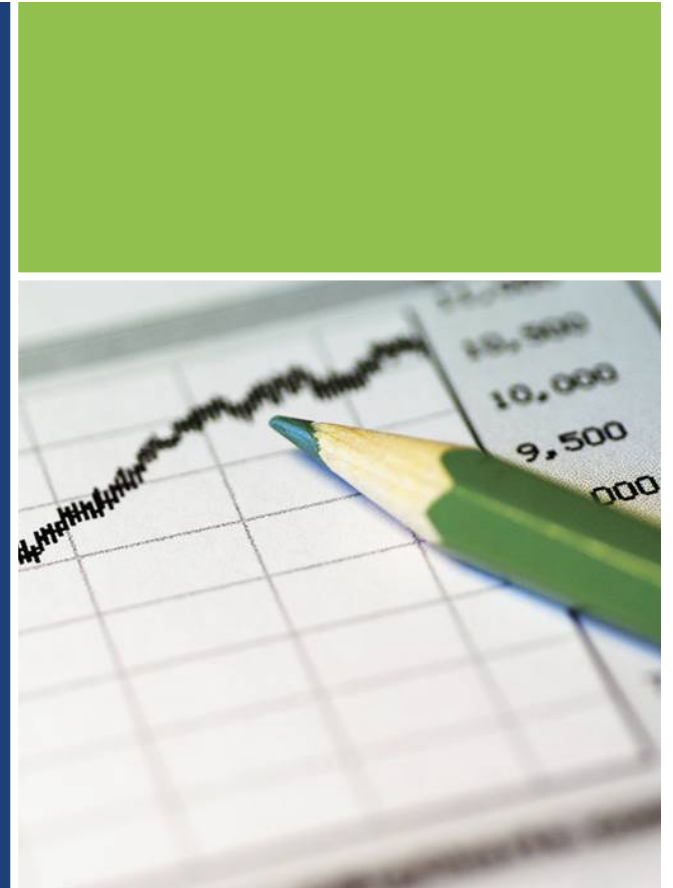


Software as a Service

Predictions

Competitive Insights



SaaS - Analysis Parameters

Coverage was gathered from top tier U.S. News, Business and Technology Trade publications, using Factiva

