



# SOFTWARE IMPLEMENTATION & CHANNEL GUIDE

*Comprehensive Review for Expanding New Customer Support On Demand*

**Keychain Logic**

*Accelerating Revenue On Demand*

[www.KeychainLogic.net](http://www.KeychainLogic.net)



**New revenue on-boarding from within and without**

*"There is no greater challenge than to have someone relying upon you, no greater satisfaction than to vindicate his expectation."*

— Kingman Brewster



39 Amesbury Court, Danville CA 94526  
925.552.9964  
[info@KeychainLogic.net](mailto:info@KeychainLogic.net)  
[www.KeychainLogic.net](http://www.KeychainLogic.net)

## Beyond Direct Sales

This *Implementation & Channel Guide* makes recommendations to independent software vendors (ISVs) in Software-as-a-Service (SaaS) and On-Demand environments regarding new customer service fulfillment and the value of alternative channels. It includes articles about:

- Critical Importance of SaaS Implementation
- Developing Scalable On-Boarding Processes
- Using Strategic Alliances in Implementation
- Developing Appropriate Alternate Channels
- High-Leverage Activities for Success

We are pleased to make this information available to the industry in the hope it will help accelerate the growth of SaaS and On-Demand companies.

Please feel free to contact us with questions about implementation process design or on executing a particular system.

We have been providing successful marketing, business development, and sales leadership to technology companies for over twenty years and will be happy to assist in the development of your customer support processes and team.

## Implementation Guide Table of Contents

How effectively new customer implementation processes work with alternate channel partners is a test of service companies' value. If one side of the equation fails, the other similarly will fall short.

Written for independent software vendors (ISVs) offering Software-as-a-Service (SaaS) and On-Demand applications, this guide approaches the topics separately and then integrates them to illustrate the revenue enhancement power that comes from getting them right.

The ideas presented in this guide provide SaaS and On-Demand ISVs with the background for building systems that are user-friendly and scalable. With effective implementation procedures, these ISVs can focus on real revenue growth.

Our goal is to accelerate ISV transformation. Beyond this guide, we are available to provide additional support and detailed recommendations.

Topics in the guide include:

### The Importance of Optimized On-Boarding

- Implementation Leads to Revenue.....2.a
- Standardizing and Automating for Growth .....2.b

### Integrating Alternate Channels

- High Leverage Partnerships.....3.a
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# Implementation: The True SaaS Close



Software-as-a-Service (SaaS) and On-Demand deals are not truly closed until the customer is logged on and using the application.

In the traditional perpetual license model, independent software vendors (ISVs) receive a signed contract and deliver gold discs to their new customer. Depending on the type and size of the sale, they provide different levels of installation and implementation support, maybe even some application training.

Generally, these tasks are done by technical sup-

portation – or on-boarding – is more robust because the application is part of an integrated service (including access, equipment & network maintenance, security, backups, etc.), and customers will need to learn how the package works.

The tasks that can obviously be off-loaded by the ISV, and customers are unlikely to pay for services they cannot use.

Thus, on-boarding is a critical step in the SaaS and On-Demand close, and the ISV must immediately provision log-on assistance, application and other support.

These duties will be more complex if customers will be using the application with visibility into the implementation process.

On-Demand ISVs must be able to adapt to this changing and dynamic proportion to their customer base.

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*“Success is when reality exceeds expectations.”*

— John D. Rockefeller

*“Having achieved your purpose, do not seek not to undo what you have done.”*

— Latin Proverb

porters. On-boarding must be scalable to deal with the inevitable success problem of growing sales.

Thus, SaaS and On-Demand ISVs must (a) standardize, (b) automate, and (c) delegate as much of the implementation step as possible. A dedicated department, responsible for managing new customer on-boarding, oversees the process and manages the few exceptions that arise.

Whether this department is customer support, internal operations, professional services, or some other group will depend on how intrusive the application is on customers' systems and the level of customization required (and allowed) for productive use.

Customer support departments must be cross-functional, and information must flow to the customer support department automatically. Iteration between departments is essential.

Standardized implementation helps the ISV avoid errors, but it must be flexible and allow steps to be done out of order and automated as possible.

When automation leads to the ability to delegate, the ISV should enable the new customer to perform simple tasks as part of its initial log on.

For example, if each user needs a security interface, it should be downloaded and installed with a simple point and click (or two) of the mouse with little or no involvement by the ISV.

## Passing the Buck: Scalability & Delegation

Accelerated revenue growth is all about volume, but no revenue comes without a cost.

Software-as-a-Service (SaaS) and On-Demand independent software vendors (ISVs) dedicated to exponential growth will employ strategic alliances and channel sales partners; however, these ISVs also need to maximize their share of the revenue generated by these alternate methods.

The more post-sale work that is required to implement new customers, the more expensive that revenue acquisition will be. Because it involves external resources, the cost of a Software-as-a-Service (SaaS) or On-Demand ISV can be high. The onboarding process is often a significant barrier to a successful market entry.

Here, then, is a new approach to automation. Since the ISV is committed to its alliance and the partner handles implementation and training, and customer support, the ISV is not paying for these functions.

### Partners

Independent software vendors (ISVs) have been reticent to outsource their applications, but the high cost of the support costs can be a barrier to additional revenue. Outsourcing is just as efficient to the ISV as it is to the customer.

Software-as-a-Service (SaaS) and On-Demand models readily lend themselves to alliances and alternate service deployment models. The implementation process is often a significant barrier to a successful market entry.

SaaS or On-Demand ISVs can complete solutions multiply the opportunities for channel partnerships. The new offering's ease-of-use allows traditional relationships with systems integrators and IT consultants to be expanded.

Moreover, the ISV can work with other technical sales organizations to bring its solution to market. Network service providers (such as traditional telecommunications carriers, metropolitan area ethernet companies, internet service providers, data center operators) all welcome value-added services they can offer to their highly competitive markets. Similarly, other technology companies (such as hardware vendors) are excellent sales resources.

Partners can be found in a number of forms: in the form of higher revenue share or commissions and once internally for personnel and systems put in place to support the partners.

By automating as many implementation steps as possible, the ISV not only makes it easier for its internal staff to on-board new customers, it adds value to its channel partners by allowing them to focus not on the technical details of getting the SaaS or On-Demand application started but on providing services to the customer.

Opportunities for automation are revealed by a

## Channel Guide



### ADDITIONAL PARTNER EXPERTISE: ALTERNATE ALTERNATE CHANNELS

Additional and expanded channels offered in "Putting On the Street" (left) are types of technology which Software-as-a-Service and On-Demand independent software vendors (ISVs) are familiar. However, the many SaaS and On-Demand applications is that they lend themselves to expanded go-to-market strategies.

On-Demand ISVs offering SaaS and On-Demand applications with interfaces supported by automated implementation can pursue even more expanded opportunities by providing services to the low-technology users of their target customers.

For ERP applications, the ISV can be offered through CPAs and other financial professionals who can become the chance to show they support their customers.

On-Demand services that can be offered through shippers who also manage fleets and the goods they carry.

Design collaboration and production line management applications that have been offered to technology manufacturers may be adapted and offered to construction markets through a network of architects or general contractors' suppliers.

The possibilities for expanding sales channels for SaaS and On-Demand applications are as vast as the new markets into which these applications can be sold. The services' flexibility and affordability will allow ISVs to expand their ecosystems in entirely new ways limited only by their imagination.

