

rendezview

**Software as a Service
- Hugtök og útfærsla-**

Ólafur Gauti Guðmundsson

ogg@rendezviewonline.com

www.rendezviewonline.com

Yfirlit

- Kynning á **SaaS** hugtakinu
- Dæmi: **rendezviewonline.com**
- Hvað þarf til að **útfæra** SaaS á einfaldan hátt?

Hvað er SaaS?

- Ákveðið líkan fyrir framteflingu hugbúnaðar
- Hugbúnaðurinn er hýstur sem **þjónusta**
- Hugbúnaðurinn keyrir **miðlægt**
- Hugbúnaðurinn hefur **vefviðmót**
- Viðskiptavinir kaupa **áskrift** að hugbúnaðinum

Kostir SaaS

- Fyrir viðskiptavininn:
 - engin uppsetning eða viðhald
 - minni kaupáhætta, **ekki risa leyfisgjald** sem borga þarf fyrirfram
- Fyrir framleiðandann:
 - betri stjórn á **intellectual property**
 - allir kúnnar í **sömu útgáfu**
 - aðlaðandi **tekjumódel**

Rök efasemdamanna

- Öryggi gagna
- Aðgengi gagna
- Erfiðara að **sérsníða** lausnina
- Háð internetaðgangi, og að þjónustuaðili höndli álag
- Ekki fyrir alla.

Nokkur dæmi um SaaS

- **Salesforce.com** (CRM)
- **Google apps** (Gmail, Google Docs, GCal, o.fl.)
- **37signals.com** (Basecamp, Campfire, o.fl.)
- **Freshbooks.com** (Bókhald, rukkanir, o.fl.)
- **Edicy.com** (Vefsíðugerð)

Rendezview

- **Stofnað og smíðað af tveimur Íslendingum**
- Engir fjárfestar, **engin skrifstofa**, engir sölumenn :)
- **SaaS** módel
- Er í lokaðri **beta prófun**
- Stefnt á að fari í sölu í **janúar 2009**

Rendezview - DEMÓ

The screenshot displays the RendezviewOnline.com web application interface. The browser address bar shows the URL: <http://mohog.myrendezview.com/#handler=MeetingSession&meetingUUID=1454&selected>. The page title is "Meeting: My project kickoff meeting".

Agenda | Edit

1. Welcome and Introductions
2. Project Overview
 - 2.1. Customer and their...
 - 2.2. Scope
 - 2.3. Possible solutions
 - 2.4. Project accomplishm...
3. Sponsor objectives
4. Project plan
 - 4.1. Deliverables
 - 4.2. Preliminary work br...
 - 4.3. Project schedule
5. Team roles and responsib...
6. Project scope change con...
7. Customer Sign-Off and ac...
8. Other business
9. Summary

Meeting: My project kickoff meeting

Meeting started by Hjortur Olafsson on Tuesday, Nov 11 @ 21:10

On the subject of 'Project Overview'

Hjortur Olafsson Your first project meeting is an opportunity to share your plan for leading the project to a successful completion. You should take advantage of this one-time chance to energize the group, set proper expectations, and establish guidelines that will help you complete the project on time and within budget. If you fail to prepare for this meeting, you'll put the project at risk right from the start.


On the subject of 'Scope'

Olafur Gauti Gudmundsson Define scope
Owner: Olafur Gauti Gudmundsson
Assigned to: Hjortur Olafsson

Hjortur Olafsson [RendezView Blog](#)
This is the default template we've set up.

On the subject of 'Team roles and responsibilities'

Olafur Gauti Gudmundsson It's important for project team members to be aware of major assumptions that apply to the project. For example, spell out the assumption that each team member has been selected and made available to the project by their manager to ensure its success.

Hjortur Olafsson  [Picture 1.png](#)
I really like this design

Summary

End Meeting


Meeting Information

Title: My project kickoff meeting
Location: London
Date: Today @ 21:10
Duration: 60 minutes
Access: Public
Organiser: Hjortur Olafsson
Tags:
Project:

Meeting Attendees | Roll Call

Hjortur Olafsson
Olafur Gauti Gudmundsson **SELECTED**
→ edit

Files

 [Picture 1.png](#)

Note Task Link File Conclusion

Add


Edit Delete Print

Loading "http://mohog.myrendezview.com/#handler=MeetingSession&meetingUUID=1454&selectedEntryUUID=0", completed 50 of 52 items

Að ýmsu að huga...

- Þegar **SaaS** er sett upp þarf að hugsa fyrir m.a.:
 - **Stoðkerfi** fyrirtækisins (vefþóstur o.fl.)
 - Hvar er kerfið **hýst**?
 - Kóðastjórnun, **issue tracking**, útgáfustjórnun
 - **Support** – hvernig er notendum veitt **aðstoð**?
 - Hvernig **greiða** notendur fyrir kerfið?
 - Hvernig þössum við að kerfið virki í helstu **vöfrum**?

Stoðkerfi

-  **Apps** (<http://www.google.com/apps>)
 - Email (með þínu eigin léni)
 - Docs
 - Calendar
- Kostnaður: **Ókeypis**

Hýsing

- **Amazon Elastic Compute Cloud (EC2)**



- Virtual miðlarar
 - Getur keyrt upp nýjan server á 2 mínútum
 - Elastic IP
 - Elastic Block Storage
 - Location control
-
- **Kostnaður:**
 - \$0.10 per instance klukkutíma
 - \$0.10 per GB inn
 - \$0.17 per GB out fyrir fyrstu 10 TB, lækkar svo

Kóðastjórnun

- **unfuddle**.com
 - Subversion og GIT hýsing
 - **Issue tracking**, útgáfustjórnun og verkefnastjórnun
- **Kostnaður:**
 - Ótakmarkaður fjöldi af repository-um
 - 1 virkt project
 - 2 notendur
 - **Ókeypis!**

Kóðastiórnum

Unfuddle.com

Rendezview Dashboard Jump to...

