



The SaaS Management Starter Kit

Table of contents

| | |
|---|-----------|
| What is SaaS management? | 3 |
| When to invest in a SaaS management platform | 4 |
| Benefits of a SaaS management platform | 5 |
| Decreased software spend | 6 |
| Increased security | 7 |
| Higher rates of compliance | 8 |
| License and budget trends | |
| Combat shadow IT | 9 |
| Fight back with a SaaS management platform | 10 |
| How G2 Track can help | 11 |
| Request a demo | |

What is SaaS management?

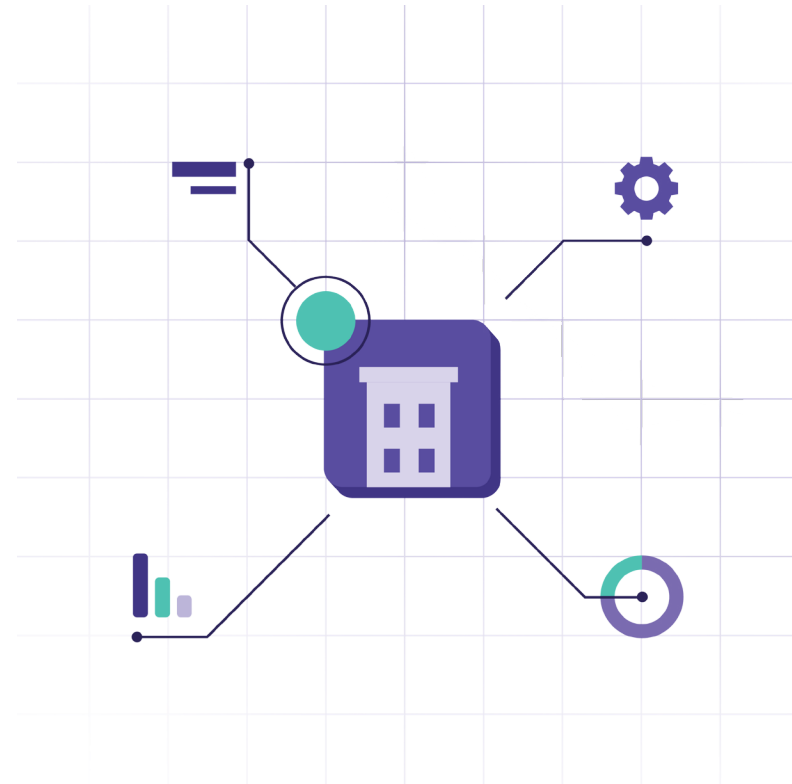
➔ **Think** about how many SaaS applications your business uses.

Chances are you need both hands to count them all – and then some. In fact, the average company uses about 137 unique SaaS apps.

Most businesses have dozens of systems that maintain employee data. The problem is, these systems rarely communicate with each other or share a common source of truth. Not only can this cause a massive amount of administrative work, but it can also lead to a potential breach in sensitive data or an issue with compliance.

Having a management platform in place that collects, stores, and organizes all of your company's user data is critical so the IT department can securely deliver the right SaaS applications, services, and support to all internal users when they need it most. It's also crucial for finance teams to have so they can stay ahead of contract renewals, track all licenses, and manage a budget.

To accomplish all of this, you need a SaaS management plan.



SaaS management

/sas man-ij-muhnt/

NOUN

The act of monitoring and managing all of the software-as-a-service (SaaS) applications within a company's tech stack. This includes purchasing, onboarding, offboarding, licensing, and renewing.

When to invest in a SaaS management platform

No matter the size of your business, it's crucial to have accurate employee and user information across every department.

Unfortunately, that's easier said than done.

Gone are the days when all of the tools an employee needed came preloaded on their device or physically sat on their desk. Instead, employees are given access to hundreds – even thousands – of SaaS applications they need to do their jobs.

With so many applications in use, you'll want to invest in a SaaS management platform that makes it easy to keep track of all your tools.

A SaaS management platform helps companies understand which SaaS applications are being used, how they're being used, and who has access to them. The overall goal is to reduce the risk of unmanaged tools or technologies in the hopes of improving the value of purchased software, while also increasing the effectiveness of those using SaaS tools.



10 – 15%

of a company's software stack doesn't have a clear owner, contract, or approval process.

SOURCE: G2 TRACK

Benefits of a SaaS management platform

Wouldn't it be nice if you could manage all of your SaaS contracts and subscriptions throughout their entire lifecycle – all in one place?

