



2024

State of SaaS Ops

TABLE OF CONTENTS

- 1 2023 Started a New Era of IT
- 2 Top SaaS Data Security Concerns for IT
- 3 Managing SaaS and Users in 2023
- 4 Benefits and barriers of automation
- 5 Investment in more than just money: time
- 6 The Path Forward: Automating SaaS Management in 2024
- 7 Appendix: Demographics and Methodology

Welcome to the State of SaaSOps 2024

Keeping with BetterCloud tradition, we're presenting our eleventh annual report that examines how SaaS is evolving, as well as how IT manages, secures, and automates their SaaS operations.

Since 2012, we've been surveying IT professionals of all levels from all kinds of organizations, making our annual report the industry's most definitive. This year, hundreds of IT and security professionals participated, sharing their important experiences and opinions on the impact of SaaS.

You'll learn the latest SaaS trends like the:

- Challenges driving big changes recently; Including the average number of SaaS apps and changing responsibilities for IT
- SaaS data protection issues that worry IT the most
- Importance of automation for effective SaaS management and its massive business benefits
- Investment in time and treasure for SaaS management and ultimately the top priorities for IT in 2024!

We're excited to share our 2024 insights and hope they positively impact how you manage SaaS, especially as you and your IT team travel through your own automation journey.



The State of SaaS Ops 2024: A Time of Consolidation



A note from David Politis, BetterCloud founder:

2023 was a year of consolidation and reduction. This is the first time ever that the number of SaaS apps in the stack has gone down.

Camtasia Studio, Crystal Reports, and Adobe InDesign are the top three least-used enterprise licenses.

We also see that SaaS spending has significantly gone down over the last year. Unfortunately, this trend also hit IT teams and we're seeing the IT-to-Employee ratio continue to get worse.

There is literally no other way to get the job done, **you need to automate.**

Automation reduced 82% of manual work for Automation Leaders.

In addition, IT is the owner of a much larger portion of the stack. They need to be. Controls need to be in place and IT needs to sanction apps if they're going to be in the environment.

The reality is that times are tough for IT. You have less to work with and more ownership. You have fewer people and it's showing up in the work. Onboarding processes aren't meeting employee needs, and offboarding is delayed. You say you feel the stress, even anecdotally, as many of you shared with me that this is the hardest period in your career.

I believe this period will be a perfect example of how constraints and limitations lead to creativity and innovation. You can use limitations as a forcing function to get things done across your company and take over more control of the stack that is in use.



BY THE NUMBERS

The State of SaaS Ops 2024

An average of **112 SaaS apps** for a 14% decline from last year

64% of SaaS management tasks to be automated in 3 years

23% say their biggest IT priority next year is to automate more SaaS management and 19% want to optimize SaaS spend

55% say they still struggle with managing the SaaS sprawl even though there are fewer SaaS apps

36% of SaaS management tasks are automated compared to 32% last year

52% said there's more scrutiny in SaaS purchasing than before

50% took too long to offboard users, completing more than 24 hours after departure

58% didn't meet Day 1 onboarding goals to get new employees their resources

68% of SaaS apps are IT-sanctioned this year, up from 35%

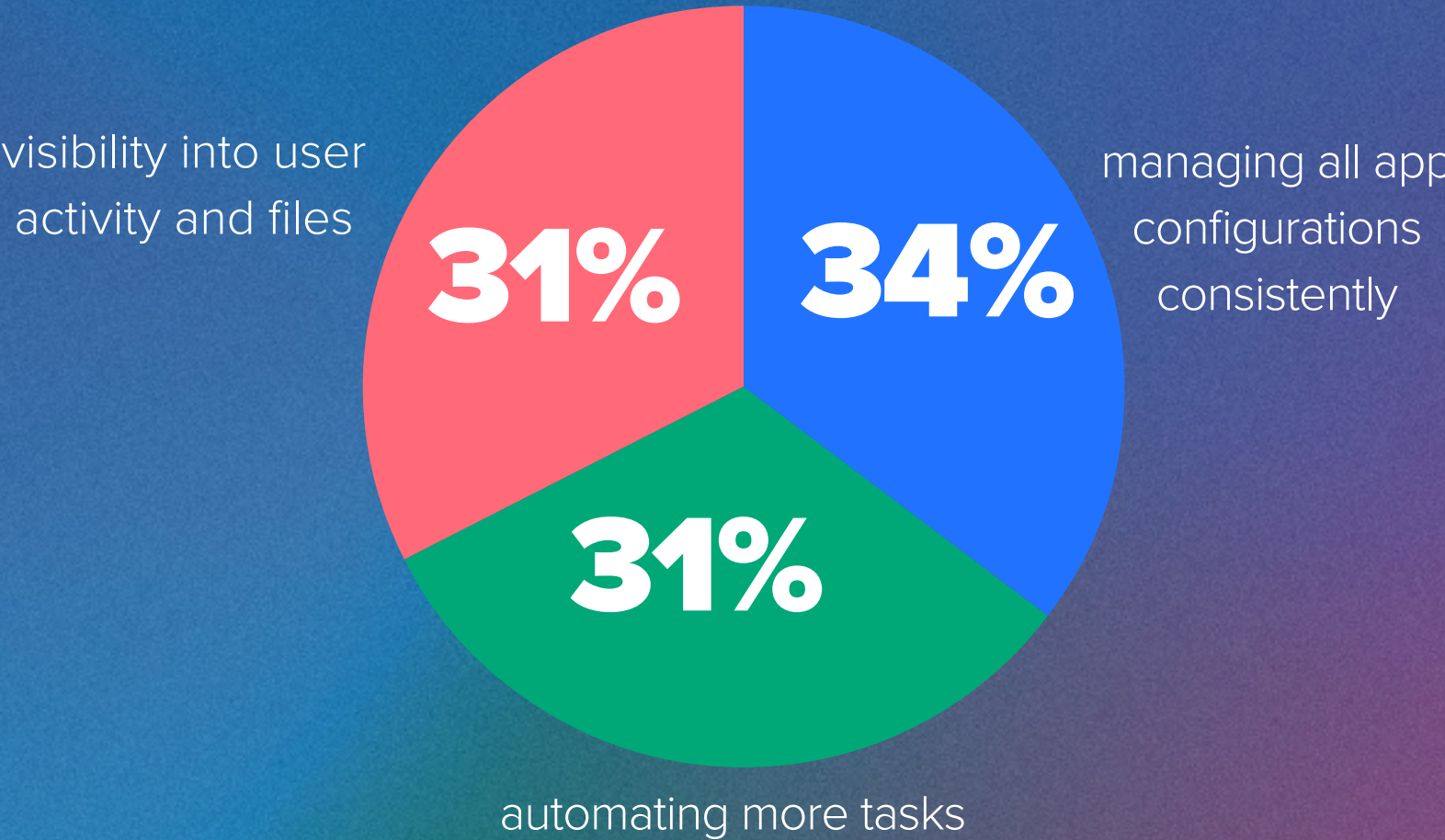
76% of IT teams are responsible for protecting sensitive data within SaaS apps and sensitive data leakage — be it from an unsanctioned apps that store sensitive data, sensitive files shared — is the biggest security fear

70% will subscribe to or renew their SMP* subscription within the next year

51% say that the time required to complete audit tasks take more time now than last year

64% reported that automation reduced manual work and **67%** said that their IT team went to work on strategic projects

Most crucial challenges to solve in the SaaS environment



2023 Started a New Era of IT

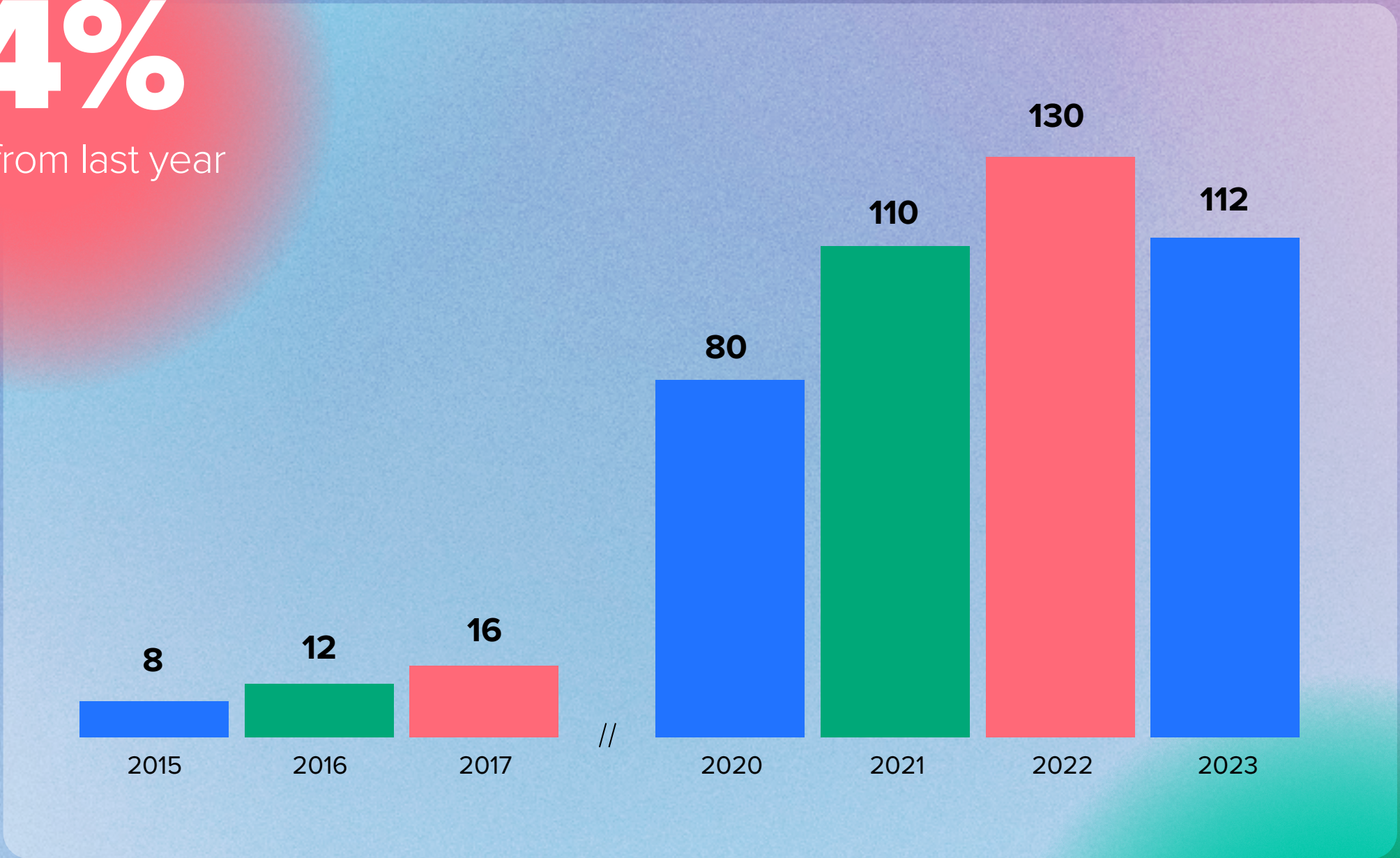
SaaS growth took a breather in 2023

In our last report, BetterCloud research reported a more moderate growth in the average number of SaaS apps in use.

This year, for the first time since the advent of SaaS, the average organization used *fewer* SaaS apps than the year before. **Down from an average of 130, organizations now use an average of 112 different SaaS tools.**

However, while SaaS may have contracted **14%** year over year, current levels went back to where they were just a few, short years ago.

14%
Decline from last year



1300%
Increase since 2015



The Era of
Value

The Era of
Austerity

The Era of
Expansion

The reason for this decline? **We're in a new era for IT.**

Remember the pre-pandemic boom in software, where companies were rapidly expanding and spending freely?

That era also saw a rise in remote work, alongside the shadow IT challenges it brought. Those days of unbridled growth are over.

Now, we're in a time of careful spending, where every dollar spent on SaaS needs to demonstrate clear value.

Value over quantity: App consolidation

For the second year in a row, organizations with between 200 and 749 employees are responsible for any growth in the number of SaaS apps.

Thanks to faster business growth compared to larger organizations, this segment grew from an average of 80 to 103 SaaS apps, a robust **29%** growth.

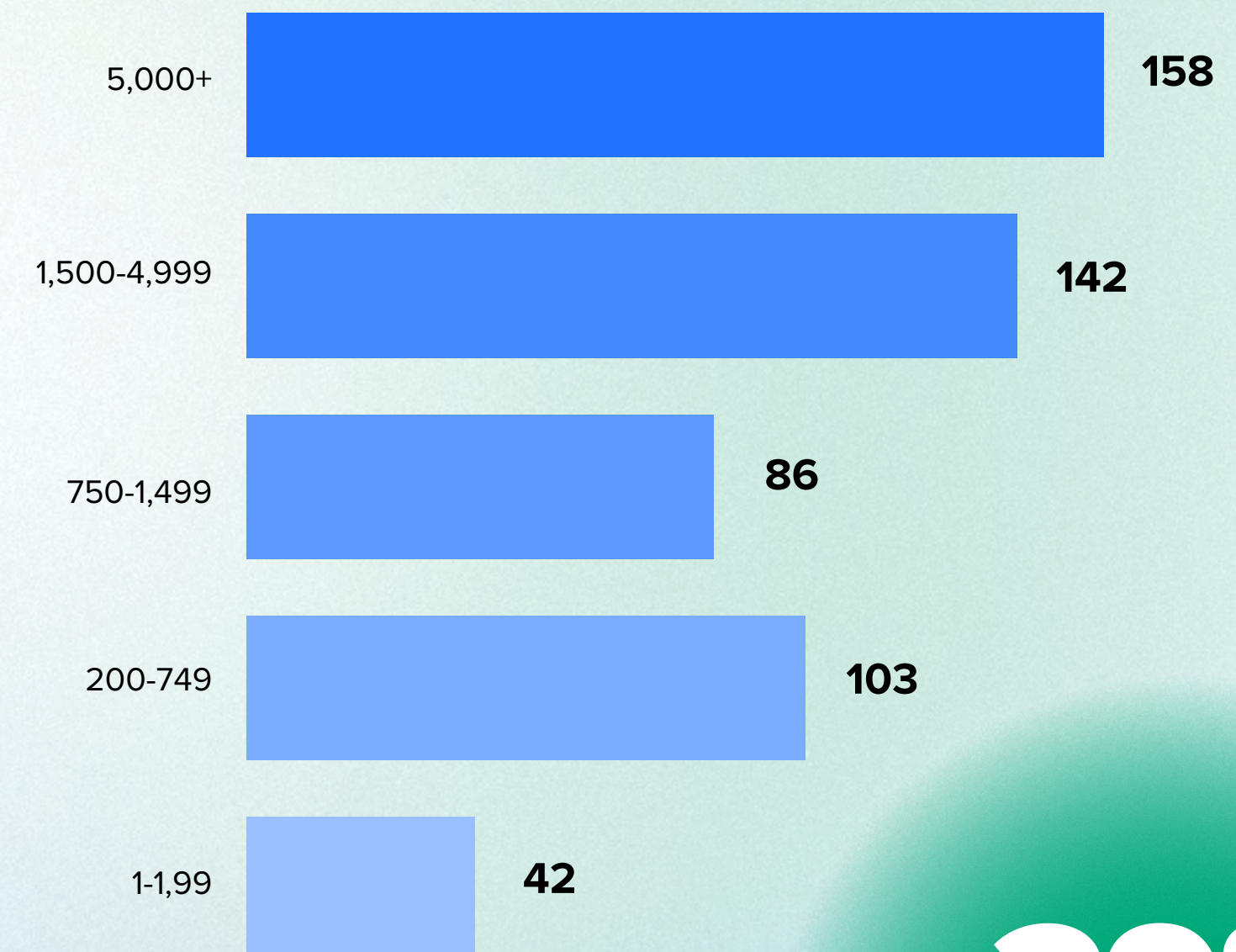
Meanwhile, larger companies – who began consolidating SaaS apps in 2022, led the way in using fewer subscriptions compared to the previous year.

Of course, economics play a role, but so do SaaS management processes.

As organizations continue to develop these processes and use SaaS management tools, they're uncovering and eliminating wasteful duplicate SaaS accounts, use cases, management and licenses.

Thus, it's hardly surprising that consolidation of redundant SaaS apps is on the rise. Up from **40%** the year prior, **53% of organizations report that they're eliminated duplicate SaaS tools.**

Average SaaS Apps by Company Size



29%

Year-over-year growth in SaaS apps among medium-sized companies

With fewer SaaS apps, the sprawl is still tough to manage

With a **14%** reduction in the number of SaaS apps, consolidation of redundant SaaS apps, and a doubling of the number of IT sanctioned apps, it's no wonder that more than half of organizations (**55%**) still find their SaaS challenging to manage.

This burden is only compounded by the recent surge in SaaS software costs, which have increased by a significant **33%** since 2021.

IT supports users and how they use all these sanctioned SaaS apps. And then IT must:

- Onboard and offboard users
- Manage SaaS app data files
- Monitor file sharing
- Manage permissions and super admin privileges
- Manage apps configurations
- Build automate for greater efficiencies
- Refine automations
- Keep APIs updated

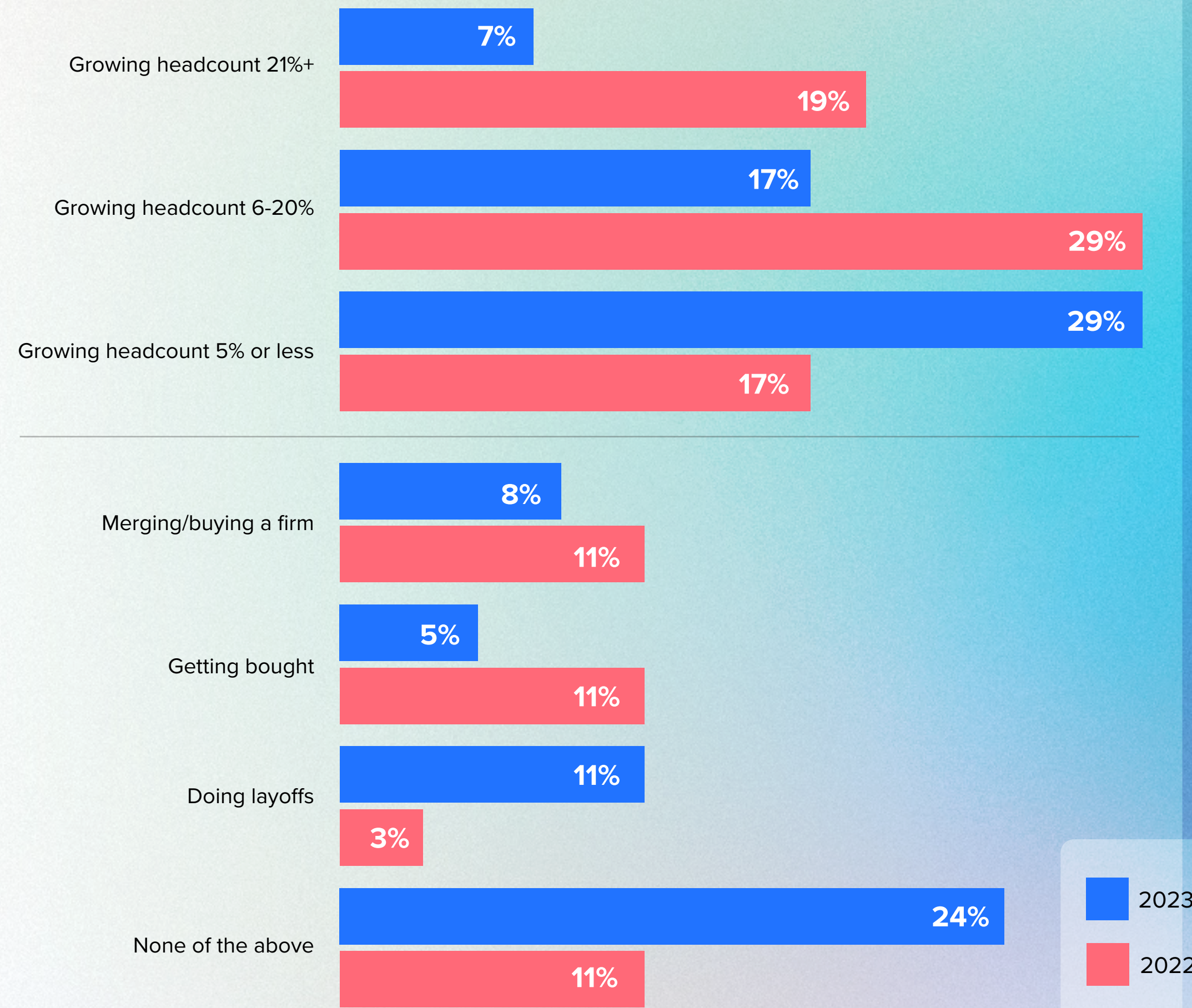
Lurking behind each app, is an ever-expanding sprawl - with each app, user, set of permissions, new user file, and each and every time it's shared. IT then must try to standardize management, even when there's no standardization in each app. SaaS management platforms are the key to eliminating this friction, giving smart organizations a way to manage their app portfolio efficiently.



55%

finds SaaS sprawl
challenging to manage

Workplace changes



A changing workplace creates new pressures for SaaS

Inflation, higher interest rates, tight labor markets, and scrutinized budgets all took their toll. And from the previous year to this one, workplaces changed dramatically.

Headcount growth softened with **29%** of organizations growing at **5%** or less, compared to the prior year when nearly half of companies grew headcount at least by **6%** or more.