Rendezview Logged in as ogg: [Help](#) [Personal Settings](#) [Sign Out](#)

Overview Messages Milestones Tickets Notebooks Repositories People Settings

Search:

Project Overview

[New Message](#) [New Milestone](#) [New Ticket](#) [Invite a Person](#)






Recent Messages

There are no recent messages.

Milestones

- [Public Beta](#)
Due 01 Dec 2008

Recent Activity

-  [Alpha testing](#)
Status updated by Ólafur Gauti G. at 11:24am
-  [Committed Revision \[498\]](#)
RendezView repository: Committed by Hjortur Stefan O. on 18 Nov 2008
Spaces are now nullable.
-  [Committed Revision \[497\]](#)
RendezView repository: Committed by Hjortur Stefan O. on 18 Nov 2008
Added quick tags functionality for spaces. Fixed minor issues with due dates in entry edit mode and added label that a valid email address was required when creating a new user and a validate button that executes same function as onEnter handler.
-  [#125: Initialise new spaces with data](#)
Created by Hjortur Stefan O. on 18 Nov 2008
-  [Committed Revision \[496\]](#)
RendezView repository: Committed by Hjortur Stefan O. on 17 Nov 2008

Ticket Status

Select a milestone...
Entire Project

Closed Tickets: [0](#) **0%** Active Tickets: [124](#)


Months at a Glance

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

 [RSS Feed of All Project Activity](#)

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Aðstoð við notendur

- **Getsatisfaction.com**
 - Spurningar og umræður, **tillögur**, villumeldingar, hrós
 - Starfsmenn og aðrir notendur geta svarað
 - Virkir “**the wisdom of crowds**”
 - Hægt að fá eigið **Helpcenter** í fyrirtækjalitum
- Kostnaður: **Ókeypis**

Aðstoð við notendur

getsatisfaction.com

The screenshot shows the user interface of the getsatisfaction.com website. At the top, there is a navigation bar with links for Home, Companies, Products, Widgets, and You. On the right side of the navigation bar, it says "Hi OGG (Account) | Admin | Sign out". Below the navigation bar is a search area with a "Find a:" label, a dropdown menu set to "Company", a text input field for "Company Name", a "Go" button, and a "Start a Topic" button. A large "GET SATISFACTION" logo is positioned on the right side of the page. The main content area features a header for "Rendezview" with the text "Customer service and support for Rendezview" and "2 Rendezview employees are ready to listen and respond." Below this, there are several tabs: "Topics", "People", "0 Products & Services", "Change Log", "Overheard", "Management", and "Admin". A central section titled "Ask a question about Rendezview" includes a text input field and a "Continue and add details" button. To the right of this section is a rating system with a question: "Here's what you rated Rendezview" and "If so, How likely is it that you would recommend them to a friend or colleague?". The rating scale ranges from 0 (Never) to 10 (Absolutely), with a question mark icon above it. Below the rating system, there is a message: "If you use this company's products or services, we'll add the company to your dashboard. If you work for this company, we'll add you as an employee. Got it, thanks!". At the bottom of the page, there is a "Recently active topics in Rendezview" section with a "Browse" dropdown set to "all topics" and a "by" dropdown set to "recent activity". A "Search" button is located at the bottom right of the page.

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Greiðslur

- **PayPal**
 - Styður **endurkvæmar** greiðslur
 - Greiðsla getur farið fram á PayPal svæðinu
 - Hægt að **sérsníða** í fyrirtækjalitum
 - Notandinn þarf ekki að vera **skráður** hjá PayPal
- **Kostnaður:**
 - 3.4% + €0.35 per **transaction**

Virkar í helstu vöfrum

- **Google Web Toolkit (GWT)**
 - Kerfi til að byggja **AJAX** veflausnir
 - Skrifum allt í **Java**, og GWT þýðir yfir í JavaScript
 - Sér útgáfa fyrir **hverja tegund vafra**
 - “Hosted mode”: skoða breytingar **án þess að þýða**
 - Hægt að “**debugga**” AJAX kóða
 - Styður **history** og “deep linking”
 - Styður **i18n** out-of-the-box
- **Kostnaður: Ókeypis**

Opinn hugbúnaður

- **Maven 2** – dependency management and builds
- **Lucene / Solr** – öflug leit
- **Hudson** – continuous integration

Niðurstaða

- Það þarf **ekki** að kosta mikið útfæra **SaaS**
- Allt sem þarf er:
 - Góð hugmynd
 - Rétt hugarfar
 - Nægur tími
 - Big Cojones :)

Rétt hugarfar

- “Scratch your own itch”
- Ekki reyna að búa til næsta Facebook
- Muna að rukka!
- Setja sér **markmið**:
 - $400 \text{ notendur} * \$40 * 12 \text{ mánuðir} = \200.000
 - Miðað við að 5% þeirra sem skrá sig haldi áfram:
 - $400 = 5\%$ af 8000 notendum
 - Ca 22 notendur þurfa að skrá sig á dag

Takk fyrir mig!

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