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THE 11 BEST SAAS PROVIDERS IN USA

- SaaS vs IaaS vs PaaS
- What is IaaS?
- What is SaaS Software as a Service?

Editorial

Few words about cloud computing

Cloud computing is the delivery of distinct types of computing services-servers, storage, networking, database, analytics and much more remotely to the clients via the internet. Or in a simple way cloud computing is explained as instead of the computer hardware and software, sitting on your desktop inside your company's network, provided you as a service by another company and accessed in a seamless way over the internet.

The more precise meaning of cloud computing is the delivery of hosted services over the internet. Cloud computing enables the companies the virtualization and central management of data resources as software-defined pools.

Companies delivering these services to clients are known as cloud providers. Generally, companies charge for delivering services to clients based on usage, or sometimes they charge a monthly or annual service fee. Clients who subscribe to these services can have access to software and applications from wherever they need, without being worry of storage and power; they can just simply enjoy the end results.

These days, in business cloud-based apps, are running as they cost less like customer relationship management, HR, Accounting and much more. With a cloud app, you just need to open a browser, log in, and start using it. With the increasing popularity, some of the largest companies are simply rebranding their products and services as cloud computing. Through cloud computing companies can scale their resources according to the demands, thus, eliminates the need for massive investment in any IT infrastructure. AWS (Amazon Web Services), Salesforce's CRM system, Microsoft Azure, and Google Cloud Platform all exemplify this popular notion of cloud computing. Here is the list of things that you can do with the cloud:

- **Create and run new apps and services**
- **Can store, back up and recover data**
- **Host websites and online services**
- **Stream audio and video, play games**
- **Deliver software on demand**
- **Analyze data and make predictions**

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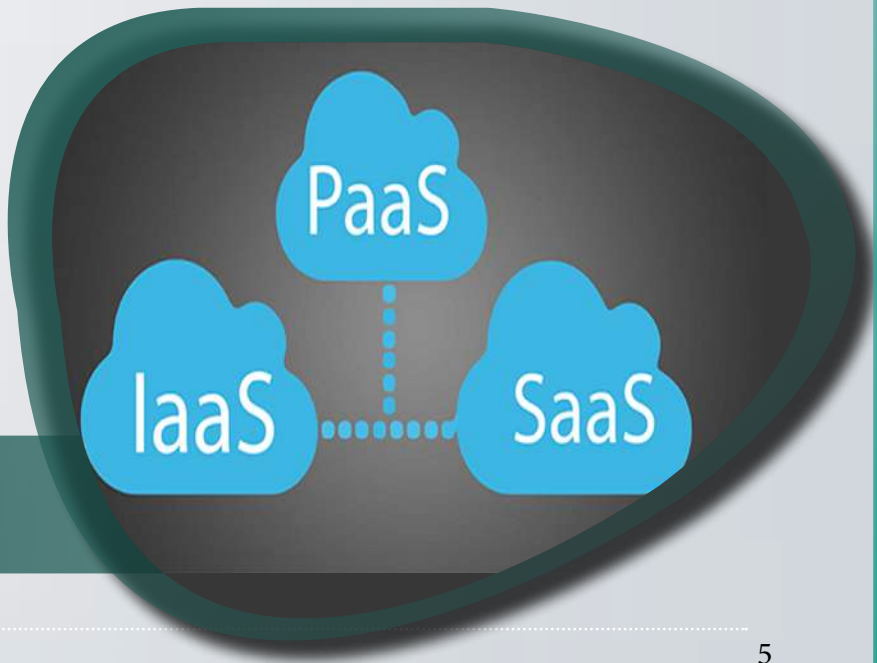
What is Cloud Computing?

What is PaaS Cloud Computing?

What is IaaS?

What is Software as a Service (SaaS) ?

The 11 Best SaaS Providers in USA



SaaS vs IaaS vs PaaS

What is Cloud Computing?

Today, we are seeing technology moving to the cloud. It's not just a trend—the shift from traditional way businesses to the Internet has steadily gained speed over the last 10 years. So, basically what is cloud computing? No wonder the word "cloud" in cloud computing is evolved from the habit of drawing the internet as a fluffy cloud in network diagrams and the popular meaning refers to the storing and running workloads over the internet instead of your computer's hard drive.

Simply we can say the cloud computing is the delivery of on-demand computing services—servers, storage, databases, networking, software, analytics and more—over the Internet on a pay-for-use-basis. Companies providing computing services are called cloud providers and through cloud computing, users can access software and applications from wherever they need, without being worry about things such as storage and power, they can simply enjoy the end result.

