

SaaS Is Your Biggest Blind Spot & Greatest Opportunity

Eliminate Hidden Risk & Add Meaningful Operating Margin



SaaS software is your biggest blind spot. It's rife with low utilization, redundancy, risk, and relatively zero governance. Not to mention, purchasing and ownership is completely decentralized. In a nutshell: complete chaos.

Imagine going from chaos to complete control. Your apps are well adopted. You've said goodbye to unused and redundant software. You're adding dollars back to your bottom line. And your company is protected from significant security, compliance, and budgetary risk.

A SaaS management platform and practice allow you to measure and manage your SaaS portfolio to maximize the value to your business.

Calm the Chaos & Drive Value with SaaS Management

Perhaps you think you're ok managing SaaS in a spreadsheet. But how accurate and helpful is it really? The reality is that this data does not address security, shadow IT (hidden employee purchases), your renewal process, and much more. By saying goodbye to spreadsheets, you can save your organization from making decisions based on outdated, error-ridden, and insufficient data.

To truly drive value, you must power your SaaS management practice with technology. When powered by an enterprise-grade platform, your SaaS Management program can deliver on four key tenets: complete visibility, license optimization, cost savings, and risk avoidance.

The Time is Now. Get Your SaaS in Gear.

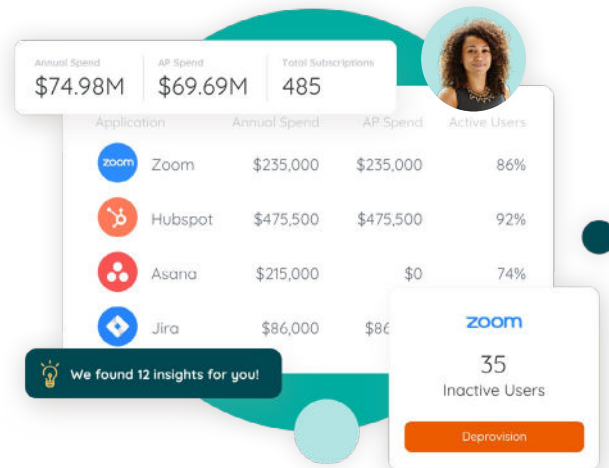
SaaS management is no longer a nice-to-have. It's a critical business practice. Without it, you are wasting money, overspending, and increasing risk for your organization.



OPPORTUNITY #1

Eliminate Risk-Laden Blind Spots with a Complete Picture of All Your SaaS

How many SaaS applications do you think you have? Now, multiply that by 3. We find that most organizations underestimate the size of their SaaS footprint by 2-3X. That's a ton of unknown apps, spend, and risk that you're accountable for! It's impossible to manage what you can't see. Complete, ongoing discovery from a SaaS management platform gives you a full, centralized picture of all your SaaS. When you can identify every single app, dollar, and risk, you're setting the stage for better adoption, cost optimization, and governance.



"If you would've asked me two, three years ago, I probably would've said we have 100 apps. Now that Genesys has a SaaS management tool, we know we have over 600."

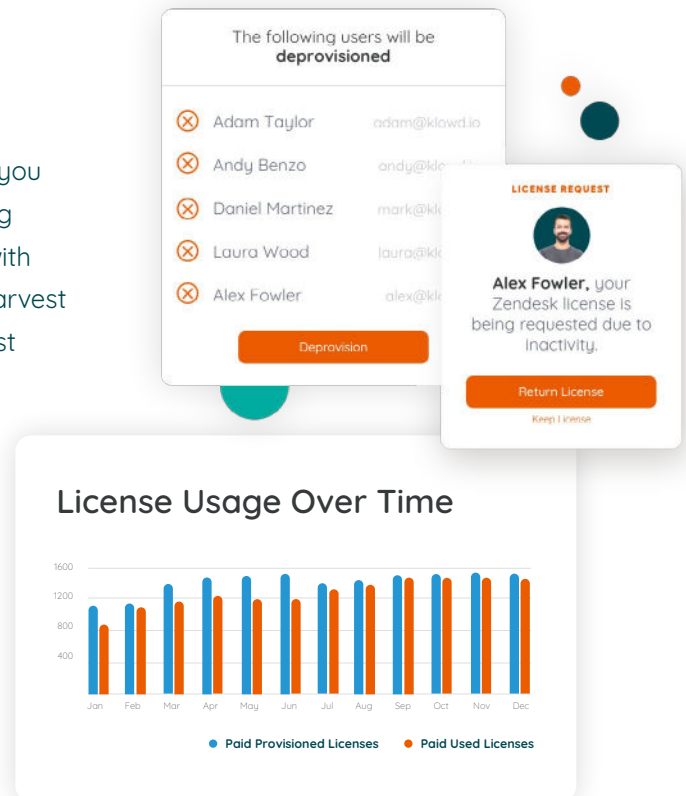
 - Samantha Griffin, Senior Software Asset Manager at Genesys

OPPORTUNITY #2

Cut Software Waste, Increase Adoption

How well are your apps being used? Knowing what applications you have and how they're being used is vital to measuring and driving adoption. Unused software is the number one source of waste, with 45% of licenses sitting unused or underutilized. Rightsize and reharvest your SaaS licenses to reduce shelfware and pave the way for cost savings at renewal. You simply cannot do this without a tool that surfaces these insights in real-time and helps you prioritize your optimization opportunities.

