



Title	WHAT IS SaaS? AN INSIGHTFUL GUIDE
Description	Intro
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SaaS which is the acronym for Software as a service refers to the cloud-based delivery of software to users. Instead of purchasing an application once and installing it, users subscribe to it. SaaS applications can be accessed from any compatible device through the Internet. The application itself is run by cloud servers, which may be hundreds of miles away from the user's location. Its provider manages access to the application, including security, availability, and performance. SaaS applications run on the provider's servers. Whatever the name, these applications run on a provider's servers. In this article, we will get familiar with SaaS and see why we use it.

WHAT IS SaaS?

Software as a service (SaaS) refers to a software distribution model in which a cloud provider hosts applications and makes them available to end users over the internet. An independent software vendor (ISV) might contract with a cloud provider to host the application in this model. In larger companies, such as Microsoft, the cloud provider may serve as the software vendor as well. Besides infrastructure as a service (IaaS) and platform as a service (PaaS), SaaS is one of three main categories of cloud computing. IT professionals, business owners, and individuals all use SaaS applications. Products range from personal entertainment, like Netflix, to advanced IT tools. SaaS products are often marketed to both B2B and B2C customers, unlike IaaS and PaaS. By 2024, analysts predict the market for SaaS products will reach \$200 billion, according to a recent report by McKinsey & Company.

HOW DOES SAAS WORK?

Software as a service is delivered over the cloud. Either the provider hosts the application and its associated data on its own servers, databases, networking, and computing resources, or it is an ISV that contracts a cloud provider to host the application at the provider's data center. Web browsers are usually used to access SaaS applications. If you have a network connection, you can access the application from anywhere. Consequently, these applications eliminate the need for setup and maintenance. Users simply subscribe to access the software, which is ready to use.

As a service provider, SaaS is closely related to application service providers (ASPs). Moreover, on-demand computing software delivery models are where the provider hosts the customer's software. Software-on-demand SaaS allows customers to access an application that has been designed specifically to be distributed as a SaaS application over the network. All customers receive the same source code for the application. New features or functionalities are rolled out to all customers as soon as they are released. They store customer data locally, in the cloud, or both locally and in the cloud, based on the service-level agreement (SLA). By integrating these applications with other software via APIs, businesses can integrate their own software tools with them.

On the other hand, the transport layer itself is stateful. It transmits a single message, and its connection remains in place until all the packets in a message have been received and reassembled at the destination. The TCP/IP model differs slightly from the Open Systems Interconnection (OSI) networking model designed after it. The OSI reference model has seven layers and defines how applications can communicate over a network.

WHAT ARE THE PROS AND CONS OF SOFTWARE-AS-A-SERVICE?

There are a number of advantages and disadvantages to using SaaS applications, although the benefits often take over the disadvantages for modern businesses.

PROS

1. Cost Effectiveness

With SaaS, companies can reduce their internal IT costs and overhead. The providers maintain the servers and infrastructure that support the application, so businesses are only charged a subscription fee.

2. Scalability:

As usage increases, the SaaS provider scales up the application by adding more database space or computing power.

3. No need for installation:

Its providers update and patch their applications regularly.

4. Accessibility from all devices:

The SaaS applications allow users to access them from any device and anywhere. This gives businesses the flexibility to have employees operate anywhere in the world, while users have access to their files wherever they are. Moreover, most users use multiple devices and change them frequently. they don't have to reinstall SaaS applications or purchase new licenses every time they change devices.

5. Customization :

It is common for SaaS applications to be customizable and to integrate with other business applications.

CONS

1. Security

SaaS applications often face security challenges due to cloud computing.

2. The need for stronger access control

Service disruptions, unwanted changes to service offerings, or security breaches can all result in problems for SaaS customers – all of which can have a profound impact on their ability to use the service. It is important that customers understand their SaaS provider's service level agreement and ensure it is enforced to proactively mitigate these issues.

3. Vendor lock-in

Switching vendors can be challenging with any cloud service provider. Customers need to migrate large amounts of data when switching vendors. Moreover, some vendors use proprietary technologies and data types, which can further complicate the transfer of customer data between different cloud providers. Vendor lock-in occurs when customers cannot easily switch between service providers because of these factors.

THE FUTURE OF SOFTWARE-AS-A-SERVICE

In a short time, cloud computing and SaaS have made significant strides. Increased awareness and uptake have accelerated SaaS product growth, which has led to the development of SaaS Integration Platforms (SIPs) such as Infrastructure as a Service (IaaS) and Platform as a Service (PaaS). Non-core IT activities will continue to be outsourced to specialists who can do them better.

Companies can develop end-to-end integrated solutions using the cloud. This allows them to concentrate on their core competencies while outsourcing hardware and software issues. Through the adoption of various "SaaS" services, companies will be able to establish long-term relationships with service providers, leading to innovation as customers' needs grow. Future applications of high-performance computing will include analyzing large amounts of customer data and monitoring application logs. It may be possible for SaaS one day to help businesses address critical challenges such as predicting which customers will churn or what cross-selling practices are most effective. As businesses increasingly require large amounts of data, software performance, and backups, cloud-based providers are becoming increasingly popular.



WRAPPING UP

In this article, you learned about Service-as-a-Software, what it is, how it works and its pros and cons, and its future of it. In general, As a cloud-based technology, software-as-a-service, or SaaS, provides users with software. rather than buying the application once and installing it, SaaS users subscribe to the application. SaaS applications are accessible from any computer or mobile device that has a compatible Internet connection. the actual application runs on cloud servers far away from the user's location.



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