With a cloud app, the user needs to open a browser, log in, customize the app, and start using it without installing any software or buying hardware. In the cloud, you can run any kind of app like video-conferencing on Skype, Manage your Sales & Customer Service functions or can build your own social, mobile, and real-time employee apps. The time to time upgrades in cloud computing is making business applications more motile and collaborative.

Who Uses the Cloud?

Today, a cloud has become integral to our daily lives. Without the cloud life would be unthinkable: there would be no Facebook, no Twitter, no Gmail, and no Spotify. Due to its popularity, many companies are rebranding their non-cloud products and services as "cloud computing." Millions of organizations rely on cloud services from document creation and backup to social CRM and accounts.

- Companies or Organizations with over 35,000 employees use an average of 565 cloud services
- Over 1.4 billion people around the world use Facebook, Twitter, etc.
- Most Internet users rely on cloud-based email services like Gmail and Yahoo! Mail to send and receive their message

Benefits of Cloud-Computing

Today cloud-computing has transformed the business landscape as it boasts several attractive benefits for business and organizations.

Cost-effective: In cloud computing, computer resources are measured at a granular level, eliminating the capital expense of buying hardware and software thereby enabling users to pay only for the resources and workloads they use.

Speed: Generally implementation of an application takes months or a year, but with the cloud-based application you need to sign-up and can start the application instantly, even wide-ranging enterprise applications also start in a matter of days, this gives business flexibility.

Global scale: With cloud computing services the user can increase or decrease the number of users, as per the needs and can change over time and eliminating the need for huge investment in local infrastructure.

Reliable: Cloud computing makes your data stored securely in the cloud and makes data backup thereby protecting the companies from potential disaster and minimizing the risk of confidential loss. On the cloud provider's network data can be mirrored at multiple redundant sites.

What is PaaS Cloud Computing?

Platform as a Service or PaaS is a cloud computing model in which a third-party provider delivers hardware and software tools, usually, those which are required for application development to users over the internet is the answer to What is PaaS Cloud Computing?. The PaaS provider hosts the software and hardware on its own infrastructure. Thus, the user is freed from the trouble of installing software and hardware needed to develop or run a new application.

Platform as a Service enables the users to focus or concentrate on developing and running new applications rather than spend their time, money and energy in building and maintaining the underlying infrastructure.

The Benefits of PaaS Cloud Computing:

- It is very convenient for the user. They get a readymade infrastructure which they can access anywhere
- via a web browser.
- It eliminates the capital expenses incurred for on-premises hardware and software.
- PaaS providers charge on per use basis which reduces costs.
- They charge a monthly fee to access their service.

The Disadvantages of PaaS Cloud Computing

- If the provider has issues with the service, it can have a direct impact on the productivity of the customer.
- Provider lock-in can become another serious concern as users do not find it easy to migrate many of the services and much of the data produced through one PaaS product to another computing product.
- If a PaaS provider opts to use a different set of developmental tools, it can again prove to be very disruptive for the user, even resulting in loss of business. There are many PaaS providers in the market. It is important that users seek out those providers who meet their business and technical requirements.

One of the main advantages of Platform as a Service is the flexibility that it offers. Users can choose which features they need and avoid paying for those they do not need. Thus, PaaS leads to a faster development and delivery of applications, which is a huge plus for businesses in today's technology-driven environment.

What is IaaS?

IaaS: Infrastructure as a service

Infrastructure as a Service IaaS, a form of cloud computing provides you the instant computing infrastructure, physical or (quite often) and manage over the internet. It is the foundation of cloud computing that provides the raw material or resources over the internet like virtual-machine disk image library, block and file-based storage, firewalls, load balancers, IP addresses, virtual local area networks etc. on demand from their large pools of equipment installed in data centers and user have to pay for the resources they consume. Quickly scalable and eliminate the expense and complexity of purchasing hardware and manages own physical servers and other data center infrastructure.

Infrastructure as a Service is one of the layers of cloud computing works as a self-service model for accessing, monitoring, and managing remote datacenter infrastructure including servers, storage, and networking hardware, as well as the virtualization or hypervisor layer. The cloud computing service provider also supplies a range of services to accompany the infrastructure components including detailed billing, monitoring, log access, security, load balancing, as well as storage services such as backup, replication, and recovery. IaaS can be used to extend datacenters and to make available custom services to the world as the purchasing of high-end hardware is not an issue anymore.

