send word now®
EVERY MESSAGE COUNTS®

TOTAL COST OF OWNERSHIP (TCO) IN THE CLOUD
Save Time, Money & Effort With Send Word Now

In today's challenging U.S. Department of Defense (DoD) budgeting environment, "cloud" or Software-as-a-Service (SaaS) computing provides significant cost advantages. Unlike traditional and outdated premise-based software licensing, a user need only have access to an internet connection in order to realize the full benefits of these services. Further, by choosing the right vendor, full security and reliability expectations can be fulfilled without sacrificing features.

Send Word Now, the leading provider of on-demand alerting and incident management services, uses a SaaS platform to lower your Total Cost of Ownership (TCO), and provide you with the simplest and most effective tools to streamline your operation's critical communications efforts.

Benefits of a SaaS Solution

As cloud computing services continue to grow, DoD operations are frequently turning to a SaaS delivery model in order to fulfill requirements for personnel accountability while responding to increasing budget pressures. In fact, Teri Takai, Chief Information Officer for the DoD was recently quoted as saying in the DoD's *Cloud Computing Strategy* summary, "[We] are committed to accelerating the adoption of cloud computing within the Department."

SaaS-based solutions can help reduce your TCO by eliminating the need for the expensive hardware, staffing, maintenance, upgrades and upkeep that are associated with premise-based options. By paying for software on a subscription basis, you not only minimize your costs, but also save time and scarce management resources.

Many organizations unnecessarily spend valuable time and money hosting their own software applications. By doing so, they quickly overextend their IT budget on maintaining infrastructure for the ever expanding pool of applications needed to support business operations.

SaaS vs. Premise-Based TCO Comparison

Expenditures	SaaS	Premise Based
Annual Subscription	✔	
Software Licensing Fees		✔
Hardware Costs		✔
Physical Space Costs		✔
Installation Fees		✔
Software Support Fees		✔
Maintenance Fees		✔
Network Infrastructure Fees		✔
Security Fees		✔
Monitoring Costs		✔
End-user Support/Help Desk		✔
Personnel Costs		✔
Training Fees		✔

With a SaaS solution, you can outsource back-end expenses and save significantly on organizational hard and soft costs. With these savings, you can make other needed investments which will help fulfill the organization's mission.

Drawbacks of Premise-Based Solutions

When using on-premise systems, customers must worry about provisioning hardware, infrastructure support and maintenance fees, working with consultants, personnel costs, and obtaining key patches, updates, and upgrades. These costs are often unpredictable, and in some instances, redundant and unnecessary.

These avoidable costs include capital expenses, design and deployment fees, and ongoing infrastructure, operations, training and support expenditures.

Additionally, one of the biggest costs of software that is installed locally is that of the personnel who are needed to maintain, upgrade, and monitor the application(s) on an ongoing basis. These expenses can quickly add up to over half of your TCO, and are often difficult to predict.

Saving by Using a SaaS Solution

When you use a SaaS provider, your out-of-pocket investment is limited to the annual subscription fee, and in that fee, you only pay for what you use. Your subscription is predictable, making it easy to budget and manage, and leaving you free to focus on more critical business operations. And, with a simple and predictable pricing model, you can benefit from significant savings on your up-front capital investment. In the end, a Total Cost of Ownership (TCO) analysis favors a SaaS-based approach.

Benefits of Send Word Now

Send Word Now's SaaS-based, on-demand alerting and incident management services leverage a spectrum of communications devices simultaneously, sending out urgent voice and text message from a single sender to thousands of recipients.

The Send Word Now platform allows for two-way communication, permitting message recipients to provide specific and useful feedback. As a message sender, you can gather and analyze this response data in real time, expediting management's reaction. And, because Send Word Now is a SaaS provider, it will maximize your ability to scale and minimize your up-front investment.

Best of all, of these benefits can be achieved without sacrificing security and reliability. Send Word Now is DIACAP certified and SSAE 16 SOC 1 Type II compliant.

Send Word Now's on-demand alerting and incident management technology is mature, reliable, secure and cost-effective – it can help make the difference between a failure and a quick recovery in the event of a crisis.

About **Send Word Now**

Headquartered in New York City, Send Word Now is the leading worldwide provider of critical communications solutions. The company's easy-to-use web-based and mobile solutions are deployed by businesses, government agencies, universities, and non-profit organizations to ensure fast, effective communication when it is needed the most.

Send Word Now's enterprise-class notification system is capable of transmitting tens of thousands of voice and text messages in minutes while providing a full audit trail for after-action reporting and follow-up. Our conferencing and workflow solutions keep employees informed and connected to the people and information they need.

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