In addition, **11%** reported layoffs compared to only **3%** the year before.

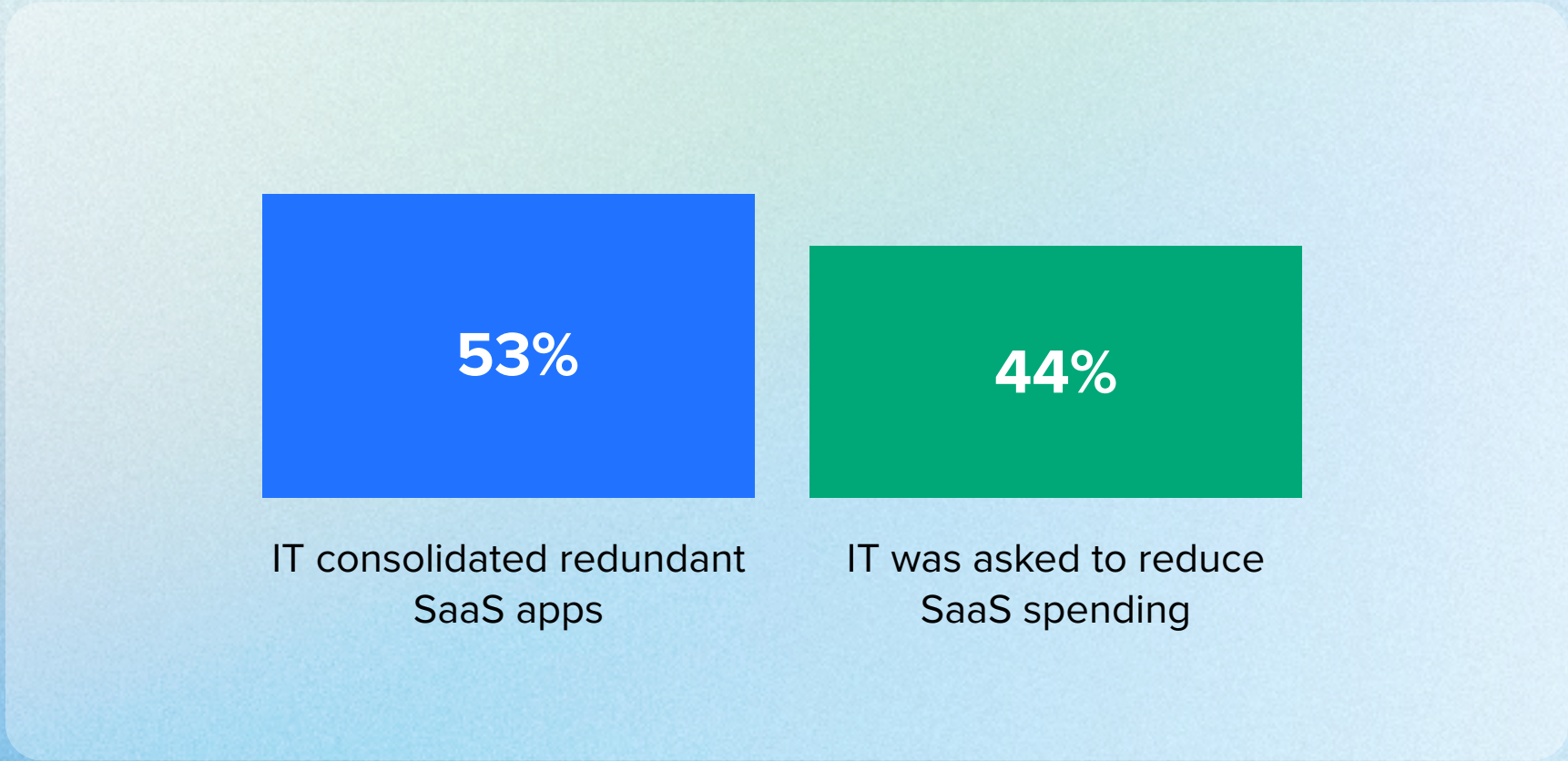
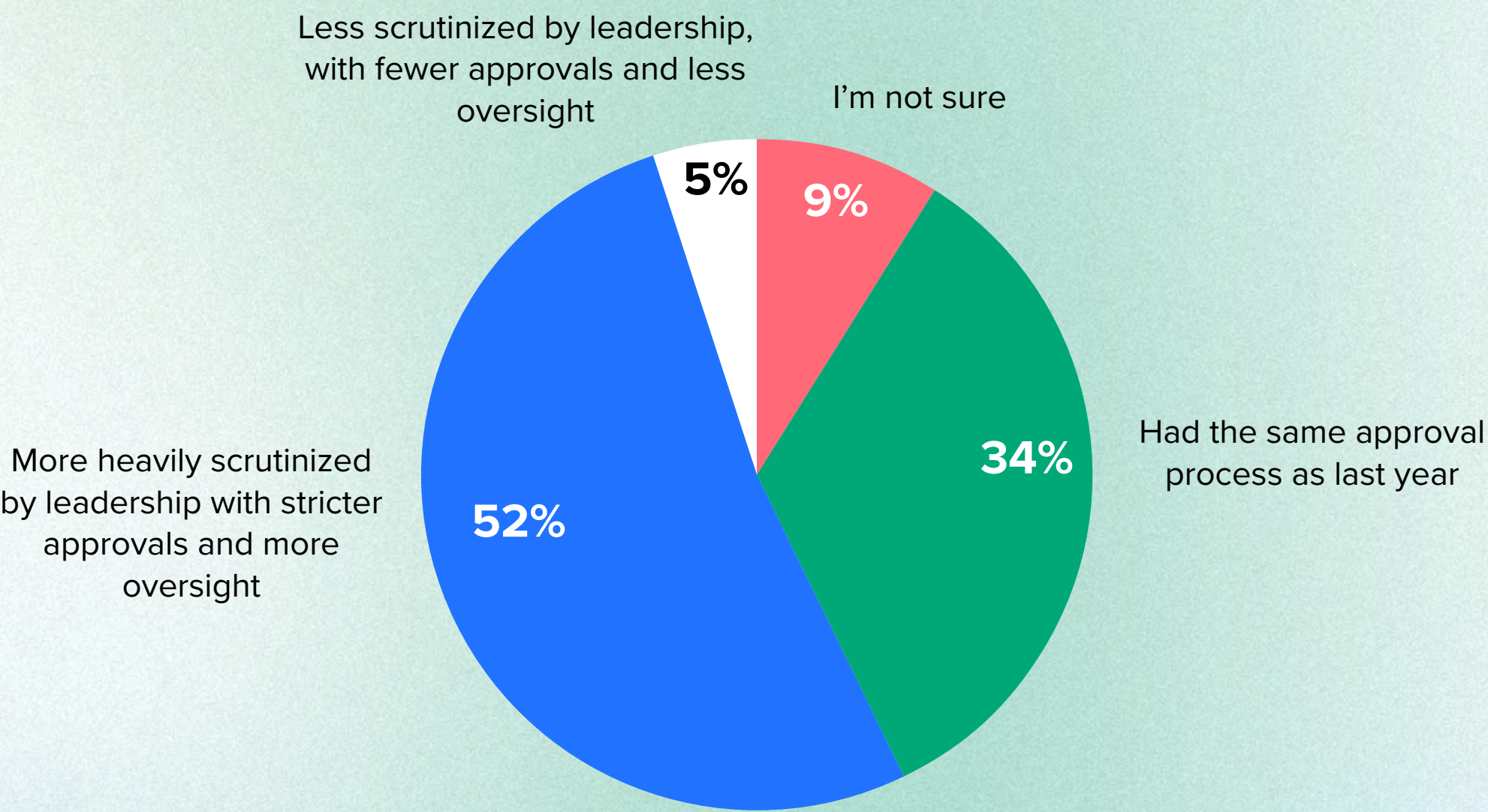
As we see the rise of lean IT teams, we also see an increase in expectations.

Tighter SaaS budgets reshape purchasing

In addition to evolving SaaS management processes, IT budget constraints are also influencing the number of SaaS apps organizations use.

The majority of organizations told us that the IT purchasing process is more difficult this year than it has been. In fact, **52%** say that it's more heavily scrutinized by leadership with stricter approvals and more oversight.

In addition, nearly half (**44%**) report that their IT teams were tasked with reducing SaaS spending.



Software spend can really creep up on you

With finance and IT juggling an outdated spreadsheet, unused licenses and Shadow IT run rampant.

It's not too surprising (but scary all the same) that the the average company **wastes more than \$135,000 in unused licenses.**

IT teams must leverage a complete SaaS Management Platform (SMP) to identify unused licenses, optimize usage, and assess employee sentiment, providing valuable insights for making informed purchasing decisions.

With access to relevant data, IT teams can become powerful cost-saving advocates. Our latest analysis shows a significant opportunity: **on average, 40% of the software we track was purchased without a discount.** This suggests there's real potential to improve contract negotiation strategies.

The average company wastes more than

\$135,000

in unused licenses

SaaS increasingly comes out of the shadows

Thanks to the ease of buying and using SaaS, it has been synonymous with Shadow IT. Business users simply pulled out the corporate credit card and subscribed to the tools they wanted whenever they needed one.

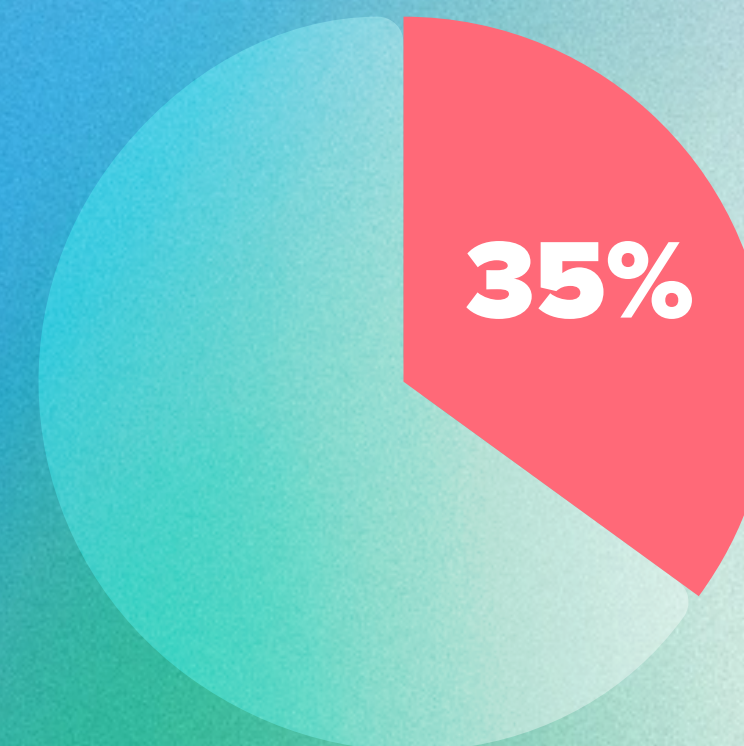
However, in the era of budget controls and operational efficiency imperatives, IT involvement – officially sanctioning apps – was inevitable. Last year was the turning point. **53%** of IT teams reported that they increased the number of SaaS apps that are managed and supported by IT.

In addition, IT finally took control over the majority of an organization's SaaS applications by officially sanctioning more of them than ever before. Up from only **35%** last year, IT now supports and manages **68%** of their SaaS apps.

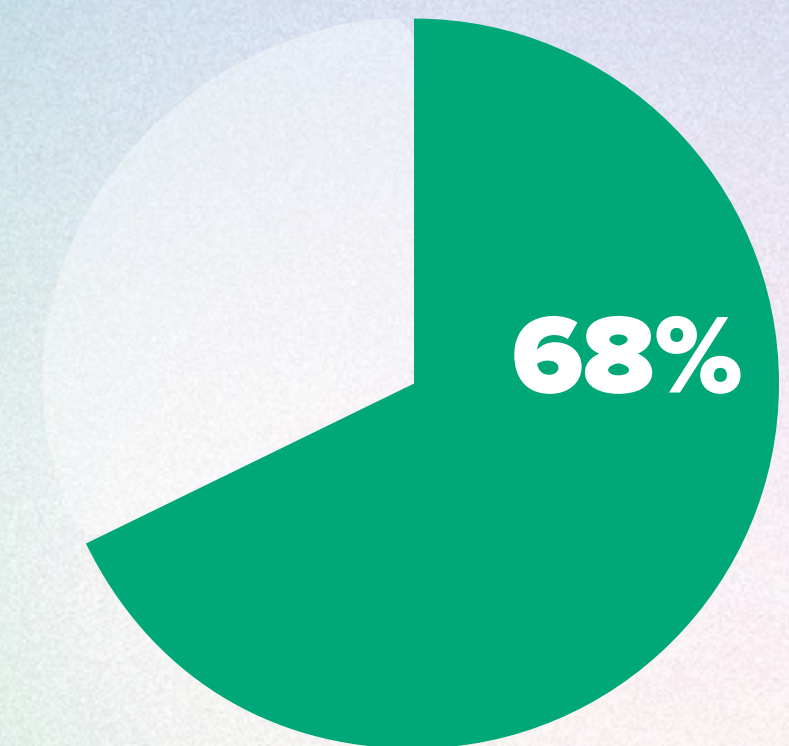
While it's like far too early to declare the death of Shadow IT, it certainly crossed a noteworthy inflection point.

53%

Percent of IT Teams that Increased number of SaaS apps that are managed and supported by IT



Sanctioned SaaS apps **last** year



Sanctioned SaaS apps **this** year

Meet the Automation Leaders

Made of organizations of all sizes, Automation Leaders champion automating SaaS management. In fact, their automation levels that more than double the rest of the organizations.

While you’ll learn more about them as you progress through this report, they are most likely to

- Use more SaaS apps, using 350 more than the average
- Use Google Workspace
- Be more dynamic businesses with slightly faster headcount growth or to be involved in mergers/acquisitions
- Allocate enough budget to SaaS management
- Report a growing budget next year
- Be in technology industry, like online commerce or SaaS
- Have better IT-staff-to-user ratios

To sum up Automation Leaders, by automating more of their SaaS operations, help the business be more dynamic, efficient, and get the IT resources necessary to help the business be more successful.

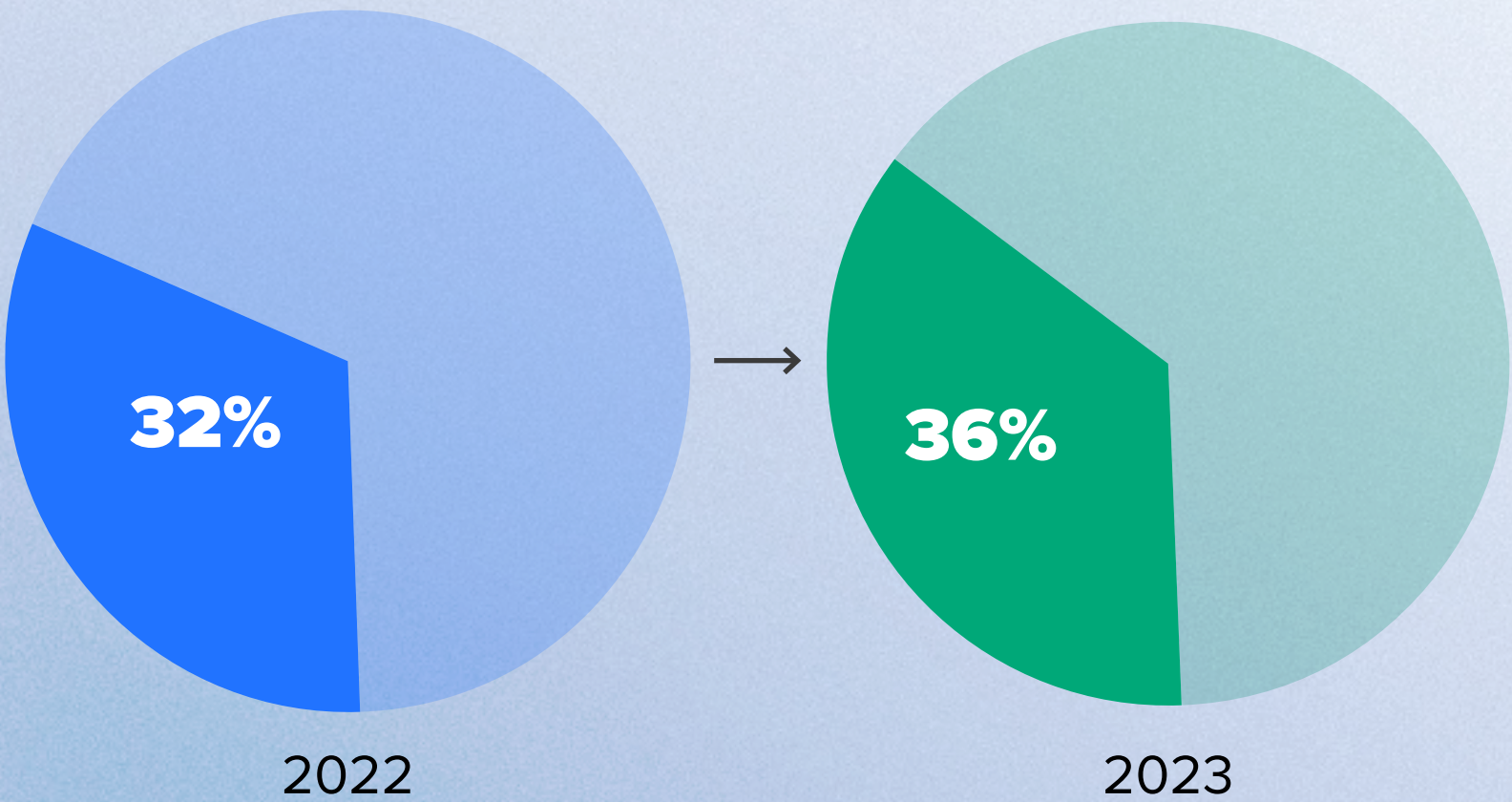
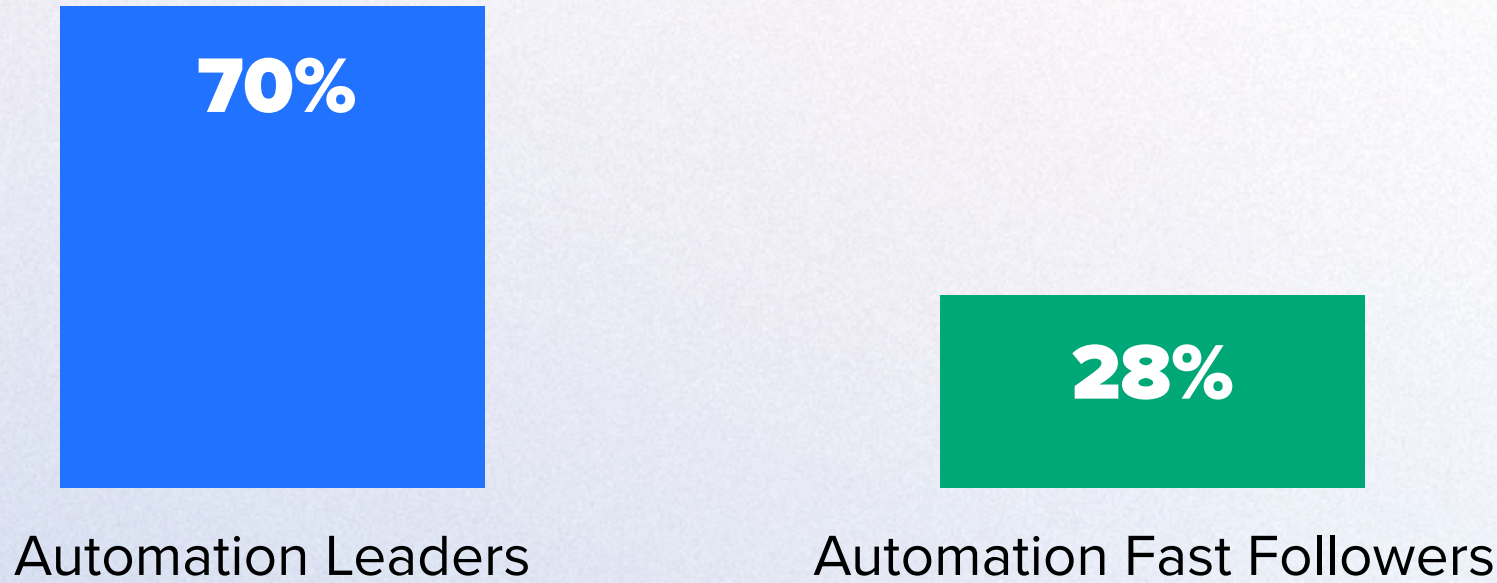
150

**Average number of
SaaS apps for Automation Leaders**

69%

**Percent of IT sanctioned
SaaS apps for Automation Leaders**

Routine IT operations that are automated today



New efficiency requirements drive SaaS automation

With tighter SaaS purchasing controls and more officially sanctioned apps for IT to support and manage, new SaaS management processes are unavoidable.

After all, IT had to find a new way to manage it all, and organizations are responding – with higher levels of automation.

In our 2023 report, **32%** of operations were automated, and that level grew to **36%** today.

However, some organizations are significantly leading in the SaaS management automation race. Known as the **Automation Leaders**, they're in the top **20%**, ranked by how much of their SaaS management processes are currently automated.

This group enjoys true IT operational efficiency with **70%** of their routine IT operations already automated. This compares to the remaining **80%**, the **Automation Fast Followers**, who have automated **28%** of their IT operations.

IT can't secure, manage, or automate SaaS without visibility

Successfully securing, managing, and automating across the SaaS stack requires complete and comprehensive visibility.

