

1 :: The New Model: SaaS  
 2 :: Adobe Distiller 9

3 :: Self-Serve Trend at Newspapers

# THE TRANSMITTER

## The New Model: Software as a Service

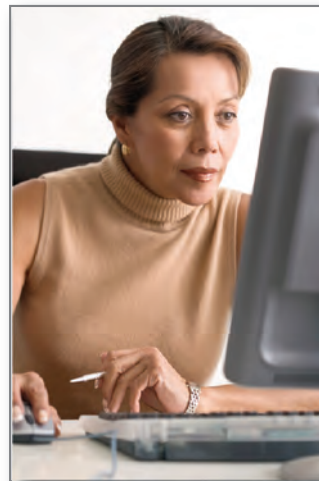
Software as a Service (SaaS) is a model of software deployment where an application is hosted and runs on a provider's premises – not the customer's – and payment is subscription based. Businesses are finding this model to be beneficial in a number of ways.

### Save Money

Since customers do not need to license, install or run the application on their computers, SaaS eliminates expensive up-front costs. Instead, the provider usually offers a pay-per-use model, which is much more affordable for both smaller and larger businesses alike.

Compared to a traditional software license, the subscription payment structure consisting of monthly or annual fees works to a company's advantage. An ongoing monthly expense is easier to incorporate into a budget than a one-time payment. Plus, customers can cancel or change their

subscription at any time without losing the large initial investment. And, since customers often pay according to usage it is even more cost effective.



### Lower IT Costs

SaaS eliminates IT costs such as the need for purchasing, maintaining and securely housing servers, and installing and maintaining the software. This model also saves money on overhead items like employee salaries,

health care, liability and physical building space.

Leading IT business analyst Phil Wainwright has said the cost of implementing conventional enterprise software can be four to five times the amount of the original license. All of this is money saved with SaaS.

### Save Time

Since many of the traditional implementation tasks associated with licensed software are not applicable to SaaS, and because the software

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# The New Model: SaaS cont'd

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is already running on the vendor's data center, deployment time is shortened.

For example, project management SaaS provider Daptiv recently released metrics gathered from more than 200 new customers about their initial experiences. They reported the average time from starting their subscription to using the software was less than 30 days.

## **Better Customer Experience**

When software users call for support on a traditionally-licensed product, they have to explain what they were doing when the error occurred, when they were doing it and what happened. But with SaaS, once the support person is alerted to the problem he can investigate the answers to these questions himself, making it a much less time-consuming

and cumbersome process for the user.

Besides this, the vendor has access to the aggregated view of all customers' experiences, which allows for easy discernment of the most-used features, the easiest and the ones causing the most problems. This is valuable insight they wouldn't have if the software was installed on the customers' premises. All of this information allows the vendor to create a much more intuitive and effective software product. It simply allows for the creation of better software.

## **More Informed Decisions**

With pay-per-use fees that are typically used in SaaS, it's easier for customers to discern what they are getting for their money. This relates

better with service level agreements that allow customers to choose between differing levels of service, depending on their budget. Therefore, customers are able to make more informed decisions in the process.

These benefits make SaaS an ideal way to harness the power of the latest software. Many companies recognize the inherent inefficiencies of the traditional software market, including the huge amount of time, effort and cost that they have to spend to install applications and to keep them running. For these reasons and more, many companies are now examining how they, too, can capitalize on SaaS.

Look for AdSEND to make a major announcement about how it's offering SaaS in the near future.

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# Self-Serve Trend at Newspapers

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Self-serve advertising is all the buzz at newspapers. What is it and why would a newspaper want to go with such a solution? Three good reasons: for increased revenues, reduced costs and greater customer satisfaction.

## Increased Revenues

As with many scenarios in business, the 80/20 rule applies in newspaper advertising – 80 percent of advertising dollars come from 20 percent of advertisers. Self-serve advertising provides a new way to get revenue from that other 80 percent. It does so because of the lower cost of entry, allowing small- to mid-size businesses to start purchasing. Plus, these advertisers don't have to be graphic designers or know a creative agency. All they need is Internet access and they will be on their way to creating an ad campaign.

## Reduced Costs

Going by today's advertising model, most new advertisers are brought on board to a newspaper through the efforts of an advertising sales representative. And even after they become a customer, they oftentimes still require hand-holding. With the newer self-serve model, however, this is cut down to a minimum and can even be eliminated.

Depending on the software a newspaper employs, once advertisers

create their account, they may choose a type of ad, size of ad, zone, frequency, and even pay the bill – all online without the assistance of a newspaper employee. That means advertising sales reps are freed up to call on lucrative prospective national advertisers and also have more time to devote to their most valuable clients. Therefore, a newspaper may even obtain more revenue in the future.

## Greater Customer Satisfaction

One of the great things about self-serve advertising is an advertiser may create and schedule a professional-looking ad any time, day or night. They need not wait for regular business hours or for a sales rep to be available. Plus, once advertisers finish creating their ad, they will be able to see immediately how the ad will appear when it's published. This reduces complaints and make-goods.

## New Method

While the traditional model of newspaper advertising isn't going away any time soon, self-serve is a bright new spot in the advertising world that newspapers may want to examine more carefully. Look for updates in future newsletters as AdSEND will be making a major announcement about self-service advertising.

**AdSEND**

101 Interchange Plaza, Ste. 102  
Cranbury, NJ 08512

[www.adsend.com](http://www.adsend.com)

Sales/Marketing  
1-800-2-ADSEND (1-800-223-7363)

[ussales@adsend.com](mailto:ussales@adsend.com)

Technical Support  
1-800-T-ADSEND (1-800-823-7363)

[adsendsupport@adsend.com](mailto:adsendsupport@adsend.com)