

THE POWER OF COMMUNITY

Why ASP is not the same as SaaS



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Many companies are still trying to understand the difference between Software-as-a-Service (SaaS) and Application Software Provider (ASP) in treasury. To make it worse, technology terms such as “cloud,” “hosted,” etc. add to the confusion. But what is all the fuss about anyway? Why should choosing between a SaaS or ASP solution matter to you?

This guide explains the fundamental differences between these two types of offerings and clarifies how the power of SaaS technology delivers much more value to you and your ability to manage treasury and risk in a dynamic global business environment. With SaaS, you can forget about the technology and focus on what’s possible for you to manage and grow your business.

IT'S ALL IN THE DELIVERY

Let's settle the core of the problem. ASP is commonly referred to as a “hosted” solution. SaaS is also hosted, but it is not at all an ASP. Hosting means the vendor manages the hardware, software, security, etc. remotely. This applies to both SaaS and ASP, but the fundamental difference is in how they are delivered.

THIS MAKES ALL THE DIFFERENCE IN THE WORLD TO YOU

Only SaaS delivers the same, single-version application to all of its customers at once. This one-to-many delivery model means that you will be able to leverage the power of an entire community of users whose industry best practices are hard-coded right into the software, for everyone's benefit. An ASP, on the other hand, is delivered only to you and to each and every company the vendor serves individually. Because the vendor must essentially go from “house-to-house” to service its customers, there are no economies of scale you can benefit from. With a SaaS solution, however, **the power of community will enable you to:**

- Tap into the experience of world-class treasury organizations doing business globally. No need to reinvent the wheel. Access to the best of the best will get you where you want to be, faster. It will even get you where you need to be, before you know you need to be there.
- Reap the rewards of innovation that come from your SaaS vendor's ability to focus resources on one application rather than several different offerings or multiple versions. Focused resources beget focused innovation.
- Stay current on the latest version of the software, while using only the functionality that you need and subscribe to.
- Experience the true scale of the solution. With a growing community of thousands of users, scalability is proven, so you can be assured that as you grow, you won't outgrow your system.



One application, one version, one community keeps you in sync with dynamic markets and compliance requirements while enabling you to configure the application to your own specific requirements. This flexibility gives you the best of all worlds.

“SaaS was not a key criterion in the selection process but it was quickly identified as a real value-add for the international corporation. Cloud-based SaaS technology makes the platform easily accessed anywhere there is an internet.”

Eddie Collis, Group Finance Director, Seek Limited.
Aligning Company Growth and Treasury Evolution
at Seek. FTA Outlook 2014

WHY MISTAKING ASP FOR SAAS CAN COST YOU

Below is an at-a-glance chart to help you sort through many reasons why you can't simply substitute ASP for SaaS or think they mean the same thing. They are vastly different.

NOT KNOWING THE DIFFERENCE CAN COST YOU:

WHAT YOU NEED	ASP HOUSE-TO-HOUSE	SAAS THE POWER OF COMMUNITY
ROOM TO GROW	<p>There are no economies of scale you can benefit from. If you need more processing, more users, more anything, you pay more. This creates an uneven, unpredictable expense stream.</p>	<p>Because of the multi-tenant design of a true SaaS, the economies of scale that come from hosting a community of users is passed on directly to you. You pay one, predictable annual subscription fee with no hidden costs. Your subscription already includes upgrades, data, integrated services, security, and more. In addition, you pay as you go, so you control your subscription requirements as your business needs grow.</p>
PROVEN SECURITY	<p>ASPs offer a minimum level of security with their base fee. Clients must dictate their security requirements to the ASP provider at an additional fee.</p>	<p>SaaS environments are constructed with the highest levels of security. Ongoing monitoring and testing are performed by internal and external parties, including continuous testing by hundreds of IT teams whose companies become part of the SaaS community.</p> <p>You benefit from SSAE16 compliant security protocols, including encryption, intrusion and penetration testing at no extra cost.</p>
FAST UPGRADES	<p>Upgrades are individually deployed to meet many single-instances of the application. These upgrades are installed in your individual environment for a fee and on a first-come first-serve basis. Waiting in line can cost you valuable time and possibly business opportunity. Quality assurance and post upgrade testing and costs are your responsibility.</p> <p>If you choose not to upgrade, you will incur infrastructure and labor costs to support legacy versions of the ASP provider's software.</p>	<p>Timely upgrades enable you to be responsive to current market demands. With SaaS, upgrades come with standard service and are rolled out across your global environment at pre-defined periods.</p> <p>Because everyone is on the same version of the application, there are no costs or investments of time to you in keeping in sync with market demands. The SaaS provider can invest its resources in research and development for one application, rather than going house-to-house.</p> <p>In addition, quality assurance and testing is the responsibility of the SaaS provider, which leaves you time to focus on what's important.</p>
INTEGRATION WITH OTHER SYSTEMS	<p>Additional managed services (such as trade portals, general ledger, market data and bank connectivity, etc.) are the responsibility of the client to select, implement and maintain. There is no guarantee that the application will perform as intended, creating data issues and unpredictable expenses.</p>	<p>True SaaS solutions are designed from inception to be open and easy to integrate with standard technologies like web services. They are flexible and highly configurable to meet your own individual needs, while at the same time, enabling you to tap into the economies of scale that a SaaS offers over an ASP.</p> <p>SaaS providers integrate and maintain value-added services as part of the core service offering to the community, so you can meet your treasury needs without the cost and hassle of maintaining disparate systems, relationships and contracts.</p>

REVAL'S ALL-IN-ONE SAAS TREASURY AND RISK MANAGEMENT SOLUTION

The good news is you don't have to wait for a SaaS that is robust enough for the complexities of your global organization. It is available today with Reval. Reval's SaaS TRM is built on the best practices of thousands of treasury professionals throughout 15 years of servicing the treasury market, making it a comprehensive and integrated solution that provides:

- Global cash visibility and management
- Robust cash forecasting
- Transparency into financial risk
- Advanced cash and risk analytics
- Compliance with domestic and international regulatory requirements
- Operational efficiency, control and compliance
- Interconnected workflow
- Straight-through processing of out-of-the-box services
- Business continuity through a secure, single-version SaaS platform

The power of Reval's community brings many standard services to all. Among these services are offerings most meaningful to treasury and risk management professionals, including:

- STP access to trading and money market portals
- Integrated market data and analytics
- Bank connectivity for polling and payments
- Connectivity to niche treasury tools and ERP systems
- Treasury benchmarking
- Access to a deep portfolio of reports

With Reval's SaaS TRM, you can harness the power of community to give you the functionality and the time to approach your business more strategically.

"All the drivers that lead us to adopting a TRM system were about trying to reduce risk. A TRM would help us compile information more efficiently."

Transforming Treasury at Bemis, A Conversation with Salvador Medina, Assistant Treasurer.
Case Study, Reval 2014.

"Seek is already seeing benefits from its new SaaS TRM solution as all financial transactions are captured and recorded in a single, robust platform."

Eddie Collis, Group Finance Director, Seek Limited.
Aligning Company Growth and Treasury Evolution at Seek. FTA Outlook 2014



For more information about Reval's SaaS TRM, please contact info@reval.com and visit www.reval.com

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