Examples of the Infrastructure as a Service

There are many niche vendors in the IaaS marketplace including Amazon Web Services, Microsoft Azure, Rackspace, Google Compute Engine, CenturyLink Cloud, Joyent and more. Users will need to consider the factors before choosing a provider such as flexibility, reliability, services, and costs. Amazon Web Services (AWS) is the most popular IaaS vendor that provides good pre and after consultations with storage services such as Simple Storage Services (S3) and Glacier as well as Elastic Compute Cloud service all at affordable price. GCP (Google Cloud Platform) is a bit costly compared to AWS and offers storage and compute services through Google Compute Engine (GCE). Microsoft is next with their Microsoft Azure services that not only build apps but also host and distribute them. It is also among the above examples that are scalable as well as build on-demand infrastructure.

Benefits of the IaaS

IaaS offers many tangible benefits for enterprises by taking advantage of the elasticity and flexibility of the cloud to deliver infrastructure and to create cost-effective scalable IT solutions and drastically reducing time to market. Since IaaS reduces the complexity and expenses of managing the underlying hardware, there is no single point of service failure and will be unaffected. Infrastructure as a Service allows their users to access the service from anywhere using the internet as the IaaS cloud service is location independence. IaaS provide better security for applications and data and doesn't require any maintenance and up gradation of software or hardware. Since the service provider is responsible and reliable, you don't have to worry and can focus on rolling out applications instead.

What is Software as a Service (SaaS) ?

SaaS is an acronym of Software as a Service and is becoming the preferred choice for plenty of people. It completely transforms the way one buy, use, and keeps the business software. Here you can have an idea what is SaaS Software as a Service?

SaaS Software as a Service

It is actually a process of software delivery where applications are hosted distantly by the service provider or a dealer and are offered to users around the network. Instead of buying, installing and maintaining, customers rent the software.

Why SaaS Software as a Service?

Approximately all types of businesses depend on the software for effective functioning and management. The price tag of software consisting of the license and maintenance is quite expensive. That's the reason; there is a significant demand for SaaS.

Software as a Service is today often used by all sizes of businesses because it made off of ASP and

Benefits of SaaS Software as a Service

- Affordable
- Provide good savings for various reasons such as reduced upfront rates of purchase, maintenance cost, and upgrades.
- Excellent backup and data recovery
- No need to worry about which OS version supports which database or the hardware maintenance
- Its applications can be easily downloaded and retained
- Better security
- Saves the good amount of time by reducing the extra working hours and downtime
- Brilliant scalability, flexibility, and accessibility
- Its solutions can be accessed from any point across the world
- Improved compatibility, efficient focus, and improved productivity
- Helps business save human resources
- Great for performing concept's proof
- Long-term customer relationship

Where can SaaS be used by companies?

- Planning
- Accounting and invoicing
- Communication (messaging as well as webmail)
- Performance examining
- Tracking sales

The SaaS software delivery method allows accessibility of data from all types of device with internet connection and a web browser. The vendor host and keeps the server, databases, and code that includes an application. Users remain stress-free about complex software and related issues.

The 11 Best SaaS Providers in USA

SaaS is a cloud model that provides on-demand applications that are hosted as well as managed by the service provider. A few years ago, SaaS was just a term that was known to only a few industry experts involved in the niche market. But today, we are seeing a sharp rise in the number of Software-as-a-Service companies and their revenues. SaaS offers numerous advantages to in-house deployments, including minimal maintenance and administration. But with so many providers, which one is best for your business?

Here are 10 best SaaS delivery companies to watch in the USA. Let's dive into the details!

1. Arena Solutions

Aspera founded in 2004, headquartered in Emeryville, California, delivers data across networks at the fastest speed. Through Aspera, Modern Business can reliably and securely move large files and data sets at scale. It focuses on providing next-generation data transfer solutions that help modern Business and organizations to operate more effectively. Innovation, patented, efficient bulk data transport technology are key features of the success of Aspera.

