

# Why Do You Need to See > Beyond

## Today's Methods of SaaS Management?

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Let's Look at the Current State of SaaS Management

30%

Unused SaaS subscriptions account for **30%** of SaaS deployments in unmanaged estates.

66%

Organizations without SaaS management tools underestimate their SaaS scope by up to **66%**.

30%

So far, SaaS costs have increased by **30%** in 2023.

snow 

ITAM  
review

## What needs to change?

SaaS is still the preferred go-to-market medium for software publishers, so better SaaS management is key to optimizing IT budgets.

With departments and individuals purchasing SaaS applications much more often, it's increasingly difficult for organizations to truly understand their entire SaaS landscape.

For a full picture of their SaaS assets, organizations need the right tools in place. These solutions should provide them with **real-time visibility** of their distributed SaaS portfolio. They also need to provide **multiple discovery methods** to uncover hidden SaaS spend and sprawl.

## Where should you focus?

### Stakeholder engagement

- Engage stakeholders early in the process to ensure efficiency
- Work with IT Operations to streamline application provisioning and employee onboarding

### Quick wins

- Identify upcoming renewals and optimize licenses to reduce costs
- Explore downgrade options for common applications such as Zoom
- Work with Helpdesk to reallocate subscriptions when offboarding employees

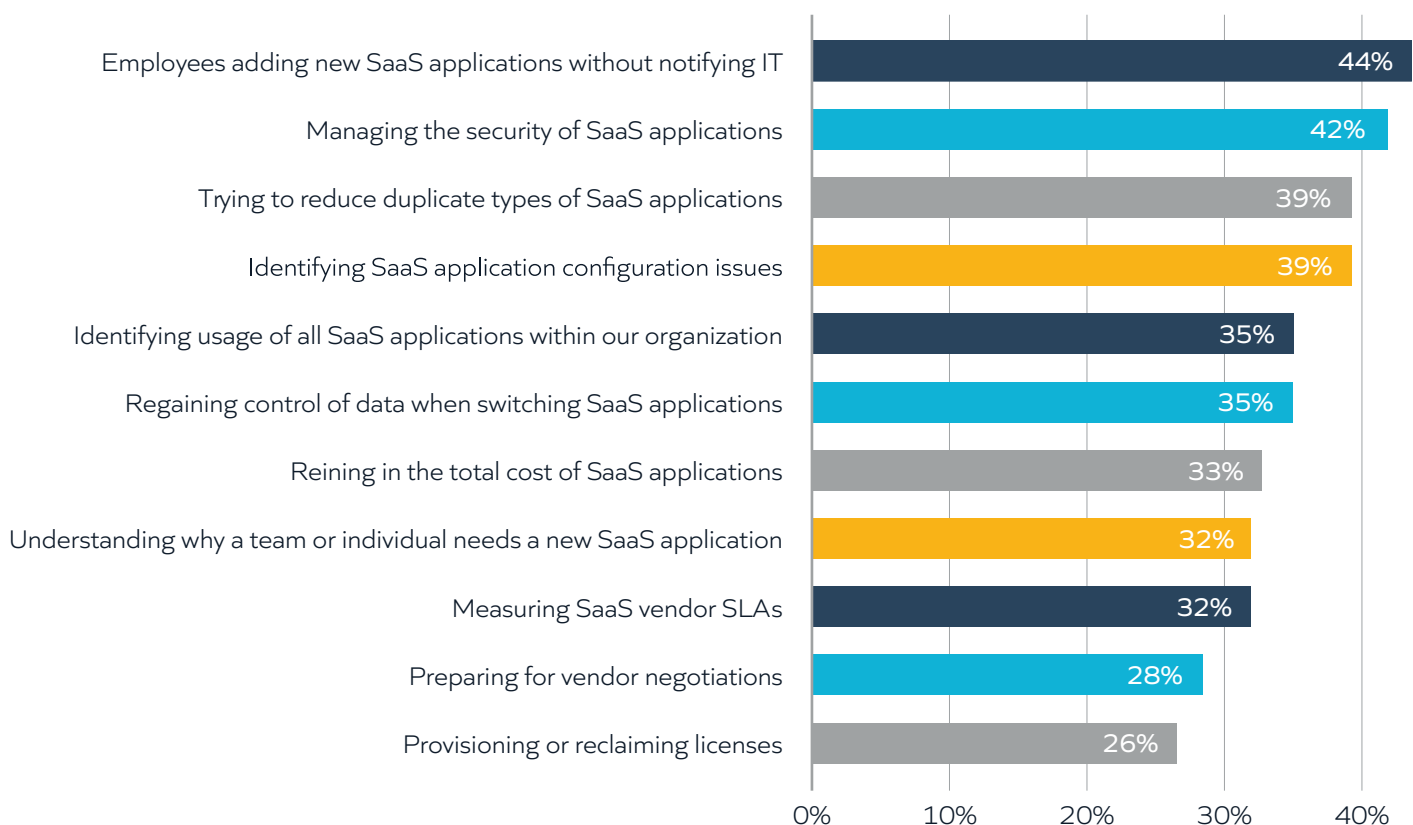
### Shared ownership

- Identify key teams purchasing SaaS and work with them to optimize their spend
- Identify opportunities for application rationalization to improve collaboration

