Enterprise SaaS Management Certification Report - Beamy

Executive Summary

The ITAM Review certifies Beamy as having met the requirements for Enterprise SaaS Management certification in accordance with our public community-sourced open standard.

Background

Beamy is a pure player in SaaS Management for large organizations, founded in 2017 by Andréa Jacquemin and Ed Dossot. Based in Paris, France, it exclusively serves organizations from 5K+ employees to the largest organizations such as BNP Paribas, Decathlon, and LVMH. Its primary mission revolves around enabling worldwide organizations to confidently govern their SaaS landscape to benefit from IT democratization while ensuring security and efficiency. Whilst based in France, the company has customers from many countries. Enterprise-scale customers BNP Paribas and Decathlon provided references for this report. Beamy has around 50 employees and raised $10m in Series A funding in 2022, enabling it to continually improve its product and innovate to meet the complex requirements of large organizations.

Through Beamy's governance platform, IT teams can collaboratively build, maintain, and optimize their SaaS catalog with the Security, Legal, Compliance, and Procurement departments. This capability is underpinned by continuous monitoring technology that accurately detects all SaaS by combining multiple sources and detection methods.

Once governance teams have regained control of the SaaS catalog and lifecycle processes, they can share it via an Employee App Center, empowering employees to make well-informed decisions when selecting new applications.

Beamy's holistic approach effectively mitigates risk, reduces IT complexity, and better meets employee needs.
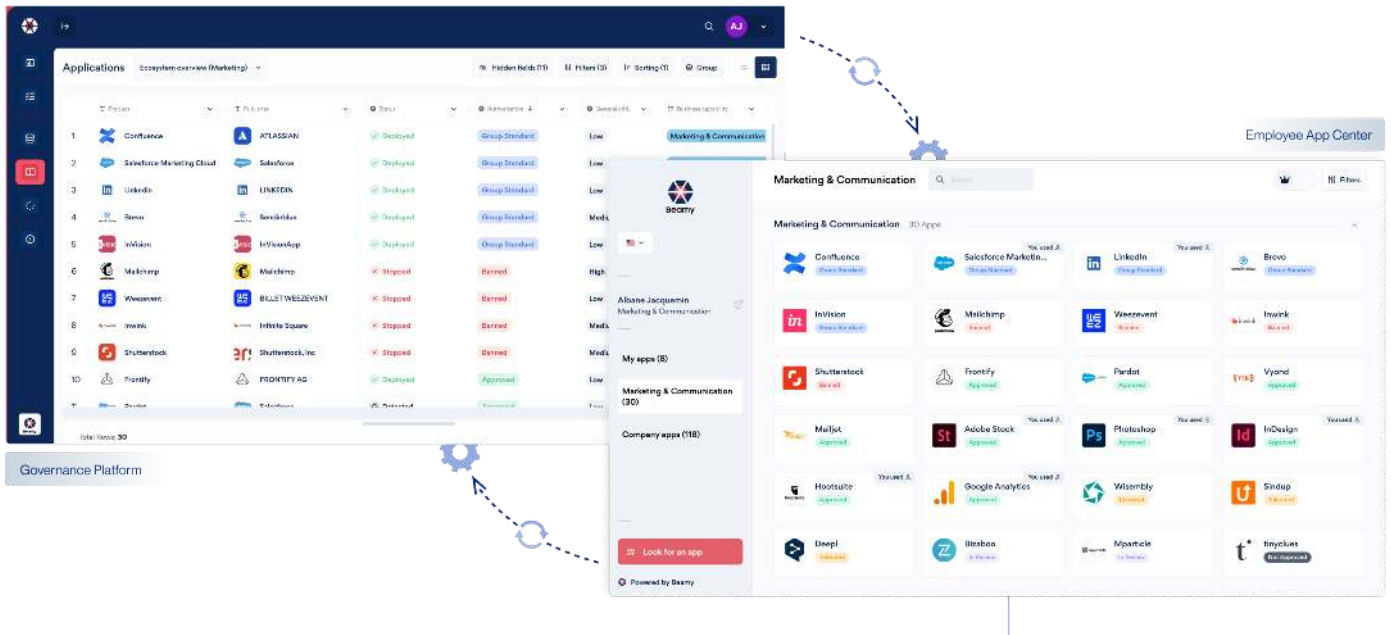
Analyst Review

This analyst review is based on the detailed responses provided by Beamy to the certification survey, customer references, and an in-depth demo provided to the author. The review assesses and provides commentary on Beamy's adherence to the standard in four areas.