The right SaaS management platform can make this happen. Not only does it make it easy to track how much of your budget is being spent on SaaS applications and services, but it also shows ways to consolidate subscriptions and contracts where there might be overlap.

If you're interested in implementing a SaaS management platform but still need convincing to seal the deal, here are four ways you can benefit from using one.

975 

The average number of unknown cloud services companies have.

SOURCE: G2 TRACK

SaaS management helps answer questions like:



Which apps are being used in my company?



Are we paying for SaaS subscriptions that aren't being used?



Are there ways we can reduce SaaS spend?



How much is being spent on SaaS products?



Which features does each tool offer, and is there overlap?



Which applications have access to critical company data?



Are stored applications secure and compliant?

1

Decreased software spend

More business teams are purchasing SaaS solutions, so the chance of overlooking a license is higher than ever. And team members who purchase rogue software licenses can further skew the budget.

With that also comes the increased importance of being fully aware of any approaching renewal notices, so you can be sure to give proper notification if you're no longer interested in renewing the license for another term.

With dashboards dedicated to budget trends, SaaS management platforms give you a clear indication of when your fiscal year is set to end, what the budget is, and how much is remaining.

At the end of the day, you can't rely on budget details if they lay stagnant in a spreadsheet. If you do, your team is operating off of insufficient data. If financial data is being updated via manual uploads or keystrokes, nothing is being appropriately synced, leading to overspending.

SaaS management platforms can update this information so you always have accurate data surrounding budget, product spend, and more, making it possible for your team to forecast SaaS spending and create a more accurate budget in the future.

What's your SaaS spend?

\$150K

Average SaaS spend for small businesses in 2020

\$1.8M

average SaaS spend for mid-market businesses in 2020

\$8.7M

average SaaS spend for enterprise businesses in 2020

SOURCE: G2 TRACK

2

Increased security

Think about how much data is on your computer sitting in an unprotected spreadsheet. This spreadsheet could be exposing your data to a cyber attack or putting your entire company at risk of a data breach.

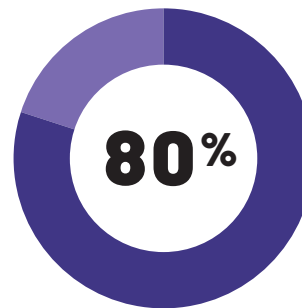
Using a SaaS management tool helps you understand which SaaS and cloud services your employees are using across all teams and departments. This provides complete transparency and the ability to see if tools are approved by the IT department or if they fall into the realm of shadow IT.

SaaS management allows you to maintain a comprehensive record of who has access to which applications and how they're being used.

Furthermore, SaaS management makes offboarding employees an easier task. For instance, have you ever left a job but still had access to your company email or specific documents?

Since the SaaS management tool lets the CIO and IT department see exactly who uses what, they can be sure to properly turn off all accounts and cancel login credentials when an employee leaves the company. This ensures that former employees no longer have access to sensitive information stored within a SaaS application.

Not only will your business be less vulnerable to insider threats, but a good SaaS management platform encrypts the data within it, keeping your information secure against a data breach.



of employees admit they use SaaS applications at work without getting IT approval.

SOURCE: G2 TRACK

3

Higher rates of compliance

As previously stated, a SaaS management tool can help you organize your list of vendors as well as the vendor service agreements (VSA) they are sent.

Additionally, SaaS management platforms will help you to stay compliant and on top of all necessary details regarding Privacy Shield self-certifications, data processing addendums, and GDPR statements.

Plus, when you know every app in use within your tech stack, you'll always know which of these tools have access to employee and company data.

4

License and budget trends

An effective SaaS management program controls who has access to which licenses. This ensures you stay compliant by avoiding the over-allocation of licenses. It can also promote optimal utilization of the SaaS tool by avoiding the under-usage of licenses you're paying for.

This allows you to:

- Evade penalties or getting charged for going over allocation within your usage data
- Avoid idle spending or paying for unused seats

Doing so ensures the number of licenses or seats meets your business's needs while helping to preserve the value of the seats should someone else within your business require access to that specific SaaS tool.

SaaS management features

Having a central location that stores all vendor contracts means others will know where to look. In this case, you can easily:

- Find and assign owners to different contracts.
- Notify owners of renewals or cancellations.
- Avoid missing the notice of renewal or cancellation dates.
- Make sure you don't get stuck with contracts you don't want to renew.
- Update business leaders of necessary changes to SaaS tools and licenses.

