



THINKstrategies® Launches Two Free Online Directories of Software-as-a-Service (SaaS) and Managed Service Providers (MSPs)

New Sites Provide Easy-to-Use Resource for Enterprise Decision-Makers to Identify Providers and Leverage Industry Best Practices to Meet IT/Business Needs

Wellesley, MA. (January 9, 2006) – In response to the rapid rise in demand for Software-as-a-Service (SaaS) and Managed Service alternatives to traditional, packaged applications and network/system management (NSM) solutions, THINKstrategies, Inc. today unveiled two free online directories aimed at helping enterprise decision-makers find the right SaaS and managed service providers (MSPs) to address their information technology (IT) and business requirements.

THINKstrategies research has found that enterprises of all sizes are adopting SaaS and managed services to overcome the common challenges and escalating costs of implementing and administering legacy applications and NSM tools. As a result, there is a proliferation of SaaS and managed services providers seeking to satisfy enterprises' needs.

THINKstrategies' two new online directories—SaaS Showplace® (www.saas-showplace.com or www.thinksaas.com) and Managed Service Showplace® (www.msp-showplace.com or www.thinkmsp.com) – are the only independent web-based resource centers that not only provide an easy-to-use listing of SaaS solutions by application and MSPs by service category, but also include extensive information and insight about industry best practices to help organizations fully leverage the growing array of SaaS solutions and managed services.

The two Showplace directories already include over eighty (80) SaaS and MSP company listings, as well as access to numerous profiles, commentaries and whitepapers.

In addition to providing a valuable resource for enterprise decision-makers, THINKstrategies' new online directories have been created to give SaaS and MSPs, as well as enabling technology vendors, a powerful new mechanism to increase their industry visibility and gain greater access to potential new customers.

"The managed services market is enjoying tremendous momentum, but it lacks a free online clearinghouse of information that can help guide enterprises in exploiting those services," said Larry Morgan, CEO of Virtela, a global network solutions company. "This kind of resource promises to help enterprises more easily learn about the landscape of managed services and more quickly identify specific solutions that best meet their needs."

A recent THINKstrategies survey, conducted in conjunction with the Cutter Consortium, found that almost a third of the respondents are already using SaaS and another third are considering SaaS, with the vast majority expecting to adopt SaaS in 2006. The survey also found over 90% of the current SaaS users are satisfied with this new application delivery model, 86.5% expect to acquire additional SaaS offerings, and almost 92% would recommend SaaS solutions to others.

“These directories have hit the market at a critical juncture,” noted Treb Ryan, CEO of OpSource. “Software companies realize that they need to offer SaaS solutions to their customers. However, that isn’t a core competency of the software company, so these directories can help the ISV identify the right partner – a company that is an expert at delivering software as a service. In that way, the ISV can stay focused on developing and selling innovative, high quality software.”

In addition to providing links to the websites of the listed SaaS and managed service providers, the SaaS Showplace and Managed Service Showplace sites also include,

- Quick Summary Profiles® and THINKstrategies’ StrategicThinking Profiles® of leading providers and enabling technology vendors.
- Industry news, independent commentaries, executive perspectives and expert whitepapers regarding SaaS and managed service topics.

SaaS vendors and MSPs can add their names and create Quick Summary Profiles on the online directories free. They can also take advantage of an assortment of opportunities to gain greater visibility on the sites via a variety of sponsorship and promotional alternatives outlined on each of the Showplace sites.

THINKstrategies is also establishing a series of partnerships with a variety of third-parties including major trade publications, online resource centers and market research firms to further enhance the value of the Showplace directories to users, providers and vendors.

“THINKstrategies is proud to establish these Showplace directories as a free service to help enterprise decision-makers more easily and quickly identify the right SaaS and managed service providers to meet their needs,” according to Jeffrey Kaplan, managing director of THINKstrategies. “We are also pleased with the enthusiastic support we’ve received from SaaS and managed service providers who are seeking to increase their visibility in the market.”

About THINKstrategies

THINKstrategies is an independent strategic consulting firm that focuses on the movement toward service-oriented solutions to solve IT and business challenges. THINKstrategies helps enterprise decision-makers with their sourcing strategies; IT solutions companies with their marketing strategies; and venture capital firms with their investment strategies regarding IT management and sourcing trends ranging from managed services and software-as-a-service to outsourcing and utility computing. THINKstrategies’ unique On-Demand consulting services are designed to quickly and economically meet clients’ business requirements.

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