The Intersection of SOA, OSS and SaaS

Description: In software marketing as well as investing, software as a service (SaaS), open source software (OSS), and service oriented architecture (SOA) received a lot of buzz in 2007. To put the three in context, this trend article defines their interrelationship and takes clients through the ways that the leading software suppliers (Google, IBM, Microsoft Oracle and SAP) react to the trends. Our approach also lets clients look for investment opportunities among other software suppliers using the same methodology (or to simply decide when and how to increase/rebalance holdings in the software market leaders).

Our Trend Report “The Intersection of SOA, OSS and SaaS”:

- Examines whether any of the enterprise software suppliers, whether publicly traded or an angel/ later-round-private-placement opportunity, are worthy of special investment attention if the company is betting on only one of the three trends.
- Explores the impact of companies jumping on the OSS bandwagon during Q4 2007 and Q1 2008.
- Explains why a company with a value proposition based on OSS terms and conditions only (that is, it offers no special functionality, design characteristic or delivery method) is not a viable long-term investment.
- Spells out the downside cautions when investing at the intersection of SOA, OSS and SaaS.

Contents:

- Summary
- Net/Net
- Downside caution
- How SOA, OSS and SaaS interrelate
- Software market leader competitive comparison

Tables and charts included in this report include:

Figure 1: SaaS Market Development
Table 1: Major software market competitors’ positions vis-à-vis service-oriented architecture
Table 2: Major software market competitors’ positions vis-à-vis open source software
Table 3: Major software market competitors’ positions vis-à-vis software as a service

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