A large Telecom company that manages multiple instances of its CRM used Zylo to deprovision 10,000 unused licenses, resulting in **\$4 million in cost avoidance**.

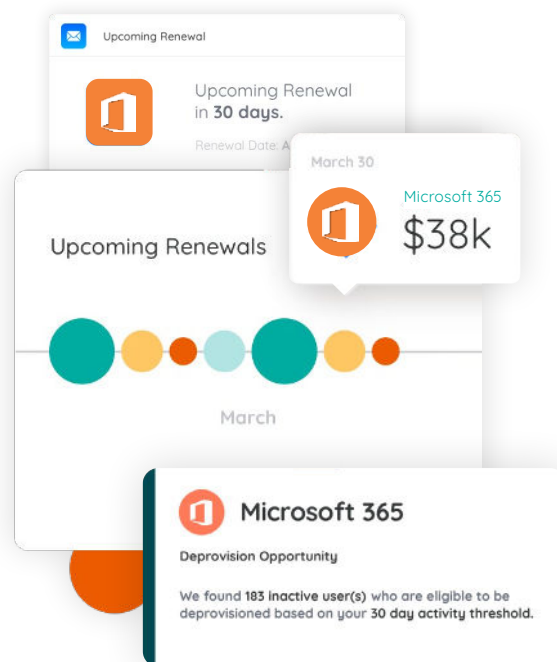


OPPORTUNITY #3

Regain Control of Your Budget, Add Cash to Your Bottom Line

Visibility and license optimization lay the groundwork for saving money. SaaS is often your second largest operating expense (OpEx) after headcount – an average of \$55M a year (\$224M+ for large enterprises). And renewal is the only time you can realize and maximize savings.

Are you leaving money on the table? Do you really need to renew that application? And, can you confidently manage all your renewals? You can't do it alone. SaaS management provides the support to realize the greatest cost savings from renewals, funneling more cash toward your bottom line. In fact, companies that power SaaS management with technology often see significant impact to their bottom line – in the form of six-figure cost savings and avoidance.



After three years of actively managing their SaaS with Zylo, Momentive canceled 222 applications, resulting in nearly **\$7 million in spend reduction**.

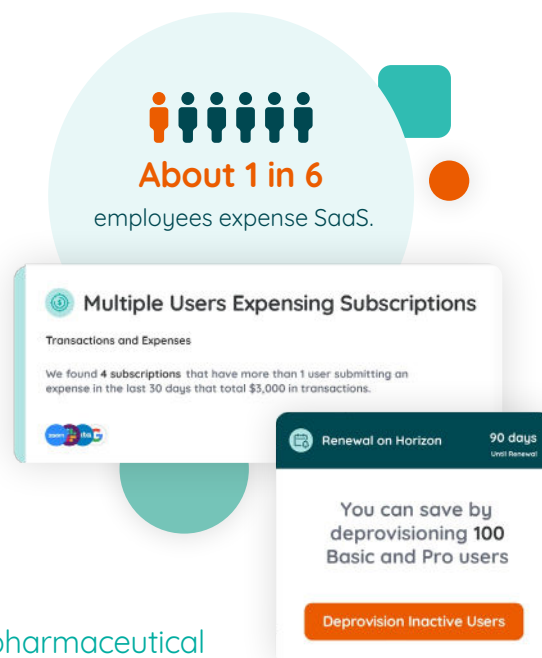
OPPORTUNITY #4

Fend off Potential Disaster by Bringing Shadow IT to Light

Is your company and customer data safe? How sure are you? Everyone is a buyer of SaaS. And that opens your organization to massive fines, surging costs, security and compliance violations, and inefficient business operations.

With one in six employees individually purchasing SaaS, bringing shadow IT out of the dark is the only way to gain certainty. An effective SaaS management program ensures that every SaaS purchase – even those made by business units and employees – are known, vetted, and part of your larger corporate application strategy.

After getting visibility and implementing controls, a large, global pharmaceutical company that works with Zylo canceled 60 subscriptions against policy and **reduced expense spend by 50%**.





Power Your SaaS Management Practice with Zylo

Building and scaling your SaaS management practice requires a flexible tool that grows with your organization. As the SaaS management category creator and industry leader, Zylo's enterprise-proven technology and unparalleled expertise helps the world's leading organizations control the rising costs and risks of SaaS.

Let us help you execute. Zylo's suite of SaaS Managed Services is backed by a team of industry experts to deliver cost savings while freeing up your resources. From implementing best practices to managing SaaS contracts and data, execute your SaaS strategy without adding extra headcount. Your wins are our wins!

See Zylo in action. Visit zylo.com/demo to get started.



We found 9 insights for you

Here is what's happening in your SaaS portfolio today.

Trusted by the Best