Discovery & Inventory

Beamy leverages unique monitoring technology capable of cross-referencing multiple sources—including internet navigation logs, financial data, and enterprise app repositories— to provide an exhaustive and accurate view of all SaaS applications used. Its new web browser extension enhances this capability (e.g. filtering down SaaS professional usage and providing advanced usage metrics).

Data in Beamy can be integrated bi-directionally with other systems of record, such as security, ITAM, SAM & ITSM, Procurement, and Architecture. This approach benefits enterprise-scale customers with multiple inventory and discovery systems across their IT estates. For this reason, Beamy has decided not to exploit direct API connections to SaaS management consoles, such as those provided by Microsoft 365. This decision reflects its positioning on serving very large organizations that generally already possess SAM tools to fulfill these needs. Beamy's core attention is directed on addressing the risk management for the long-tail SaaS landscape, which is growing scattered across business units. Data in the tool is timestamped, and it's possible to assess data quality–for example, by noting the number of sources reporting a particular application or usage record.

Detection and alerts
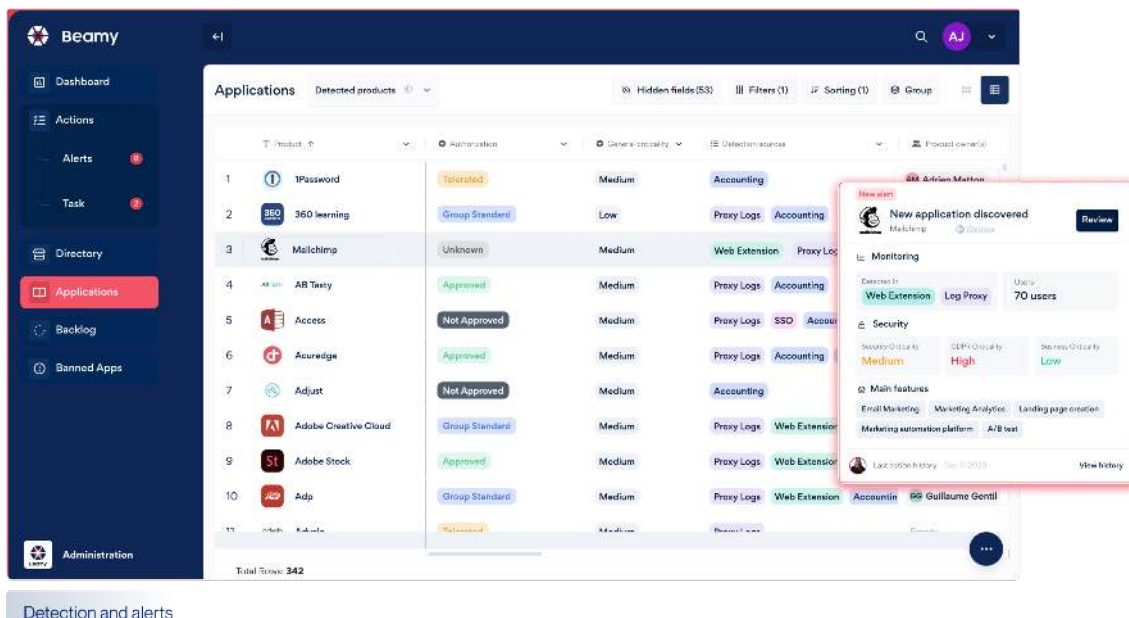
In addition, Beamy maintains a comprehensive catalog of over 50K applications, gathering essential contextual information obtained over time from publishers and stakeholders. To enhance automated SaaS discovery, Beamy actively identifies and collaborates with business users of an application, as they possess valuable insights into its capabilities and intended use. Engaging with these knowledgeable users ensures the acquisition of the most valuable information about the applications.

