

SAAS: Software as a Service

Covered in this section:

The new way of selling software

- In the past, software was sold as a product, people bought it once and then used it forever
- Nowadays, storage and bandwidth are getting cheaper; people now pay monthly for browser versions of software, rather than desktop versions
- As a company, you can use some SAAS tools instead of employing people to do specific tasks
- SAAS tools store everything in the cloud: everything is happening outside of your computer, in their data centers
- Benefits:
 - People can access their projects from everywhere
 - Browser-based means you can reach a lot of people and grow your business more easily
 - You will spend 20-40% on marketing and sales and spend less on resources
 - You can advertise online
- Examples:
 - Spotify & Anghami
 - music service
 - every music service is a SAAS tool
- SAAS tools are browser based or downloadable, but either way you will be charged multiple times
- SAAS is putting online something that is usually done offline
- The SAAS model works for tools that are used frequently
- SAAS tools are a convenient way to store all the client's information, and they depend on you for storing their work
- SAAS tools are making more money than products that you just sell once
- The SAAS model can save you from piracy
- SAAS doesn't work well for products that need a lot of RAM, like video games