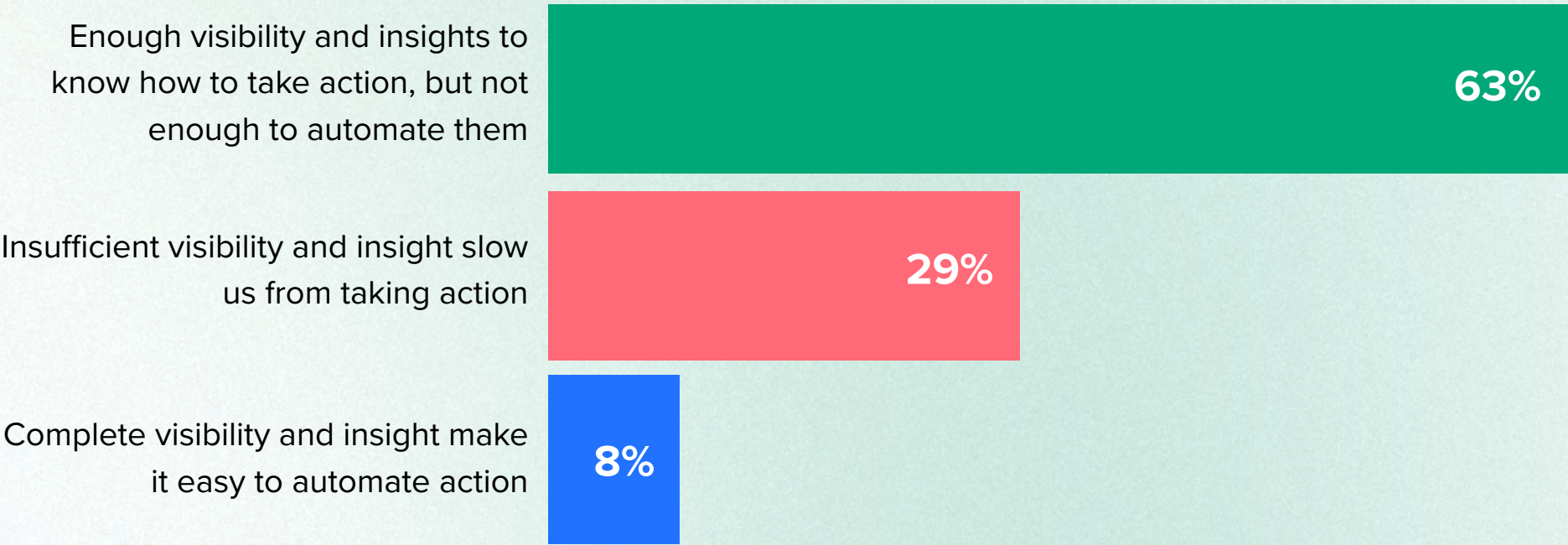
However, too many blind spots still hamper IT - rendering those business demands of operational efficiency, cost controls, and SaaS data security nearly impossible to achieve.

When it comes to visibility and insights for the SaaS stack, **63%** of respondents say that even where there's some, it's only enough to know how to take action. It doesn't provide enough information to help build automation. To gain operational efficiency via automation, there needs to be more intelligence about the SaaS environment.

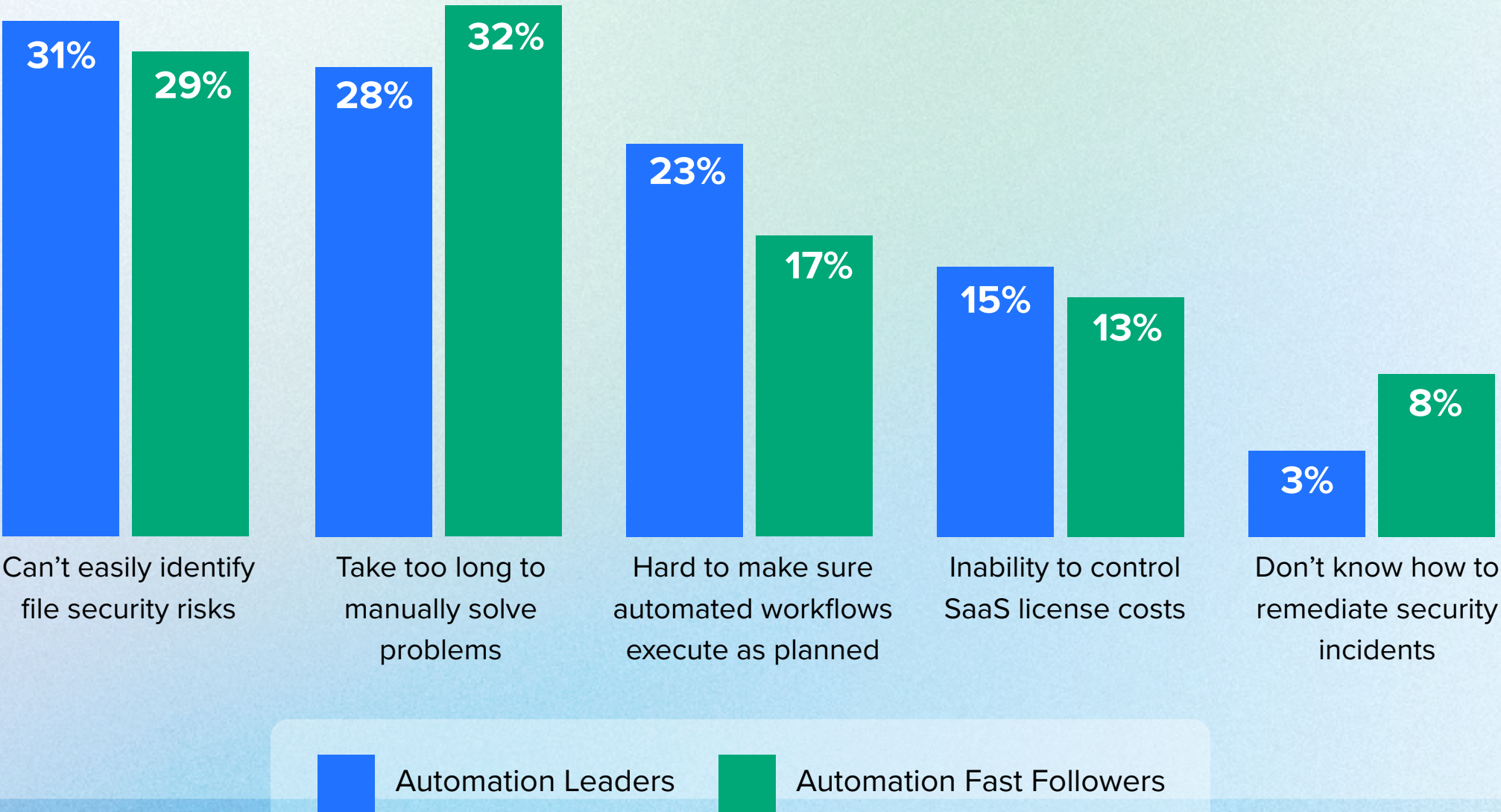
So, IT still struggles without real visibility. Automation Leaders, at **31%**, say the biggest impact is the inability to easily identify file security risks, while for Automation Fast Followers, it takes too long to manually solve problems (**32%**).

The solution: proper SaaS management processes, tools, and workflows. They can keep track of which apps make up the stack, how apps are being used, who has which licenses, SaaS app data read/write authorizations, and data within each app.

Statement best describing your SaaS environment's visibility



Impact of Lack of Visibility



The most pressing concern is securing SaaS apps

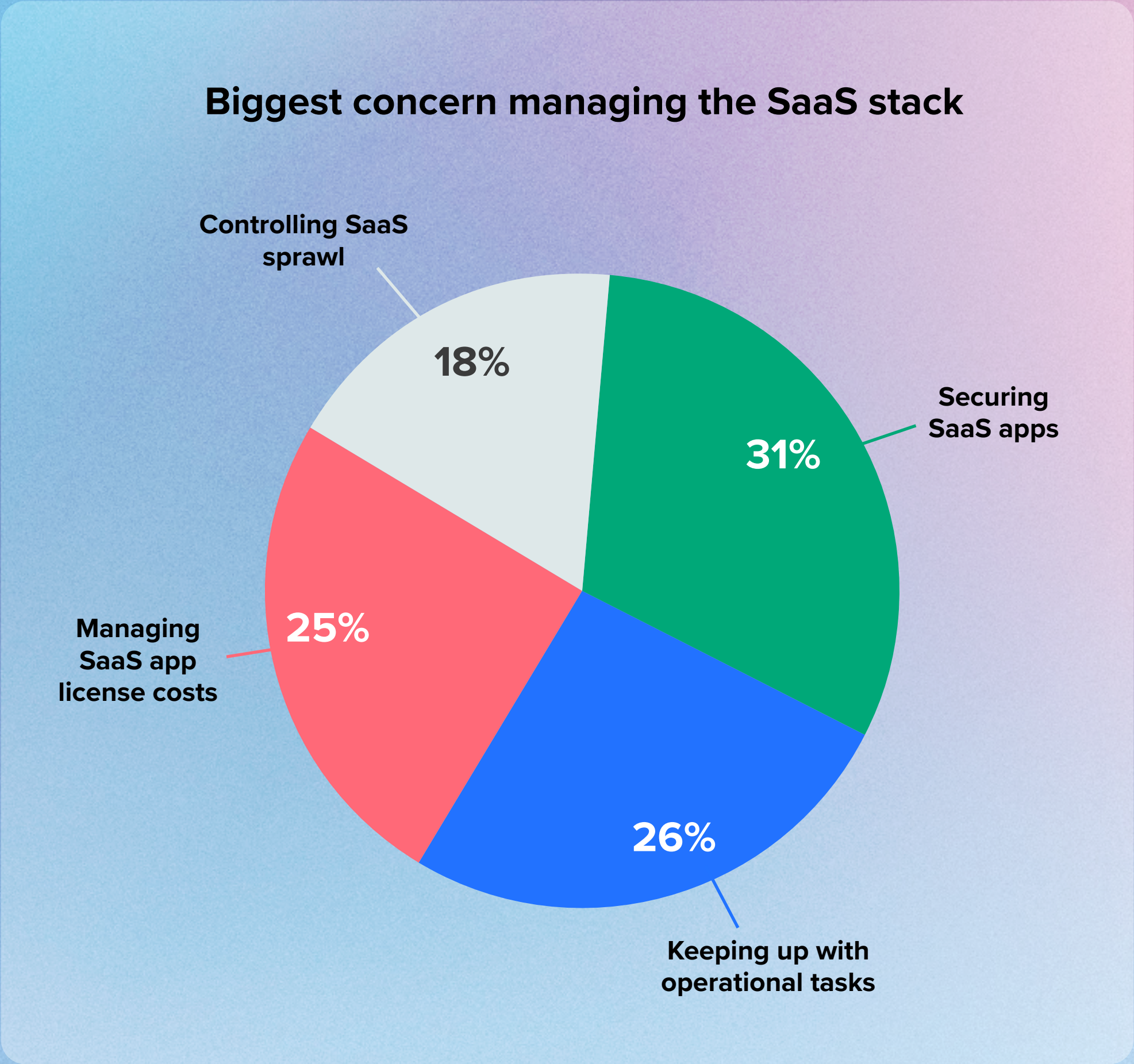
In the tough world of managing the SaaS stack, IT confronts some serious challenges. When asked about the biggest concern, it is still *securing SaaS apps*.

It's hardly a one-and-done responsibility. Securing SaaS and corporate data they contain requires constant vigilance. At all times, IT must monitor user activity, their data and file sharing, act on alerts to identify issues and remediate them as soon as possible.

Thus, when it comes to overall concerns with managing the SaaS stack, there's only one notable departure from last year: as a consistent theme of the current report, managing SaaS license costs now outranks last year's *controlling the sprawl* for the the 3rd biggest concern.

As for Automation Leaders, securing SaaS apps, at **33%**, was by far their top concern. Next up? Like most IT teams today, it was managing costs at **24%**.

Against this background, let's see how our IT respondents are faring with securing their SaaS environment.



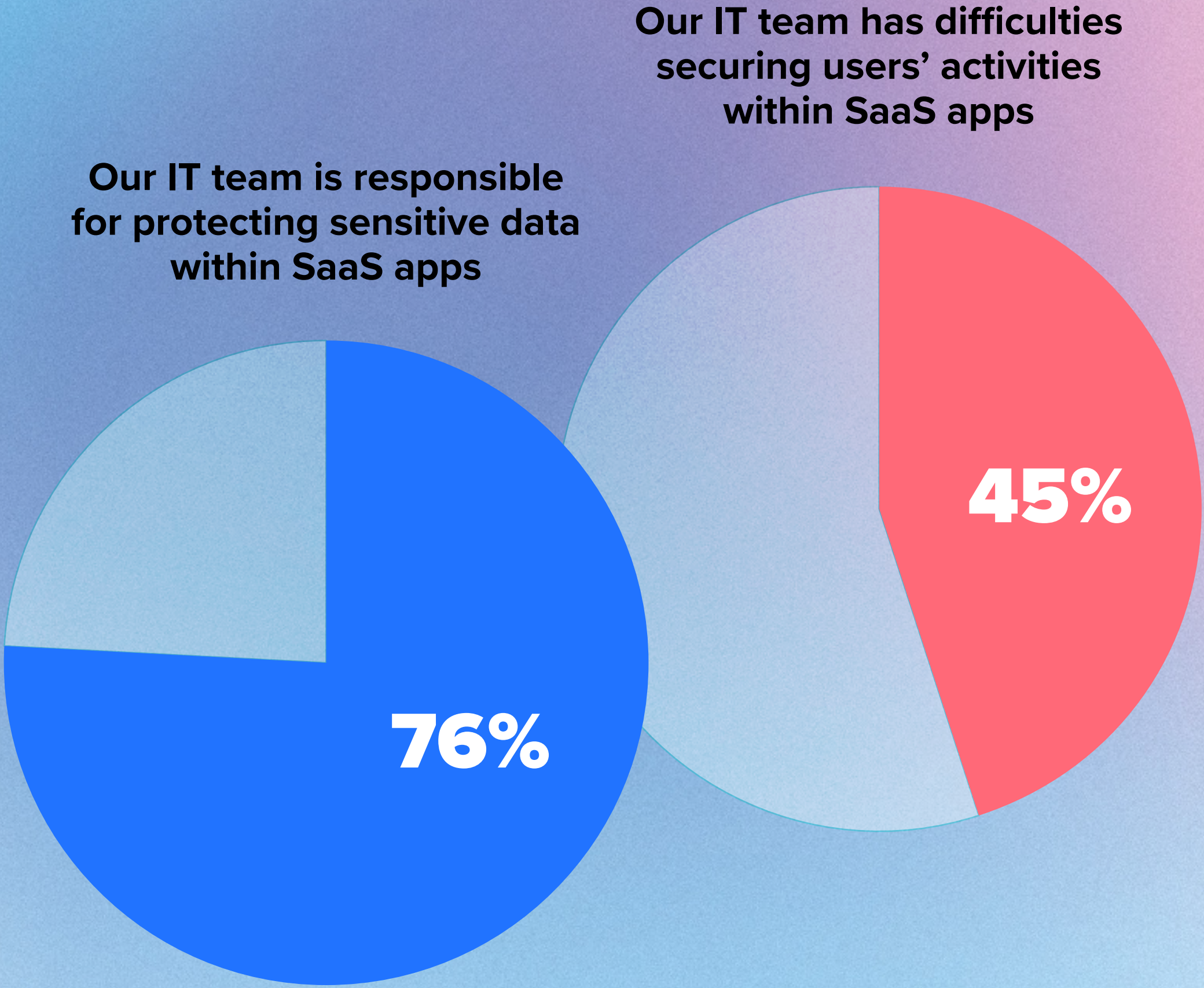
Top SaaS Data Security Concerns for IT

Responsible for securing data within SaaS apps, IT struggles with protecting it

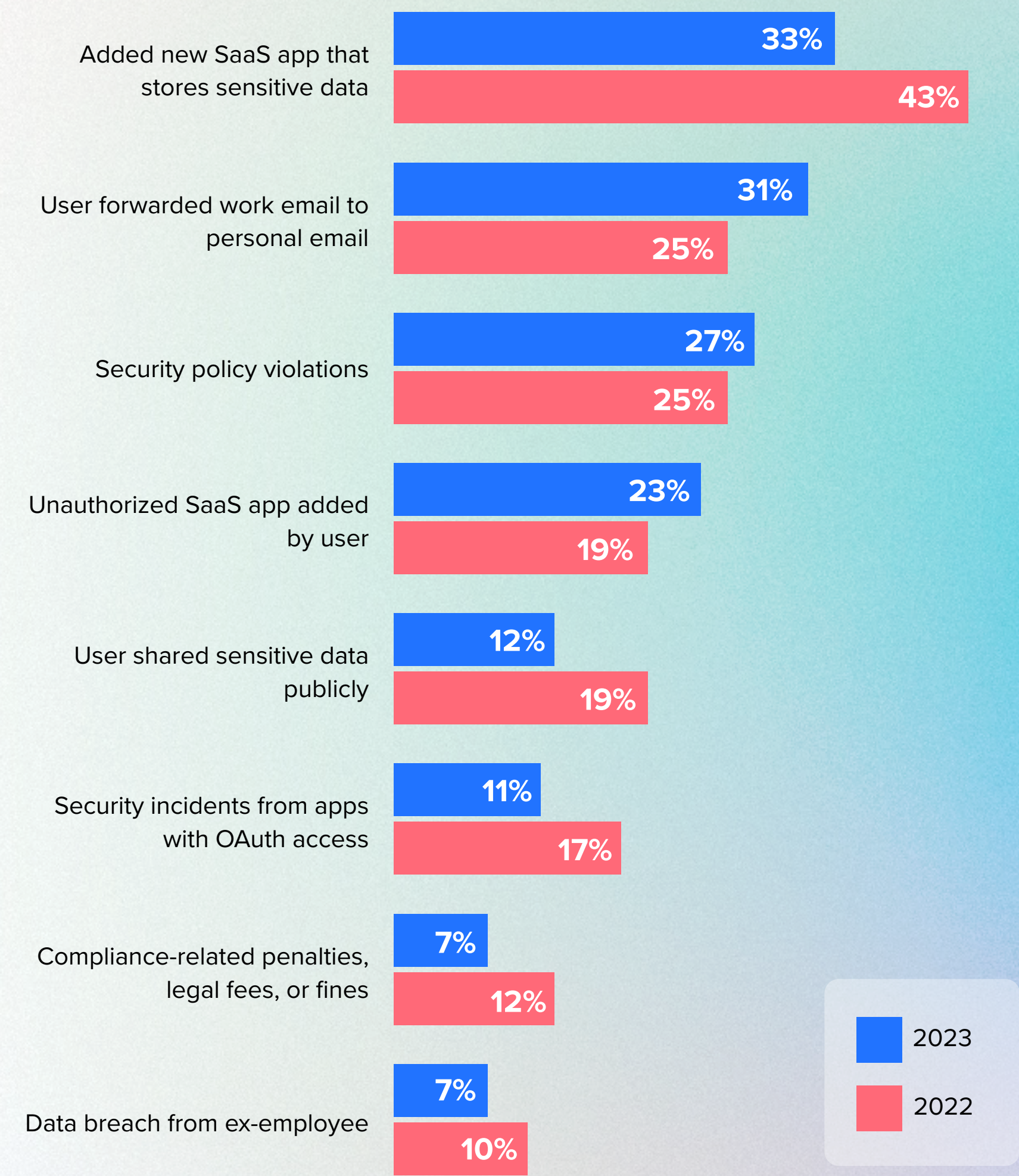
SaaS security and SaaS management are two sides of the same coin, and you can’t really consider one without the other. As we’ve often said at BetterCloud, and as any IT professional will agree: You can’t manage what you can’t see, and if you can’t see it, you certainly can’t secure it.

That’s why three-quarters of respondents (**76%**) report that their IT team is responsible for protecting sensitive data within SaaS apps. Meanwhile, **45%** say that they have trouble securing users’ activities within SaaS apps.

It’s understandable that IT struggles with data security. In today’s world, it’s not feasible to manually find sensitive data among thousands of documents, or manually monitor them to prevent public exposure. Automation is the only way to quickly and easily keep sensitive data safe.



Security-related experiences in last year



New apps storing sensitive data and improper email forwarding were the top security-related issues last year

So what happened in the SaaS stack when it comes to SaaS security?

Over the last year, there were fewer security-related experiences and incidents across the board. And the order of them didn't change at all from the previous report.

Ranking first, **33%** of organizations added an app with sensitive data, far lower than the **43%** than the previous year -- reflecting what we've learned earlier in this research, there were simply fewer new apps added to the stack.

The big exception were the Automation Leaders because they actually added new apps. At **43%**, they were more likely to say they added a new SaaS app that stores sensitive data, compared to the Fast Followers at **28%**.

Otherwise, results reveal that inappropriate email forwarding, security violations and unauthorized SaaS app additions are unacceptably on the rise.

