



GAME CHANGING SaaS Trends



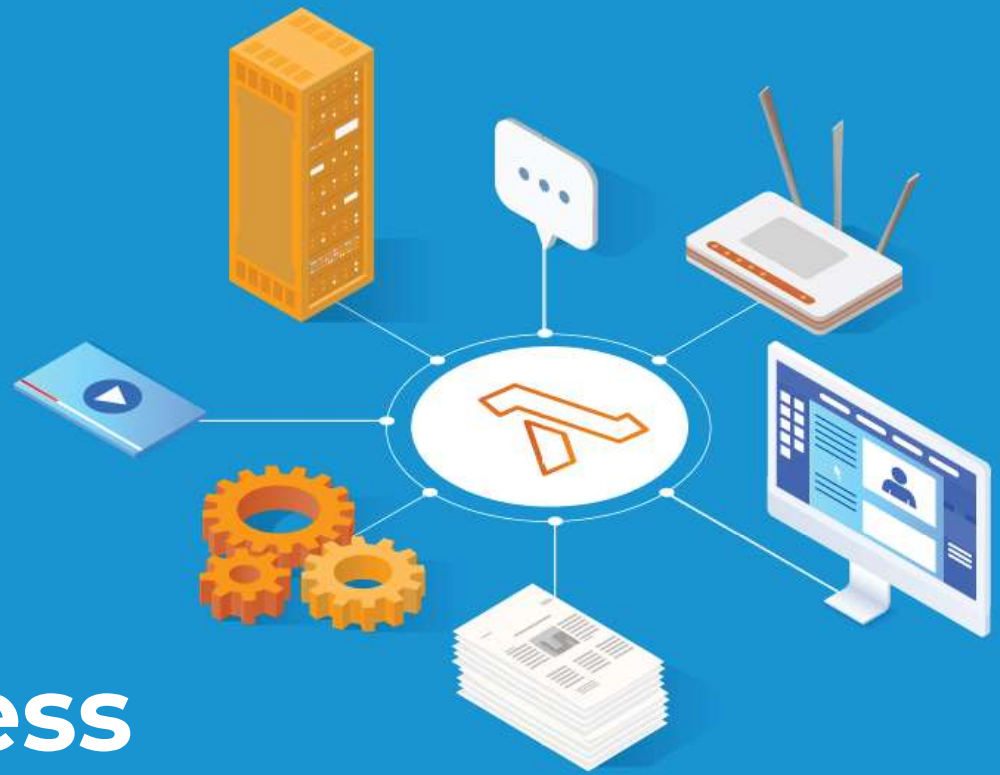
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Game Changing SaaS Trends

The rise of cloud technology has made it possible for organizations to economically extend their capabilities using SaaS solutions. They benefit from these applications without the need for on-premise infrastructure.

SaaS software is constantly evolving, providing increasingly advanced features for small organizations and enterprises alike.

We invite you to explore upcoming SaaS trends to learn how you can leverage technology to gain the many advantages offered...see how you can change the game!



Serverless Application Development

A promising approach in SaaS is serverless application development. Proponents tout that you can focus on your application rather than the infrastructure that it runs on.

Serverless Application Development Is...

In a serverless computing environment like Amazon, your application runs on AWS servers. AWS Lambda lets you execute code without provisioning or managing any servers, and you only pay for the server time that you consume. Serverless functions are accessible only as private APIs, and they run in stateless compute containers that are event-triggered and ephemeral. Pricing is based on the number of executions rather than pre-purchased compute capacity. All server management is performed by AWS

Advantages of Serverless Application Development

Business Agility

Running serverless frees up time for teams to innovate by eliminating the need to provision, scale, and patch infrastructure. It eliminates infrastructure management tasks such as server or cluster provisioning, patching, operating system maintenance, and capacity provisioning.

Cost Effectiveness

A serverless platform like AWS enables cost-effective serverless application development & deployment. As you scale, capacity planning & cost management are automated. The result is software that is easier to build and maintain.

