SaaS Special Report

Description: 131 pages of tips, tricks, and tactics to help you build a profitable SaaS (Software as a Service) business.

-14 Lessons from Four ISVs Who've Made the Transition to SaaS.
  Key practical advice for you to learn from others on how to build a subscription-based business addressing topics such as security, performance, negotiations, research, and revealing outsourcing partners.

-66 Practical, Real Life Tips From Five Firms Who've Struck Triple-Digit Growth with SaaS.
  Learn how to raise millions in VC, transform your software from the unknown to a known, and leverage your partners to put your firm on the fast track to growth.

-16 Tips on Marketing, Selling, and Pricing.
  Discover why your existing sales model won't work, how to compensate sales reps, how to create and offer transition paths, and other practical tips to profitable marketing and sales of SaaS.

-24 Pricing Points.
  Advice on how to price subscription software – including insight into how Salesforce.com does it.

-28 Tips on How to Transform Your People.
  Get tips from OpSource on how SaaS affects your R&D, finance, sales, and marketing teams.

-Hosted Software – Where it works and where it doesn't.
  Find the right business model for your SaaS business.

-10 Facts to Create SaaS Value.
  How SaaS can widen your market... but you need to be in it for the long haul.

-18 Ways to Prosper with SaaS.
  Reading the market, looking for early adopters, partnering with larger players, and fifteen other keys to profitability.

-2 Keys to Success with SaaS.
  In summary, according to OpSource's Treb Ryan, the two keys deal with pricing and what you are offering.

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Further reading: A few good related articles
Hosted software: Where it works, where it doesn't, and how you can find your place
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Where's the future for software-as-a-service firms?
If you don't move your software to the Web, someone else will
How to determine pricing for your rental software
When to go direct, when to go indirect, and how to manage the in-between
The move to rentals will create a huge change in your daily routine
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