49 RIVERSIDE AVENUE
WESTPORT, CT 06880
PHONE: 1.203.454.3900
FAX: 1.203.454.0022
EMAIL: INFO@SAUGATECH.COM
WEB: WWW.SAUGATECH.COM

NEWS RELEASE

PR Contact:
Chris MacGregor
1-203-454-3900
chris.macgregor@saugatech.com

For Immediate Release

Saugatuck Technology Announces SaaS Readiness Assessment (SRA) Services

Industry-leading software-as-a-service research consultancy offers customizable business readiness assessment programs for software and services vendors

Westport, CT (October 24, 2007) – Saugatuck Technology Inc. announced today the availability of its SaaS Readiness Assessment (SRA) consulting services for software vendors and development firms. The new services build on Saugatuck's industry-leading five-plus years of research, consulting and advisory work with SaaS developers, providers, and users.

“Our years of research on software-as-a-service have shown that the most successful software firms that transition to SaaS are those that identify new business opportunities, and design offerings to take full advantage of that opportunity," stated Saugatuck founder and CEO Bill McNee. “Vendors that try to simply 'SaaS-ify' their existing on-premise software are much less likely to succeed, and much more likely to waste resources.”

Saugatuck is working with large enterprise software vendors, leading and emerging SaaS vendors, and a variety of independent software vendors (ISVs) worldwide to help them determine market opportunities, and develop and refine SaaS business strategies and models. Saugatuck's research and consulting enables vendors to understand user readiness and the readiness of their own firms and offerings, and to plan and manage the transitions required from traditional software business models and operations to the more demanding business of SaaS.

Saugatuck's core SRA service program covers key strategic and tactical business challenges faced by software vendors considering the move to SaaS, whether for a single new offering or as a strategic business shift. The standard SRA service framework is as follows:

- Transitioning from software provision to services provision
- Lifecycle issues, from SaaS startup firms to mature ISVs
- Determining hybrid versus pure-play strategies
- SaaS marketplaces and competitive challenges
- Strategic business issues in SaaS and market economics, technologies, organizations, and cultures
- Tactical and operational business issues in marketing, sales, distribution, pricing, finance, customer support, and IT infrastructure
- Channel strategies and partner ecosystems

"Organizing this important suite of services in an adaptable, repeatable framework allows us to provide customers with the most effective combination of services for their specific business needs," explains Saugatuck CEO McNee. Details on Saugatuck's SaaS Readiness assessment services are available at the company website: www.saugatech.com/sra.htm.

About Saugatuck Technology

Saugatuck Technology Inc. provides management consulting and subscription research services to senior executives, information technology vendors, and investors, combining strategy development, business planning, and market intelligence with first-hand research of executive technology buyer trends. Founded in 1999, Saugatuck is headquartered in Westport, Connecticut, with offices in Santa Clara, CA. For more information, visit www.saugatech.com, or contact Chris MacGregor at 1.203.454.3900 or 1.408.727.9700.

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