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Agenda

01   The SaaS free-for-all is over

02   The business case for (smart) spending

03   5 things you can do to better manage your SaaS spend

04   Questions to take back to your team and get SaaS under control

2024

Current SaaS spending processes:

Create waste

53%

Businesses say more than half of the SaaS licenses they purchase go unused.

— **Productiv**

Increase risk

56%

Enterprise orgs report more than half of software usage wasn't vetted by IT or security.

— **G2**

Are costing you dearly

$18M

Enterprises wasted an average of $18 million on unused SaaS applications in 2023.

— **Zylo**

2024

What's causing so much wasted SaaS spend?

Proliferation of SaaS tools
Numerous options + personal preferences = technology sprawl.

No individual owner for SaaS spend
Department heads are signing contracts.

Inefficient resource allocation
Some teams may be over-provisioned while others lack necessary tools and buy their own tooling.

Scalability issues due to poor onboarding/offboarding
Paying for licenses of people who have left?

Contract management challenges
Locked into long-term deals and automatic renewals for unused services.

2024

Smart spending is the key to growth

The Rule of X
It's twice as important to enable growth as it is to control spend alone.

Ask yourself
Are you trying to just cut SaaS spend, or are you trying to empower your teams to spend responsibly?

The ultimate goal
Get to a point where all your SaaS spend that exists is good spend.

2024

Assessing your SaaS situation

- How do you even compile this list?

- How do you analyze the ROI on each tool?

- What's even actionable?

- How do you manage your stack going forward?

workday

Jira

Zendesk

salesforce

Calendly   Figma   Notion

LinkedIn   grammarly

2024

1. Bring SaaS ownership under one roof

Challenge
Who owns SaaS spend in your org? Typically it's a mix of department heads, IT, finance, etc.

Result
It's the Wild West when it comes to setting budget, strategy, and management for SaaS purchases and payments.

Action
Bring ownership of SaaS spending under finance but delegate budgets and final purchasing decisions to each department head.

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2. Run SaaS purchasing through one platform

Challenge
Disparate systems and buyers that exist all over are making independent decisions.

Result
When purchases are spread over people, departments, and card programs, it's difficult to track and attribute costs accurately.

Takeaway
You can limit unnecessary purchases and view your SaaS spend holistically — and quickly act on it.

Brex

2024

3. Hone (and socialize) your approval process

Challenge
When the request and approval processes are too complicated, people go rogue.

Result
This leads to shadow IT, data compliance/security issues, and duplicate tools.

Action
Set up clear, automated approval processes to enable smart spending faster but put checks in place for redundant tools.

4. Put the proper downstream controls in place

Challenge
Most companies have few spend controls to prevent rogue or ghost spending.

Result
Employees go outside of policy and buy a SaaS tool they already have and the card gets charged indefinitely.

Action
Using virtual cards, spend limits, vendor restrictions, and expirations helps you pay the right amount, at the right time, and for the right duration.

5. Automate your onboarding/offboarding processes

Challenge
Onboarding and offboarding processes are manual.

Result
You're paying for licenses for people who no longer need them.

Action
Sync your HRIS system with a spend management solution to provision and deprovision quickly, and keep team data accurate.

Questions to take back to your team

Controller: Where are our dollars actually being spent?

IT: When someone leaves, are we able to deprovision users and how quickly?

HR: What's our plan for headcount?

Head of finance: What type of contract terms are we open to signing?

Head of procurement: What controls do we have in place to prevent overspending?