

# Save time and money with HP Software-as-a-Service.

SaaS better positions IT professionals to adapt to change and work more efficiently.

## Solution brief

In the brief decade since HP pioneered Software-as-a-Service (SaaS) for the enterprise, it has become a proven delivery model to help companies of all sizes save time and money and reduce hassles managing the IT services they need to run their businesses. When IT applications and management tools are delivered leveraging HP SaaS infrastructure and expertise, companies eliminate unnecessary capital expenditure, accelerate time-to-value, reduce the burden on limited IT resources, and lower deployment risk, among other compelling benefits.

HP's comprehensive SaaS portfolio of BTO solutions addresses all three key responsibilities of the IT organization in an enterprise: strategy, applications, and operations. Using HP SaaS, IT professionals can rapidly adapt to change, deploy in-house resources more effectively, and assure amazing business outcomes for the enterprise.

## Eliminate Unnecessary Capital Expenditures

Until recently, corporate IT functions made costly capital expenditures toward owning, operating, and maintaining applications across the entire software lifecycle, from sourcing and implementation planning to training, maintenance, and end-of-life migration. Today, as the degree of IT complexity continues to rise, such in-house models often prove inefficient and ineffective. Furthermore, as administrative tasks prevent limited IT resources from being applied to more productive strategic IT initiatives, some organizations choose to forego upgrades; over time, this can contribute to a lack of competitiveness.

HP SaaS makes managing IT operations more cost-effective than ever before. Costs are an operating, not capital, expense and reflect actual usage. Linking the use of applications to their costs in this way brings ongoing predictability and eliminates the need to factor in additional hardware provisioning and software installations for upgrades or enhancements. With SaaS, enterprises gain all of the productivity enhancements of the latest software upgrades with none of the application downtime, diversion of resources, and expense typical of on-premise solutions. This is because HP SaaS offers unrivaled experience, allowing minor enhancements to

occur invisibly and seamlessly while major upgrades, rolled out with customer approval, occur at the time, date, and pace the business requires.

HP understands the various ways that different enterprises benefit from SaaS, and offers solutions that make SaaS cost-effective in numerous situations. For example, applications that are used only occasionally (such as a testing solution) are well-suited for an SaaS offering as costs are incurred only as needed. In this way your enterprise can improve its market agility by scaling up and down rapidly as your business dictates. Alternatively, solutions such as those that monitor operational performance are typically operated 24/7/365, where a longer-term SaaS implementation would enable you to lower the cost of ongoing maintenance and routine upgrades as described above.

As a subscription service, SaaS is accounted for as an operating expense, avoiding the need for upfront capital expenditure and complex multi-year accounting for depreciation. For management, this clarifies the strategic agenda and the financial outlays ahead of the yearly budget process, giving a more accurate year-on-year view of ongoing IT effort and expenses.

## Accelerate Time to Value

A significant hidden cost for IT is so-called "shelfware" (or underused software licenses) in IT management and other software categories. Some analysts estimate shelfware accounts for as much as 20 percent of all software spending<sup>1</sup>. Smart IT professionals are aware of these traps and seek innovative, but proven, alternatives to the status quo. One way in which they can score quick wins is by exploiting HP SaaS for IT Management. Not only does the SaaS model scale to match user demand, but by utilizing HP SaaS subscriptions, user adoption rates generally double, increasing the productivity of the new application.

HP SaaS is able to accomplish this significant improvement in adoption and utilization rates by providing rapid access to reliable, cost-effective IT Management solutions supported by assigned ITIL-certified Technical Account Managers (TAMs) using proven processes and best practices built over a decade of experience delivering Software-as-a-Service. Periodically evaluated for customer satisfaction levels, Technical Account Managers provide a premium service to enterprises using HP SaaS solutions.



## Reduce Burdens on Limited IT Resources

Using HP SaaS to manage core IT infrastructure naturally leads to a Center of Excellence model, where expertise can be learned once, and then retained and reused across departmental boundaries. For instance, with HP SaaS, internal IT teams can be redeployed from tactical, routine functions to more strategic projects, such as coordinating more processes across the software lifecycle and automating more IT management activities. In so doing, they help manage business risk, instead of being burdened with administering software.

HP SaaS offers IT leaders a greater opportunity to clearly illustrate the business value of IT to the enterprise. Monitoring usage levels more accurately and optimizing provisioning via SaaS reporting gives the IT function a more direct and quantifiable impact on a company's bottom line. Once deployed, SaaS offers IT Management many new opportunities for CIOs to be a greater strategic partner along with finance, operations, and sales. Table 1 lists some of the improvements to IT disciplines.