Sensitive data leakage is the biggest security fear

With their significant responsibility for security, IT’s worry and concern come with the territory. As we’ve reported earlier, nearly half of respondents stay awake at night because of trouble securing user data within apps. So, it’s only natural that they consider the biggest worries to be:

- Unsanctioned apps that store sensitive data (**34%**)
- Sensitive files shared publicly (**34%**)
- Not knowing where sensitive data exists (**31%**)

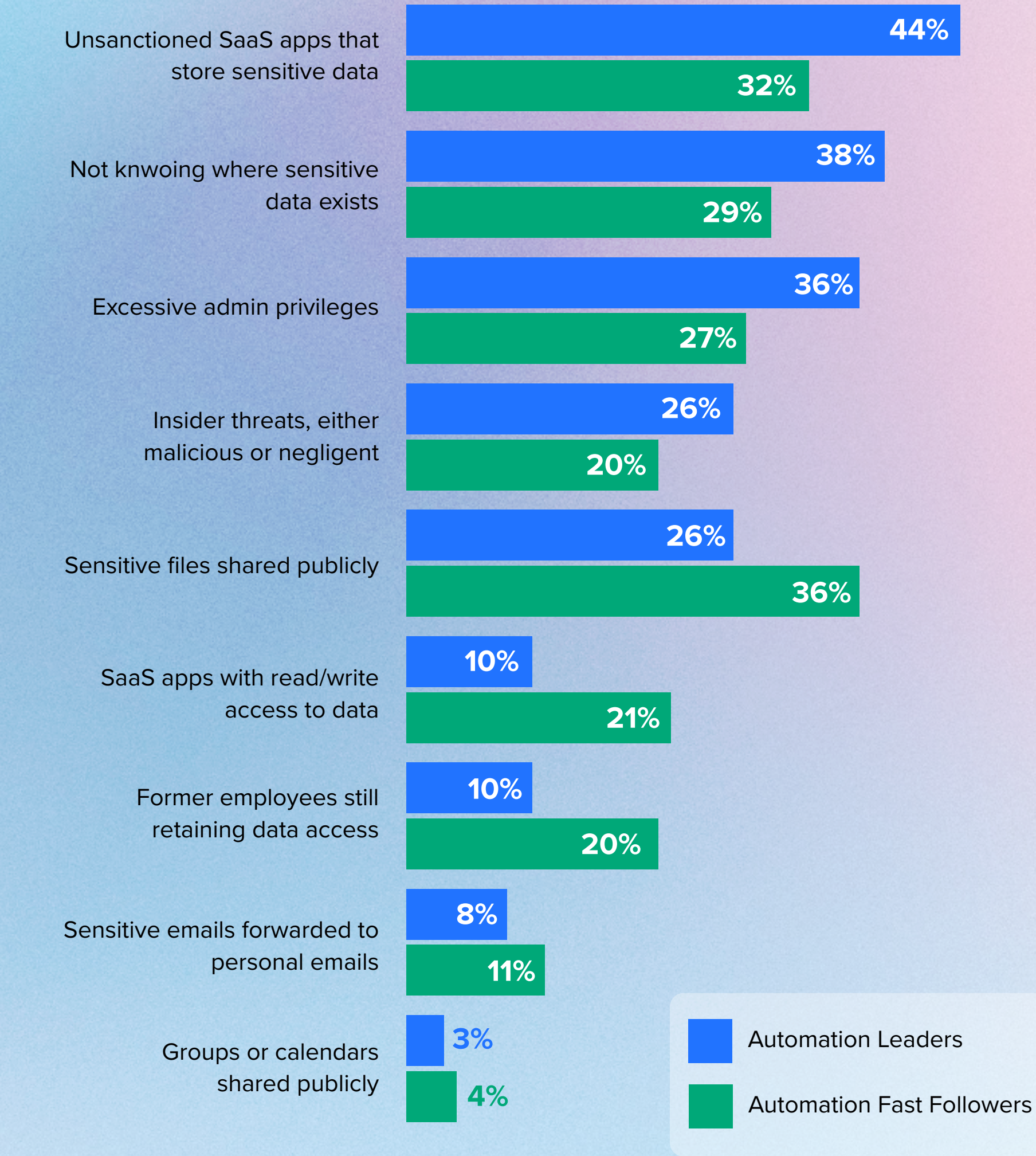
For Automation Leaders (**44%**), unknown apps pose the greatest concern, while Automation Fast Followers most worry about sensitive data public exposure.

Since SaaS is the system of record, sensitive data lives everywhere across your stack. The most sensitive data, like customer or bank account info, can be in multiple applications.

It’s extremely laborious to manually check if any sensitive documents or links are shared publicly or with the wrong people and correct them. And then think about the time to manage sharing settings - for every group, every calendar, every folder, and every file, for sharing with people inside AND especially outside your company.

Using a SaaS management platform is the only path to securing data within SaaS apps.

Biggest SaaS security concerns



Audit requirements take up more IT time

It’s a big job to export disparate audit logs across apps, much less sift through them separately to find important events. Respondents agree, as **more than a third** of organizations report that meeting quarterly audit requirements takes between 10% and 25% of their time. Nearly **20%** say it takes between 25% and 50% of their time to get the job done.

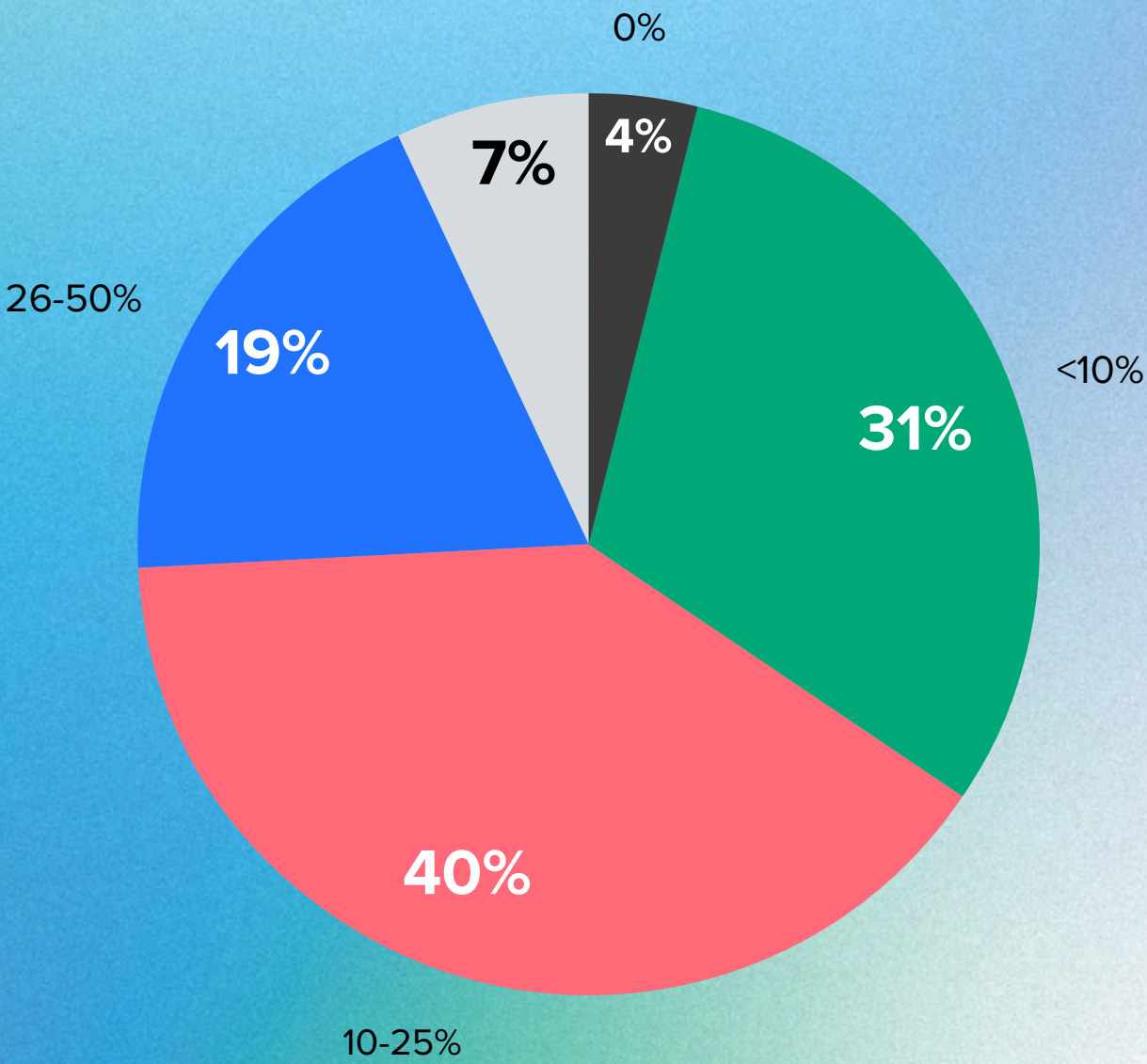
Furthermore, audit tasks are more time-consuming now. More than half of organizations (51%) say that the time required to complete audit tasks take up more time now than it did before. As expected, at **53%**, audit tasks fall disproportionately onto higher levels titles like VPs and C-levels, as well as on

departments who do security (**62%**) or both security and IT (**60%**).

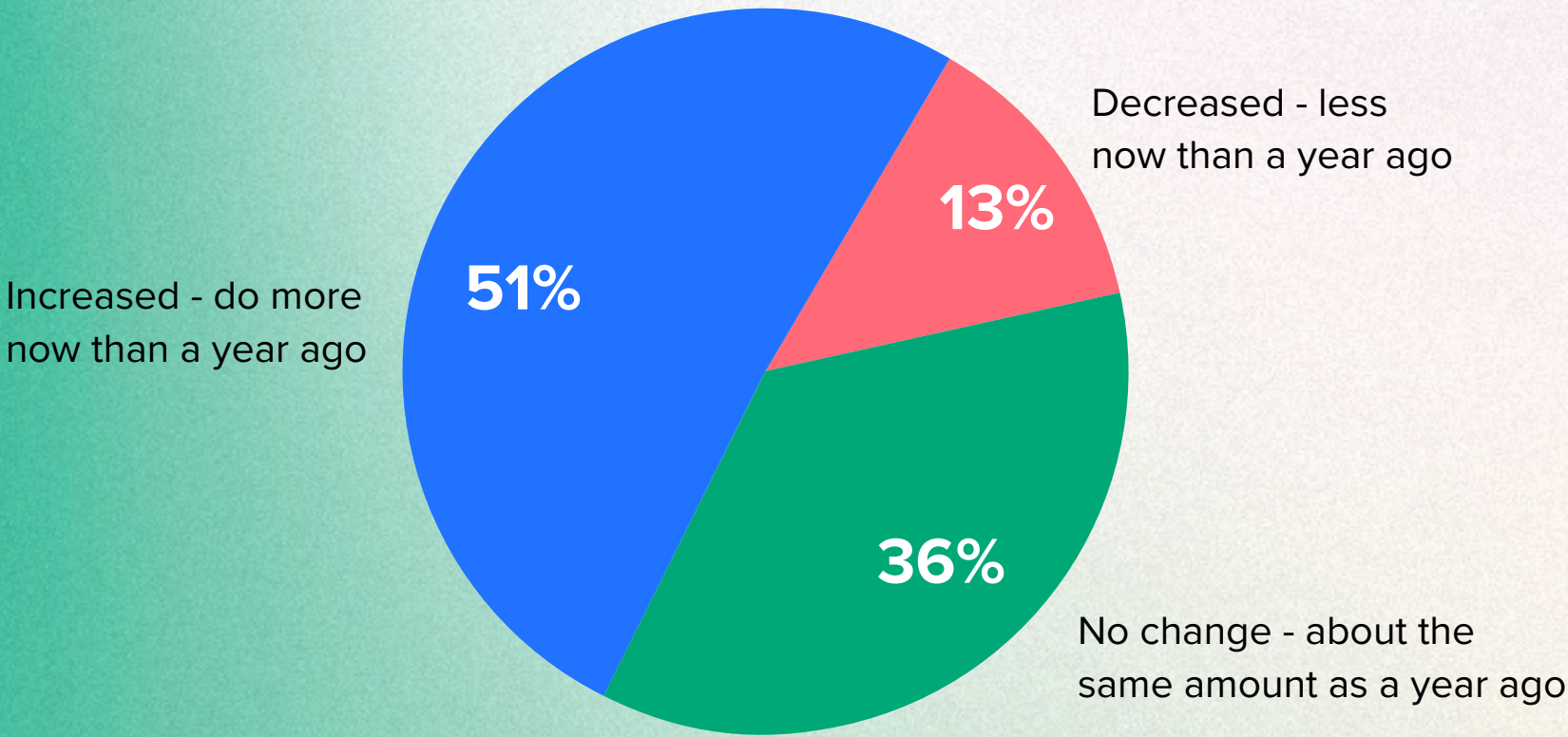
SMP audit logs help save time when conducting audits and proving compliance. IT and security teams can view the full history – with granular details - of all actions an SMP takes. For each action, it keeps time and date stamp of it, status, and the user who executed it. In addition, in some SMPs, like BetterCloud, logs never expire and are exportable for use in other tools.

Next, let’s dive into what respondents told us about managing and automating SaaS and users last year.

In your role, time spent on audit requirements per quarter



Changes on time spent on audit requirements over last year



Managing SaaS and Users in 2023

Solve the sprawl: Main priority is automating more SaaS management and help desks tasks

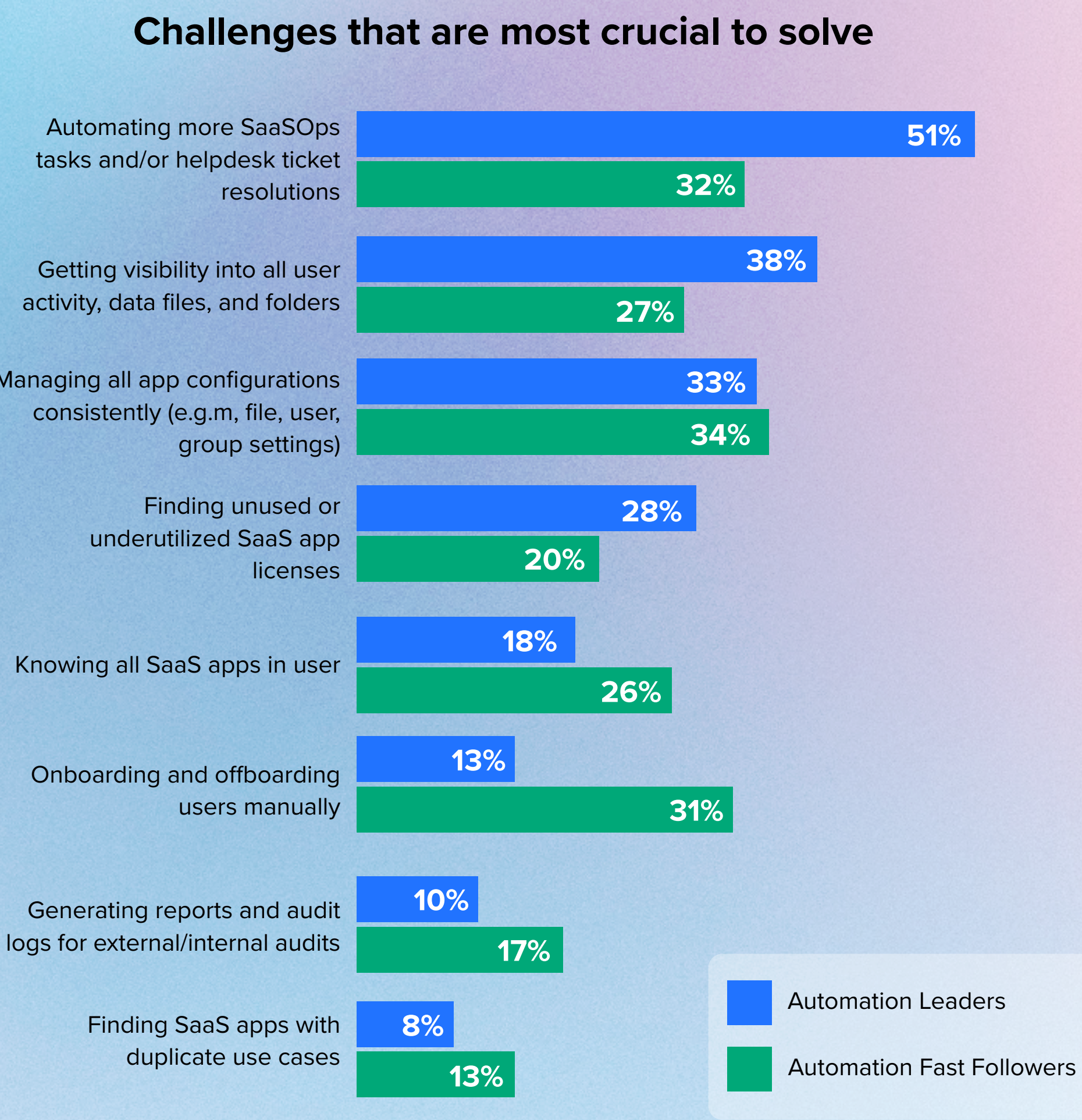
What are the most crushing problems to conquer in their SaaS stack? It’s automating away the routine and time-and-money-robbing tasks.

At **51%**, Automation Leaders find it crucial to automate more tasks and ticket resolutions. Their next urgent issue? Visibility into all use activity, data files, and folders (**38%**).

Meanwhile, Automation Fast Followers (**34%**) most need to find a solution to difficulties around consistent management of all app configurations. Second for them, is automating more IT tasks.

Fortunately, when it comes to automating for saving IT time and money, the sky is nearly the limit. Organizations can use an SMP to build workflows for many routine operations such as:

- Reclaim unused or underutilized SaaS licenses
- Implement mid-lifecycle events including transfers and promotions
- Revoke OAuth access to unsanctioned apps
- Monitor large file sizes (to avoid costly storage overruns)
- Eliminate risky empty Slack channels
- Reset passwords and MFA automatically

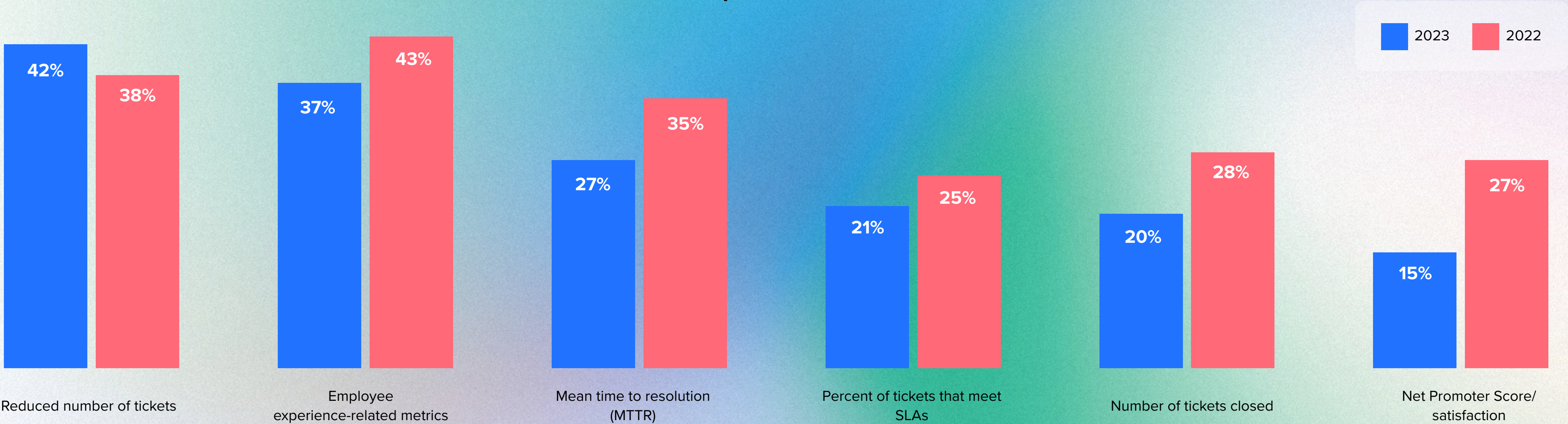


Automation can help IT exceed its performance metrics for help desk and employee experience

With automating a priority, **42%** of respondents told us that cutting the number of help desk tickets is now the most important IT metric. By combining the power of a SaaS Management Platform with an IT Service Management tool like Jira, organizations can create self-service portals for employees to request app access.

These portals are powered by automated workflows that instantly receive the ticket data, request approval from the manager, automatically grant access to the app, and notify the user. By employing zero-touch automation – elimination of any manual intervention from IT for tasks like password resets or app, group, or calendar access requests -- IT teams easily reduce the ticket backlog and MTTR, while boosting employee experience metrics along the way.

Most important IT metrics



Turning to User Lifecycle Management (ULM), about a third experienced large groups of user on-and-offboards

As we learned in the report's beginning, organizations changed fast, requiring IT to change along with it. In a single year, nearly **30%** of respondents had to offboard larger numbers of employees at once, while **24%** onboarded a lot of employees at the same time – showing the necessity of taking bulk automated actions.

Why? To offboard just one employee, there are dozens of steps—with little to no room for error. It goes beyond revoking access to apps. Complete offboarding includes steps that are critical for data security, compliance, and business continuity.

Similarly, onboarding is time-consuming in its own right. On Day 1, each new hire needs new accounts across apps, the right levels of access

and entitlements, permissions to the proper files, folders, calendars, groups, and so on.

Doing all those steps, across individual SaaS apps, manual on- and offboarding can take hours for a single user. Now multiply that by dozens or hundreds of users. Automating SaaS management is the only way to efficiently accommodate large organizational changes to meet business demands.

In the last 12 months, large organizational change requiring a larger number of employees to be...

29%

Offboarded at once

24%

Onboarded at once

ULM is still too slow, hampering productivity, employee experience, and security

Over the last year, the majority (**58%**) missed the Day 1 deadline to get employees the tools they need to hit the ground running – adding up to expensive lost productivity as employees wait. And then introducing needless risk, nearly as many IT organizations (**50%**) took too long to offboard by not completing offboarding tasks for departing users within 24 hours.

