

# IT world's 'next big thing' will be a slow, steady burner

--By John Kennedy

ALTHOUGH cited as 'the next big thing', software as a service (SaaS) delivered via cloud computing is currently experiencing slow adoption, but by 2012 it is predicted that 80pc of organisations worldwide will use some form of cloud computing.

John Murphy, director, A&O Systems + Services in Ireland, said that SaaS adoption is

"slow, but it's the same everywhere at the moment.

"The principle of paying for IT services under a subscription or rental model is being more widely promoted as a next 'big thing'. Under the umbrella term 'cloud computing', organisations will be able to access an increasingly diverse mix of applications and infrastructure-related services over the internet to benefit from the massive

economies of scale possible by this macro-level consolidation."

By 2012, Gartner predicts that 80pc of large enterprises will pay for some cloud computing service and 30pc of them will pay for cloud computing infrastructure.

Championed most notably by companies such as Salesforce.com and Google, SaaS is a method of using software without the costs and complexities typically associated with an 'onsite' implementation.

In recent weeks, A&O Systems + Services Ireland signed a partnership deal with Service-now.com, the pioneer of on-demand IT service management (ITSM) to deliver a new suite of ITSM software offered as a service via the internet.

Service-now.com, established by IT veteran Fred Luddy, has taken intuitive Web 2.0 technologies, ITIL V3 standards, plus a unique SaaS delivery model and packaged them into an affordable, enterprise-scalable, application set.

"By adopting a 'pay-as-you-go' subscription-based commercial model, users pay to access the software but do not own any form of licence in the conventional sense," Murphy explained.

"The responsibility for providing the necessary hardware, storage, security and backup infrastructure rests with the service provider, and this is included as part of the monthly or annual charge. Of most significance, however, is the fact that SaaS vendors also retain responsibility for applying service packs, patches and upgrades. This further removes a major source of management and support overhead from the end user.

"The benefits of a SaaS model are typically derived from reduced upfront capital investment, as well as a reduction in the cost and effort of ongoing maintenance and support. Incremental benefits can also be derived by avoiding hardware and data-centre costs, improved service continuity and disaster recovery," Murphy added.

Murphy said that typically he has seen between 50pc and 80pc lower costs for SaaS delivery when compared with traditional methods.

"It is a paradox that many traditional ITSM tools require significant investment in time, money and resources to imple-



'Paying for IT services under a subscription or rental model is being more widely promoted as a next big thing'

— John Murphy, director of A&O Systems + Services in Ireland

ment and maintain. This places a burden on the very function that the tools are supposed to be helping. As a result, a business case can all too quickly become compromised by added complexity and cost," he said.

According to Murphy, half the battle with properly managing IT infrastructure and applications is adhering to best practices.

"However, the other half is putting technology in place to automate, monitor and speed up problem resolution. We believe that an IT operation needs as much help with processes as it does technology and that technology without best practices will ultimately fail."

## CampusRock

Your Gateway to Campus Resources

CampusRock™ ([www.campusrock.com](http://www.campusrock.com)) is your gateway to campus resources. CampusRock™ provides a new opportunity for both business and campus communities to connect directly with each other. For businesses, CampusRock™ offers global reach and access to an underutilised pool of resources. It provides business with fast and easy accesses when trying to source academics and students for their projects. For both academics and students, CampusRock™ provides direct access to businesses within and beyond their locality that are interested in their service offerings, research and project needs. Campus Resources can work with business and get paid on a project basis for their knowledge contribution. In addition, on CampusRock™ all users can offer and seek commercialisation opportunities and add video to support their pitch. At CampusRock™ we recognise the need for both business and educational campuses to forge stronger links. CampusRock™ seeks to connect business directly with the resources themselves and leverage their diverse pool of knowledge. It is FREE to register so sign up today at [www.campusrock.com](http://www.campusrock.com).

## CampusRock

Your Gateway to Campus Resources