



MARKET RESEARCH REPORT
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Software as a Service: Software Gets Saucy in Australia

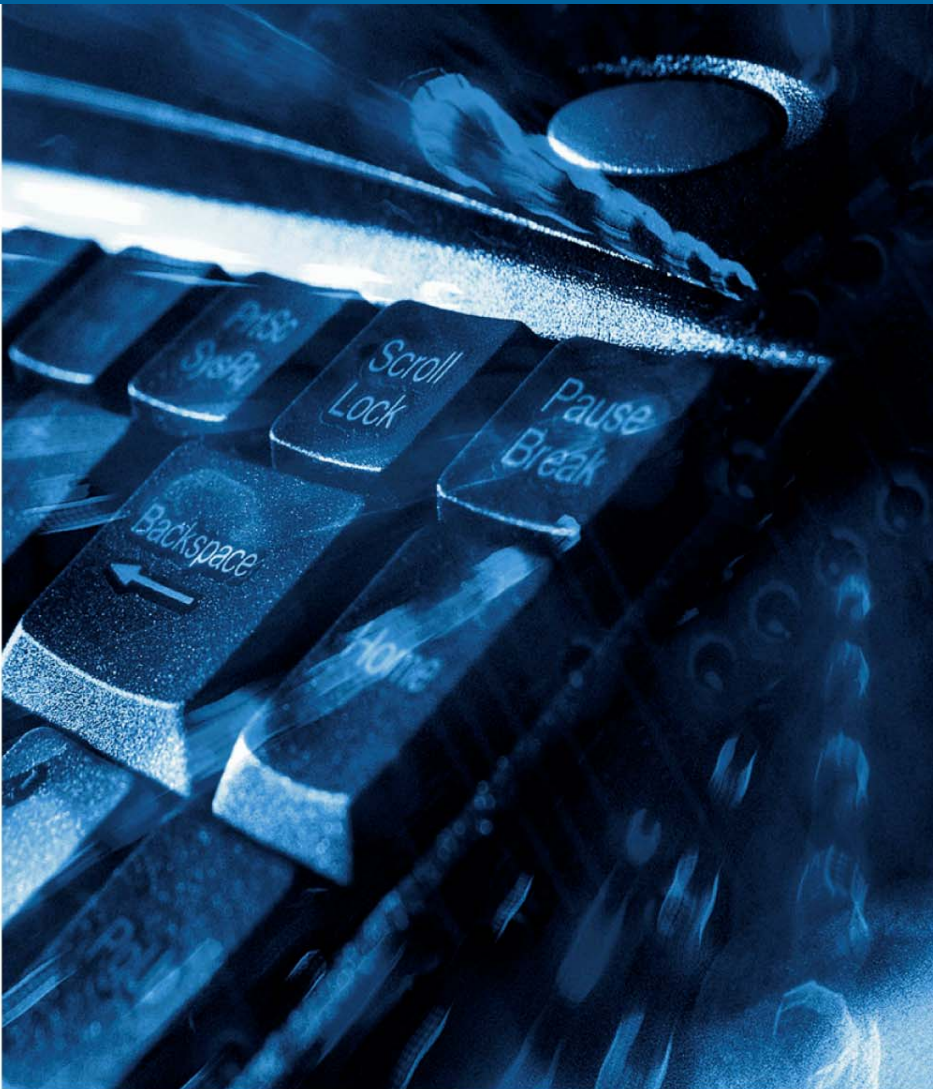


Table of Contents

EXECUTIVE SUMMARY	3
TAXONOMY	5
What is Software as a Service (SaaS)?	5
Who is a SaaS Provider?	6
RESEARCH METHODOLOGY	7
Secondary Research	7
Supply-side Primary Research	7
Demand-side Primary Research	7
OVERVIEW OF THE ANZ SAAS MARKET	8
Key Adoption Drivers	9
Barriers to Adoption	10
SAAS: PRIMARY SURVEY RESULTS	11
SaaS Awareness	11
SaaS Adoption	12
Adoption Drivers and Inhibitors	12
Satisfaction level with SaaS Applications	15
KEY SAAS DYNAMICS BY APPLICATION	17
On-Demand CRM	17
ON-DEMAND CRM ADOPTION BY VERTICAL INDUSTRY	18
ON-DEMAND CRM COMPETITION	18
Web Collaboration	19
ON-DEMAND COLLABORATION TOOLS ADOPTION BY VERTICAL INDUSTRY	20
ON-DEMAND COLLABORATION TOOLS COMPETITION	20
SAAS CHANNEL IN ANZ	22
TYPES OF SAAS CHANNELS IN ASIA PACIFIC	22
SAAS & ANZ ISVs	23
THE ANZ COMPETITIVE LANDSCAPE	24
Salesforce.com	25
RightNow Technologies	26
Oracle	28
NetSuite	28
SAP	32
SPRINGBOARD RECOMMENDATIONS	33

List of Figures

Figure 1: Australia SaaS Market Revenue (US\$M) and Annual Growth, 2006-2010	8
Figure 2: SaaS Awareness among ANZ Companies.....	11
Figure 3: SaaS Adoption among ANZ Enterprises	12
Figure 4: Primary Reason for Adopting SaaS	13
Figure 5: Primary Reason for Not Adopting SaaS.....	14
Figure 6: Perceived Savings from Adopting SaaS.....	14
Figure 7: SaaS Application Satisfaction	15
Figure 8: ANZ SaaS Revenue by Application, 2006	17
Figure 9: On-Demand CRM Market Revenue (AUDM) and Annual Growth, 2006-2010	18
Figure 10: Web Collaboration Market Revenue (AUDM) and Annual Growth, 2006-2010.....	19
Figure 11: Other* On-Demand Applications Revenue (AUDM) and Annual Growth, 2006-2010	21
Figure 12: Australia SaaS Revenue Vendor Market Share.....	24

List of Tables

Table 1: Respondent Breakup by Employee Size.....	7
Table 2: Local Vendors Offering SaaS Applications.....	23

INTRODUCTION

Software as a service (SaaS) has made significant inroads into the mainstream of business in Australia and New Zealand (ANZ). Faced with a demanding business environment, escalating IT expenditure and increasingly complicated IT systems, many enterprises have turned to SaaS as an alternative. As maintenance costs go down, enterprises have found a spin-off benefit of the ability to cut down on expensive in house IT personnel, compared to the traditional software model where implementation programs often overrun in both time and money and software upgrades are nightmares that customers cannot just wish away with.

Significantly SaaS has found increasing appeal among small and medium enterprises, encouraging many local ISVs to offer specialized applications on the SaaS model.

This report provides insightful analysis of the Australia and New Zealand SaaS market and its dynamics, the role of ISVs and detailed profiles of leading SaaS vendors. It offers data on market size and growth forecasts for SaaS applications in the enterprise market in ANZ. Complimenting extensive interviews with senior industry executives and secondary research, this report also brings the results of a survey of 103 CIOs and IT decision-makers in large and SMB enterprises about awareness and adoption trends.