2. Aspera: Faster Data Transport

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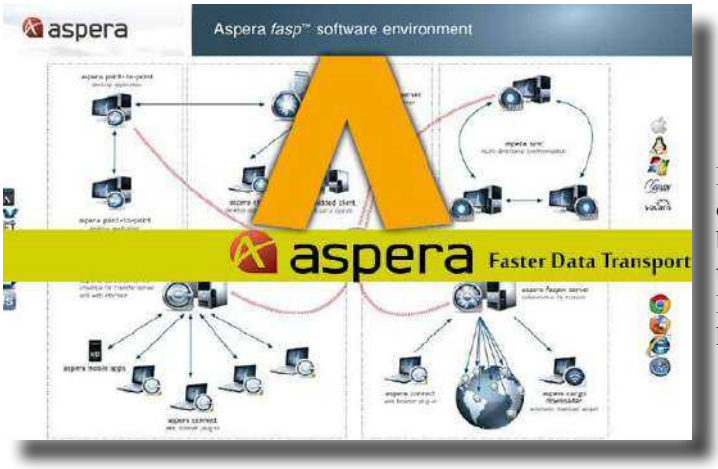


3. BambooHR: Makes HR and Recruitment Easier

BambooHR builds innovative software solutions for the HR department of a small to medium-sized business and makes a better life for clients. The company's only ambition is to make people smile whenever they use BambooHR. It offers easy access to stores and handles data, generates reports, and track qualified applicants.

4. CVM Solutions

Originally founded in 2002, its aim is to support every program by providing innovative and superior end-to-end Supplier Diversity solutions. CVM is equipped with unparalleled data intelligence, superior technology, and expert guidance, businesses can effectively establish and can advance their supplier diversity initiatives. Experiencing explosive growth in the following decade quickly became the industry leader for supplier data and information management solutions and today it is a part of the Kroll Compliance Division.

5. Exoprise System

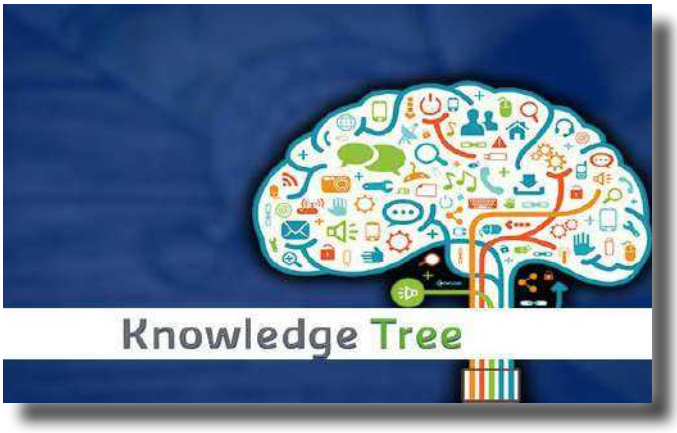
A Saas providers that empower IT teams with different solutions, enable effective adoption and management of mission-critical. Its SaaS applications along with the CloudReady application is suite for evaluating the readiness of on-premises systems and provides real-time monitoring for cloud-based applications. A mix of commercial, government, and educational institutions have run assessments, etc. uses Exoprise System.

6. Five9

Five9 is the leading industry in cloud contact center software. The company is backed by CRM companies such as Salesforce, Oracle, and Zendesk. Five9 transforms contact centers into customer engagement centers of excellence of every size helps in powerful customer connection. In the last two years, Five9 has been rated as an industry leader in cloud-based contact centers.

7. HubSpot: The Leader & Innovator in Inbound Marketing

A platform for inbound marketing that enables to generate leads and convert visitors to clients through software, social media, and advertisements. HubSpot tries to build an inbound community and provide clients a robust knowledge base to learn more or to achieve goals in a more personable, empathetic way.

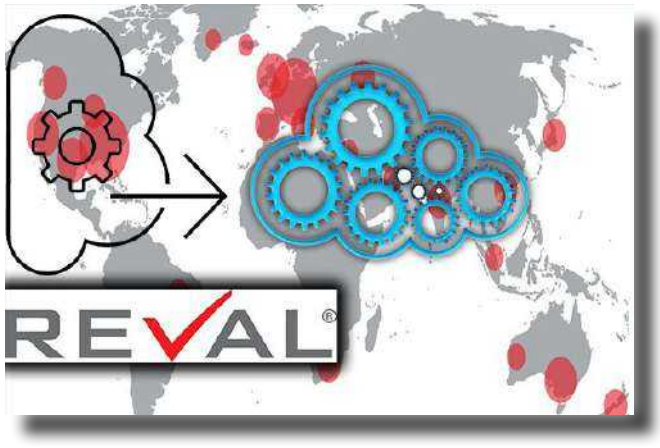


8. KnowledgeTree

KnowledgeTree based on the Ubuntu platform offers document management and collaboration features, including document versioning and auditing, metadata and content searching, workflow, tagging and tag clouds, RSS feeds and e-mail triggers. It resides in Amazon EC2 and Simple Storage Service clouds. Fujifilm, Miramax Films, Orbitz and Panera Bread, etc. are using it.

