

Keys to SaaS License Management:

Creating an Organizational Strategy that Works

Understanding the Problem: With SaaS

How do you gain insight into how much your organization is using and managing SaaS software?

Software Licensing and The Future of SaaS

Enterprise SaaS is growing at the rate of 25-30% per year. By 2020 some 73% of organizations said that more than 80% of their apps will be SaaS (Gartner Public Cloud Service WW 4Q17). The trend toward cloud-based software applications is projected to continue, with global spending on SaaS expected to rise to \$133 billion by 2018, per IDC. SaaS is not a passing trend. Today, 69% of businesses are using at least one cloud-based application; for instance, for customer relationship management (CRM), payroll administration or video conferencing tools.

SaaS (Software as a Service) subscriptions are a budgeting category that organizations are finding harder and harder to track. SaaS can be bought by anyone, in some cases, by any department without centralized management. Traditional sourcing and expense models cannot keep up with 100s of users and 1000s of licenses, software that was once managed by just a few vendors within each division. There are currently 34 SaaS Applications in an organization on average (Gartner PCS WW 4Q17).

The Problem with SaaS License Management

Procurement and Finance Managers are tasked with managing SaaS applications that are becoming too complicated to monitor efficiently. Tracking this SaaS spend category currently involves manual employee auditing, cumbersome spreadsheets and inefficient departmental communication, especially with accuracy and the process flow of reporting. Adding to this dilemma, besides just tracking spend, are issues like - procurement teams dealing with complications like de-centralized contract management, unplanned auto renewals. Security teams dealing with GDPR compliance and Risk Management solutions of these SaaS applications

Biggest Areas of Concern with SaaS Licenses

Leadership and management teams are faced with major questions regards to this new SaaS Management model. Let's take a look at the major pain points:

- **How do we gain full visibility into SaaS license spend across the entire organization?**
- **How do we measure the value of each SaaS application and identify redundancies and waste?**
- **How do we automate our Renewals process and become proactive with contract negotiations?**
- **How do we centralize SaaS application management to address these concerns?**

**IMPROPER
SaaS
MANAGEMENT:
30-40%
Licenses
Wasted***



**How many Licenses
are Unused?
Underutilized?**

MAIN ISSUES

- **SaaS Purchasing Out of Control**
- **No Centralized License Visibility**
- **Inactive Users**
- **Underutilized Licenses**
- **Renewal Process Inefficient**
- **Contract Management Decentralized**
- **Risk Management – Lack of Clarity**

**Per Amalgam Insights - in 2017 companies averaged 30-40% wasted overage in SaaS*

Better SaaS Management – The SaaSLicense Strategy

The Tactical Importance of SaaS Management is Growing

At SaaSLicense, we are proactively working with companies to help them develop both short term and long term strategies to address this large area of internal spend. Whether a company is looking at SaaS through a Finance or IT perspective, strategic implementation and management of this emerging category is extremely important. No longer can an organization see the internal drawbacks inherent to purchasing and managing SaaS as part of a dysfunctional model of inefficiency and unmanageability. Companies must adapt new way of managing this spend category, including using tools like SaaSLicense to assist in managing their tactical SaaS Management plan

SaaSLicense – A Centralized SaaS License Management Tool for Your Cloud Optimization Strategy

SaaSLicense is a tool that assists organizations in SaaS discovery, contract management and renewals processes/workflow. It measures utilization and gives reporting insights, assisting companies in making decisions about budgeting, forecasting and compliance issues.

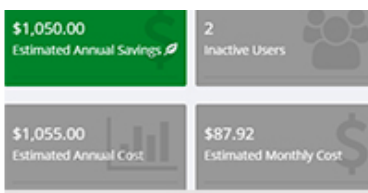
SaaSLicense spans multiple departments as an overall solution to SaaS Management. It is used by:

- **Executives** to save costs and assist in budgeting and forecasting
- **Procurement** to track contracts, contract renewals, evaluate license underutilization and optimize license use
- **IT** to identify inactive end users, departmental budgeting and overall use of SaaS applications
- **Security Teams** to assist in risk management and compliance issues like GDPR

The 3 Keys to Optimizing a SaaS Environment

At SaaSLicense, we recommend a three part plan of **Identification, Documentation and Optimization** of the SaaS environment to tackle these challenges from an internal perspective. Using a tool like SaaSLicense to track licenses, manage contracts and renewals and address security concerns in this plan is the most effective way you can deal with these challenges.

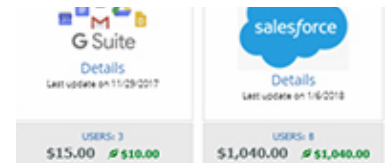
Identification



Documentation



Optimization



Usage Data Analysis

Using a tool like SaaSLicense provides insight and visibility into the spend your organization is committed to, Once waste and inefficiency is identified, changes can be made internally.

Who is using the tool?

A tool like SaaSLicense can identify "waste of money" and utilization concerns with our unique algorithms and analytics. Advanced reporting on several key data points assists management in making better decisions.

Customization and Analytics

Tailor your dashboard and notifications/alerts to get the visibility your IT and Procurement teams need to understand your users, drive savings and see overall SaaS costs.