

SaaS SUCCESS IN ASIA PACIFIC



Asian businesses are looking to balance cost and functionality for their ever-changing business requirements. The need for transformation in business processes and the drive for innovation are resulting in CIOs turning to cloud-delivered applications that offer agility, flexibility and speed to the business.

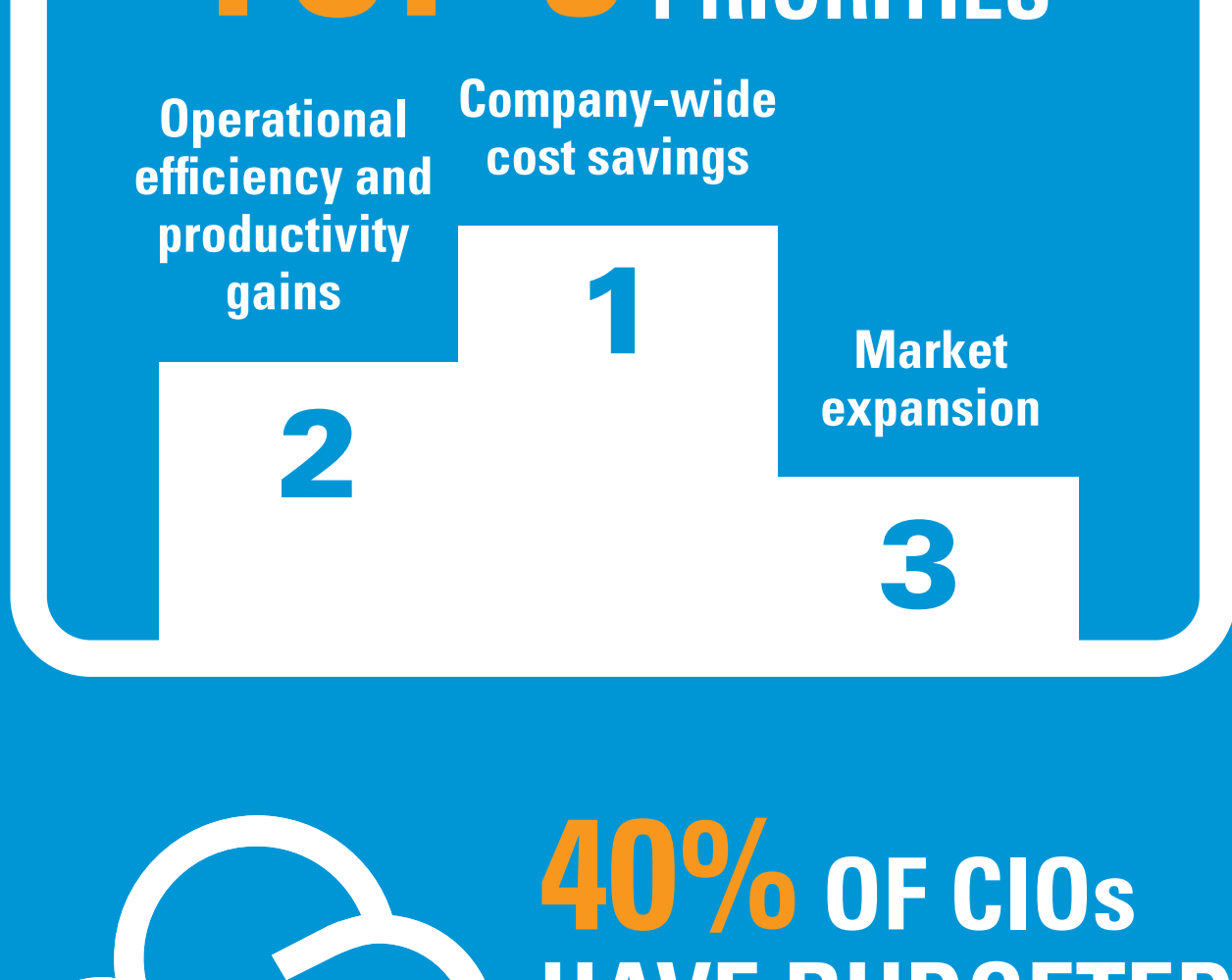
ASIA PACIFIC SaaS MARKET TO REACH US\$ 4 BILLION BY 2019