The solution is zero-touch automation.

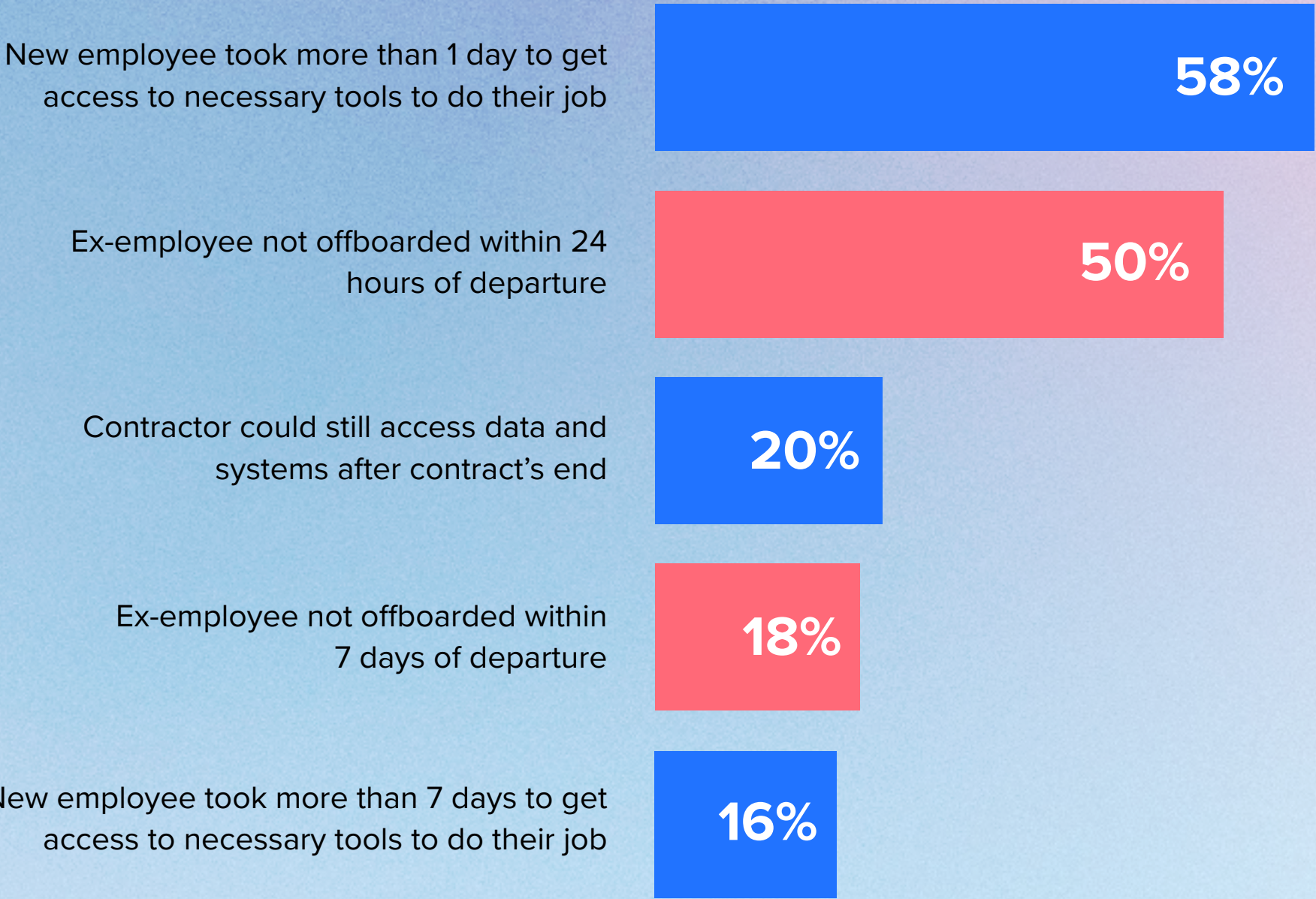
For example, IT can onboard without any manual work by building a workflow that triggers when HR adds an employee to an HRIS tool. This action submits a ticket to order a computer, provision all SaaS apps, and grant access to all necessary files, calendars, and groups. The result? A warm welcome to the employee who becomes instantly productive.

Then when users leave, HR submits a ticket to start an offboarding workflow. Without any other manual work and preventing any data loss, files and calendar events automatically transfer to managers, app licenses are revoked, devices are locked and wiped, and if a user is remote, a box is sent for returning company-issued computers.

For IT, automating ULM is a giant leap in operational efficiency, freeing up time to tackle the strategic projects that help build the business.

In the next section, we'll take a deeper look at the primary benefits – and what's preventing organizations from reaching them - of automating SaaS management.

In the last 12 months, regarding user lifecycle management, has your organization experienced...?



Benefits and Barriers of Automation

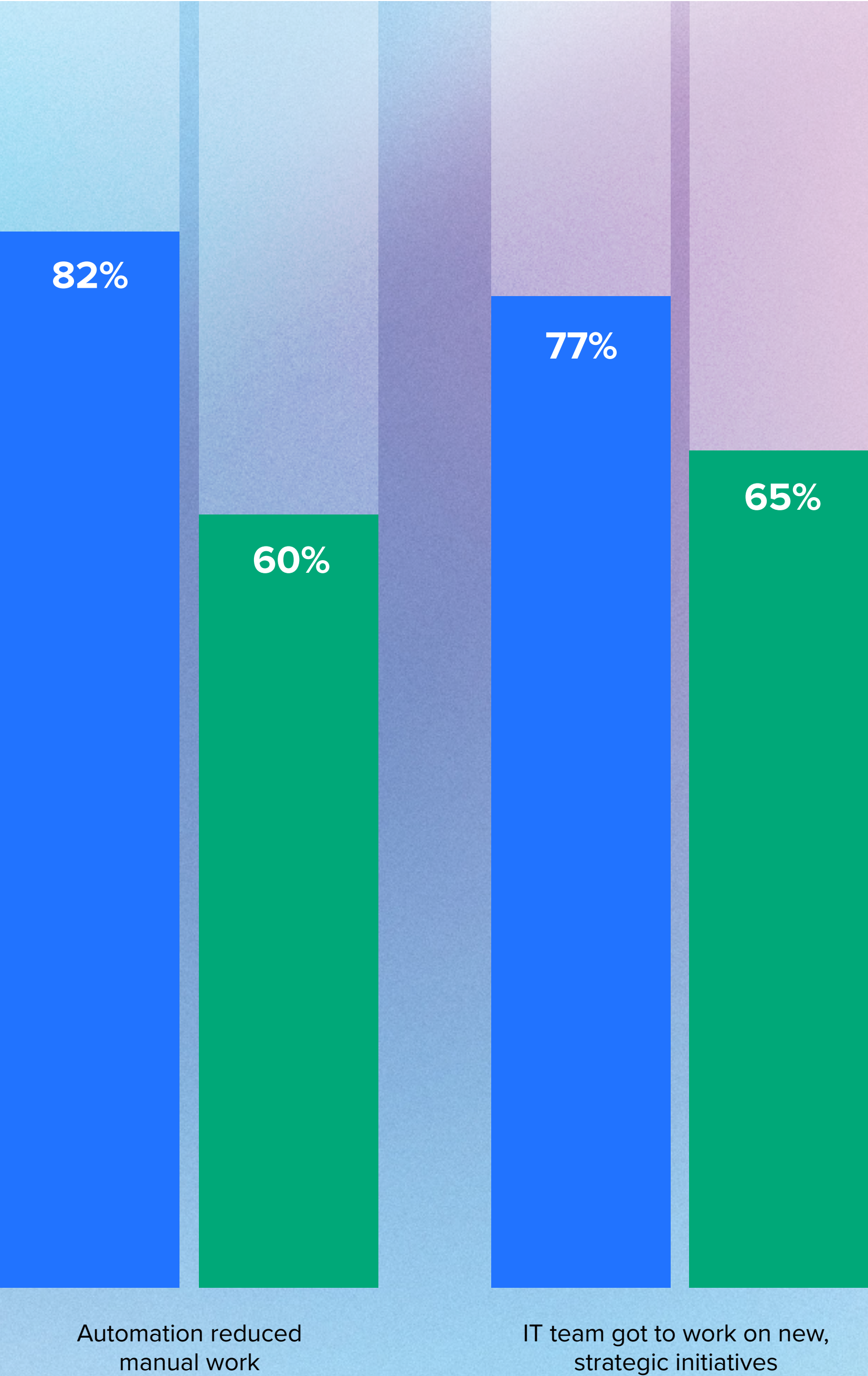
Automation delivered manual work reductions

From automating numerous routine IT tasks, IT reports that automation pays dividends.

In the last year, about **64%** of all organizations reported that automation reduced manual work, with Automation Leaders more likely to experience a reduction.

With less manual work, about **67%** said that their IT team went to work on strategic projects. Again, Automation Leaders were more likely to get those new strategic initiatives.

In this section, we'll look the main benefits that organizations actually experience from automating their SaaS stack, as well as look at some of the more interesting projects IT was able to undertake.



BENEFIT 1

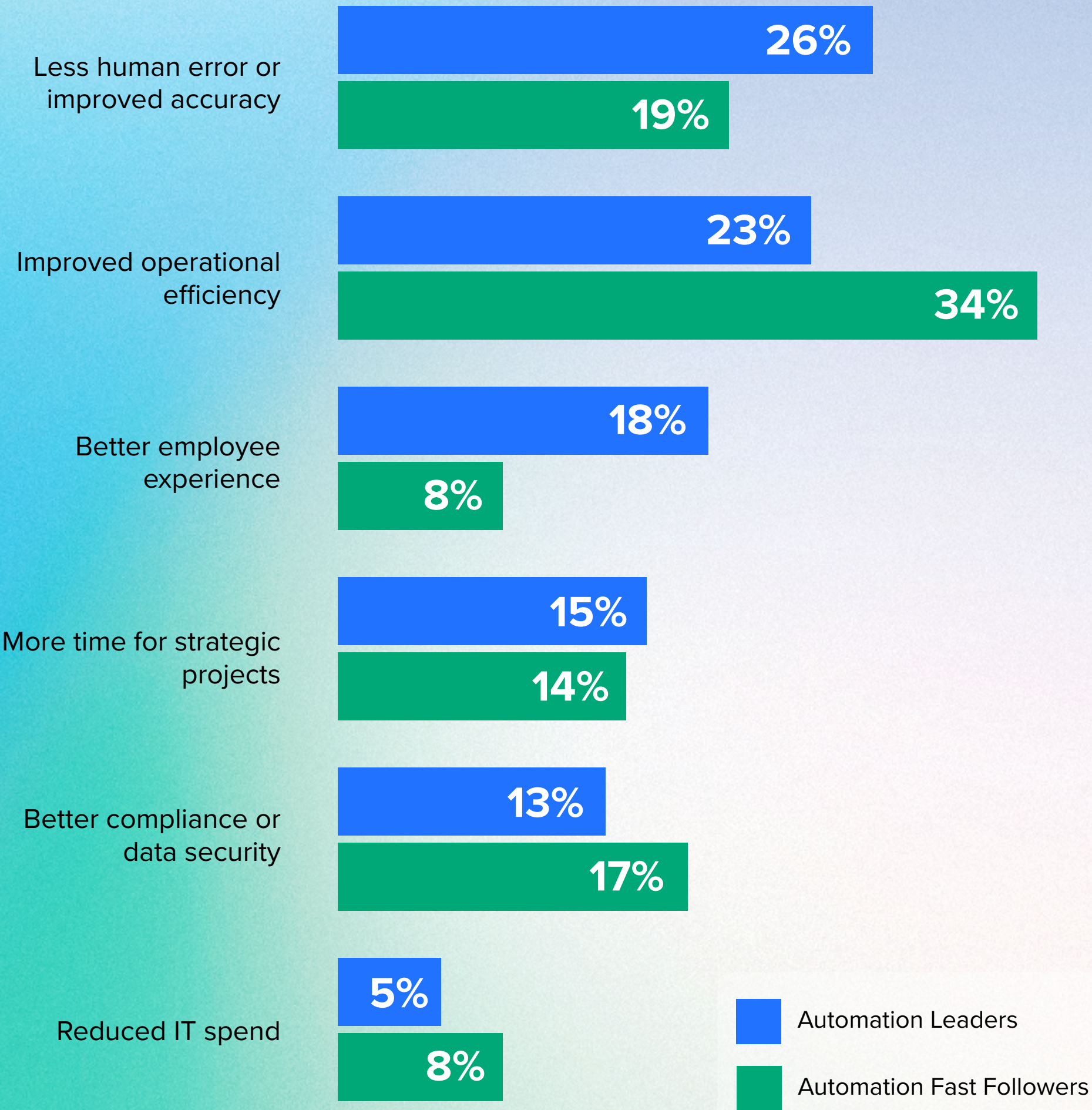
Automation reduces human error, while growing efficiency

Like last year’s report, **32%** of all respondents tell us that the biggest benefit of automating SaaS management is improved operational efficiency.

However, by only looking at those champions of automation who live the benefits of it every day, Automation Leaders report they most benefit from less human error and improved accuracy (**26%**).

With automation, gone are the human-made mistakes that risk data loss, prevent work continuity, and leave expensive SaaS licenses idle or in the hands of former employees. After all, well-polished orchestrated workflows ensure that processes are consistently performed the same way, every time. Exactly when expected, without fail, no matter what.

Top benefit from automating SaaS management



BENEFIT 2

Automation enables lower IT Staff-to-User ratios

Besides reduced error and greater efficiencies, automating enables IT to serve more end users, as measured by IT-staff-to-user ratios.

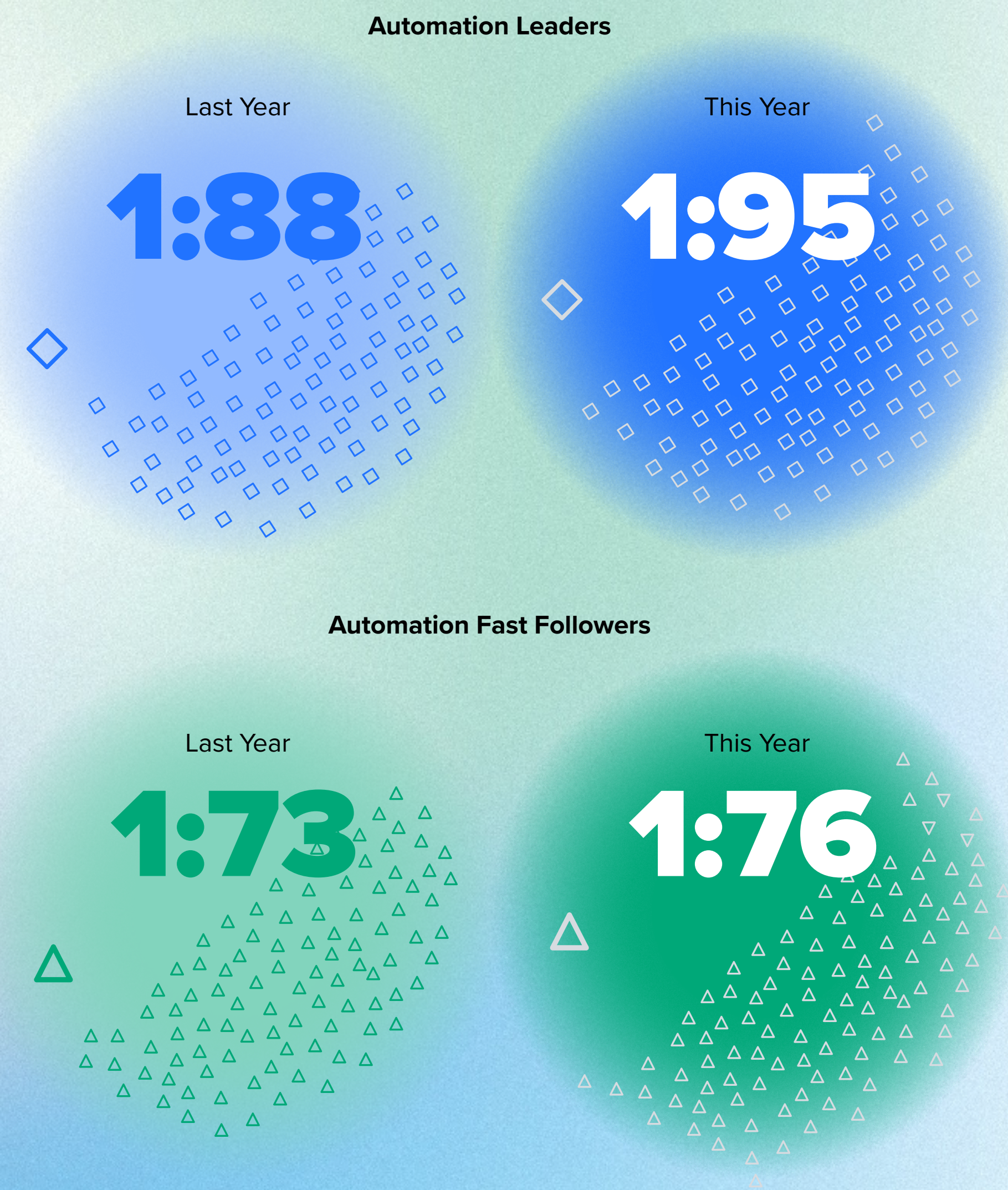
A key metric that business leadership uses to evaluate IT, this is the number of end users supported by a single IT team member. It's expressed as *1 IT employee per number of end users*.

Automation Leaders had one IT person for every 88 employees last year and this year, and as they automated more processes, it improved to one IT professional for every 94 employees.

Compare this to Automation Fast Followers who had one IT person for every 73 employees last year, improving it to 1 IT pro for every 76 employees this year.

Thanks to their automation efforts, **Automation Leaders were 21% more efficient last year, expanding to 25% more efficient this year.**

IT-Staff-to-Users Ratios



BENEFIT 3

Automation simply makes SaaS management more effective

Finally, the bottom line is that **automating SaaS management is necessary for successfully operating today's SaaS stack.**

A whopping, unprecedented **100%** of Automation Leaders wildly agree that automation is crucial.

Compare this to **86%** of Automation Fast Followers and you can't help but conclude that the most effective SaaS management uses automation to the greatest extent possible.

Importance of automation to effective management of SaaS environment

100%

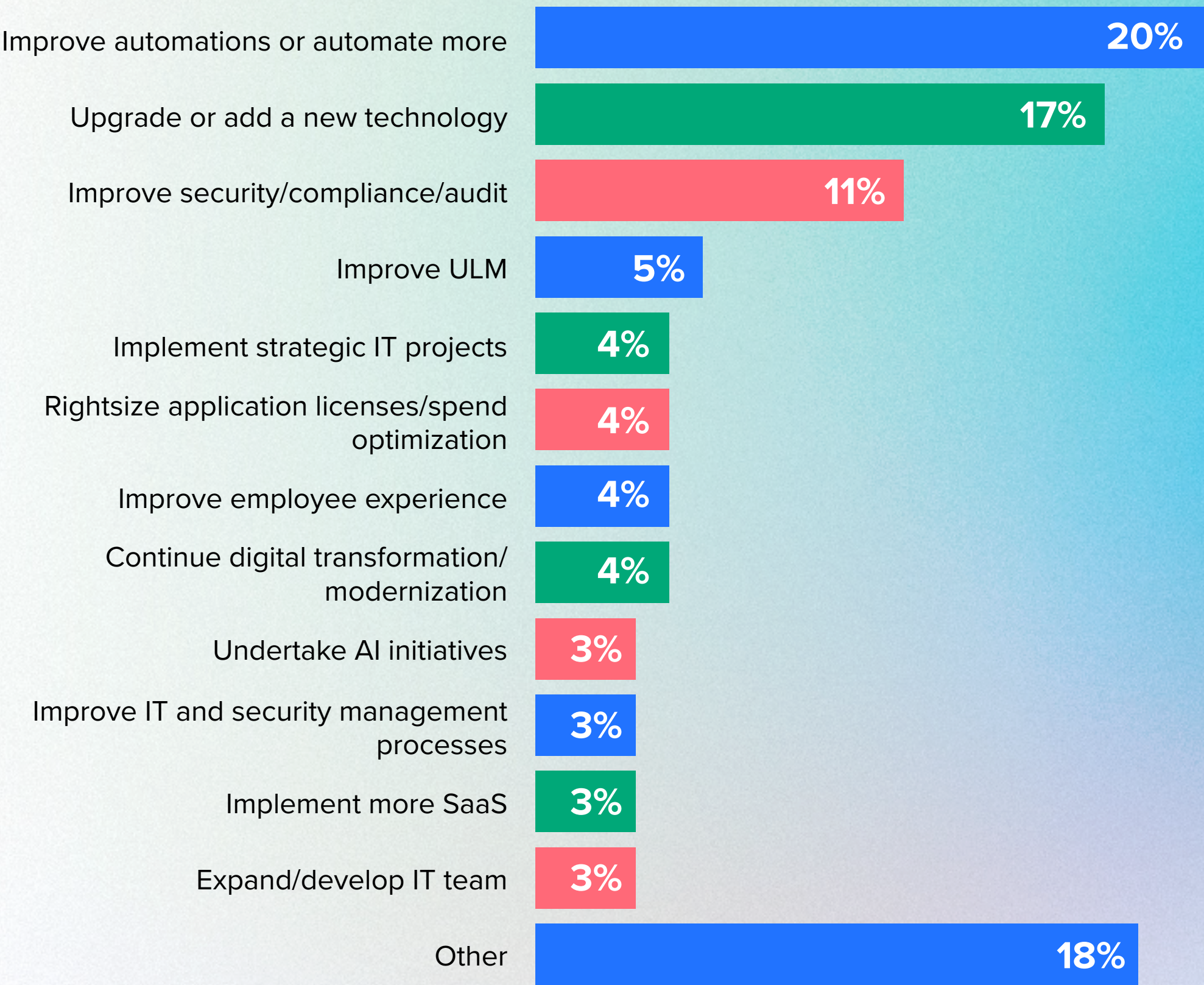
Automation Leaders

86%

Automation Fast Followers

Thanks to automation, IT can now pursue important tasks

Automation frees up IT time for us to...



