

## Workshop 5

### **Introduction to SaaS and the Importance of SaaS in Recent Times**

#### **ADDRESS by Dr Niraj Desai**

During the lecture, we were introduced to the emergence of Software-as-a-Service (SaaS) and its different categories, including Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and SaaS itself. A comparison was made between legacy technology and SaaS applications, highlighting the advantages of SaaS. The rapid growth of the SaaS market, projected to reach 197 billion dollars, was discussed, along with examples of successful SaaS companies like Grammarly, Zoom, and Salesforce. Important metrics in SaaS, including finance and marketing metrics, were explained to give us an understanding of measuring success in this industry. A live case example of a telehealth organisation demonstrated the benefits of SaaS in terms of expenses and return on investment (ROI), showcasing its growth from 2013 to 2023.

In another session, Mr. Ravi Balakrishnan, a seasoned professional at AWS, addressed the topic of the global digital perspective. He covered various decision-making biases and concepts, including one-way and two-way door decisions, confirmation bias, sunk cost fallacy, status quo bias, framing bias, and the importance of having a backbone, disagreeing, and commitment. These concepts shed light on the complexities of decision-making in the digital world and encourage critical thinking and open-mindedness. Mr. Balakrishnan's extensive experience in project management, cloud migration, and business transformation projects added depth to the discussion, providing valuable insights for navigating the digital landscape.

