Five Years of Software as a Service: The Good, the Bad and the Ugly

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Abstract

Software as a Service (SAS) was introduced with the promise of lowering the costs associated with business software applications. To enable SAS and similar software service deployments to function smoothly, Service-Oriented Architectures (SOAs) were introduced and have been quickly evolving for the past five years. Now, with SOAs well understood and software development environments so efficient, the return to insourcing, especially in the larger enterprises, is cutting into the earlier SAS gains. Providers for the mid-market, on the other hand, are wrestling with the dual problem—how to survive with on-demand requirements in a low margin arena? For many of the early pioneers in SAS and SOA, the past year has been one of tough demands from customers and harsh reactions from financial markets, as they continue to figure out how to survive in challenging, unchartered waters.

About the speaker

Ephraim Feig, Ph.D., is Chief Technology Officer and Chief Marketing Officer of Kintera, Inc. Prior to joining Kintera, Dr. Feig was employed at IBM from 1980 until 2000, where he most recently held the positions of Program Director of Emerging Technologies in the Research Division and Program Director of Media Platforms in the Internet Division. Dr. Feig was elected Fellow of the Institute of Electrical and Electronics Engineers for his technical contributions in the field of signal processing and has been issued 22 patents and has more than 20 patent applications pending. Dr. Feig has published more than 100 technical articles in journals and conference proceedings. Dr. Feig has served as an adjunct professor at several universities, including Columbia University, The City College of New York and New York Polytechnic Institute. He is an executive committee member of the IEEE Computer Society Technical Committee on Services Computing.