Combat shadow IT

There once was a time when the IT department had total control over the technology being used by the organization. Before an employee could purchase software (or even click “download”), they needed the approval of the IT director.

That time is long gone, and no matter how hard your IT department works to stop this from happening, Shadow IT is something that every company has to deal with.

Shadow IT can include many information technology systems from hardware to software, web services, and cloud applications employees across all departments use to accomplish tasks without authorization from IT.

Anyone can purchase a low-cost subscription license right under the nose of the IT department and have it up and running in no time. But doing so can have detrimental repercussions on a business.

Not only does this reduce the IT team’s efficiency by introducing products and tools they’re not trained to troubleshoot, but it can also create vulnerabilities and entry points for criminals as well as threaten your organization’s compliance standing.

Most importantly, shadow IT makes it practically impossible for your business to track IT spending and manage SaaS renewals. This means when renewal season hits, your finance team can be blindsided by charges, forcing your IT team to waste time hunting down licenses instead of focusing on larger goals.

What is shadow IT?

Shadow IT refers to information technology systems and software that are used and managed without approval from IT leadership or stakeholders. Shadow IT is also when a company and an employee have both purchased a software license, causing the company to pay for the same software twice.

Fight back with a SaaS management platform

Whether you deem shadow IT as beneficial or harmful to your organization, there are ways to detect the telltale signs that it's occurring within your business and to manage it before it becomes out of control.



CREATE AN OPEN-DOOR POLICY:

Build a collaborative environment between IT and the rest of your company and urge employees to share which software programs they use.



LIST APPROVED DEVICES:

Provide a list of approved "bring your own devices" to ensure your employees are using secure devices to access company data.



PROHIBIT JAILBROKEN DEVICES:

Jailbroken devices have no restrictions, which puts them at risk of malware attacks and damaged system files.



BLOCK DANGEROUS APPS:

Compile a list of dangerous applications and block each tool so employees cannot purchase, download, and use them on company devices.



CREATE AN INTERNAL APP STORE:

Create an internal app store of approved systems to clear up confusion about which apps are safe for employee use.



EMBRACE THE CLOUD:

For stakeholders or partners who want to leverage the cloud, ensure IT has some say in which applications are being used.



PRIORITIZE THE END-USER:

Talk to your employees about their software preferences. This mitigates the chance of them seeking other, non-approved solutions on their own.



WRITE A COMPANY IT APPROVAL POLICY:

Employees at all levels need IT approval. This gives the IT department more control and greater visibility into the technology being purchased.

SaaS management + shadow IT

Use a SaaS management platform to pinpoint who has access to what systems (and how they're being used) so you can:

- Stay compliant
- Reduce security risks
- Automate employee offboarding
- Remain cost-effective

How G2 Track can help

Think back to the questions a SaaS management platform can help address. G2 Track can provide answers to all of those and many more.

G2 Track makes it simple to manage your SaaS in one unique, user-friendly, comprehensive dashboard. You can easily identify exactly which apps you're using, how often you use them, and how much you spend on each.

You can also hone in on application usage, billing trends, and contract renewals to uncover ways to streamline overlapping tools and save money. This allows you to double down on the apps your team uses and consolidate the ones they don't.

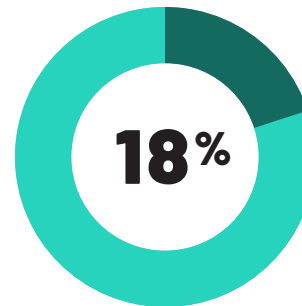
And when it comes to critical data, you can flag unprovisioned IT apps for review by your team and eliminate any instances of shadow IT.

G2 Track is your one-stop shop for everything SaaS management. No matter how large your business is or how many applications your team uses, it's in your best interest to utilize one comprehensive tool to manage software spend, contracts, account usage, and compliance.

Not only does G2 Track keep your data secure, but if any anomalies are hiding within your company's SaaS spend, G2 Track will find it.

G2 Track at a glance:

- One platform to easily manage the stack and spend
- Gauge employee sentiment
- Integrations available with G2 Track (SSO)



of purchased software has a user satisfaction rating lower than 4 stars.

SOURCE: G2 TRACK

Hello, G2 Track.

Goodbye, wasted SaaS spend.

Understanding the ins and outs of your company's SaaS landscape makes it possible to get started on all SaaS management endeavors. Let G2 Track coach you on how to make better software decisions with a comprehensive view of employee data, software contracts, SaaS spend, and more.

Gain control of your stack and let actionable insights pave the way to better SaaS decisions.

[Learn more](#)