Scalability

Serverless application environments are scalable and highly available. It's automatic, seamless, and virtually unlimited.

Game Changing Impact

Serverless applications allow your development team to focus on application code without worrying about provisioning, configuring, managing and scaling infrastructure. As a result, development speeds up while reducing the complexity of creating scalable, reliable applications.

Serverless Databases



As proponents of modern application development, we've embraced microservices, serverless, and DevOps. We migrate monolithic applications and database servers to distributed cloud systems. Modern applications deliver better user experience, more stability, and lower costs, while also streamlining and simplifying development. Serverless solutions free developers from infrastructure management. And serverless is not limited to application code — there are database options too. We'll explore serverless databases on AWS.

Serverless Databases Are...

In serverless computing environments, servers operate using more automation, freeing developers from managing them. Serverless databases combine the features of traditional databases with the flexibility of serverless architecture. It reduces the complexity of a database into API calls that enable automated scaling, addressing changing demands of applications and unpredictable workloads. The primary feature of a serverless database is adjusting capacity based on its workload.

How Serverless Databases Work

A serverless platform like AWS enables cost-effective serverless application development & deployment. As you scale, capacity planning & cost management are automated. The result is software that is easier to build and maintain.

Advantages of Serverless Databases.

Simplicity

Accessing your database is as simple as calling an API. Behind the scenes, provisioning and management are automatically handled.

Better Scalability

Serverless databases can be scaled up or down at any time to address your application's needs.

Uptime

Serverless computing platforms must ensure that services are available and rapidly accessible. Unused database services can be put to sleep but made available immediately when needed.

Cost Management

Since you are charged for consumption, serverless options are cost-effective. You pay only for resources you use.

Streamlined Operations

Traditional software maintenance responsibilities become unnecessary. For example, you don't need special support to maintain infrastructure. Teams are not burdened by server maintenance or running their apps at scale.

Game Changing Impact

Going serverless abstracts the majority of a database's complexity into a simple cloud-based API. It offers highly scalable, cloud-based data storage and retrieval without requiring you to provision CPU or storage ahead of time. Although it doesn't fit every use case, it's a remarkably powerful tool to have available to your development team.



MicroSaaS

Software-as-a-Service is huge. A staggering 99% of companies will use at least one SaaS product by the end of 2023. The SaaS industry grows 18% annually, and SaaS revenue is expected to exceed \$360 billion by 2024. SaaS niches are dominated by a handful of vendors. For example, in CRM, it's Salesforce, Hubspot, ClickUp and Monday. In accounting, it's Quickbooks, Freshbooks, and Sage. New SaaS vendors find it nearly impossible to steal market share in these competitive markets. Competitive markets don't preclude innovation though — we're seeing the emergence of micro solutions to augment these big players. Witness the rise of microSaaS products.

MicroSaaS Is...

MicroSaaS is software-as-a-service built intentionally as a small business by an individual or small team. Traditional SaaS businesses address a broad range of problems, while MicroSaaS targets a small set of issues for a targeted audience.

Advantages of MicroSaaS

MicroSaaS works well for both the service providers and their users. Consider these reasons to build a microSaaS application...

Time to Market

Companies can get to market fast with limited resources. Affordable tools to build attractive modern applications are readily available.

Lifestyle

A microSaaS business can be operated virtually from anywhere. All you need is a laptop and an internet connection.

Ownership

In microSaaS, you can be a sole owner, making all the decisions. Unlike larger applications, outside investment is really unnecessary.

Modern Infrastructure Advantages

Applications can be built using the proven development methods, including microservices and serverless infrastructure. Apps can easily scale to meet demand and be regularly upgraded to deliver outstanding customer experiences.

Recurring Revenue

The owner of a microSaaS business earns recurring revenue with low overhead. Organic growth is achievable.