Coverage spanned January 1, 2006 – April 10, 2006



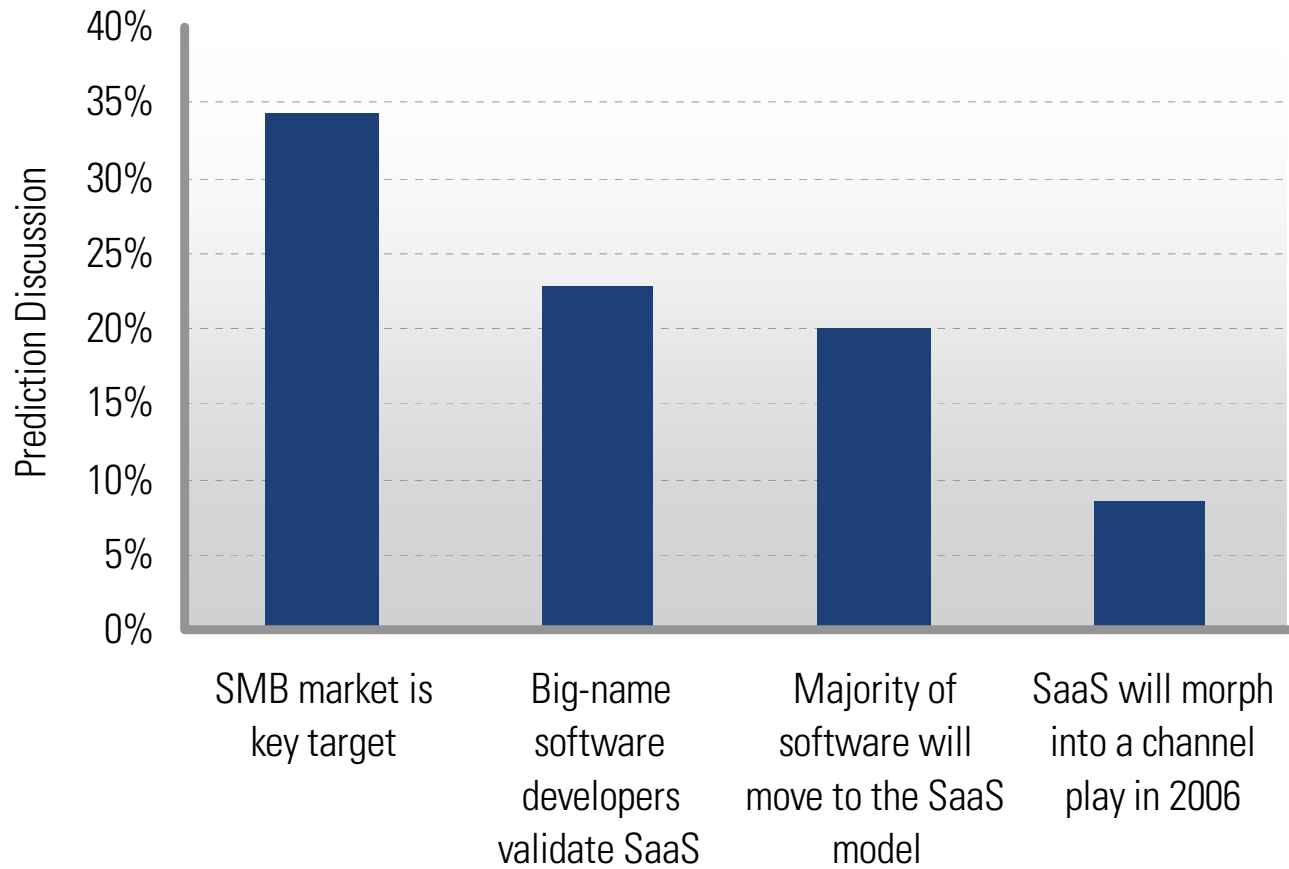
SaaS Predictions

- SMB market will remain key target for SaaS providers
- SaaS will become increasingly legitimized by big players
- Software will move to hosted model, however enterprise application vendors will not seek to become a “Salesforce.com”
- VARs will be leveraged as a primary SaaS delivery channel



SaaS Predictions

Media Predictions



SaaS Predictions

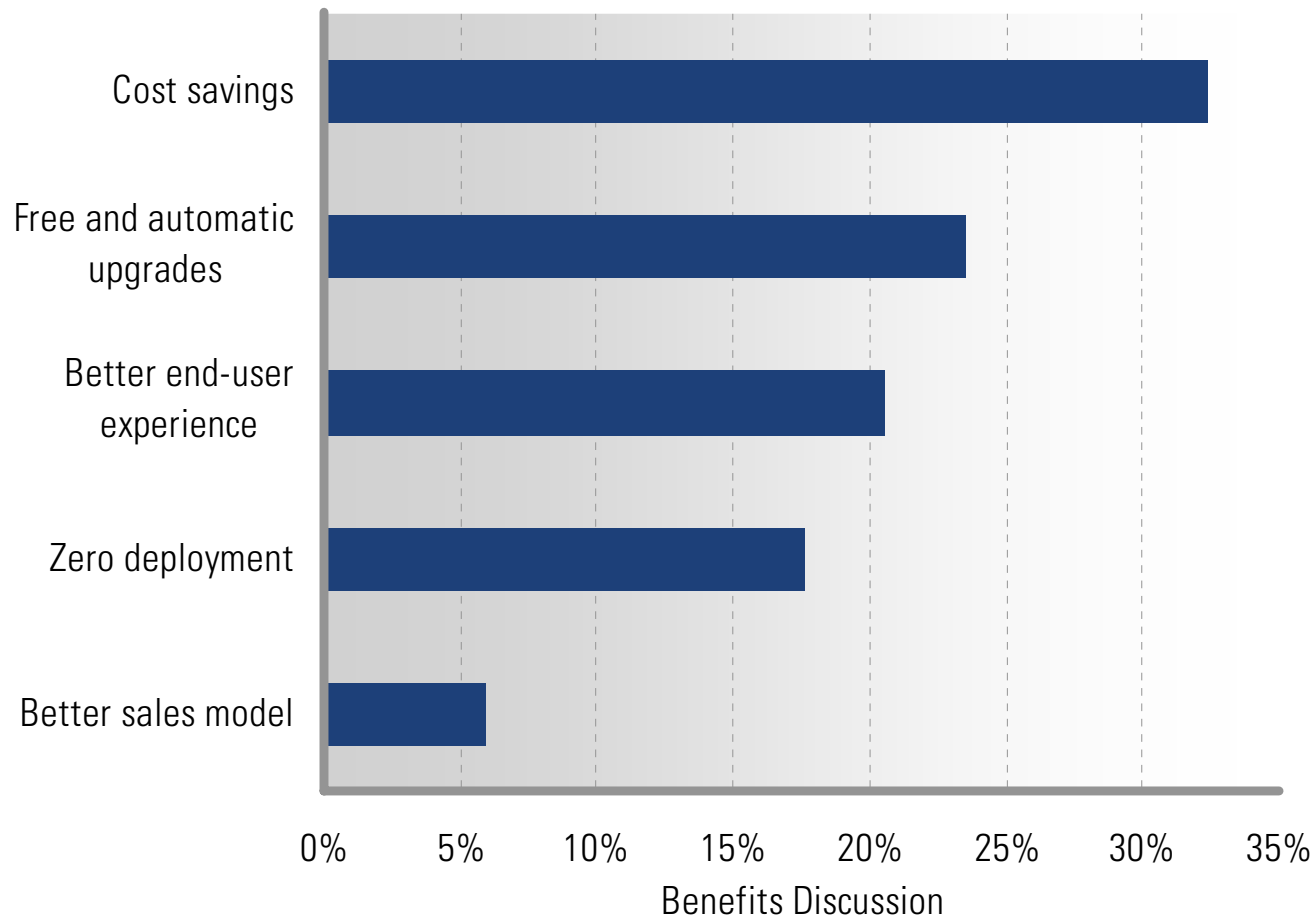
Key benefits driving adoption of SaaS:

