# The Value of SaaS

*Why Cloud-based Solutions are the New Standard for Sensory and Consumer Research Software*

**If you've ever created a document using Microsoft 365, shared a file on Dropbox, or even watched a movie on Netflix, you've used a Software-as-a-Service (SaaS) application.** Software-as-a-Service, or Cloud computing, is a software delivery model where the software is hosted by the service provider and users access the application via the Internet. Over the last 10 years, the software landscape has been shifted immensely by SaaS offerings for a number of different reasons including cost savings to both users and vendors, scalability, and the ease of upgrades and technical support. There's nothing for the user to install or support, everything is hosted on secure data centre servers.

SaaS applications have not only changed the way we binge watch the last three seasons of our favourite Netflix original, or catch up on the news on Twitter, but SaaS is also changing the business world in ways never imagined. Hosted business solutions such as SalesForce, Oracle, Adobe, and even LinkedIn have changed the way we create, communicate, and consume information in a business setting, and there's no sign of this momentum slowing down. There are also no barriers to the types of industries adopting SaaS-based solutions. From financial institutions to the healthcare sector, Cloud computing is quickly becoming the standard. In fact, a recent Microsoft-commissioned study finds that, **"34 percent of enterprises will have 60 percent or more of their applications on a cloud platform within two years"** (Liebow).

**Compusense**

## Compusense Cloud

In 2007 Compusense Inc. introduced its Software-as-a-Service solution and the growth of adoption has been unwavering. At its start, Compusense Cloud (formerly known as Compusense at-hand) had 30 software users from 6 countries. In eight short years that number has skyrocketed to include over 1000 software users across more than 30 countries, testing with tens of thousands of panelists around the world. The numbers speak for themselves; the world's leaders in food, beverage and personal care products are choosing a flexible, web-based SaaS solution in order to help them make critical product and business decisions.

In a 2015 report published by Goldman Sachs, it was shown that many organizations have instated a "SaaS first" policy. The survey also shows that 58 percent of respondents always consider a SaaS option when making the decision to purchase an application (Rosenberg).

*"58 percent of respondents always consider a SaaS option when making the decision to purchase an application"* (Rosenberg).

## Easy Updates and New Releases

With Cloud solutions, all maintenance and upgrades are performed by the service provider. There is never new software to download onto a user's local computer; all maintenance and upgrades occur on the hosted server, usually unbeknownst to the end user with little to no downtime. All users are always kept up-to-date with the latest software versions and any necessary fixes occur quickly and easily, even to large-scale applications.

## Cost Effective and Scalable

The overhead associated with hosting, owning and supporting an application in-house is a huge cost and time-commitment. IT labour, implementation and maintenance costs are substantial budget drainers, especially when issues arise which is inevitable. With a hosted solution, all maintenance and IT requirements are handled by the SaaS provider, allowing clients to focus on their core business functions.

Cloud-based solutions also offer the flexibility of customized service offerings. In essence, the customer often has the option to pay for only what they need. This allows businesses to remain lean in their allocated budgets while still utilizing the most suitable software solutions for their needs. As a company expands, a SaaS offering can also accommodate expanding software and business requirements.

*With a hosted solution, all maintenance and IT requirements are handled by the SaaS provider, allowing clients to focus on their core business functions.*

## Foster Collaboration

Cloud solutions can lend themselves extremely well to cross organizational collaboration. SaaS-based applications, such as Compusense Cloud, allow multiple global locations to collaborate, share and edit tests from anywhere in the world. Tests can be created by an analyst in Mumbai, edited by a colleague in New York, and presented to panelists that same day in London.

Cloud-based software is unmistakably the new standard for a valuable, reliable business solution. To succeed in today's global marketplace, businesses must create consistently rich and innovative product experiences, and a fully integrated, scalable and robust application is critical for any sensory and consumer research endeavour.

If you have any questions about Compusense Cloud, or for more information about how a SaaS platform may be the right solution for you and your team, please contact Compusense at info@compusense.com.

# References

Liebow, M. (2015, August 15). How 'SaaSification' Is Taking The Tech World By Storm. Retrieved October 9, 2015, from http://www.forbes.com/sites/accenture/2015/08/06/how-saasification-is-taking-the-tech-world-by-stormv/

Rosenberg, D. (2010, February 12). Goldman Sachs: Shift toward cloud unstoppable. Retrieved October 9, 2015, from http://www.cnet.com/news/goldman-sachs-shift-toward-cloud-unstoppable/