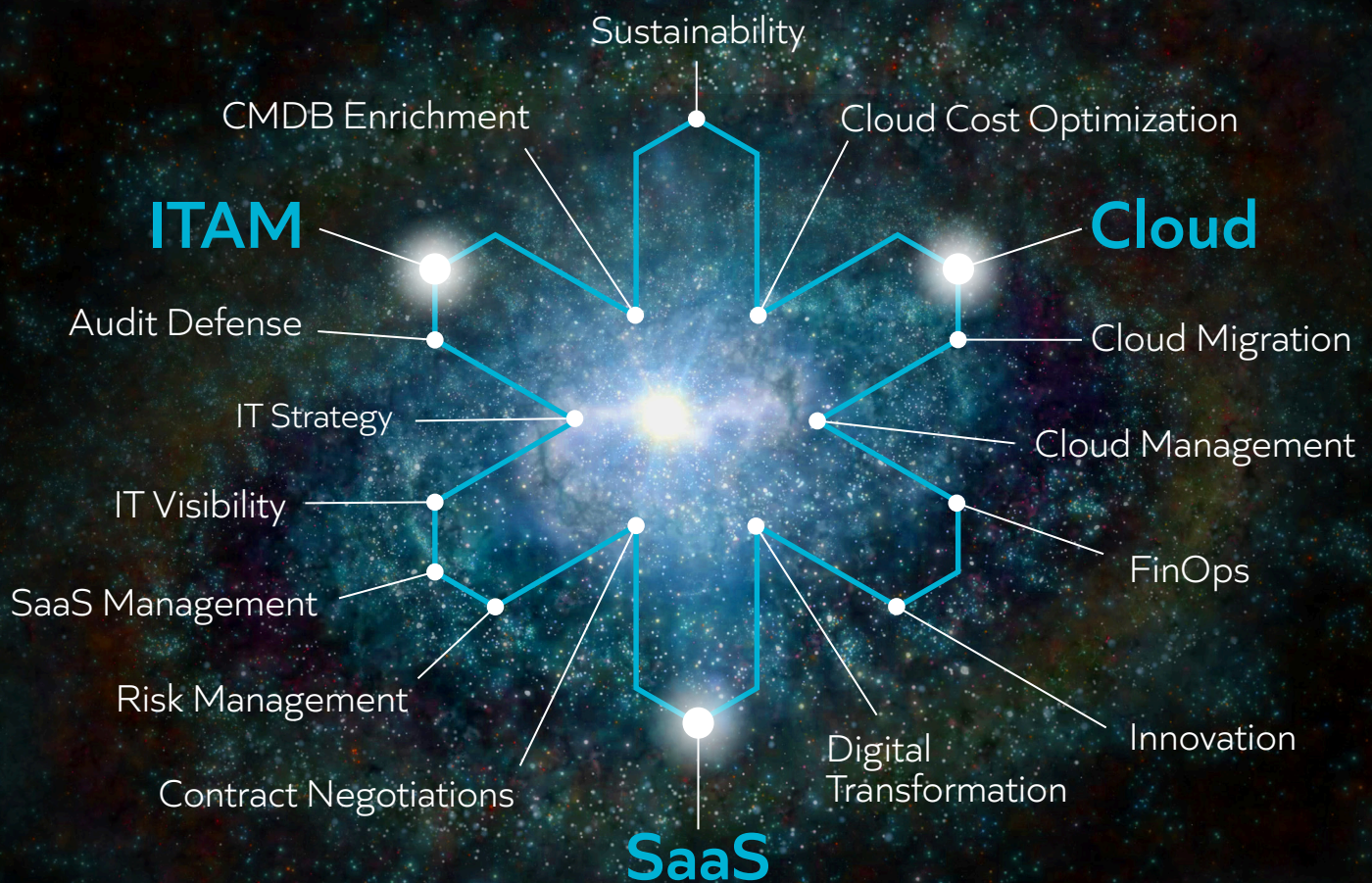
### No gatekeeping

- Act as an advisor, providing guardrails and guidance instead of strict controls
- Trust departments to make technology-based decisions
- Help departments make the right decision by providing data and insights from SaaS management tooling

## What is most challenging about managing SaaS applications at your organization?\*



\*Snow SaaS Spot Survey 2022; 1,000 IT leaders surveyed



## Ready to go beyond today's SaaS management?

Is SaaS sprawl a black hole that's eating away your IT budget?  
See Beyond today's runaway SaaS spend and make real, cumulative gains  
with this curated series of essential resources from Snow Software.

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