

TECHNOLOGY

Software Moves from CD-ROM to Internet

NewsUSA

(NU) - As many companies have realized, buying computers is one thing, using them is quite another. Among IT staff, infrastructure needs, upfront product costs and upgrades, buying needed software can become an expensive proposition.

But some services allow companies to use important softwares – like portals, customer relationship services, human resources and IT management applications – on a subscription or pay-per-use basis.

Called Software as a Service, or SaaS, these applications help middle-market companies avoid steep software costs. Companies subscribing to SaaS networks avoid buying new technology, as SaaS services require nothing more than computers and Internet access.

With SaaS, buyers can access and license software as an Internet service. Companies do not need to buy, install, maintain and support expensive applications. SaaS providers update their offerings from a central location, so companies can always access the latest upgrades. But the SaaS model carries more potential than most companies have explored.

One company, EnterConnect, Inc. (www.enterconnect.com), traded on the OTCBB under the symbol ECNI, is one of the first Internet or extranet portal providers to adopt the SaaS model. Internet portals, or Web sites that act as starting points for browsing the Internet, can index other Web sites and provide e-



Instead of buying software programs and paying to support them, companies can use software as an online service.

mail and other communication applications. In combining portal and SaaS technologies, EnterConnect, Inc. has created a software service that allows companies easy administration, content publishing, security, collaboration and flexible infrastructure. Easy-to-use, on-demand portal tools allow companies to better manage their business, drive productivity and communicate with employees, customers and partners. Businesses using EnterConnect Inc.'s services can easily, securely and cost-effectively connect and communicate with one another.

Considering America's current economic troubles, the nation's mid-size companies need to boost effectiveness without buying expensive software packages with vast technological requirements. Innovative, Web-based software services can help companies thrive.