

Selling SaaS Online

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Introduction

- Types of SaaS that sell online
- Selling SaaS online check list
- Free model, Optimization and Churn
- Selling automatically VS directly
- Conclusions
- Q&A

Types of SaaS that sell online

- Clear and easy to explain value proposition
- Relatively low entry prices + free option
- Easy to setup
- Examples – Ecommerce, Hosting, Analytics, Email, Content Management, etc

ExactTarget®

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Salesforce



SurveyMonkey.com
because knowledge is everything

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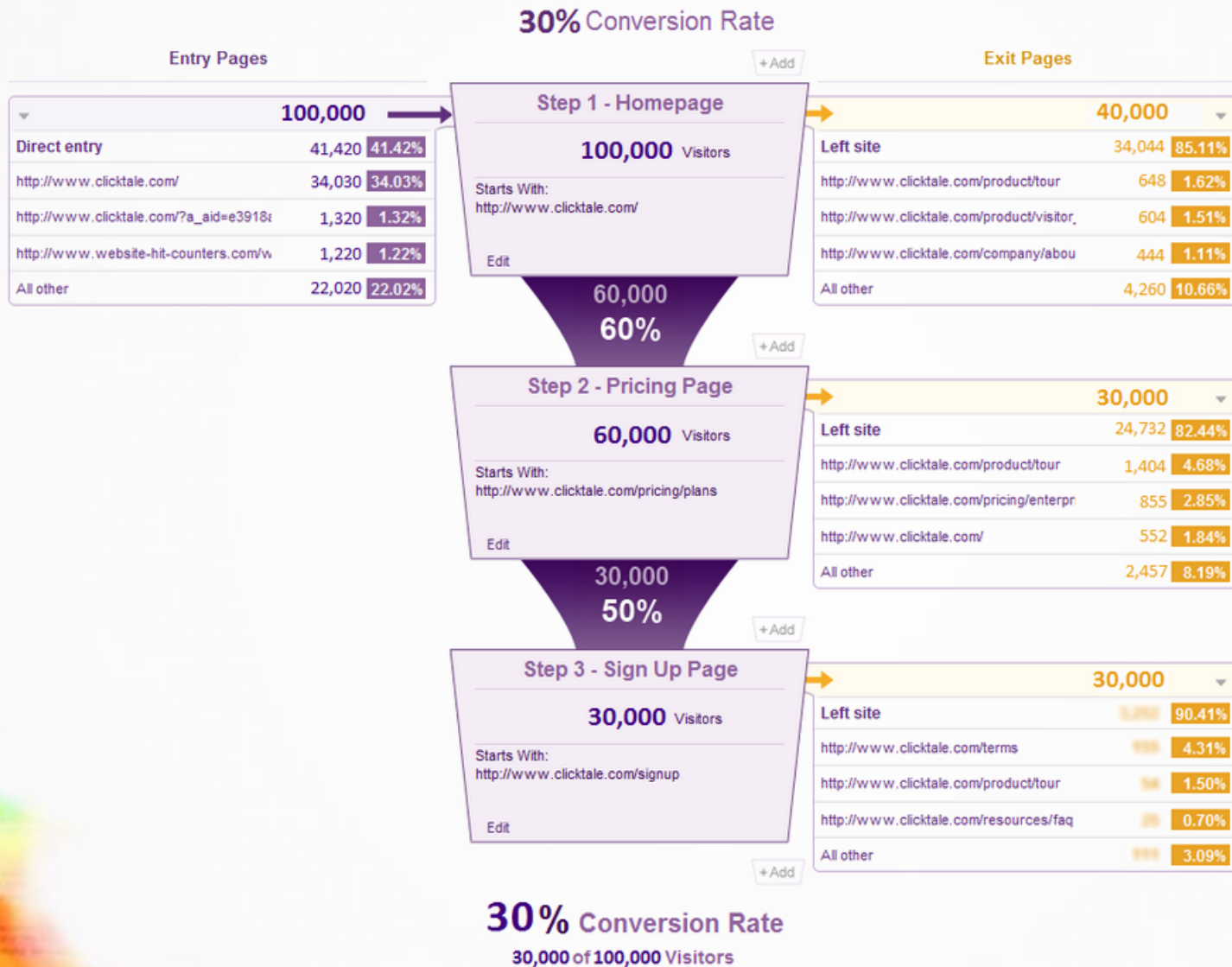

Kampyle

Selling SaaS Online – what do I need to do?

