Return on Investment Driving SaaS Demand, Says Natterbox

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The cost-effective nature of Software as a Service (SaaS) is driving demand on an international level, says Natterbox, an innovator in the Voice SaaS field.

Natterbox has predicted a sharp rise in the use of hosted services in its sector, and says that across the board, SaaS will continue to grow strongly due to the low costs and tangible solutions it provides users. SaaS delivers software via the internet, without hardware or software being required at customer premises. According to Natterbox, this allows for low set up costs, scope for more value-added features, and greater resilience.

In accordance with this, recent research from Gartner has found that more than 95 per cent of organisations expect to maintain or increase their use of SaaS, and that one of the key drivers behind this is the low cost of SaaS ownership.

Recently launched in the UK market, Natterbox offers an alternative to traditional business telecoms by employing SaaS technology to deliver a range of services, including hosted PBX (http://www.natterbox.com/hosted_PBX), SIP trunking (http://natterbox.com/services/sip-trunking/), voice PA, call recording (http://www.natterbox.com/call_recording), disaster protection and voicemail.

Neil Hammerton, CEO of Natterbox, says that the high return on investment available from Voice SaaS is of particular benefit to smaller businesses. "Natterbox can cater to the needs of businesses of all sizes, but it's really clear that our Voice SaaS can create a huge impact for smaller operators – in the sense that they can quickly and cost-effectively get access to telecoms systems that will put them into a whole new league of professionalism and smart technology," he said. "For a relatively low cost, small businesses can improve the management of their incoming calls and messaging systems in a really significant way."

A pioneer of innovative, flexible and effective telecoms solutions, Natterbox was established in 2009 by entrepreneurial management team Neil Hammerton, Neil Burgess and Jim Page. Launched to the public in July 2010, the company aims to provide its customers with unrivalled service and functionality.

For more information, please visit www.natterbox.com.

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