Optimization & Cost Management

In discussion with Beamy and both customer references, it was determined that Cost Management is often not the first use case. Overall optimization of the estate with strong risk management is of greater importance. This reflects the state of maturity of SaaS Management (and ITAM in general) amongst Beamy's core customer base of large European enterprises. The regulatory framework for the EU – for example, the GDPR – creates and elevates this focus above pure cost management.
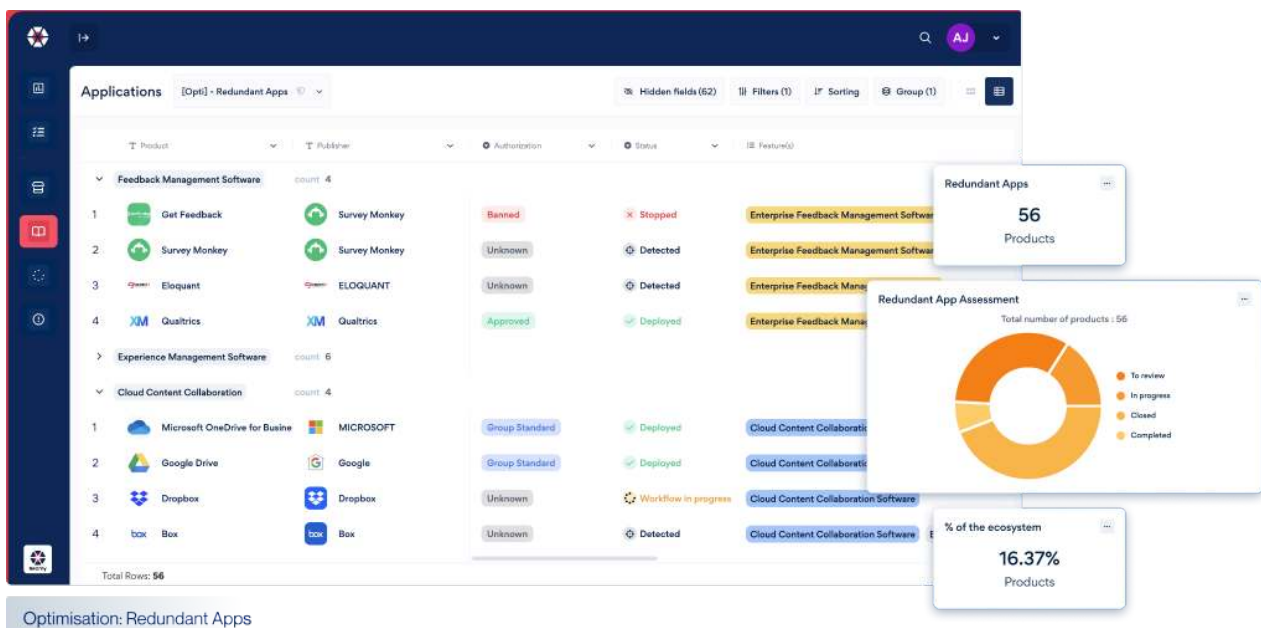
Optimisation: Redundant Apps

Beamy approaches Optimization and Cost Management by taking the data gathered in the Discovery and Inventory phase to identify potential application owners, uncover overlaps regarding capability and contracts, and highlight unused applications. Typically, they find a 30% annual turnover in SaaS applications for their customers, and this rapid turnover creates waste and optimization opportunities. Beamy uses automation and workflows to address areas where optimization is required. Its core approach of engaging directly with stakeholders extends to the optimization and cost management capabilities.

