

ASP fact sheet

The Application Service Provider Model

The ASP is a concept that has emerged from the outsourcing market. The ASP delivers a packaged solution to the client from an offsite location. The client does not own the application but "rents" the system, typically on a per user basis.

The ASP model provides software as a service. This significantly reduces the total cost of ownership for an organisation and enables the rapid deployment of best practice technology solutions.

Benefits

The benefits of this model are simple:

1. **Rapid Deployment** as the system is already up and running and only minor configuration is required for a new client site to go live.
2. **Cost savings**
 - a. No additional hardware or software needs to be purchased by the client.
 - b. No additional IT technical support is required to install or maintain your system.
3. **Automatic upgrades** and new functionality delivered on a regular basis, without the need for your IT department to manage the transition and upgrade process.
4. The service is treated as an **operational expense** rather than capital expenditure.
5. An ASP offers a **low risk** option for adopting new software due to the small cost of implementation and rapid deployment of the technology..

Renting Software and Renting a House—What is the difference?



The Application Service Provider (ASP) model can be compared to renting a house or apartment. Rather than purchasing a property, you are procuring a service.

With ASP software not only can you use it when and where you want, but the entire infrastructure to run it, including the people required to administer the software, is managed by the supplier.

To move into your new home all you need is a 'Browser' such as Internet Explorer® installed on your PC. No additional software is required.

Software versus Content

When renting a house the bricks and mortar do not belong to you but the furniture and fittings you choose to put in the house do.

With an ASP the content and/or information that is loaded into the system remains yours. A high level of security ensures that no unauthorised access to your data can occur.

Maintenance

All maintenance and repair to the property is the responsibility of the landlord. If there is an issue with the house, the tenant informs the landlord who then ensures that the repair is carried out within agreed timelines. If the landlord chooses to conduct major renovations, as a tenant you benefit from an improved home.

With an ASP, all upgrades are managed and implemented for you – so that you are always running the latest version of the software.