“ We’re focusing on increasing security and compliance and auditing measures.”

IT Director at a medium-sized SaaS company

“ Automation of SaaS management has allowed our IT team to redirect resources towards strategic initiatives. We’ve prioritized enhancing cybersecurity measures, optimizing cloud infrastructure for efficiency, and leveraging data analytics for informed decision-making.”

IT Manager at medium-sized education institution

“ We’ve expanded work around security initiatives, particularly MDM and endpoint protection,as well as reducing SaaS sprawl, and ways to replace legacy vendors/tools.”

IT director of a medium-sized banking/financial services firm

“ Continue automating! As we automate more, it frees up time which gives us time to automate even more.”

IT Director at a medium-sized SaaS company

“ As I automate more and more of the routine SaaS management tasks, I’m incredibly excited about the new possibilities that open up for me and the entire IT team. We’ll finally have the time and resources to focus on the initiatives that I’ve always dreamed of tackling, those that will truly make a difference for our organization.”

Director of IT of a large technology company

In spite of automation’s benefits, barriers remain

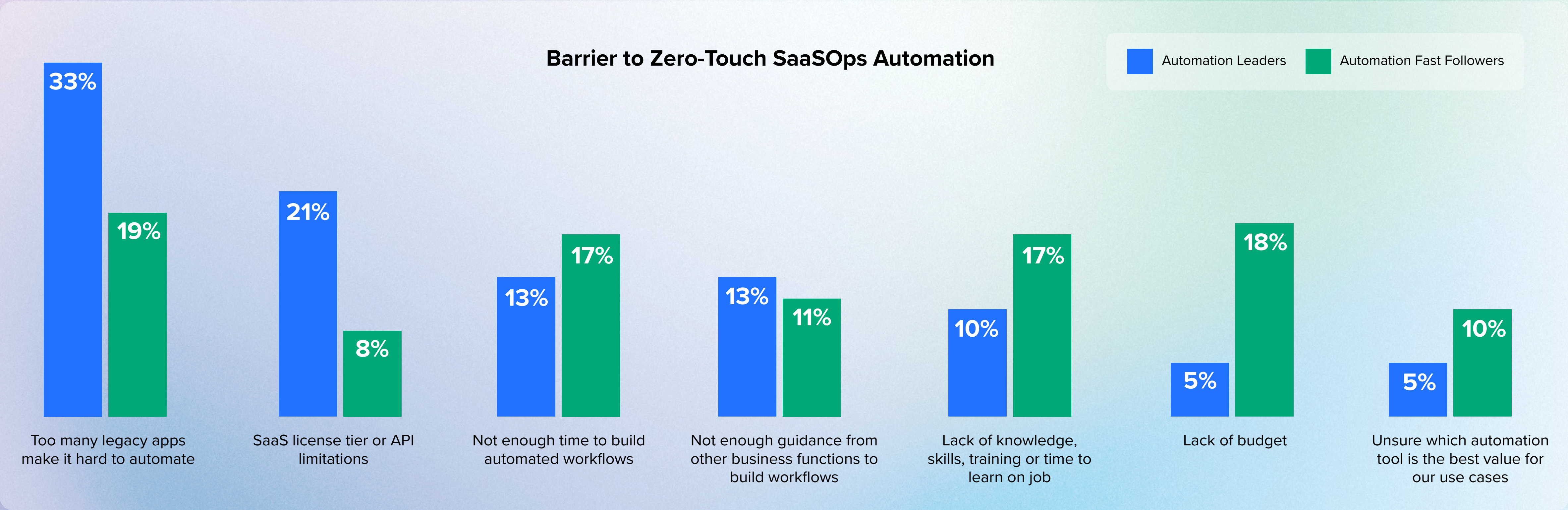
Real limitations prevent that ultimate nirvana of zero-touch IT automation. Looking at Automation Leaders, who likely already run workflows for the easy IT processes, **33%** find that legacy apps are the toughest barrier to overcome.

Second, **21%** say that SaaS license tier or APIs have limitations. In these cases, organizations may have to pay for higher license tiers or an app’s API may not be new enough to be useful in workflow-building.

Third, Automation Leaders find there’s not enough guidance from business functions for workflow building.

Unlike Automation Leaders, Automation Fast Followers complain about a lack of resources. In fact, more than half say they lack skills (**17%**), time to learn on the job (17%), or budget (18%).

The truth is: **resources need not, and should not, be a barrier.** By making smart investments in the right people, skills, tools, and automations, an SMP becomes a force-multiplier with a fast, positive return on investment.



Investment in More than Just Money: Time

More organizations now dedicate the needed financial resources

While resources may be a barrier to automating SaaS management, there’s been a marked shift since last year’s report.

Compared to only **46%** last year, more than half say their leadership (**54%**) recognizes the need, as well as dedicates enough resources for the mission.

Similarly, **54%** agree that they have enough budget as well.

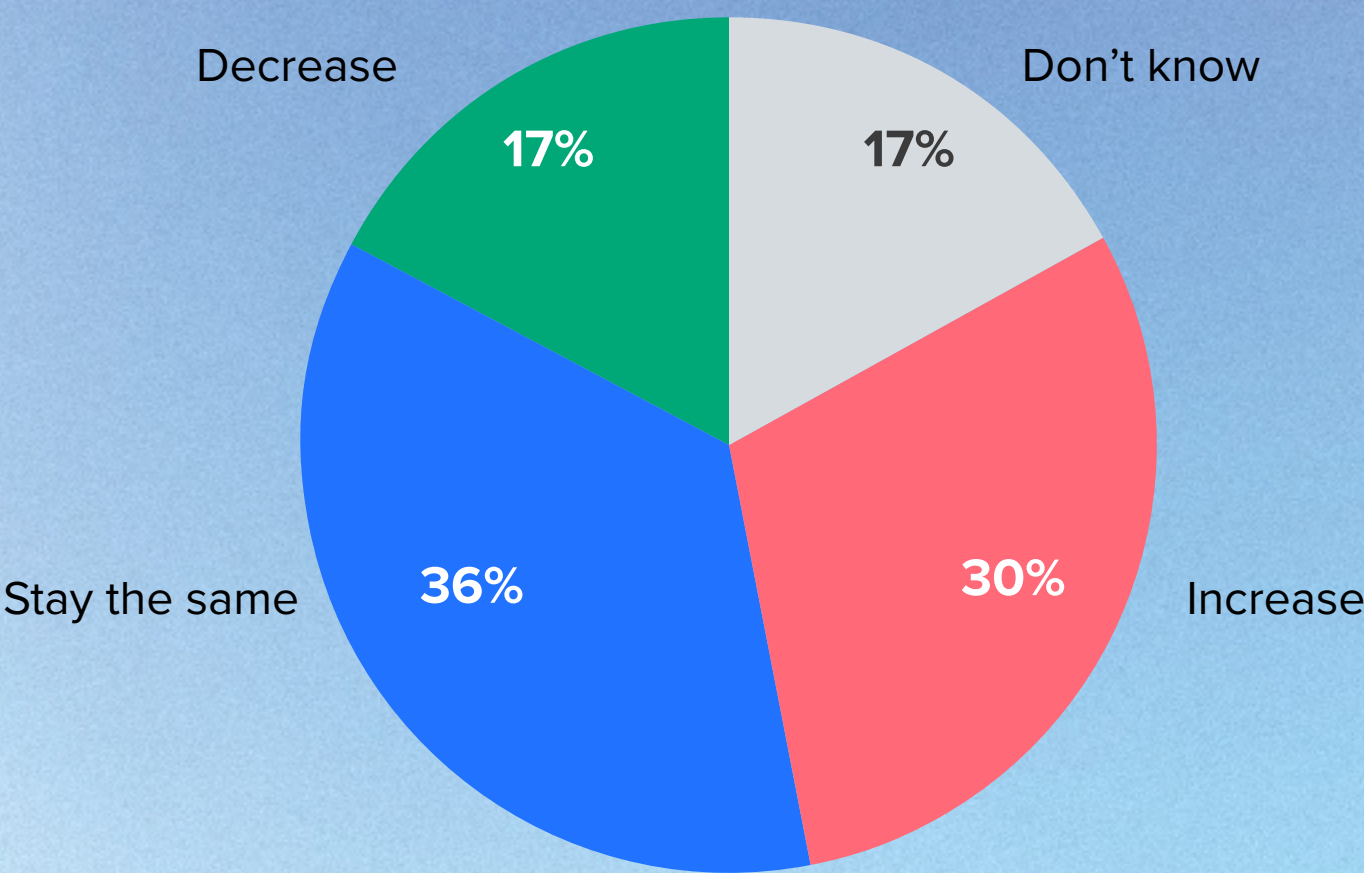
Looking toward next year’s budgets, changes are ahead. At least **66%** expect budgets to stay the same or increase, compared to the **87%** in the last report.

Taken together, automating SaaS management is likely grabbing a bigger share of the IT budget. However, there’s no doubt, IT teams need to do more with less, to be efficient with time and resources.

Resource challenge of managing SaaS



IT budget change in next year



54%

Allocated enough budget to SaaS management

But organizations need more than a spreadsheet to manage SaaS spend

Just like visibility matters for managing SaaS applications, it also matters with the spend associated with these applications.

Inaccurate spreadsheets and blind cost-cutting cripple both Finance and IT. But together, these teams find real savings with a SaaS spend management tool.

Companies that take their spend management out of the spreadsheet typically **save an average of \$270,000**

When selecting a SaaS spend management tool, ensure it has:

- A centralized dashboard to view every saas application, every user, and every contract
- Expansive benchmarking metrics and usage data to make data-driven decisions
- A way for the entire company to weigh into the value of each app
- Automated alerts, license reclamation

\$270k

Average savings for those that get out of the spreadsheet

Time to create SaaS management automation is the limited resource

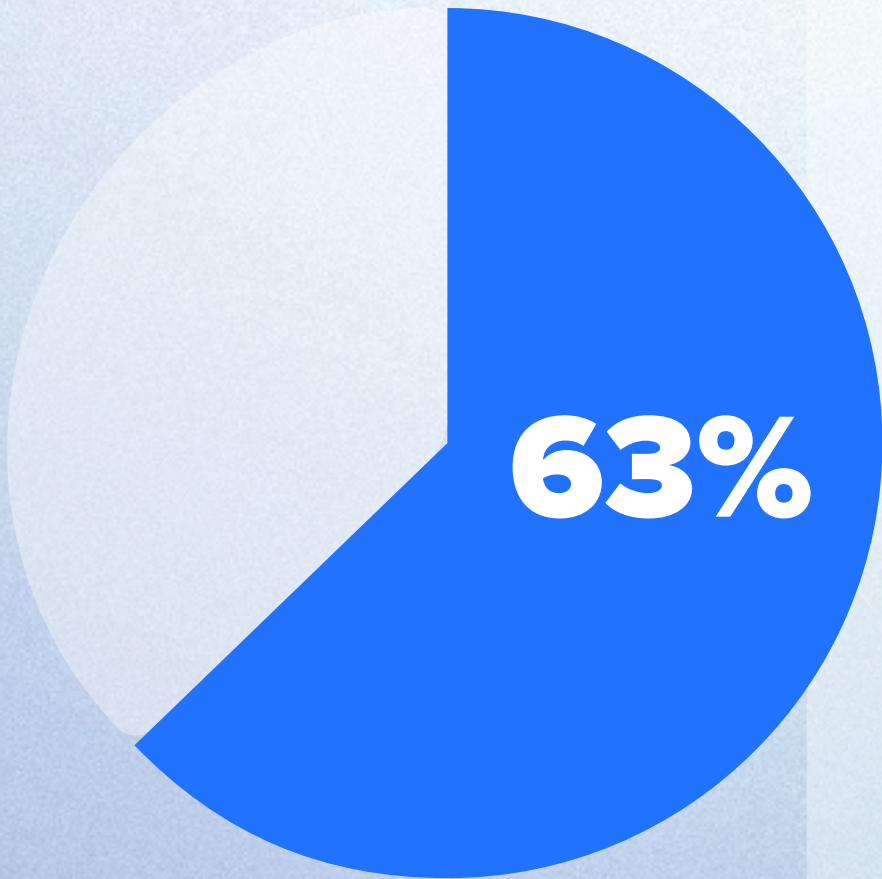
While **63%** say they prioritize IT automation, too many organizations are falling short.

To maximize benefits of automating SaaS management, IT teams should spend about **30%** of their time building and maintaining automations.

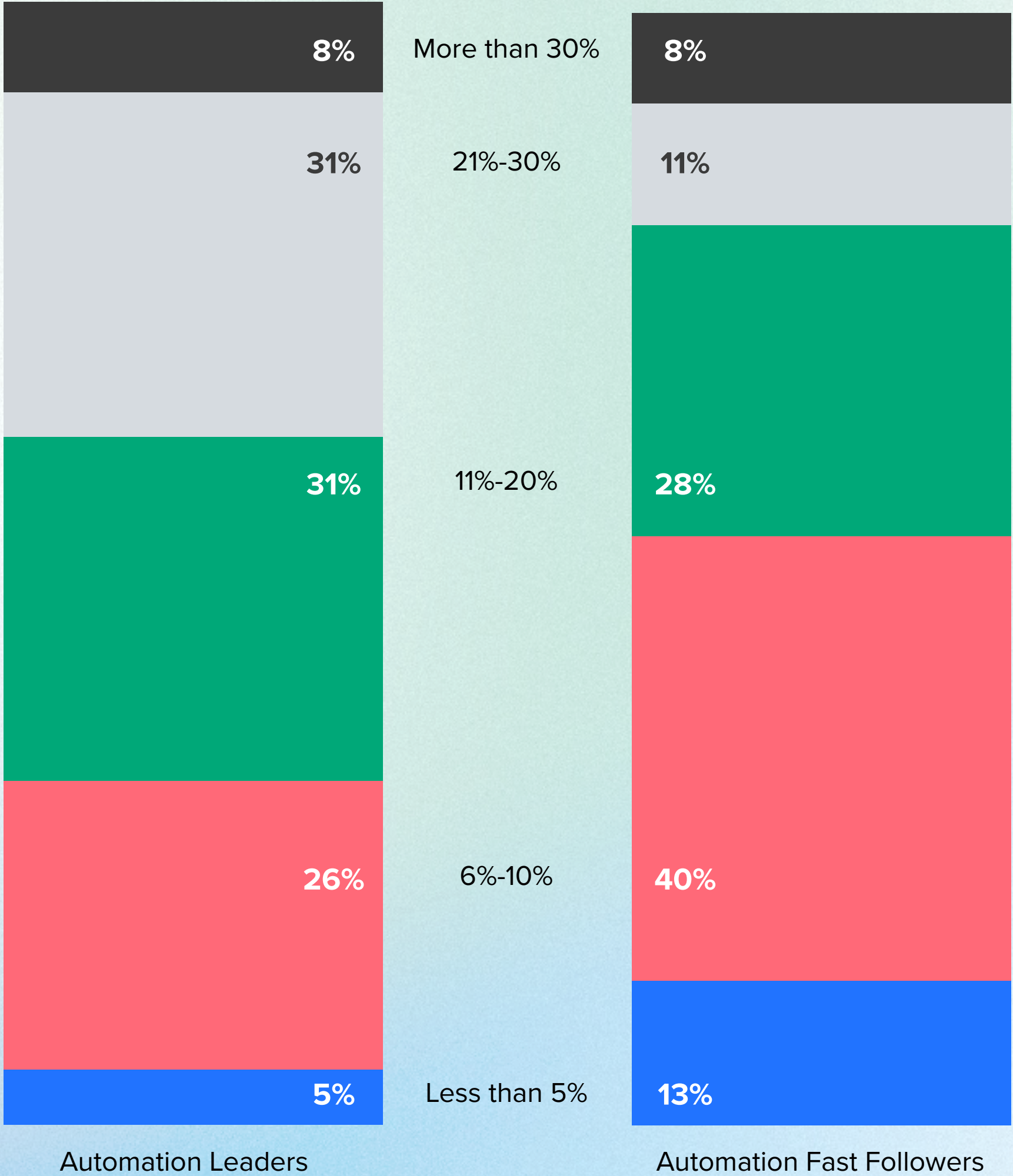
Automation Leaders align with this best practice, as nearly **40%** of them spend more than **20%** of their time creating and refining workflows. Compare this to Automation Fast Followers, where less than **20%** dedicate the right amount of time.

It's important to remember you can't automate everything on day one. Adoption comes in phases over time. Done right, you take your time assessing your environment and building the right workflows. The payoffs are additive, especially as you automate more and more.

Prioritize IT automation



Percent of IT time spent building and maintaining automations



To make it easy to automate, most invest in an SMP

Building and managing automated workflows is less complicated than you think. With the right SaaS management platform, it's relatively simple to orchestrate even the most complex IT processes.

To effectively do so, your tool should provide flexibility, visibility, and relevant insights about apps, users, data, alerts, and workflows. For example, which applications are used by which department? Where is the sensitive data? How much inadvertent public link sharing is there? Knowing basic information helps you successfully automate SaaS management.

Both Automation Leaders and Fast Followers agree – as more than **70%** of respondents prefer an SMP that provides deep insights for building, managing, and executing workflows.

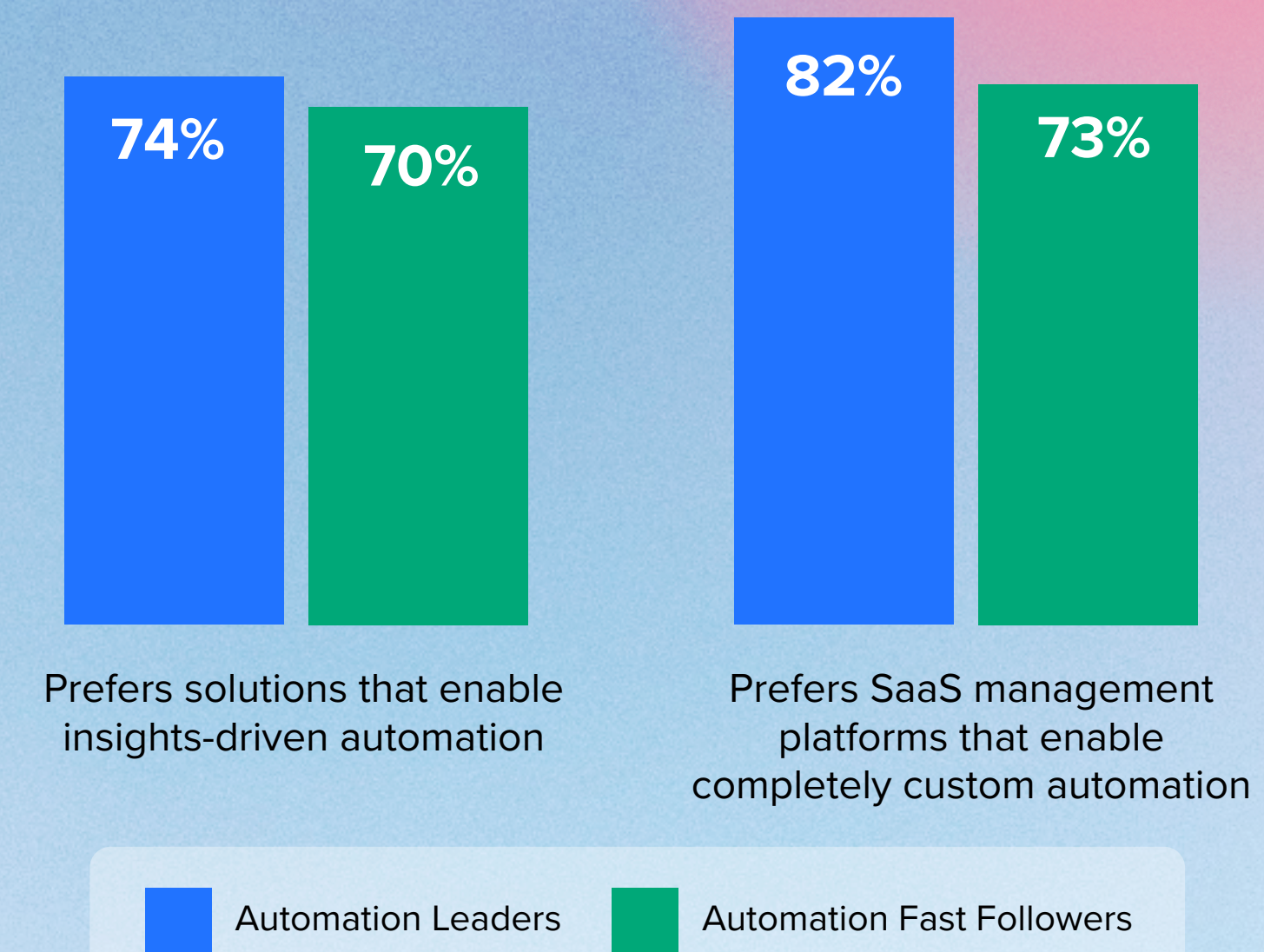
In addition, more than **80%** of Automation Leaders understand that an SMP needs to meet an organization's common and unique automation needs.

