

imagine 2018



**LEAD
THE
CHARGE**



The Hidden Costs of SaaS

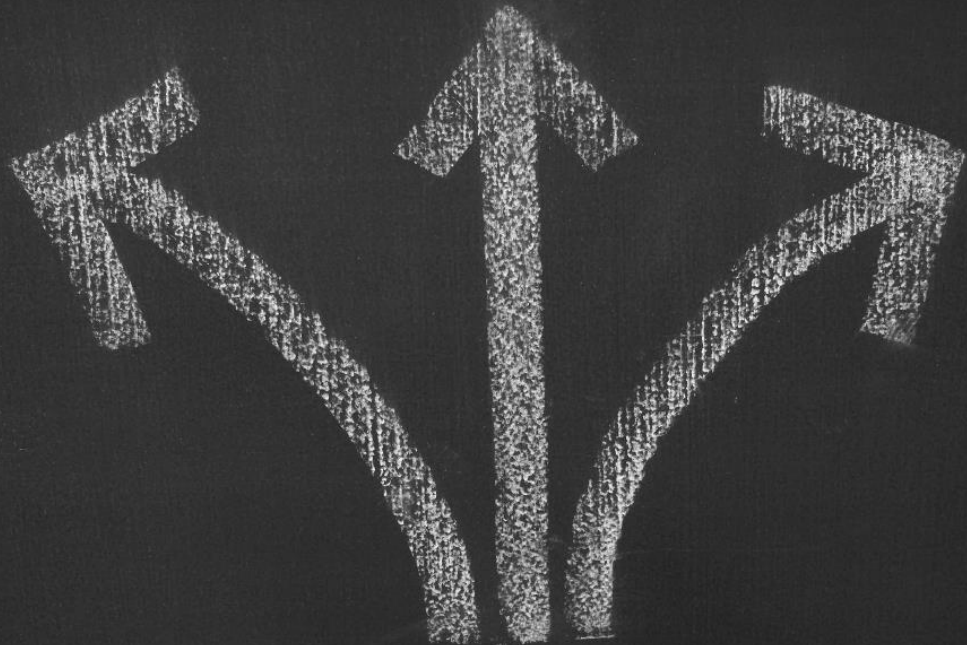
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\$500 Billion (US)

\$2 Trillion (Global)





Software as a Service (SaaS)

Technology Models

On Premise

Applications, Data

Operating System,
Middleware, Runtime

Virtualization, Servers,
Storage, Networking

Infrastructure as a Service

Applications, Data

Operating System,
Middleware, Runtime

Virtualization, Servers,
Storage, Networking

Platform as a service

Applications, Data

Operating System,
Middleware, Runtime

Virtualization, Servers,
Storage, Networking

Software as a service

Applications, Data

Operating System,
Middleware, Runtime

Virtualization, Servers,
Storage, Networking

 You manage  Vendor manages

Hidden Costs of SaaS

Add-On Services



Credit card fees



Transaction fees



Shipping fees



Extension fees

Good better best pricing

	Good	Better	Best
Feature A	Included	Included	Included
Feature B		Included	Included
Feature C			Included



*Footnotes

**Premium plan: Starting at \$249.95/mo for less than \$400k in online sales, +\$150/mo for each additional \$200k in online sales (up to \$1m).*



Support & maintenance

Opportunity Cost



Lifestyle branding & content marketing

- Interactive look book / ux execution
- Configurable product variations
- Cross-sell and up-sell
- ...

Integrations

- Limited integrations
- Variable cost of extensions for integrations
- Stringent API limits
- ...



Real Examples



easy~spirit

REBEL
ATHLETIC

SIGMA®

Questions?