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## Industry Trends

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### Software as a Service (SaaS)

*By Steve Lloyd, President and CEO, DIY Real Estate Solutions*

In recent years, buying and owning software has become less attractive. After all, most business owners don't have an information technology background. They want a tool that works for them, rather than one they have to manage and support.

That is why the Software as a Service model, or SaaS, is so appealing. SaaS delivers traditional software over the Web, reducing complexity and the cost of software ownership while increasing functionality and as well as the ability to integrate with other Web systems. The SaaS provider handles daily technical operation, maintenance, and user support. Not only does SaaS save money and increase productivity without significant investments in systems, you are assured that your operation is at the forefront of technology.

Consider these specific advantages of SaaS...

- No installation or downloads... Start using the product immediately!
- No updates... All program changes are made on the SaaS provider's server, not on your computer.

- No back-ups... It's automatically and regularly taken care of by the SaaS provider, saving you time and worry. Reputable SaaS providers also maintain a back-up copy of your data "off-site" on another server.
- Low hardware cost... No need to invest in expensive network servers or database software.
- Low initial investment... No software to purchase! (And with DIY, there's no long-term contract either.)
- Low support cost... Like DIY, some SaaS providers include support in their monthly subscription fee.
- Low or no cost for users... No software site licenses to purchase and no limitations of users. As your business grows and you add staff, just set up another user. (With DIY, there is no additional cost.)
- 1-2-3, you're IN... All you need is an Internet connection, user name and password to access your SaaS data anywhere, any time. Add the convenience of Wi-Fi and you can manage your business on your laptop, tablet, handheld and cellular tools, too.

Bottom line? If you want to focus on growing your business instead of technology maintenance, you need to re-think software and start thinking SaaS. Then, as one of the many business owners taking advantage of SaaS technology, you can sit back and relax knowing your software and hardware responsibilities are a thing of the past (while your technology solution is ready for the future).

#### About the Author

Steve Lloyd is CEO of DIY Real Estate Solutions ([www.diyresolutions.com](http://www.diyresolutions.com)). DIY is the developer of web-based property management software solutions designed specifically for the independent rental owner and manager of apartment units or single-family dwellings. Software is delivered over the web, reducing complexity and the cost of software ownership while increasing functionality and ensuring affordability for customers.