

# SaaS business planning and implementation workshop

A Platform.sh Software-as-a Service (SaaS) business planning and implementation workshop can help you understand the value your business can realize by leveraging a Platform-as-a-Service (PaaS). Tailored for your unique business needs, workshop discussions target your areas of interest.

You don't need to hire costly development resources, or make massive investments to build your own SaaS hosting infrastructure. Through the Platform.sh PaaS, you can eliminate significant capital expenditures, while accelerating your launch and time to revenue.

We've collaborated closely with many clients to successfully plot their migrations to the cloud and deliver profitable SaaS offerings. Through those experiences, we've learned a lot about the specific business model changes and capabilities that emerge as a direct result of launching a SaaS offering on the Platform.sh PaaS.

## Workshop topics

### Business model

Your SaaS value proposition extends beyond simply putting your application into a cloud service. Your success relies on your ability to maximize revenue, minimize cost of operations, and optimize gross margin. All as you provide amazing user and developer experiences. Combine these elements, and you'll be better positioned to not just maintain the status quo, but to leapfrog your competition.

**Business model discussions include:** business case, channel decentralization, buy versus build, IT systems and processes, metrics, command and control.

### Financial and legal models

Negotiate with venture capital firms on fundamental requirements to help establish a solid financial foundation that can propel your SaaS business forward.

**Financial and legal model discussions include:** board structure, deal structure, funding considerations, subscriber contracts.

The Platform.sh PaaS enables your team to easily and quickly build, deliver, and manage SaaS applications at scale to engage tens of thousands of subscribers. So you can refocus your attention on your business and sharpen your competitive edge.

## Sales

It's a given you need to hire experienced technical sales and sales staff who know your space and how to sell. But we'll share insights about what SaaS businesses do *after* launch to improve sales.

**Sales discussions include:** incentives, discounts, training.

## Marketing

An exhaustive topic, we'll focus marketing on what's worked for Platform.sh and why.

**Marketing discussions include:** content, differentiation, case studies, metrics, and use cases, market planning.

## Client delivery/partner ecosystem

PaaS opens opportunities for you to offer tremendous new value to both your subscribers and your partner ecosystem.

**Partner ecosystem discussions include:** partner management, recruitment and growth, training.

## Technical infrastructure

Your core business *is* your application. Should you try to build a modern, container- based, global cloud infrastructure on your own? Do you have the funding and time to do it right? What are your options?

**Technical infrastructure discussions include:** buy versus build, minimum viable product, systems.

## Support infrastructure

Taking on all the myriad aspects of support can be overwhelming and costly. Determine what's most important, and outsource the rest.

**Support infrastructure discussions include:** triage, client onboarding, technical/product documentation.

## Product lifecycle management

Turn your current lifecycle management practice on its head through improvements such as speeding testing cycle and time to market.

**Product lifecycle management discussions include:** agile work practices, product roadmap, product strategy.

## Strategic partnerships

Integrate partners tightly into your new cloud offer. Motivate them to help you succeed, rather than seeing you as just another paying customer.

**Strategic partnership discussions include:** roles and responsibilities, roadmap sharing, security, operations, engineering, support, operational processes.

# Next steps

## Ready to get started?

Find out more about Platform.sh SaaS business planning and implementation workshops. Contact [CCO Kieron Sambrook-Smith](#).

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