

# Switching to SaaS-based Web TimeSheet Lowers Costs for Optimization Group

## Switching from On-Premise Software Delivers Even Greater ROI

Optimization Group is one of many Replicon customers that have recognized the advantages of a web-based solution and switched from their on-premise version of Web TimeSheet. Analysis consistently shows that Replicon's Software-as-a-Service (SaaS) model provides a lower, predictable operating cost and reduced total cost of ownership. Hardware and IT infrastructure become Replicon's responsibility, as do maintenance, upgrades and data security. Optimization Group switched to SaaS in May 2010. The process took less than a day, with no hiccups.

**CEO Jeff Ewald says:** *"There were just two or three steps I had to do and that was it. I used to work for a payroll provider and we also did time and attendance software, and I can tell you that they have nothing that works this way."*

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*"This was hands-down the most seamless transition I've had moving from a premise-based system to hosted, really from any software. It was just painless."*

**Jeff Ewald**  
Founder & CEO  
Optimization Group Inc

## "Moving to the Cloud" makes more sense

Optimization Group is a marketing analytics firm that helps Fortune 1000 companies measure the results of their marketing and maximize their ROI. The company employs a network of professionals in cities throughout the United States.

Optimization Group began using Replicon's Web TimeSheet in 2007 to centralize its tracking of employee time, project time, and related expenses. It immediately enjoyed the advantages of paper- and spreadsheet-free tracking. The company assumed that having its internal IT team configure and maintain the on-premise version of Replicon's software would provide the best combination of control and cost. But eventually Optimization Group challenged this assumption for itself. It discovered that on-premise software meant it was responsible for:

- ▶ **Hardware purchase**
- ▶ **Server and database licensing**
- ▶ **Software installation**
- ▶ **Maintenance**
- ▶ **Upgrades**
- ▶ **Backup**
- ▶ **Support**
- ▶ **Security**
- ▶ **Uptime**
- ▶ **Resources for maintenance and support**

Switching to Replicon's SaaS model also meant that Optimization Group could improve its balance sheet by funding software as a predictable operating cost rather than a capital expense. And the company would always work with the latest version, automatically.

The advantages won out, and Optimization Group switched to SaaS in May, 2010.

Read the full case study at:

[http://www.replicon.com/about\\_replicon/customers/profiles/profile\\_optimization.aspx](http://www.replicon.com/about_replicon/customers/profiles/profile_optimization.aspx)

## Switch to SaaS: Get a discount plus free implementation!

Contact an Account Manager for a no-obligation assessment: [accounts@replicon.com](mailto:accounts@replicon.com)