9. LogFire

The complete, innovative and warehouse management LogFire is the leading Saas provider, acquired by Oracle. The company offers a great shopping experience to its customer through its noted LogFire Cloud® that manages its workflow in warehouses, stores, and online.



10. Reval

Reval, the SaaS model, is penetrating into critical business areas, using a Microsoft. Reval works over a service-oriented architecture provides the ability to integrate treasury management and other enterprise systems through common data exchange protocols. Its costs vary on a number of modules, users, and trades. Google, Microsoft, United Parcel Service of America, Virgin America, and Visa, etc. are using it.

11. Taleo

Taleo operates the Talent Management Cloud: an open, mobile, and flexible software platform. This management offers recruiting, performance management, compensation management, employee development, and succession planning. Its costs vary based on market segment, company size, and products licensed. Children's Health Care of Atlanta, Domino's Pizza and Hyatt, etc. are using it.

SaaS vs IaaS vs PaaS

An Entrepreneur Must Consider While Choosing a Suitable Cloud Delivery Model SaaS vs IaaS vs PaaSEveryone knows that the cloud is a very broad concept and before choosing a cloud service delivery model for your application or infrastructure deployment, it's important for an entrepreneur to look out the fundamental difference between the cloud services available. There are three models of cloud service available: Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS) and depending on the requirement a user can opt for any of the three models. Let us discuss in brief about SaaS vs IaaS vs PaaS

SaaS: Software as a Service

SaaS providers host an application and targeted the end users through the internet, usually user need to log into the cloud service through a browser and start using the service. The most familiar examples that users commonly interact with are Gmail, Dropbox, Salesforce, Google Docs, Microsoft 365, etc.

Working: SaaS providers usually work on the Subscription model, you pay for what you consume. As SaaS uses the web delivery model, reduces the need to install and run applications on individual computers. With SaaS, the user does not need to setup or maintain the software themselves as Saas provides the 'on demand' infrastructure for software and reduces the cost and time for deployment. In addition, Saas maintains the background infrastructure and offers a high percentage of 'up' time which enables the users to always be productive. Some SaaS providers may give free trials for a limited period or provide some feature s for free to try out.

PaaS: Platform as a Service

PaaS works at a lower level than SaaS, providing a framework for which applications can be developed and customized. It typically aimed at developers provides a platform to deploy your code without bothering about underlying runtime, operating system, or server infrastructure. The ideal example would be Google App Engine, Windows Azure, Heroku, Force.com, Apache Stratos, OpenShift, etc.

Working: The working model of PaaS is much similar to the SaaS. PaaS provides the platform for developing or creating applications where SaaS delivers the software over the internet. In PaaS, the platform is delivered over the web and allows developers to build, develop, deploy, or test the app without having to worry about provisioning the servers, storage, and backup associated with developing and launching an app. Developers can choose a programming language that suits their business model – Java, NodeJs, PHP, etc. and write code and deploy it on the PaaS provider. All the back-end stuff from fixing bugs to setting the servers will be done automatically in the background and that's the promise of PaaS.

IaaS: Infrastructure as a Service

IaaS is the fundamental building block for the cloud computing model. The 'Service' company is comprised of highly automated computer resources in the form of hardware, networking, and storage which can be self-provisioned, metered, and available on-demand without having to worry about buying and maintaining server infrastructure. With IaaS you can choose your own OS, runtimes and application code. Iaas targeted the vendors, so some famous IaaS vendors are AWS (Amazon Web service), HP-Cloud, CloudSigma etc.

Working: IaaS delivers infrastructure services to organizations such as virtual machines and other resources like virtual-machine disk image library, storage, networking services (e.g. firewalls), load balancers, IP addresses, etc. These cloud services are provided to the user through a dashboard and IaaS users have complete control over the infrastructure as well as user can access their servers and storage directly, all outsourced through a "virtual data center" in the cloud.

As compared to SaaS, IaaS vs PaaS clients is responsible for managing aspects such as runtime, middleware, OS, application, and data. However, IaaS providers offer more services above the virtualization layer such as message queues and database. What user gain with IaaS is the development and deploy-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