work taken off their hands in its entirety, while others may want to learn how to take on the implementation and management of their new SaaS application on their own.

“*At AllCloud, there is no ‘right way’ to manage and maintain your SaaSification. We don’t believe in locking down our customers. On the contrary, we enjoy seeing our customers become knowledgeable and leveraging best practices, using the experience we contribute to take their business to the next level.*”

- Lahav Savir, Founder, EVP and Chief Architect, Cloud Platforms, AllCloud

With this ethos in mind, your business can choose the right level of support for its own needs. At one end of the spectrum, you can choose to learn the DevOps and production processes in-house, and be

trained in the tools and methodology behind the scenes. At the other, we offer 24/7 fully Managed Services on an ongoing basis. The attention of our certified cloud experts and our cutting-edge automation tools and best practices are both proactive and pre-emptive, allowing you to sit back and rest assured that your interests are being covered. For many customers, the answer is a hybrid version of these two extremes, finding the balance that feels like a perfect fit.

## WHAT ARE YOU WAITING FOR?

With a well-planned roadmap built on best practices, contextualized, proven tools for success and experienced advisors at your side, a traditional business can leverage the cloud to embrace true digital transformation. AllCloud focuses on improving your business productivity, enhancing your revenue streams, and increasing customer satisfaction, meeting the traditional challenges to cloud adoption head on with their own proven methodology for SaaSification.

Accelerate your business’s digital transformation, increase your customer satisfaction and improve IT operations by building your SaaS application.

**CONTACT US TO START BUILDING  
YOUR SAAS ROADMAP TODAY!**



## About AllCloud

AllCloud is a global professional services company specializing in cloud enablement, specifically cloud infrastructure and cloud applications. The organization is an **AWS Premier Consulting Partner** and **Audited MSP Partner** alongside, and a **Salesforce Platinum Partner**. With over 10 years of experience and a portfolio with thousands of successful cloud deployments, AllCloud holds expertise in cloud architecture, cloud security, DevOps and automation, managed services, CRM and ERP customization and integration, machine learning, big data and much more. AllCloud is headquartered in Israel with offices in North America, Germany and a global delivery center in Romania.

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