Thus, to get your workflows into action faster, your SMPs needs dynamic, configurable workflows and more than 1,000 common IT actions, pre-built templates, pre-defined triggers, and a deep library of pre-built integrations. And then to accommodate less common IT processes, your SMP should also come complete with custom triggers, custom attributes, and custom APIs.

This way, your SMP can support the range of applications, actions, and use cases to build new and better workflows for any imaginable IT task,

70%

Will subscribe to or renew their SMP subscription within the next year



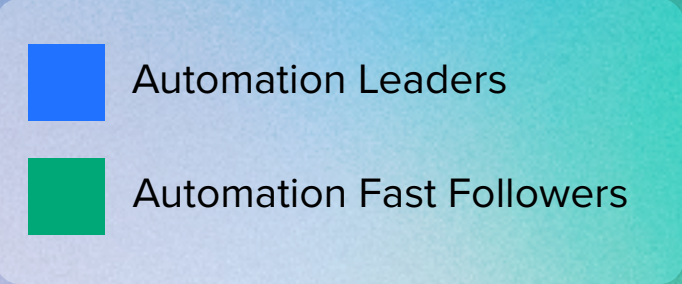
The biggest advantage of a no-code SMP is the ability to automate more in less time

No-code SMPs use an intuitive, drag and drop interface to build workflows. They’re easy to learn, and easy to use with no programming skills necessary. Without writing a single line of code, no-code SMPs speed the time to automation.

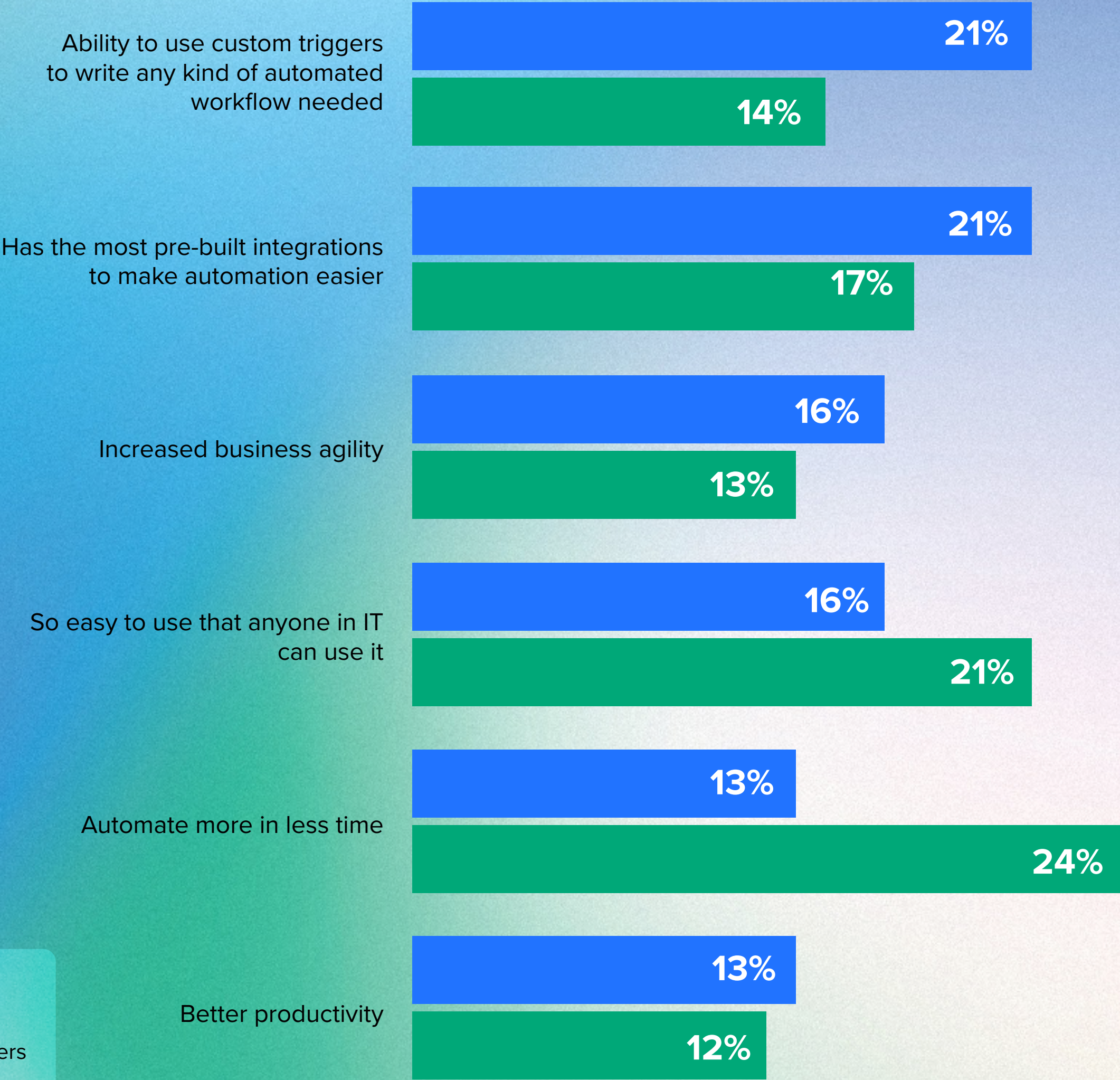
That’s probably why **24%** of Automation Fast Followers say the biggest advantage of a no-code SMP is its efficiency to automate more in less time. Next up for them? It’s a no-code’s ease of use.

How does this compare to Automation Leaders, those further along in their automation journey? They can’t decide whether the biggest advantage is using custom triggers for any kind of needed automation or the quantity of pre-built integrations.

Next, we’ll look at what respondents expect for the year.



Automation frees up IT time for us to...

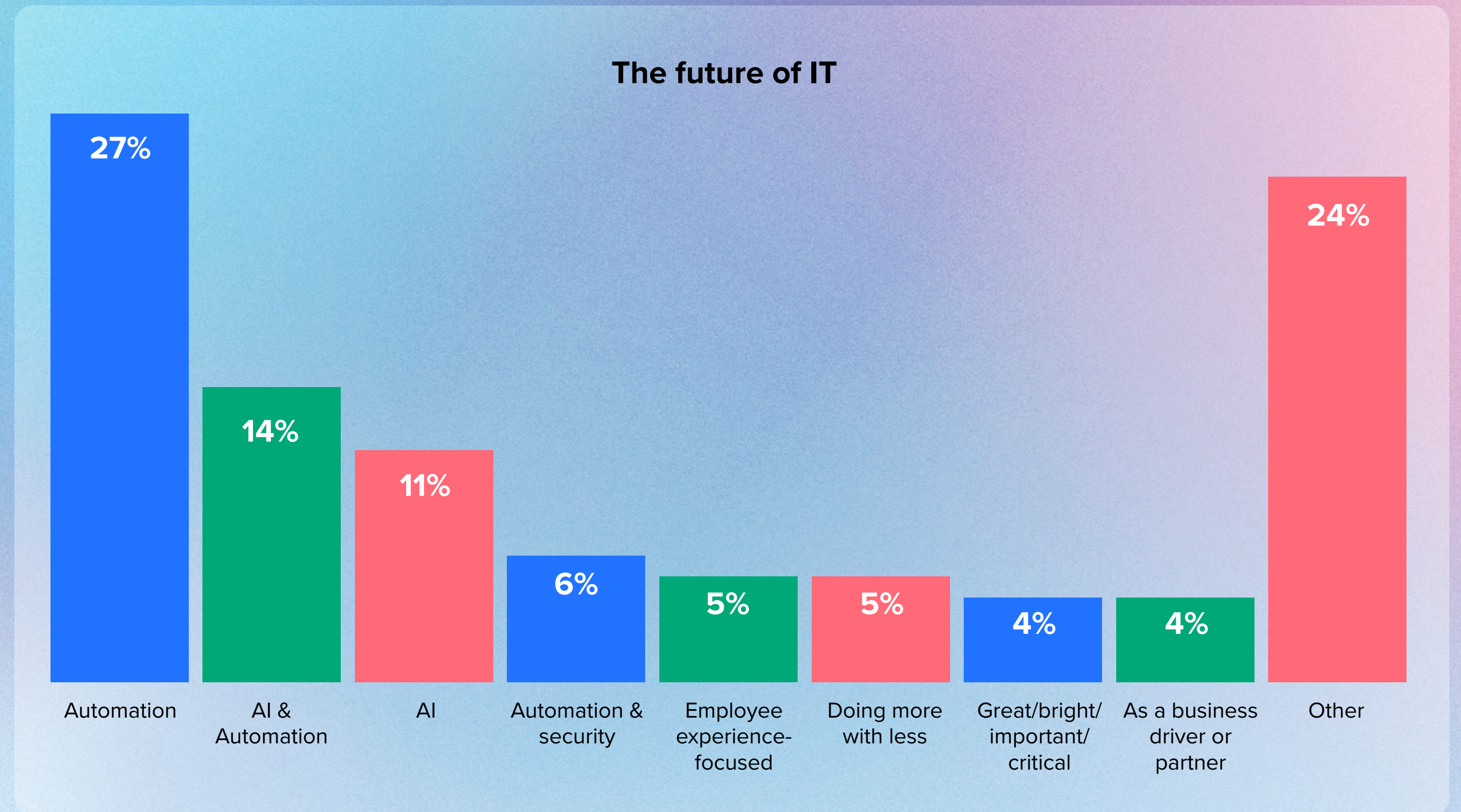


The Path Forward: Automating SaaS Management in 2024

Managing SaaS won't be possible without automation

SMPs are relevant across all business functions, particularly IT, human resources, finance, legal, or departments with sensitive data. They're also useful across all industries from fast-growing SaaS companies to established organizations. At BetterCloud, we think that in the near future, having an SMP will be commonplace—a foundational part of your technology stack like your IDaaS or ITSM.

What is the future of SaaS management and IT for you?



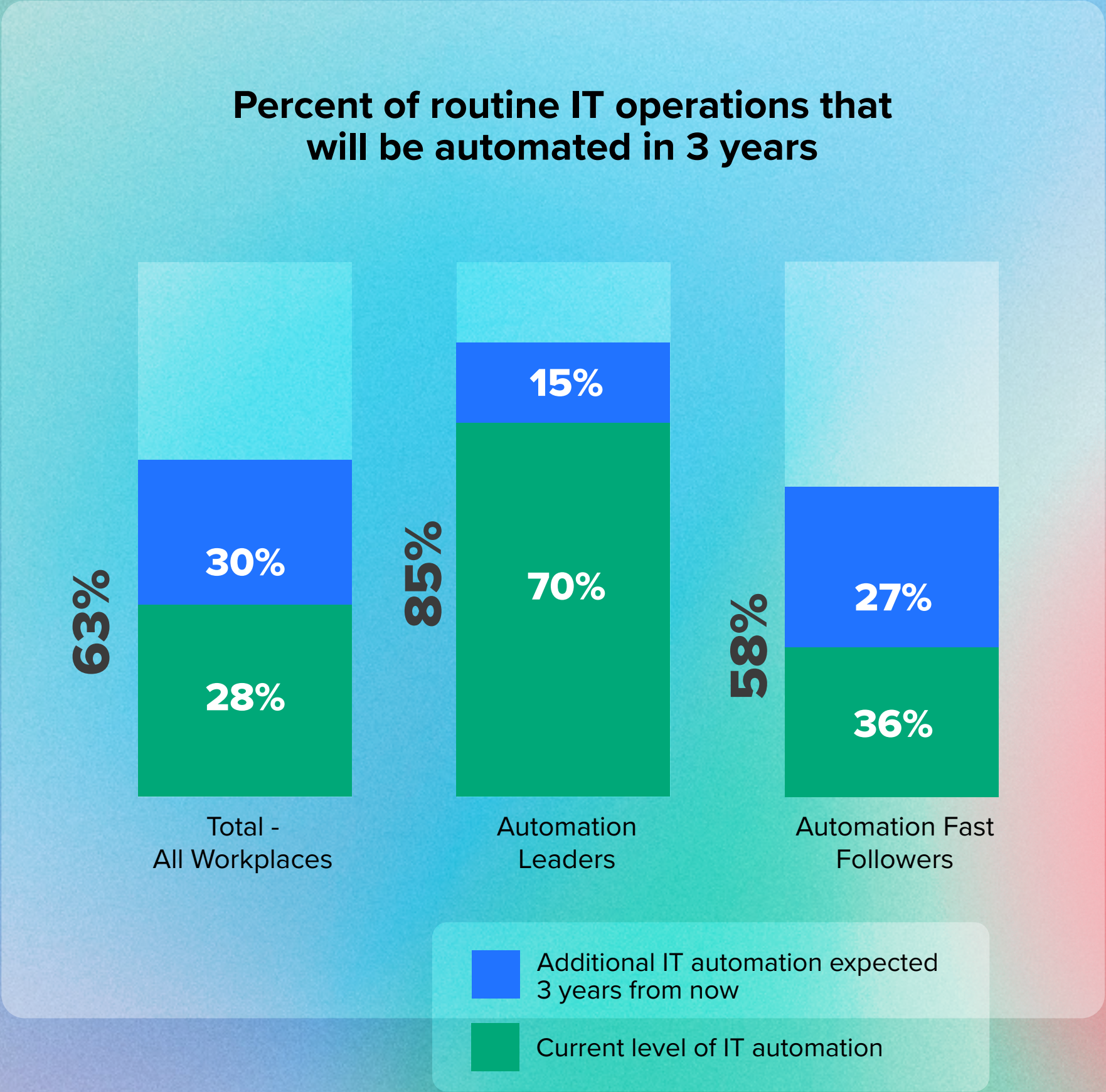
Automation will reach new levels

Nearly **70%** are working toward automating their SaaS management the zero-touch way and have lofty goals.

Overall, respondents report that about a third of their routine IT operations are already automated. Of course, Automation Leaders are further ahead with a remarkable **70%** of activities already automated.

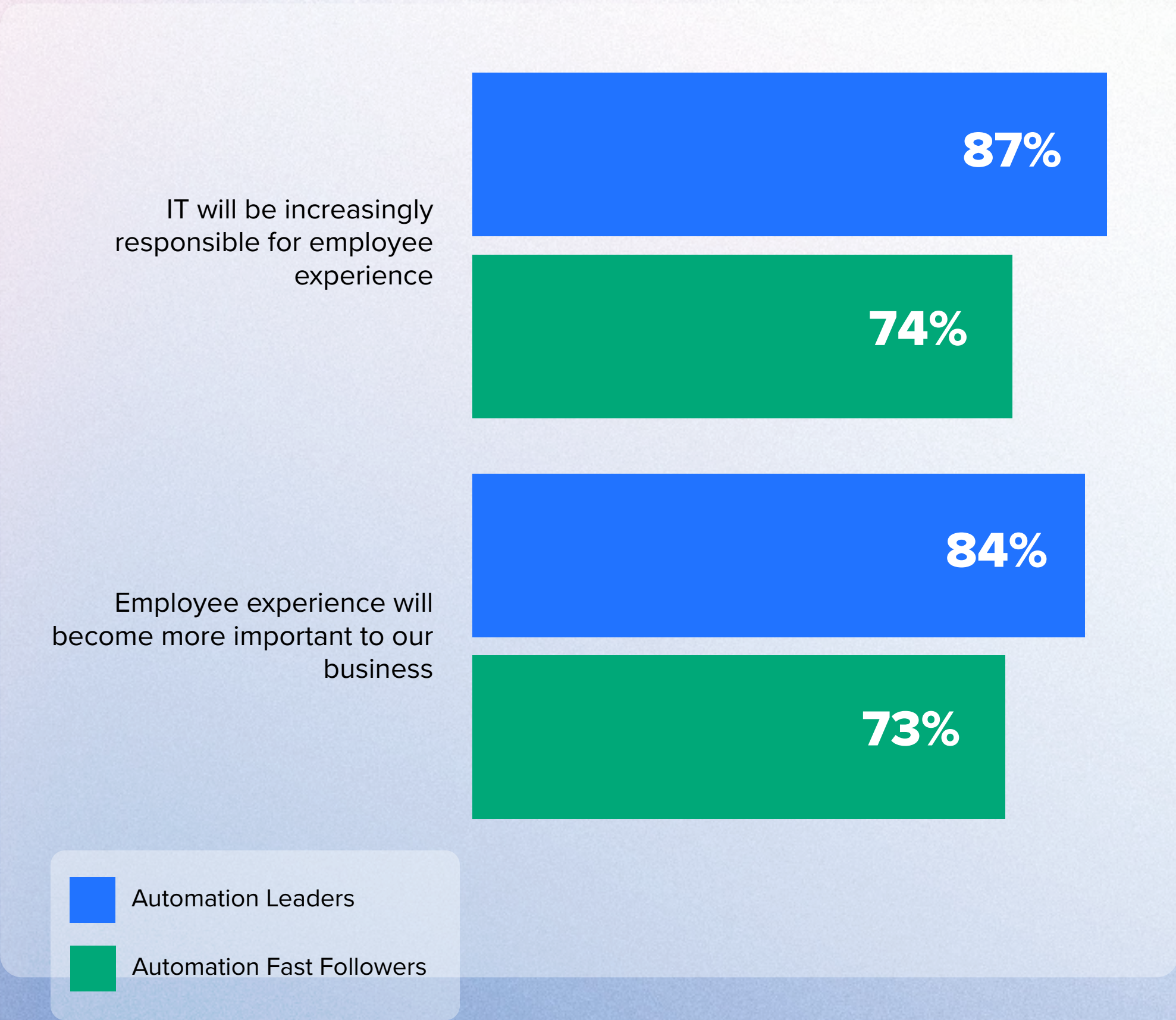
But what does the future bring?

The majority of respondents expect that automation will only increase. Automation Leaders think they'll reach **85%** automation. Meanwhile Automation Fast Followers are working hard to catch up, as they expect to double their current level of automation.



67%

Of IT teams are working toward zero touch automation



Employee experience will continue to be an IT priority

A high-quality employee experience is good for business. It helps retain talent, reduce turnover, and avoid recruitment costs. It also helps keep employees happy, engaged and collaborative, while giving them a stake in the organization’s success.

Thus, IT teams recognize its importance. In fact, more than **80%** of Automation Leaders and **70%** of Automation Fast Followers say employee experience will become more important to the business.

IT plays a leading role in providing a great experience. After all, they must run the best SaaS stack and make sure employees have access to all technology resources, data, and apps to get the job done. This is why nearly **90%** of Automation Leaders understand that IT’s growing responsible for employee experience.

How can IT provide the best employee experience to every employee every time? **Only automation makes it possible.**



In the next year, IT hopes to automate more and optimize SaaS spend

73%

Believe zero touch automation is the future of IT

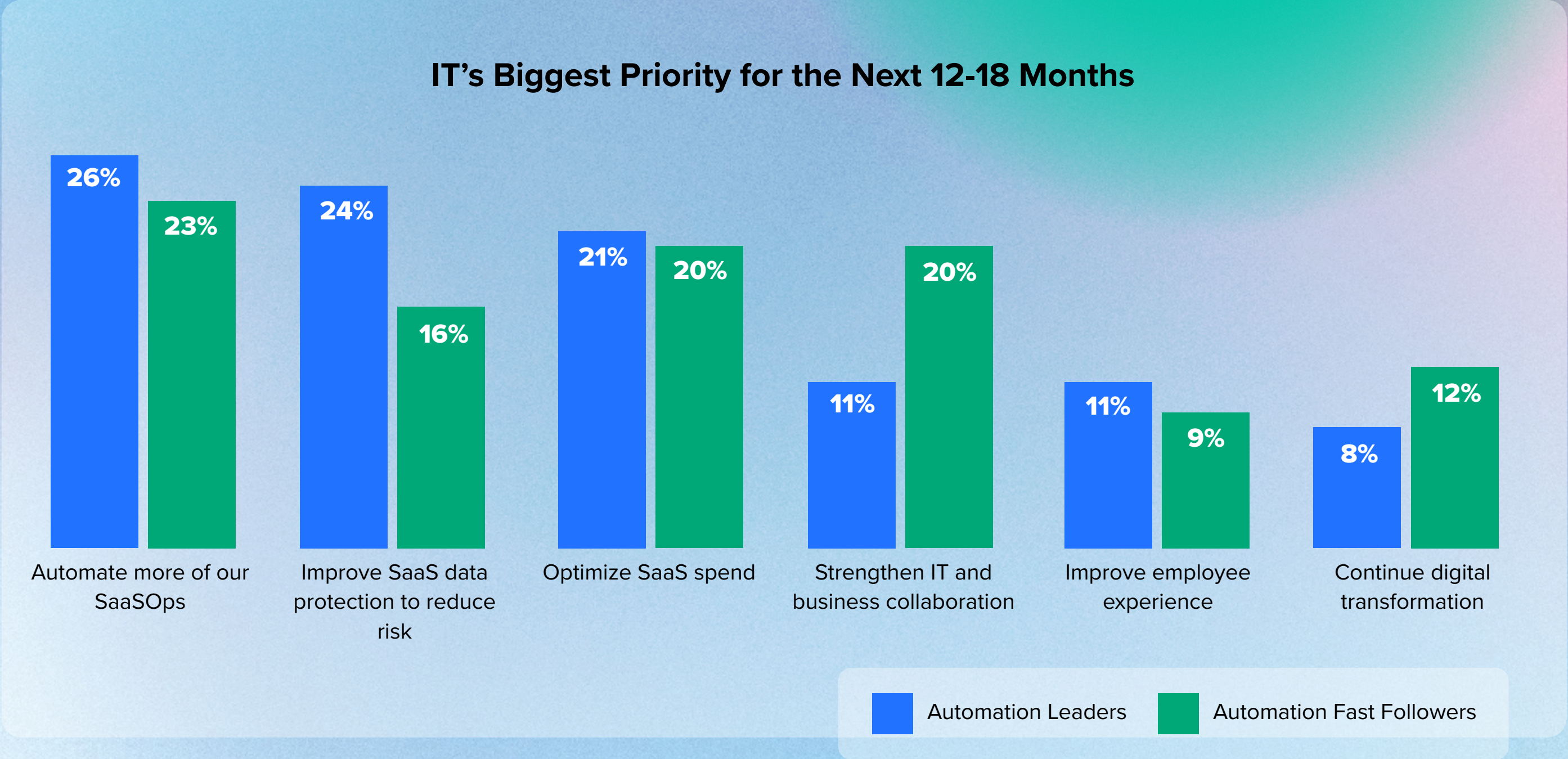
In addition to improving employee experience, IT's biggest priority is to automate more in the next 12 to 18 months.

