Delivering Products in a SaaS World

The Pros and Cons of SaaS

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It's Everywhere

- Most people *get* SaaS

- The upsides don't have to be proven

- There are still some risks

Customers Have The Power

- Lower switching costs & often more players

- Information moves faster

- Always proving and improving value

EVERYTHING ELSE IS CHILD'S PLAY.

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Don't Forget About Their Power

- Do releases come at your will?

- Twitter & #fixreplies

- Facebook TOS

- Don't be lulled by ease of updates

Mine Your Data Resources

- Access to a wealth of information
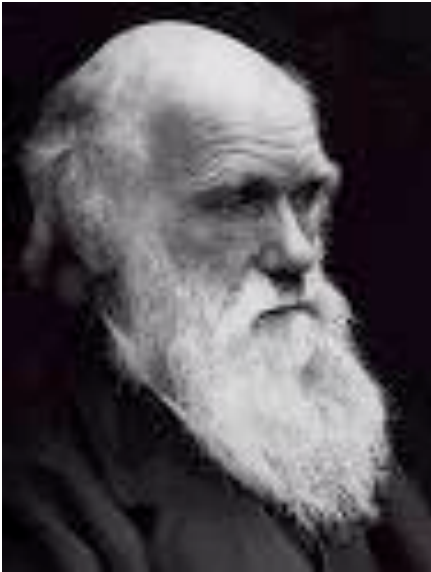
- Understand patterns

- Don't let it paralyze you

Still Let Customers Guide You

- Don't neglect their feedback over data

- Prod Dev may try to lead with 'Hard Facts'

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Changing Via Evolution

- Incremental changes can ease transition

- Allows for increased release frequency

- Settings are your friend

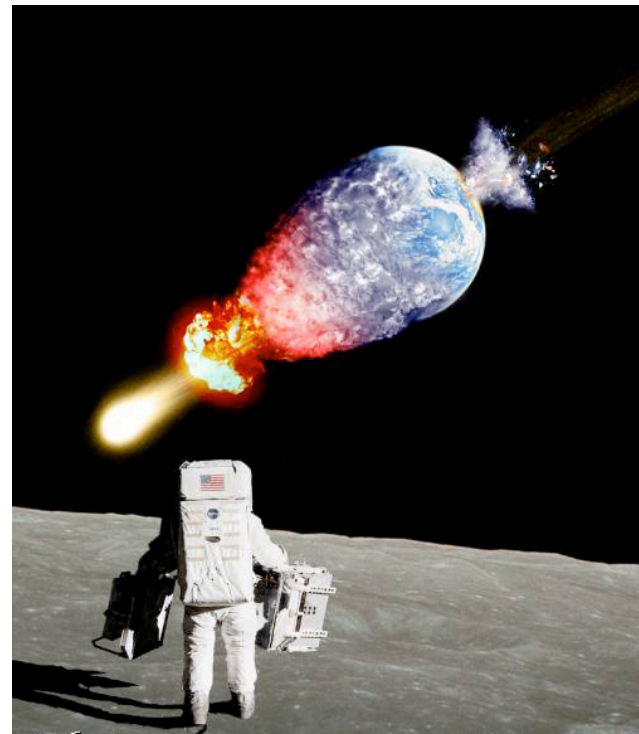productcamp RTP

Step By Step – More Effort

- Impacts on other departments

- Incremental changes on pricing

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Big Launch Impact

- Everyone gets it at once

- Impacts on Support
  & Sales

Pricing & Revenue

- Packaging can be more varied & granular

- Features or Content can be shifted

- Smaller deals can still be economical

- Revenue may come in over time

The Service IS The Product

- More production involvement

- Performance isn't just units moved
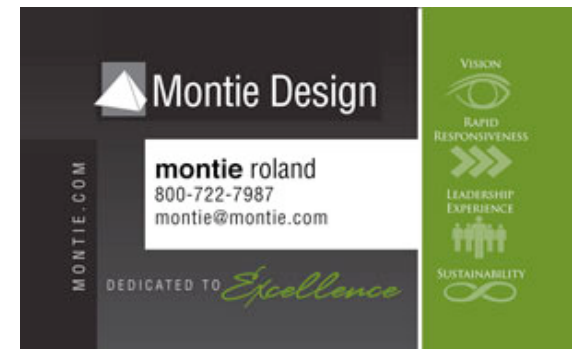
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