Automation

As noted, Beamy uses automation and workflows throughout the SaaS Management lifecycle. This is essential when working with large enterprises with thousands of employees and hundreds of SaaS applications. Automated synchronization can be set up to collect/share the enterprise application referential and orchestrate SaaS lifecycle actions. Automations include standard assessment workflows when a new application is detected, collection of risk assessment, automatic data exchange and integration with other systems.

These workflows significantly streamline and automate collaboration with various stakeholders, ensuring a smoother and more efficient process.

Furthermore, processes are also automated to enhance security. For example, when an application is assessed and judged dangerous, IT can decide to flag and ban it through the Beamy's Governance Platform. This authorization status is, then automatically shared with CASB to block it.

Given its focus on large organizations, Beamy is purpose-built for the IT governance teams that need to rapidly share approved/non-approved applications and new regulations for their thousands of employees while managing a multitude of new SaaS requests. To address this complexity, Beamy offers an Employee App Center that empowers business users to make informed decisions when selecting and requesting new applications. Instead of relying on passive application detection, this portal provides a structured and automated means of requesting and obtaining approvals for new applications. It also reduces the proliferation of SaaS by providing users with an easily searchable catalog, gathering all related information and guidelines. This guides employees in identifying the most suitable applications, considering their business needs, as well as security and risk considerations.
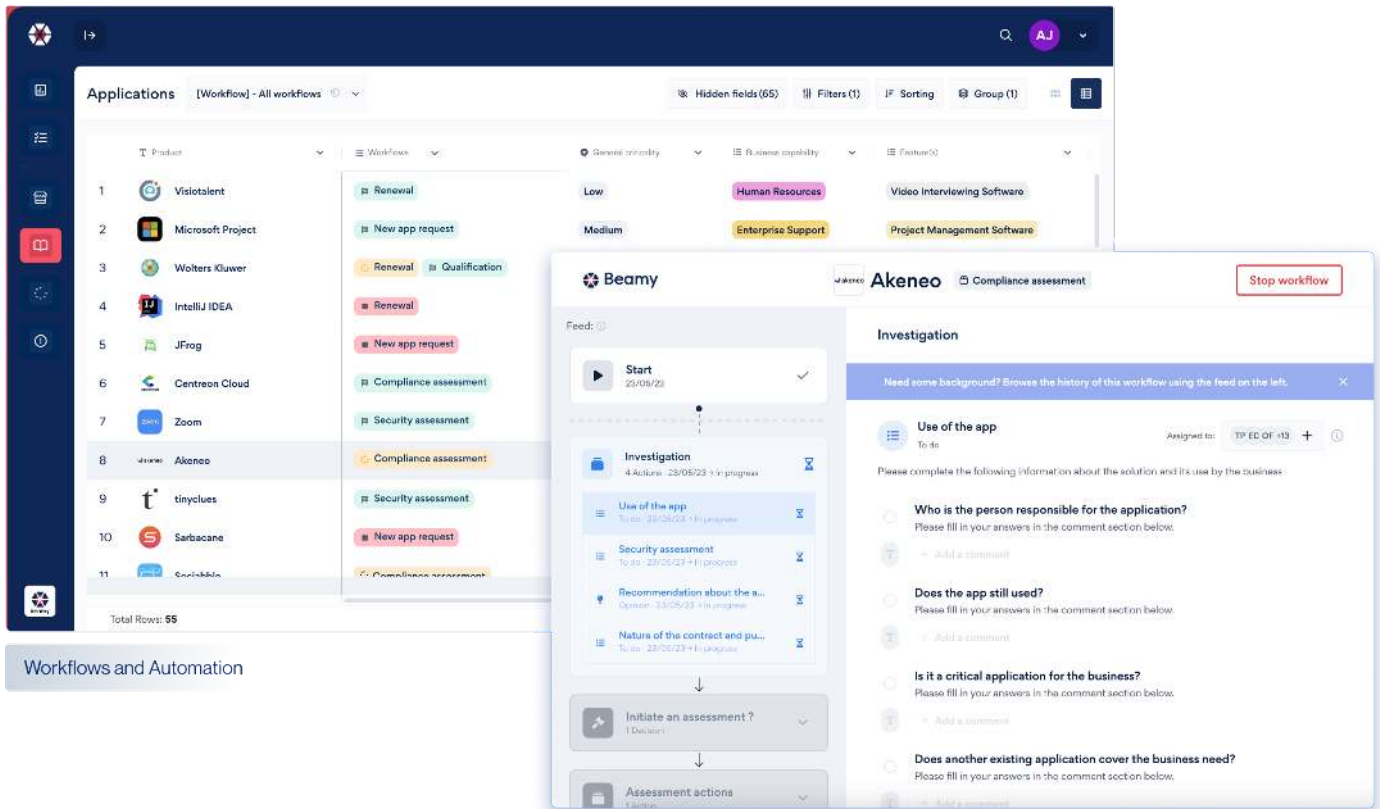
Risk Management