Automation Leaders expect to continue automating (26%), as well as cut risk by improving SaaS data protection (24%).

Automation Fast Followers also strive to automate more IT processes (23%). Many also aim to right-size SaaS licenses and costs (20%), as well as strengthen efforts to collaborate with business units (20%).

To conclude, automating SaaS management is the only path to scale IT impact, grow operational efficiencies, control costs, and meet employee experience expectations in 2024 and beyond.

Most importantly, automation building shouldn't stop until it's zero touch.



APPENDIX

Demographics & Methodology

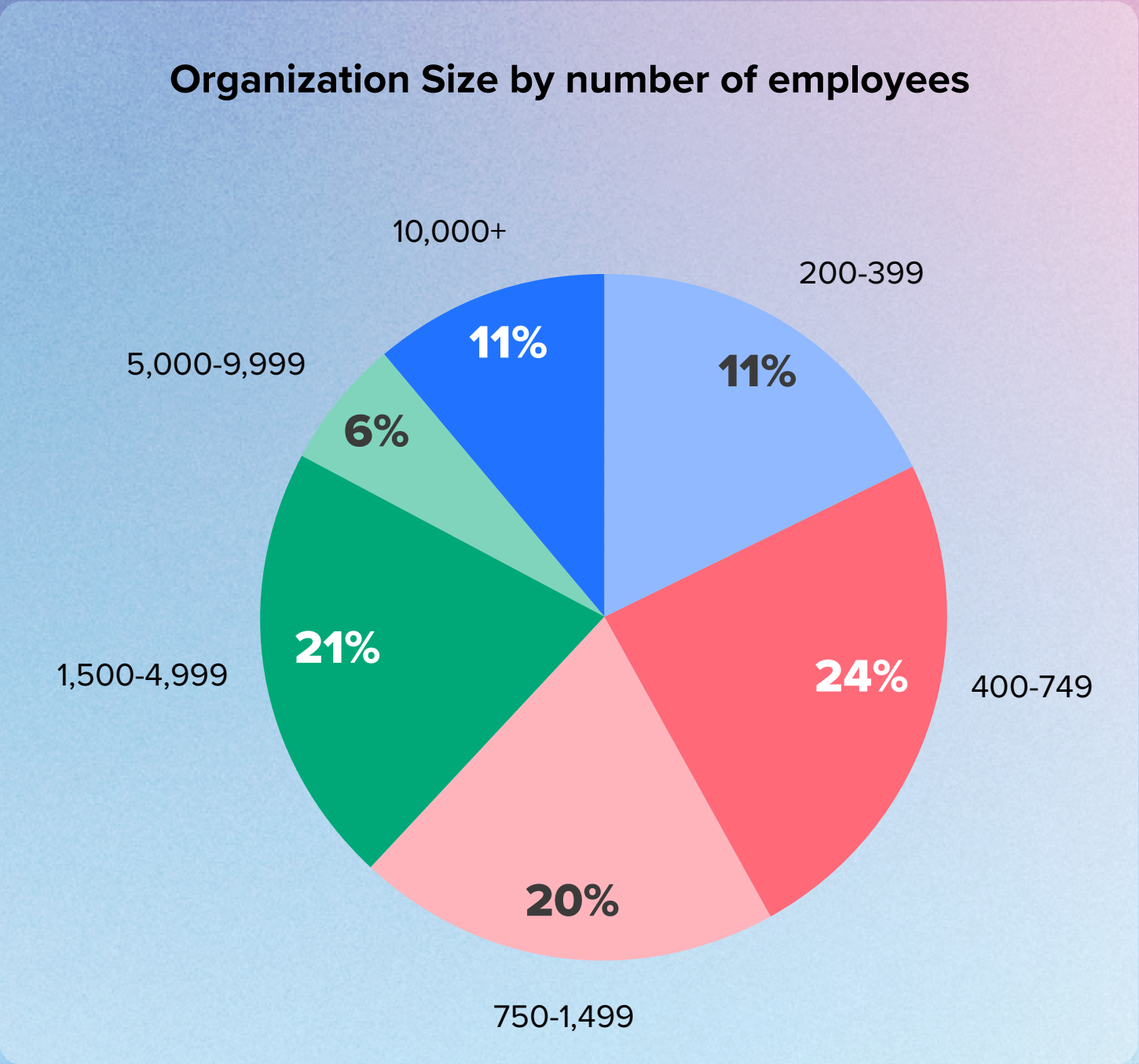
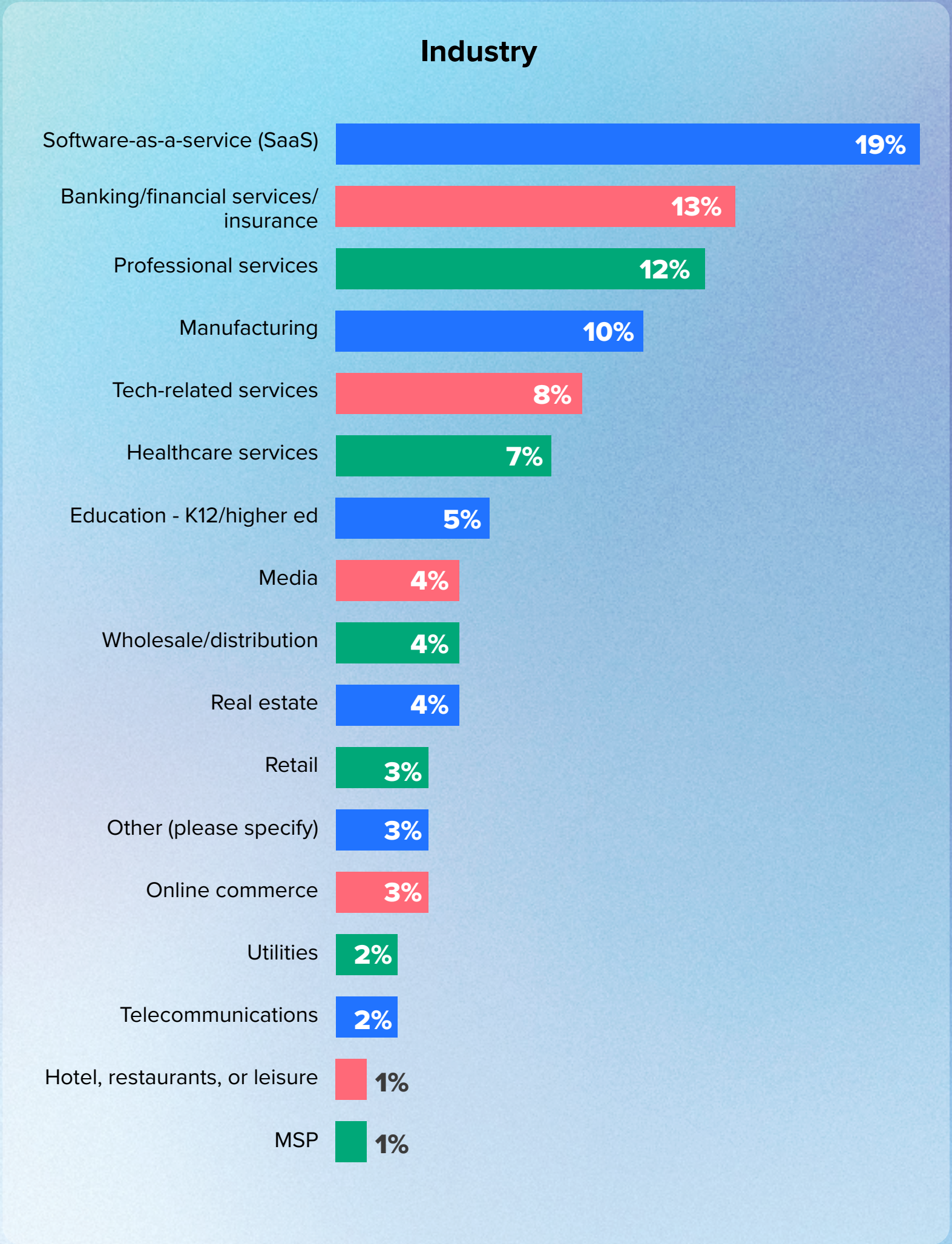
Demographics & Methodology

The survey was conducted online from November 2023 to January 7th, 2024.

We collected data from IT and security professionals who were personally involved in one or more of the following activities related to SaaS apps:

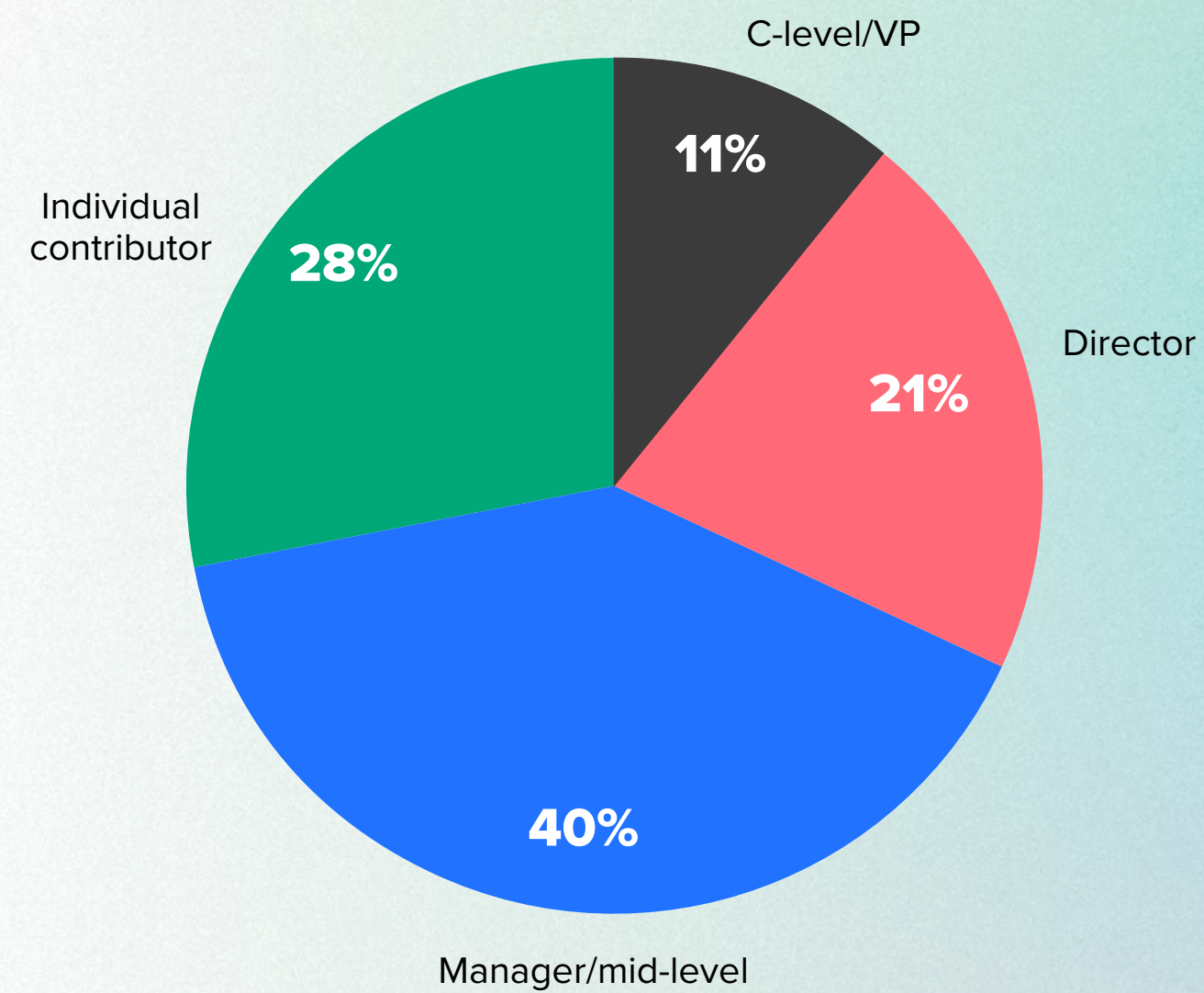
- Approving or making final buying decisions,
- Researching and recommending apps,
- Determining requirements for new apps,
- Supporting end users,
- Managing, deploying, or securing apps,
- Or handling vendor relationships and/or procurement.

Our 411 respondents consisted of members of our IT community, as well as BetterCloud customers and non-customers in the United States.

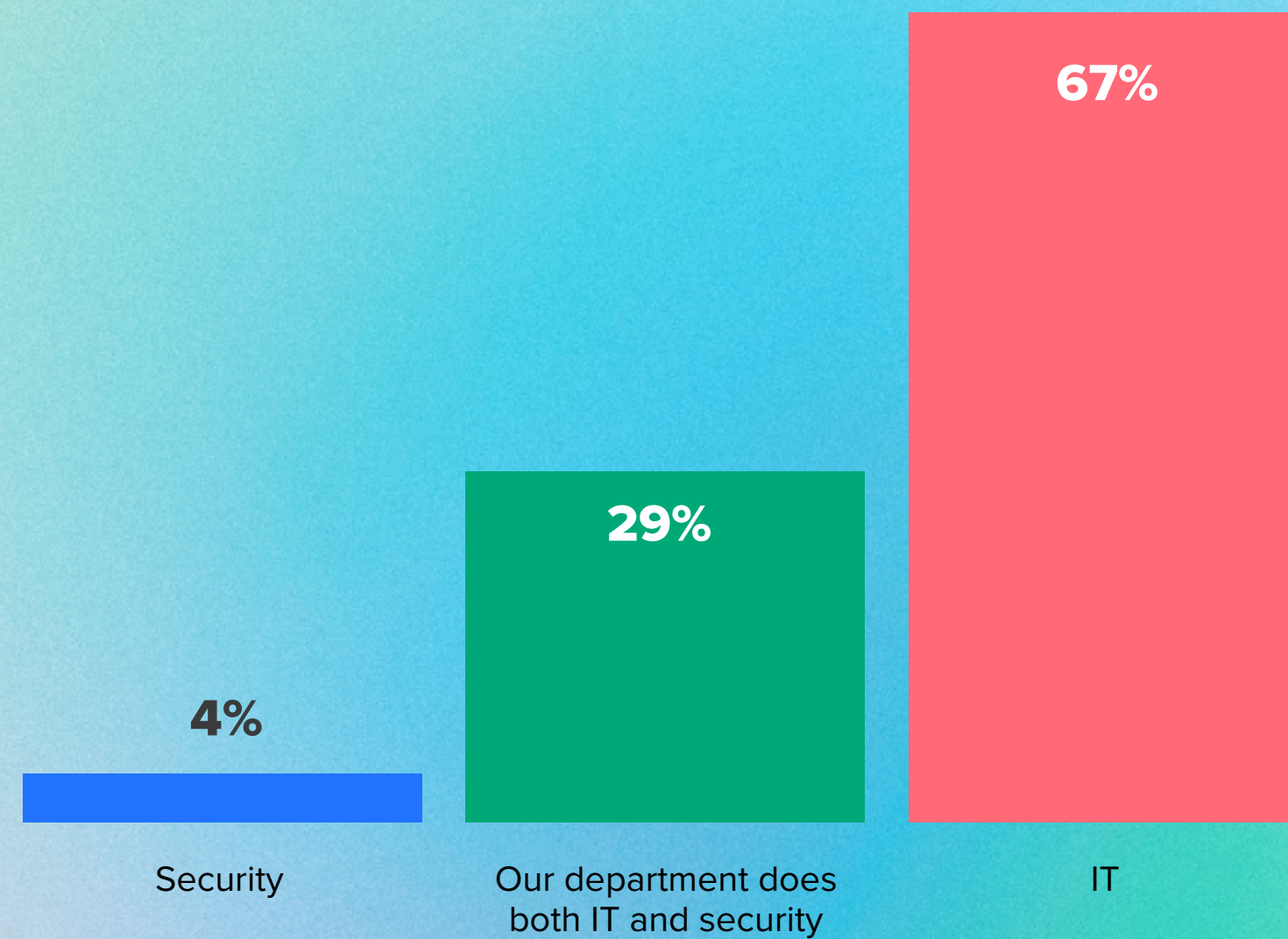


Survey Demographics

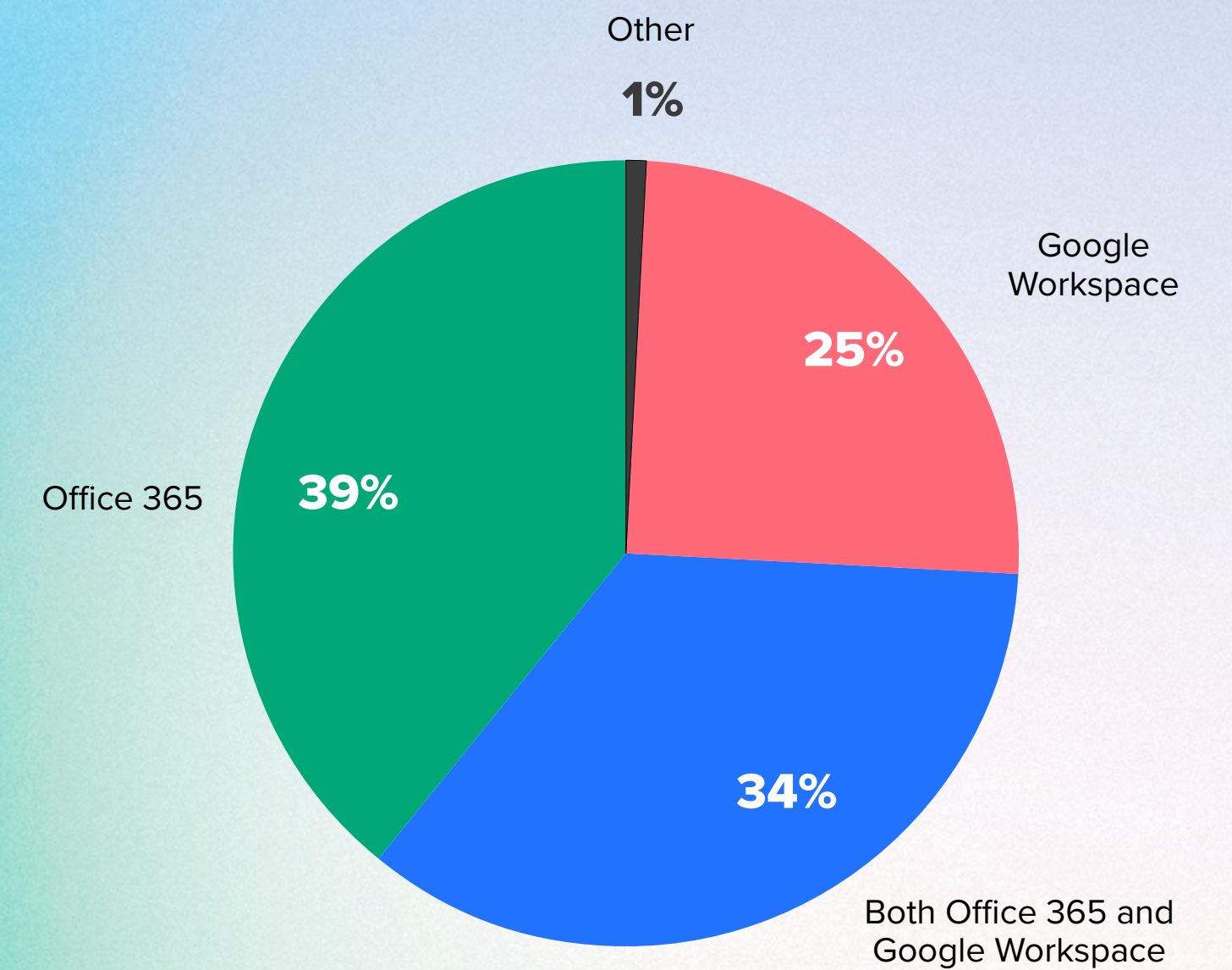
Job Level



Department



Primary Cloud Productivity Suite





Top 20 most important SaaS apps in the stack



About BetterCloud

BetterCloud is the market leader for SaaS Operations, enabling IT professionals to transform their employee experience, maximize operational efficiency, optimize SaaS spend and centralize data protection. With no-code automation enabling zero-touch workflows, thousands of forward-thinking organizations rely on BetterCloud to automate processes and policies across their cloud application portfolio.

With 10+ years experience pioneering the SaaS Operations movement, BetterCloud now serves the world's largest community of SaaSOps experts. As host of Altitude, the industry's leading SaaSOps event, and publisher of The State of SaaSOps Report, the category's definitive market research, BetterCloud is recognized by customers (G2) and leading analyst firms (Gartner and Forrester) as the market leader in SaaS Operations Management and SaaS Spend Management.

To learn more about how BetterCloud
can help you manage every app,
every user, and every dollar,
[request a demo.](#)