by 2018, **27%** of all software revenue will be subscription-based

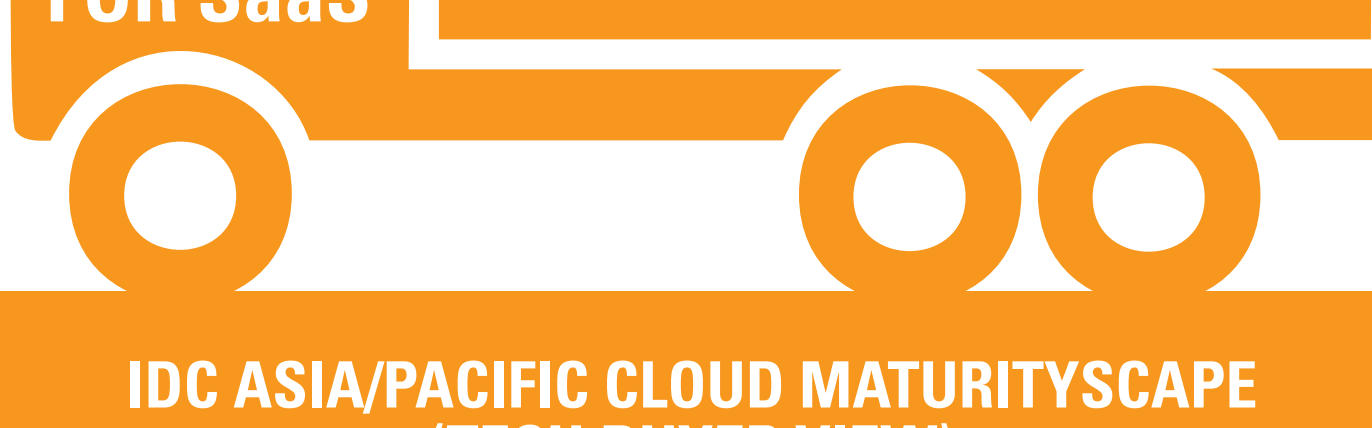


80% of new software from ISVs will be delivered in a SaaS based model

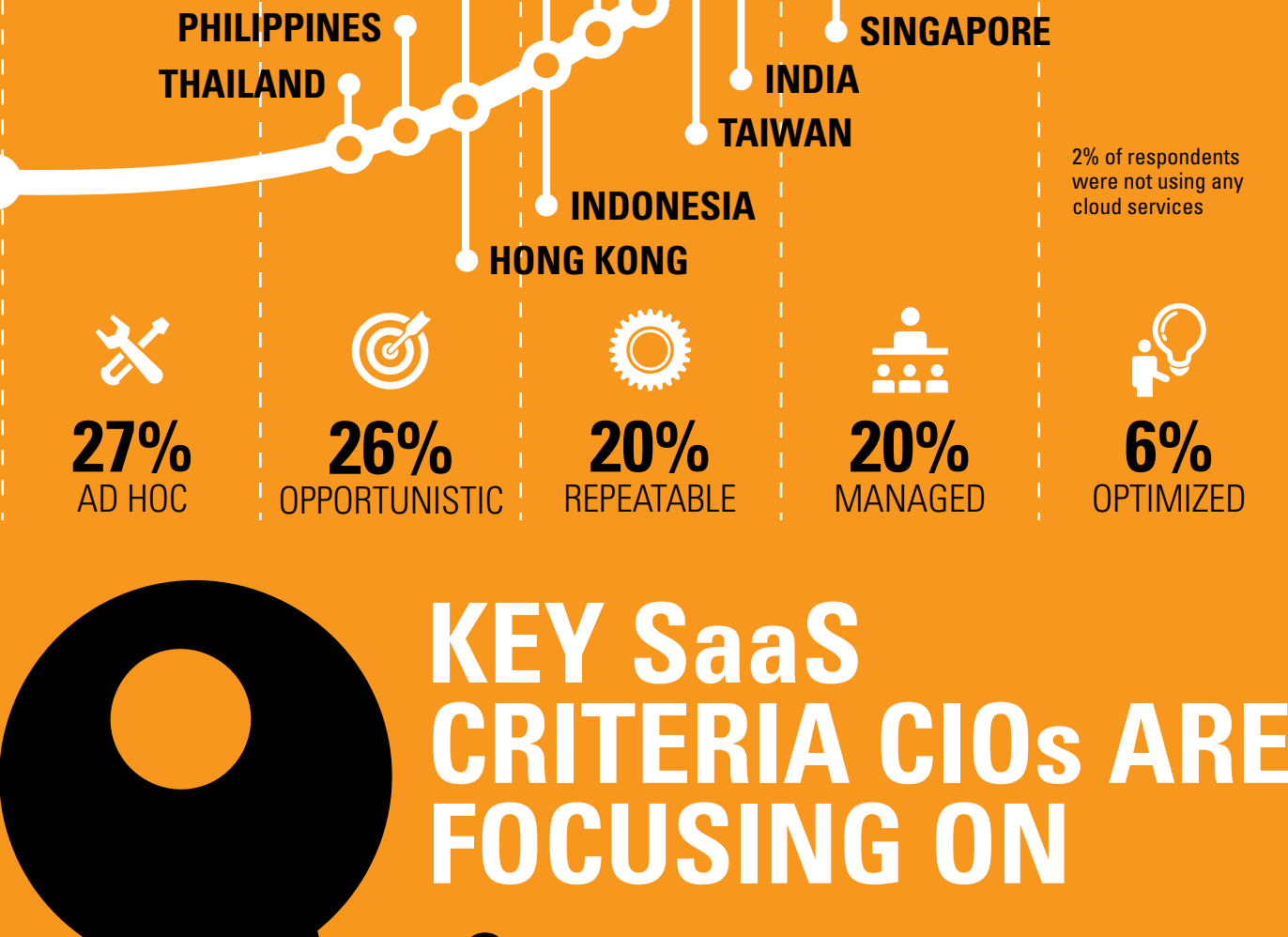


40% OF CIOs HAVE BUDGETED FOR CLOUD

IS YOUR ORGANIZATION WORKING TOWARDS AN ITaaS MODEL?
AN IMPORTANT PLATFORM FOR CIO/CTO TO DELIVER AGILITY TO THE BUSINESS



IDC ASIA/PACIFIC CLOUD MATURITYSCAPE (TECH BUYER VIEW)



KEY SaaS CRITERIA CIOs ARE FOCUSING ON

- Security and compliance
- Performance and integration
- Ecosystem and relevance

CORE TO ISV SUCCESS

- | MOBILITY | COMMERCE |
|--|--|
| <ul style="list-style-type: none"> Offer consistent, high quality mobile performance and experience irrespective of device, network, and platform to minimize customer churn. Establish a strong API management strategy; inculcate the tenets of DevOps across engineering, development, testing and operations/production teams. | <ul style="list-style-type: none"> Focus on innovative commercial propositions to create the next tier of growth. Create new commercial models with an ecosystem of O2O (Online to Offline) partners that facilitate order fulfilment, service delivery and merchandising. |

ESSENTIAL GUIDANCE FOR SaaS VENDORS

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|--|--|
| <p>STRATEGY
Offer solutions with lower operational expense that help drive margins.</p> | <p>SECURITY AND CERTIFICATION
Meet compliance requirements and company-specific governance policies in enterprises and manage events such as DDoS through ISVs for consumers.</p> |
| <p>MOBILITY
Build a strong engineering team with access to the right tools and APIs to tailor the user experience across mobile form factors.</p> | <p>DevOps PRACTICE
Aim for the highest standard of DevOps for product and feature enhancements, evolve and develop across multiple factors.</p> |
| <p>PERFORMANCE MANAGEMENT
Fortify the solution against downtime.</p> | |

SaaS VENDOR IMPLICATIONS ADDRESSING TECH BUYERS ACROSS MATURITY STAGES