Discipline	Was: In-house Best Practice	Is: SaaS Best Practice
Procurement	Source/train internal staff and monitor shelfware annually	Research, source, and manage/benchmark external and internal provider(s)
Cost Management	Build case for capital expenditure and justify to budget-holders/finance ahead of business requirement	Negotiate subscription costs with provider(s), monitor usage and adjust to business needs on a continual basis
Service Assurance	Provide internal Service Level Agreement (SLA) and ensure business continuity with an integrated software environment	Negotiate uptime SLA with external provider(s), monitor usage and adjust to business needs. Look for suppliers who can integrate with on-premise IT
IT Management Infrastructure Provision	Maintain dedicated hardware, manage upgrades, patches, and budget	Check that SaaS provider does not run at more than 70% load, e.g., network and storage
Security	Rely on internal IT team to deliver security expertise in compliance with corporate guidelines	Look for vendors with exceptional credentials on people, data, network, application-layer, and physical security

**Table 1. How SaaS Best Practices Have Eclipsed In-house Best Practices**

## Lower Deployment Risk

Today's CIOs seek vendors who inspire unprecedented levels of trust. For all its benefits, SaaS can bring new challenges. It encourages greater scrutiny over IT processes, risks, and cost. As more companies adopt SaaS for IT Management, IT professionals – particularly those who are aware of the complexity of delivering highly available IT Management solutions – naturally require reassurance that they are not acting as a test case for poor quality software.

HP SaaS understands this concern and therefore builds its service offering with products that are recognized as

best-of-breed, delivered via a proven SaaS platform, and tailored to each client by assigned Technical Account Managers who are evaluated on customer satisfaction. This proven approach has resulted in trusted long-term engagements with global blue-chip clients.

Furthermore, HP's decade of experience and record of innovation in SaaS puts us ahead in terms of product investment. Unlike others who come to SaaS for an alternative delivery model, HP's innovative SaaS portfolio boasts its own research and development team. HP dedicates enormous resources to maintain our leadership role in SaaS innovation.

HP's innovative SaaS solutions include the following:

- **Elastic Test** – a service that brings virtually limitless “burst capacity” load testing, when new functionality is needed in a hurry.
- **Business Availability Center Anywhere** – a service that enables customers to leverage the HP SaaS cloud to identify, track, and manage their end-user experience from outside of their firewall under their current BAC dashboard. Businesses can easily and immediately connect their on-premise HP BAC instances to global points of presence (PoPs) that reside in the HP SaaS cloud.
- **HP SaaS foundation platform Multi-Service Management** – combines a range of self-paced training and a library of best practices to increase in-house capability and speed the move many are making to deliver IT as a service.

As SaaS becomes established across the software lifecycle, the power of combining HP SaaS with the cloud computing model becomes clearer. Today, organizations are opting to move business applications off-premise, but when doing so, they need to ensure that the quality of service remains as good as, or becomes better than, before.

HP Cloud Assure, for example, is an HP SaaS solution that encourages business confidence in the cloud by enabling customers to manage security, availability, and performance while controlling costs. Cloud Assure is another innovative service tailor-made for IT teams that need assistance maximizing ROI and minimizing risk on their strategic cloud initiative. Even as compute loads move on and off-premise, HP SaaS provides the private cloud with essential assurance before, during, and after the move.

Furthermore, with HP SaaS, customers own their data and application configurations. As part of our premium service, HP SaaS reviews technical design documents as part of any configuration change. Should customers decide to migrate to their in-house environment, they benefit from the HP SaaS ongoing documentation

process and are able to quickly and safely redeploy their application. Despite the clear exit strategy, customers express their confidence in HP SaaS, renewing their services year-after-year.

## Why HP SaaS?

The popularity of SaaS in end-user application categories such as Customer Relationship Management has seen a flurry of innovation. In IT management too, start-ups have emerged, while some established players have rebadged their originally non-SaaS offerings to meet the growing interest of IT departments in SaaS.

However, behind the scenes, HP SaaS is sophisticated software delivered as an easy-to-use service. This requires experience and an attention to detail beyond the means of most IT vendors. Enterprises cannot afford to risk their critical IT infrastructure to a SaaS approach that will not scale. For SaaS to deliver promised benefits and meet enterprise-class Service Level Agreements, vendors not only need robust server and networks, but the data centers serving business-critical software need to be secure and available. For HP, this means ISO 27001 process certification of our data facilities by global consultancy KPMG and regular technological and physical security audits.

Only HP, whose SaaS portfolio is based on a decade of experience working with and delivering for the world's leading brands, can credibly offer enterprise-levels of availability and security.

Few providers can point to HP's decade of SaaS delivery on a global scale or guarantee the robust long-term delivery of service with 99.9 percent availability for most HP solutions. For many customers, working with an experienced solution partner from HP's extensive SaaS channel provides additional benefits. These experts, who are already familiar with the partner's business processes, can accelerate the move to SaaS and orchestrate service delivery. For such customers, often the best solution is to combine on-site expert consultancy with remote access to HP's best-of-breed SaaS.

Table 2. HP SaaS Approaches provides a checklist designed to help companies considering HP SaaS determine the best approach for their situation.

Risk area	Enterprise question	HP SaaS
Security	How secure is my data in a SaaS environment?	ISO-standard secure data transfer, regular physical and technical audits by third parties
Availability	How can SaaS guarantee high availability?	Appropriate capacity management and stringent Service Level Agreement
Integration	How can I integrate my on-premise management with SaaS?	Products designed to be used on-premise, as a managed service and via SaaS
Business Continuity	Can I migrate back to a non-SaaS environment?	Best practices and detailed documentation with no ad-hoc customization

## Resources

To learn more about HP SaaS, please contact the HP SaaS team closest to you or sign-up for a free online trial today at <http://saas.hp.com>.

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