- Generate relevant traffic to your online properties
- Clearly explain your value proposition
- Test and optimized your site's funnel
- Enable easy setup and use
- Educate on an ongoing basis
- Gather data and statistics



Optimization



Box.net

5 million users at 60,000 companies, including 73% of the Fortune 500, from Cisco Systems to Panasonic.



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Quick Tour

[A short video about Box.net](#)

Simple. Open. Mobile.

Hear from Box co-founder Aaron Levie, our developers and designers on Box's simple, open and mobile approach to enterprise software.

- [Watch video](#)



Security in the Cloud

With Box.net you can store and share your content with confidence. 99.9% up-time guarantee, SSL encryption, redundant storage, configurable permissions, and more.

- [Security whitepaper](#)
- [Learn more about Box.net's security](#)



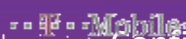
Introducing the New Box

The simple enterprise has arrived. The new Box is even easier to use, keeps you productive and streamlines projects better than ever. Coming soon.

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Let Box solve your biggest headaches.

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"Box has certainly saved us money, but more importantly it's saved us time and energy. I take one or two fewer aspirin each month."

— Bill Bocash, IT Manager, Stonewall Kitchen

A simple, versatile solution for all your needs

Box makes it simple for businesses to share, manage and access all their content online. It's a single, flexible solution that can serve and adapt to all your business sharing needs.



Cloud file server

Access, manage, share and view all your files on the web with confidence.

[Learn more](#) ▶



Document & media management

Manage & view documents and media in one place.

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Managed file transfer

Send and track large files easily with colleagues and partners.

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Project management

Manage projects around your content, assign tasks and track file versions.

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Next Steps

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Solutions

Overview

[Cloud file server](#)

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Case Studies

Box.net - Free Trial



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③ Complete your risk-free trial:

Name:

Address:

Country: ▼



Your credit card will not be charged during your 14-day trial. Cancel any time.

Payment Plan: \$45 / month
 \$450 / year (2 months free)

Credit Card Number: CVV 

Exp. Date: ▼ ▼

[Create Account](#)

By registering you agree to Box.net's Terms of Service. Register now and get full access to Box's features and capabilities for your account.

Your Business Account Key features in your plan:

 500 GB

 2 GB File size limit

 3 full user accounts

Accepted payment types



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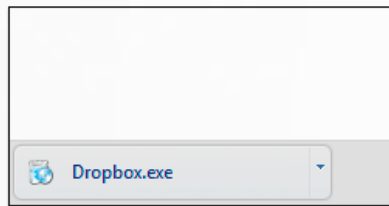
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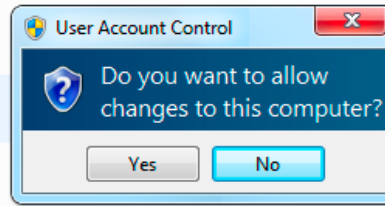
Downloading Dropbox...

Your Dropbox download should automatically start within seconds.
If it doesn't, [restart the download](#).



1. Run the Dropbox Installer

Click on the .exe file that just downloaded in the lower left corner of your browser window.



2. Click Yes

Click **Yes** to accept the User Account Control settings dialog.



3. Follow Setup Instructions

Follow the instructions to get Dropbox set up on your computer and you will be good to go!