Game Changing Impact

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Mobile-First SaaS



It's apparent that most SaaS products are developed for desktop first. Given the nature of our hybrid work environment today, many tech experts predict that mobile apps will become increasingly dominant. Mobile has become the primary interface for workers to get real work done using a smartphone. A mobile-first SaaS approach means addressing the needs of mobile users from the beginning, rather than 'dumbing down' a desktop feature set to work on smartphones and tablets. To provide a seamless, user-friendly experience on mobile devices, mobile-first SaaS developers must optimize for smaller screens, touch inputs, and mobile-specific requirements. SaaS businesses that fail to offer mobile-friendly solutions risk losing customers and falling behind their competitors.

The Mobile SaaS Market

We see a significant growth opportunity for mobile-first SaaS products. Surveys show that a third of mobile SaaS start-ups address specific industries in sectors like real estate, construction, and healthcare. Zion Market Research estimated the 2020 global mobile SaaS market value at over \$15 billion, growing to \$35 billion by 2028 with a CAGR of over 10%. Rising demand for cloud-based services coupled with increasing adoption of mobile devices fuel this growth in mobile-first SaaS solutions. Mobile-first SaaS is a competitive market that includes both heavyweights and startups vying for market share.

Advantages of a Mobile-First SaaS Strategy

Convenience

Mobile app users can save time and get work done even when on-the-go. Software is accessible to users anytime, anywhere, and on any device. Mobile app users can work in a flexible and remote environment, which can enable a better work-life balance and increase overall job satisfaction.

Scalability

Mobile SaaS solutions can be scaled up or down easily to meet the needs of the organization. Scalability helps manage costs and improve efficiency.

Competitive Advantage

By providing a mobile app that delivers value to customers, businesses can gain competitive advantage in their industry.

Game Changing Impact

Mobile SaaS enables users to access mission-critical applications from any device and location, which provides organizations with flexibility, scalability, and cost-effectiveness. Since they are cloud-based, updates can be rolled out quickly, providing users with the latest functionality. The future is bright. As mobile adoption grows, more businesses understand the need for mobile-first solutions that help them be more competitive. We expect to see more innovation too!

Artificial Intelligence & Machine Learning (AI/ML)



It's hard not to read something about artificial intelligence every day (and you may be reading something *written* by AI). AI is permeating everyday life at a rapid clip, especially with the emergence of ChatGPT. But we've only scratched the surface. SaaS applications will see strong growth in AI integrations, including machine learning. The combination of AI/ML in SaaS is powerful, and it will dramatically impact our productivity and capabilities for years to come.

AI/ML Is...

Artificial Intelligence (AI) and Machine Learning (ML) are related concepts. Using large datasets, AI systems can be trained to perform tasks with methods comparable to human intelligence, such as making predictions and performing complex analytical tasks. ML is a subset of AI where algorithms enable systems to learn from data without human programming.

Customer Facing Application

AI/ML will affect how we interface with SaaS applications. We're already living with many of these techniques today, but mass adoption will roll out quickly.

Personalization

Many SaaS applications deliver personalized experiences based on past interactions. AI personalization tailors news feeds on social media, content on streaming platforms, and recommendations in healthcare.

Chatbots for Customer Service

Chatbots offer numerous benefits for SaaS customer service. They help organizations manage costs and deliver better customer service by offering fast, consistent responses to inbound queries.

Fraud Detection

AI algorithms can parse large datasets to identify patterns of fraudulent activity. Historical data helps build predictive models to identify potential fraud before it occurs.

Recommendations

Amazon and Netflix know a great deal about our tastes. Algorithms provide more personalized and relevant suggestions to us, delivering a better user experience and increasing engagement (and sales).

Internal Facing Application

Within SaaS solutions, organizations can tap AI/ML to strengthen performance, capability, and security.

Automation

AI can automate routine workflows to save time and reduce errors, and natural language processing (NLP) algorithms can generate responses to common questions or issues.

Predictive Analytics

Predictive analytics can analyze user behavior to identify trends in customer behavior or find issues with system performance. For example, using NLP, sentiment analysis can help determine the attitude expressed in a user conversation.

Enhanced Security

AI can identify a security breach or attack and alert security teams in real-time. It can deter access where it senses suspicious activity (e.g., login attempts from unusual locations) to protect sensitive information. While monitoring user behavior, AI can automatically respond by isolating accounts and blocking IP addresses.