As mentioned above, risk management is the primary reason why most of Beamy's large-scale customers launch SMP projects. Large companies can no longer avoid Shadow SaaS. They need to address the associated risks as they operate in an increasingly regulated environment, particularly in the European market, due to stricter regulations.

Beamy initially focused on providing management teams with ways to uncover and manage Shadow IT risk. It offers comprehensive risk management workflows that address privacy, data, operational, financial, and security risks. For example, when a new application is detected, multiple notifications can be triggered–a request to the business owner of the application to provide contextual information, a request to the security team to conduct a security review and automated gathering of information such as GDPR impact and SOC2 compliance.

Beamy's approach to risk management is to acknowledge that centralized control is only necessary for some SaaS applications and would be counter-productive as it would stifle innovation and create unnecessarily burdensome bureaucracy. Applications are classified according to their criticality and complexity of implementation. After all, there is a difference between requesting a new personal task management application and one that will store sensitive customer data.

Beamy can also be integrated with security tools, such as CASBs, to allow or block specific applications or types. This can also be extended to vendors.

This feature holds particular significance for large companies, which are frequent targets of cyber attacks and even more, for companies engaged in trade with the European Union. Ensuring data protection for their European customers is a paramount obligation, which makes Beamy even more valuable in meeting these requirements.

Review Summary

Beamy takes a unique approach to SaaS management, focusing on serving large worldwide organizations and effectively navigating complex requirements and regulated environments. This translates into extensive discovery and monitoring capabilities while offering great adaptability to meet industry-specific standards. Unlike other SMPs, Beamy has chosen not to provide API connections to SaaS management consoles for its discovery and inventory functions, as it targets large organizations that have specific tools for this purpose.

Furthermore, Beamy also engages all business users in the mission to govern SaaS and the associated risks. Integration with stakeholders and business units is particularly strong.

The tool feels much more like a high-end governance tool than a data-heavy system of record – although that trustworthy data is very much there under the surface.

Customer References

Beamy provided two customer references for this certification, who were interviewed independently by an ITAM Review analyst. The ITAM Review welcomes further references and reviews for Beamy. If you wish to contribute, please submit your review on the ITAM Review Marketplace.

Customer Reference 1: Bivwak! BNP Paribas

Bivwak! Is BNP Paribas Group's digital transformation hub, responsible for driving forward innovation. BNP Paribas is a global financial services organization based in Paris and one of the world's largest banks. Beamy provided Bivwak! with a proof-of-concept in 2020 in order to address the following SaaS Management challenges:

- Lack of visibility of tools and their adherence to company software policies
- No centralized SaaS Repository for the business, leading to increased compliance risk
- Lack of risk visibility – e.g. GDPR & Security
- Absence of a process for progressing application requests
- Disconnect between business application owners/users and governance processes

Since 2020, Beamy has delivered significant strategic and operational gains for Bivwak! In the following areas:

- Improved operational efficiency through centralization and removal of manual tasks
- Reduction in duplication and overlap of applications due to business units working in isolation
- SaaS Application Risk Management - identification and remediation of risky apps
- Improved employee experience due to easy access to existing tools, improved and optimized request process, and identification of SaaS applications from the SaaS catalog maintained in Beamy

Bivwak! Has made Beamy available to multiple stakeholders. Core stakeholders include IT, Risk, Security, and Procurement, who all use Beamy daily to manage the central portfolio, approve application requests, onboard new applications, and assist business units with ensuring their SaaS usage complies with guidelines. In addition to these core stakeholders, business units and end users use Beamy to research, select, and deploy SaaS tools using the SaaS catalog.