Need any more info? Check out our [tour](#) or [help center](#).

37 Signals Product – Pricing Page

30-day Free Trial on All Accounts

Over 400,000 people have Backpack accounts. Get your own in 60 seconds.

Max \$149/month TOP-OF-THE-LINE	Premium \$99/month FOR BIG GROUPS	Plus \$49/month PERFECT FOR MOST	Basic \$24/month FOR SMALL GROUPS
up to 500 users 50 GB storage 7500 Pages Group Calendar Message Boards Enhanced security	up to 40 users 20 GB storage 5000 Pages Group Calendar Message Boards Enhanced security	up to 15 Users 10 GB storage 2500 Pages Group Calendar Message Boards Enhanced security	up to 6 Users 4 GB storage 1000 Pages Group Calendar Message Boards Enhanced security
Sign Up	Sign Up	Sign Up	Sign Up

[Free plan](#): 2 users/5 pages – no calendar, message boards, or file sharing.

Special Offer: Save 20% off your first month when you use coupon code BPSIGNUP

“Best of the Web: Editor’s and Readers’ choice.” **BusinessWeek**

How does the 30-day free trial work?

If you cancel a paying plan within 30 days of signing up you won't be charged a thing. If you do choose to cancel your

Do I have to sign a long term contract?

No. Backpack is a pay-as-you-go service. There are no long term contracts or commitments on your part. You simply pay

ClickTale – Pricing Page

		Gold	Most Popular Silver	Bronze	Free
Price per month	?	\$990/month	\$290/month	\$99/month	\$0
6 Months plan 1 month Free!	?	\$4,950/6 months ~ \$825/month	\$1,450/6 months ~ \$242/month	\$495/6 months ~ \$83/month	Free
Annual Plan 3 months Free!	?	\$8,900/year ~ \$742/month	\$2,600/year ~ \$217/month	\$890/year ~ \$74/month	Free
		SIGN UP	SIGN UP	SIGN UP	SIGN UP
Pageviews Recorded per month	?	300,000/month	80,000/month	20,000/month	400/month
Custom Email Alerts	?	Hourly	Hourly	Daily	Weekly
Hosted Service	?	✓	✓	✓	✓
Page Reports	?	✓	✓	✓	✓
Advanced Filtering	?	✓	✓	✓	✓
Visitor Playback	?	✓	✓	✓	?
Conversion Funnels	?	✓	✓	✓	?
Click Heatmaps	?	✓	✓	✓	?
Attention Heatmaps	?	✓	✓	✓	?
Scroll Reach Heatmaps	?	✓	✓	✓	?
Link Analytics	?	✓	✓	✓	?
Form Analytics	?	✓	✓	?	?
Mouse Move Heatmaps	?	✓	✓	?	?
Record HTTPS Pages	?	✓	✓	✓	
Event-based filtering	?	✓	✓		
Email Campaign Tracking	?	✓	✓		
Real-Time Monitor	?	✓	✓		
Download Recordings	?	✓	✓		
Priority Support	?	✓			

Multivariate Testing



14k Yellow Gold
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vs

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Free Model

- Free trial
- Limited free version
- No free
- Upgrades from free to paid



Churn – the indicator of a healthy SaaS businesses

- What is churn- expected lost of MRR
- Why is it so important?
- Find out the reasons for and timing of your churn
- Fighting churn
 - Ensure successful implementation
 - Increase usage
 - Create a “price” for leaving
 - Discounts for yearly plans



Selling Automatic VS Direct

- Lead generation VS selling online
- Standard VS Custom Pricing
- Sales people VS sales material
- Control of the sale cycle
- Visibility to customers



VS



Conclusions

- Selling SaaS online is a great way to grow a business while keeping expenditure relatively low
- Make sure your solution/service is right for selling it automatically online
- Selling online is about getting traffic, converting it to customers and keeping churn low
- Constantly compare to selling directly



Thank you for your time