SoftwareCEO's 3-part SaaS Seminar Series

Description: In SaaS Seminar One: Doing Your Homework, SaaS strategy experts and business owners will answer the following questions:

- What is SaaS and why is it important?
- What makes it different?
- What's the impact to a business?
- How does it impact the ROI model?
- What's driving SaaS in the industry?
- What are the pros and cons of SaaS?
- What opportunities have been created with SaaS?
- What market research should be done in preparation of your business plan?
- What questions should be answered before making a decision to move to SaaS?
- When is SaaS NOT for you?
- Why isn't my SaaS business model working as I expected?

In SaaS Seminar Two: Sales, Marketing, Pricing and Legal Implications, we bring together SaaS business owners, and SaaS sales, pricing, and legal experts to address:

- How SaaS impacts the sales and marketing models
- How to compensate your sales team
- What customer objections you need to be prepared for — and how to address them
- How to avoid cannibalizing your existing product base
- How to shift existing customers from a traditional offering to a SaaS offering
- Gain an understanding of pricing approaches to a SaaS-only offering and a mixed traditional/SaaS offering
- How to address data protection, security, and ensure uptime
- Legal aspects of a SaaS business: Components of a Service Level Agreement

Finally, we wrap up our series with SaaS Seminar Three: Impact on Operation, Finance, and M&A where SaaS business owners and SaaS finance, M&A, and operations experts discuss:

- Infrastructure - Outsource or DIY?
- How to ensure you meet your SLA
- Changing your R&D and product release model to suit SaaS
- Customer service and support — Why it's more important than ever
- Preparing for growth
- ROI and billing models
- Making sure you account for all upfront costs
- SaaS and M&A: Pros and cons of the SaaS model from the M&A perspective
- How to manage buyer perceptions

In total, this resource contains 6 hours of full audio, video, and Q&A.


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: SoftwareCEO's 3-part SaaS Seminar Series
Web Address: http://www.researchandmarkets.com/reports/574700/
Office Code: SCD2LHNW

Product Format
Please select the product format and quantity you require:

Quantity
Electronic (PDF) - Single User: USD 285

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  Mr  [ ]  Mrs  [ ]  Dr  [ ]  Miss  [ ]  Ms  [ ]  Prof  [ ]
First Name: __________________________  Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>833 130 83</td>
</tr>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code:

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World