

## What is On Demand (Web-Based) CRM, ERP and Accounting Software?

On demand, web based, hosted, or even software-as-a-service (SaaS) - CRM, ERP and Accounting solutions are all terms that refer to the same thing. This is a model of software deployment where an application is hosted as a service provided to customers across the internet. All you need is an internet browser to run your entire companies CRM, ERP and accounting activities.

### Benefits of Web-Based CRM, ERP and Accounting Software?

- 1. You Only Need A Browser** - To use web-based solutions, you need only an internet browser. This makes it very easy to deploy the system throughout your organization. It is the ultimate thin client model with virtually no effort or expense need be incurred to deliver access to everyone in your organization.
- 2. Lower Up-Front Costs for Software** - Customers avoid paying larger up front costs to purchase the software. Large fees for annual upgrades are avoided as well. Instead, the actual cost of the software is spread over time to achieve a better matching of expenditures to the benefits produced by those expenditures.
- 3. Lower Up-Front Costs for Hardware** - Customers avoid paying larger up front costs to purchase and implement a file server and network software. Ongoing costs to maintain servers, replacing hard drives, upgrading service packs and operating systems are also avoided.
- 4. Lower Administration Costs** – Customers avoid the need to hire an expensive IT professional staff or consultants to maintain the system. Typically systems that run on the higher-end Microsoft SQL server and Oracle databases require an IT professional on staff or on call. Salaries for this caliber professional can range from \$75,000 to \$125,000 and up. With the web-based model, certified engineers are on staff night and day to maintain your system and their cost is included within the annual renewal fee.
- 5. Shorter Implementation Time Frame** - The implementation time frame is significantly reduced because the system is already up and running. The customer only needs to log in and begin entering data.
- 6. Lower Costs for Multiple Locations** – In the past, companies with multiple locations were forced purchase expensive solutions such as Citrix or Microsoft Terminal Services Advanced Client to accommodate remote access to the accounting software database. These remote access solutions alone cost \$15,000 to \$30,000 and higher, which prices these solutions out of reach for many businesses. With the web-based model, even the smallest of companies can achieve data entry into a single system from multiple locations at affordable prices.
- 7. Work From Home** - This solution is also ideal for business owners who occasionally want to work from home. Web-based solutions make it easier to work from home; print reports, analyze data, input and process transactions, etc..
- 8. High-End Databases** – These solutions run on the world’s most robust and secure databases – such as Oracle and Microsoft SQL server. One of the common shortcomings of low-end systems has been that they incorporate weaker database technology that does not scale nearly as well as higher-end databases. Today, all web-based solutions use the same high-end database that powers the largest companies in the world. No need to worry about outgrowing the system’s capacity.
- 9. No More Backup Worries** – With web-based solutions, backups are maintained on a frequent basis which further protects businesses in the unlikely event of data loss. Studies show that only a small percentage of businesses perform regular backups properly and store them off-site. With web-based, the company can still maintain their own local back ups if they want, even though the web-based publisher performs rigorous back up procedures religiously.
- 10. Up-to-date Application Code** – Under this model, web-based solutions apply enhancements and patches to their product on a continuous basis compared to the older method in which customers receive patches and enhancements once or twice a year. The result is that web-based solutions can be more responsive to the customer’s needs and the application itself always reflects the latest version. There is no longer a need to pay consultants hefty fees to come in and implement system upgrades - this occurs automatically on a timely basis and with no additional cost to you.