Application Outside SaaS

SaaS organizations can use AI/ML when working on tasks outside the software too. That is, they can consume AI services to fuel growth through marketing, sales, and operations.

Forecasting

Historical sales and market data can drive AI forecasting to help businesses make better decisions that fuel growth. For example, SaaS companies can identify customers who may be at risk of churning out or predict future demand to better plan product updates.

Marketing

AI can analyze historical data to identify ideal customer profiles, most effective messages, highest ROI channels, and best-converting offers.

Game Changing Impact

The compelling reasons for AI and ML in SaaS applications are that it can improve user experiences, increase organizational efficiency, and enable better decision-making. SaaS products will run more effectively, allowing developers and engineers to focus on strategic initiatives. Growth of AI/ML in SaaS continues as more companies recognize these benefits. This trend will only accelerate as technology evolves.



Private SaaS

As security challenges mount for enterprise customers, we see an emergence of private SaaS solutions. In this model, the vendor provides cloud-based software exclusively for a single customer or select customers. Instead of using shared public infrastructure, software is managed on private infrastructure. Enterprises and large organizations who need major customizations to the system, stringent security, or definitive control over their environment use dedicated SaaS, which differs from a multi-tenant SaaS model. Rather than a single instance of software being shared by customers, each customer has their own environment. Check out the compelling case for private SaaS.

Private SaaS Is...

Private Cloud

Systems are hosted on private cloud infrastructure that is operated by the SaaS provider. It is not hosted on public cloud infrastructure.

Secure

Systems use strong security like encryption, access controls, and monitoring to prevent unauthorized access and protect sensitive data.

Single Tenant

Each customer gets their own dedicated environment that is not shared with others. each customer has its own instance of the application, data, and infrastructure.

Examples of Private SaaS

Enterprises

Large businesses with complex processes need custom solutions.

Government

Agencies must provide secure access to sensitive data by employees working in a variety of locations.

FinTech

Vendors need secure data storage and encryption to protect sensitive financial information from cyberattacks.

Healthcare

Organizations need to track medical records and manage patient data.

Education

Schools need to manage student records, course materials, and online learning systems.

Advantages of Private SaaS

Security

Data is stored in a dedicated, private cloud environment.

Control

Organizations have explicit control over their data.

Compliance

Meet specific regulatory compliance requirements and adhere to industry regulations.

Customization

Organizations can tailor software to address specific requirements.

Integration

Leverage proven SaaS while providing seamless workflows with current enterprise systems.

Game Changing Impact

Private SaaS enables vendors to deliver exclusively for select customers using private infrastructure with strong security. Each customer has their own dedicated environment and instance of the application, data, and infrastructure. It offers advantages such as security, control, compliance, customization, and integration. Providers like Amazon Web Services, Microsoft Azure, Google Cloud, VMware, and Salesforce readily support deployments. As the amount of sensitive data stored in the cloud continues to increase, we expect private SaaS to grow alongside microSaaS and mobile SaaS, especially for enterprise customers with complex processes and stringent security requirements.



Webapper brings experience & insight to SaaS application development.

Our comprehensive application development process means you get SaaS products that can convert, scale, and thrive. When you need additional development resources, it can be more efficient to use an outsourced development team. We've designed our SaaS application development service specifically for businesses like yours. You'll work with a dedicated team of SaaS application development professionals who are experts in SaaS product development.

Product Mindset

We have already built products that delight users around the world.

Innovative Thinking

We drive digital innovation with design thinking, rapid prototyping, and iterative development.

Exceptional Talent

Our team can capture your product ideas and build the best possible product for you.

Broad Technology Expertise

We bring full-stack expertise to every system we design and develop.

SaaS Sales & Marketing Experience

We understand how important it is to deliver a good customer experience from inquiry through onboarding and maintenance.

Cost Effective

Save valuable time and money by outsourcing. Scale your team to meet changing needs.

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