- Cost Savings
- Free and Automatic Upgrades
- Better End-User Experience



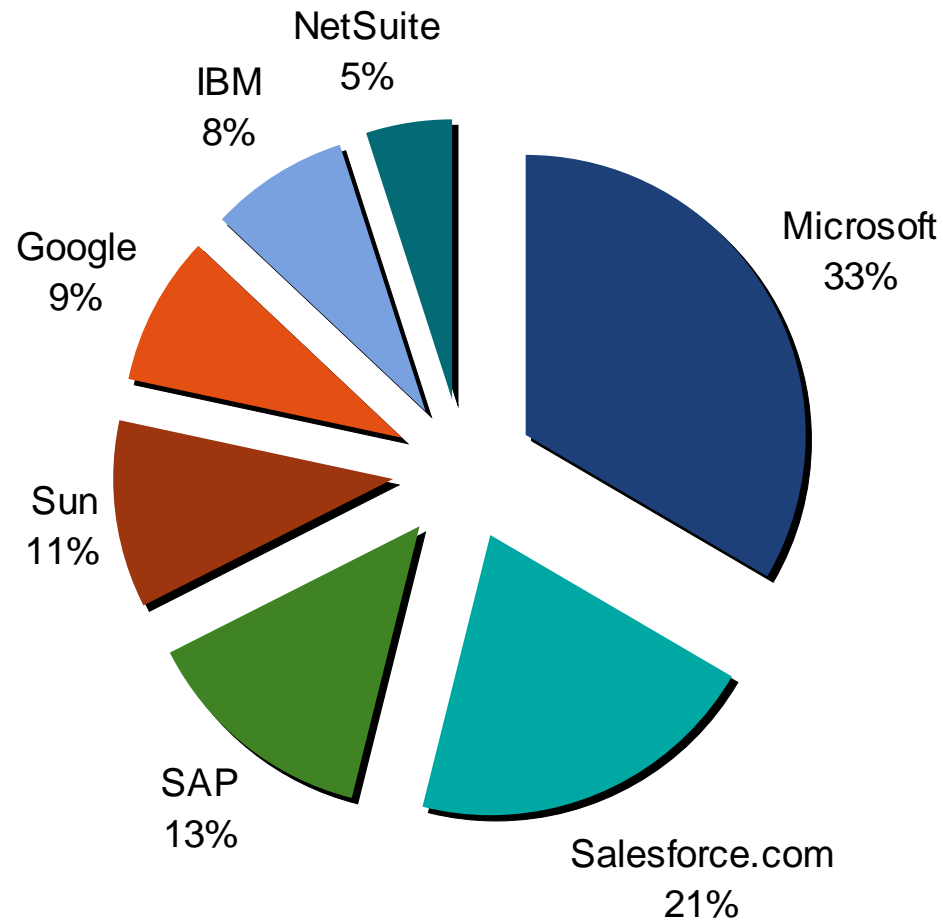
SaaS Predictions

Benefits



SaaS Predictions

Leading Share of Voice



SaaS Predictions

Leading Publications

Publication	# of Articles
eWeek	23
InfoWorld	23
CNET	9
InformationWeek	7
Computerworld	3

Contact Information

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