Our framework was developed by SaaS experts from Amazon Web Services (AWS), with guidance and best practices based on years of AWS experience, and feedback from thousands of AWS Partners. To ensure the full adoption of standardization and delivering successful SaaS experience, our SaaS Journey Framework robustly.

It is important to real-world feedback to respond to market dynamics and to adapt the framework. The SaaS Journey Framework introduces a phase-by-phase approach to building a successful SaaS plan. Consider leveraging channel partners for incremental reach.

**Phase 4**

**New Horizons Software**

- **Phase 4**
  - **Phase 3**
  - **Phase 2**
  - **Phase 1**

The SaaS Journey Framework breaks down the path to SaaS into four distinct phases, each of which introduces new processes that better align with the best practices of SaaS companies.

- **Phase 4**: The SaaS model often requires a fundamental shift in strategic and operational thinking. This one-minute whitepaper provides a quick framework overview for companies building a new software-as-a-service (SaaS) product, transitioning to a SaaS business model from traditional software and technology delivery models, or looking to optimize a SaaS delivery model. SaaS Factory includes best practices for SaaS business planning.

**About AWS SaaS Factory**

AWS SaaS Factory provides a wide range of resources that help accelerate the adoption of SaaS business models, such as whitepapers, reference architectures for building SaaS solutions on AWS, exclusive training opportunities, and more. Learn more about AWS SaaS Factory ➡️

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**Key Takeaways**

- **UnicornExpress.com**
  - **Phase 1**: SaaS is hindered by an aging technology and/or process, but has a captive, lucrative market.
  - **Phase 2**: Unforeseen new teams that can operate separately from the core of their business. Consider forming new teams that can operate separately from the core.
  - **Phase 3**: Unforeseen new teams that can operate separately from the core.
  - **Phase 4**: Unforeseen new teams that can operate separately from the core.

- **ToeDipper Software**
  - **Phase 1**: Learn more about AWS SaaS Factory ➡️
  - **Phase 2**: Land and expand sales model in tandem with agile design and frequent product releases.
  - **Phase 3**: Focus on in-product communication and knowledge management.
  - **Phase 4**: Avoid short-circuiting the product strategy.

- **SurvitorTech**
  - **Phase 1**: Focus on the most urgent challenges rather than on new processes that better align with the best practices of SaaS companies.
  - **Phase 2**: Align internally to establish new sales motions and focus on the most urgent challenges rather than on new processes that better align with the best practices of SaaS companies.
  - **Phase 3**: Build a strategy that goes beyond just having a solid product strategy.
  - **Phase 4**: Have a solid product strategy to avoid under-investing in a more complete product strategy and/or treating your plan as less reactive and more strategic to enable you to retain and grab market share.

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**For Further Reading**

- [aws SaaS Journey Framework](https://aws.amazon.com/saas-journey/)
- [AWS SaaS Factory](https://aws.amazon.com/saas-factory/)
- [SaaS Journey Framework whitepaper](https://aws.amazon.com/saas-journey/whitepaper/)