Bivwak! Finds Beamy customer support to be agile, responsive, and open to integrating their requirements into the tool. They see this relationship as critical to success, as they have been able to advise Beamy on how to adapt the tool to meet the governance and security standards which apply to the financial services industry. Whilst they feel there is still some way to go on meeting certain aspects of this regulatory environment, they are convinced that Beamy is on the right track. Financial Services naturally have complex compliance rules and risk management criteria, and Beamy has risen to the challenge by meeting these requirements wherever possible. This work with Bivwak! has improved the product for all Beamy customers.

Customer Reference 2: Decathlon

Decathlon is a global sporting goods retailer headquartered near Lille, France. It has over 2,000 stores worldwide and over 105,000 staff.

Decathlon selected Beamy following a 6-month RFP comparing 6 key players in the SaaS Management space. Beamy won because of a close match to Decathlon's enterprise-scale needs. Specifically, they cite that Beamy can manage large and complex groups across multiple countries and business entities. They also noted that the platform and workflow can be customized according to their governance requirements, particularly with regard to security.

The value Decathlon receive from Beamy includes:

- SaaS Monitoring – an always-on detection of shadow IT across the estate
- SaaS application onboarding – detection of new applications and use of workflows to trigger collaborative actions across stakeholders
- Development and deployment of a catalog of authorized/unauthorized applications
- Identification of applications with increased usage, compliance, or security factors
- Integration of their governance processes with Beamy workflows

Taken together, they summarise the benefits as follows:

- Gain efficiency in the Operational Model by centralizing trustworthy data and removal of manual tasks
- Risk Management - 50% of Shadow IT put under control after 1 year
- Improved employee experience through the deployment of a SaaS catalog

At Decathlon, the key users of the Beamy solution are the SaaS Manager, who is a member of the CISO team, the Procurement team, Business Owners, and End Users. This endorses Beamy's approach to democratizing SaaS Governance – the entire Decathlon business is regularly using Beamy to meet their requirements around SaaS, from governance and operational activities to application research by end users and departments.

Decathlon reports that Beamy customer support is highly responsive to their needs and has made changes to the solution based directly on their requirements. They are always available, and the Customer Success team provides a personalized service. Due to this, they are confident that Beamy will address some areas for improvement, such as enhancing search in the Employee portal and better collaboration workflows.

Conclusion

Beamy takes a different approach to SaaS management than many other SaaS management platform (SMP) providers, focusing exclusively on serving large enterprises. Beamy's unique strength lies in its ability to adapt to international, complex and regulated environments. This results in extensive discovery and monitoring capabilities while highly customizable to meet specific industry requirements. Its European roots provide the flexibility to address the rigorous governance and risk management needs of its customers. These customers benefit from Beamy's expertise in data privacy and export regulatory environments, potentially giving them an advantage over SMPs from other territories.

They are to be commended for truly including all stakeholders, including end users, in governing SaaS at their organizations. They've created a governance tool – which could easily be seen as getting in the way of innovation – and used it to improve the employee experience. This has been achieved whilst still ensuring that SaaS risk is effectively managed. Furthermore, the tool also encourages mutually beneficial engagement between governance stakeholders and business unit technology specialists. This is increasingly important in modern organizational structures, resulting in a decentralization of IT and, therefore, IT management.

Beamy is well-equipped for growth and has developed a product suited to helping large organizations effectively govern their SaaS.

About ITAM Review Certifications

The ITAM Review develops and maintains community-sourced certifications for ITAM-related tools and services. Each certification consists of a survey, product review and two independent customer references. We welcome additional reviews of the product or service via The ITAM Review Marketplace.

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