

Superheroes of SaaS Management

How to become an agent of change in your organization and save the day.



Table of Contents

Introduction	3
What Makes a SaaS Superhero?	4
Not everyone can be one. Do you have what it takes?	
Change Agents in Action	7
Hear from 3 superheroes who have transformed their organization through SaaS.	
Suiting Up Checklist	10
Take these steps to start your hero's journey.	

INTRODUCTION

It's no secret that the landscape of SaaS is changing rapidly. Increasingly SaaS applications are coming into organizations through lines of business or individuals instead of through the gate of IT. This can pose problems. Not only is your organization probably spending more on SaaS than you think, those applications are also a potential security threat.

Just as the challenge of managing SaaS has accelerated over the past several years, we've seen a special type of IT professional emerge – the SaaS Superhero.

The SaaS Superhero can see into the future, embracing the transformational power of SaaS. They understand that applications need to drive business outcomes and that SaaS can be a powerful driver of innovation and business growth.

SaaS Superheroes are most importantly the agents of change in their organization, driving transformation and growth. They understand the strategic power of SaaS. They also balance that vision with the understanding that the rapid growth of SaaS also brings increased costs and risk.

SaaS Superheroes are progressive IT professionals who don't wait for problems to take over, they meet them head on.



What Makes a SaaS Superhero?

Every superhero has their own unique power — a signature feat of strength, giving them gusto for a final swing. A SaaS Superhero might be a master of subscription renewals or able to spot new SaaS as it enters your organization.

SaaS Superheroes come in many different forms. Like all superheroes though, they have a few qualities in common. There are a few defining characteristics of a SaaS Superhero.

IT continues to own less SaaS spend and manage less of the organization's applications, a 35% decrease in spend and 10% decrease in quantity compared to 2020

Z-Ray Vision

It all starts with developing your Z-Ray Vision. You can't ward off the villains that you don't know exist. There are a few ways to dial in on this new line of sight.

- Discover and monitor all of your usage and spend for SaaS applications
- Find every SaaS application in your organization, not just those purchased by IT
- Establish a central system of record to keep track of your findings
- See right through it — more than 30% of SaaS spend is not properly tagged as software
- See the unknown and get it right

Look for SaaS in your business units, **lines of business now own 65% of SaaS spend** — a 22% increase from last year

On average, most **organizations consistently underestimate how many SaaS applications they have** by two to three times



Exhibit Constant Vigilance

A SaaS Superhero must constantly keep a watchful eye over their city. How else would Superman show up so quickly?

- Monitor your organization for new entrants and potential threats
- Pay careful attention to duplicate subscriptions and Shadow IT
- Constant vigilance is key
 - Shadow IT represents only 7% of spend, but 37% of applications, representing a huge challenge for security, compliance and risk. Shadow IT spend doubled from last year.

*Every 30 days a typical company will see at least **10 new applications** enter its environment and **four applications** exit active use.*



*An average company with 1,000 employees **wastes \$1.5 million** on unused SaaS licenses*

Commitment to Good (for the organization)

SaaS Superheroes have a lot on their shoulders. They must protect the entire organization. These guiding factors keep you from being intimidated. Wonder Woman never shied away from protecting everyone.

Focus on helping your organization reach its goals

- Increase cost savings and efficiency by reducing redundant applications (if they serve the same function, cut out the waste)
- Up to 12% of all SaaS applications in a large organization are the result of duplicate purchases

Consolidate subscriptions and deprovision inactive users, keep your city safe over time

- 38% of all SaaS licenses have gone unused in a typical 30-day period

Take care of your fellow citizens

- Make sure that employees have access to the applications that will help them be productive
- Uncover Shadow IT to keep your team on the same page

Protect and Empower

Every SaaS Superhero must make a pledge to protect and empower their fellow citizens. They are the friendly neighborhood Spiderman in their organization. Consider these ideals when creating your oath.

Enable employees to find tools they need to work

- Show them compliant self-service SaaS, an application catalog, where employees can see approved SaaS tools and request what they need

Keep your team safe

- Reduce Shadow IT before it enters your organization by establishing proper intake/purchasing policies

Especially important as:

- According to Forrester, two-thirds (66%) of Gen Z and millennial information workers say autonomy in choosing the apps, services and devices they will use for work is a top priority

By 2023, 40% of workers will orchestrate their business application experience and capabilities like they do their music streaming experience

Source: Gartner

Know They Can't Do It Alone

Captain America always had a team and Iron Man is only Iron Man with his suit. All superheroes need the right tools and the right team to get the job done.

TOOLS

- SaaS Superheroes need a management platform to help make sense of all the data and drive action
- Superheroes have a big job. Most organizations have 650+ applications
- Rely on tools that can help charge up your Z-Ray Vision and translate what the data is telling you
- The best tools help accomplish the bigger vision while reducing the burden in the day-to-day

TEAM

- Enact change by creating the right relationships across the organization
- Align with C-level on business goals and how they can help achieve success
- Forge relationships with business units and individuals who may purchase SaaS
- Alignment with tech executives, your CIO, and other leadership

Guide for the Unknown

Most superheroes don't start out being great. They need a guiding force, a source of truth, and a mentor to show them how to fight their enemies. Like all heroes, SaaS Superheroes need to know when it's time to embark on a new journey and ask for direction.

- Know there is a problem (or at least room to improve) with your SaaS portfolio
- Find an expert in the field and who has your back in battle
- Choose a guide who does both — Zylo is the tool you need and the mentor to point the way



Agents of Change

Like Peter Parker, SaaS Superheroes appear to look just like us. In reality, SaaS Superheroes all began as agents of change in their organizations. Agents of change have one thing in common; they all see a need in their organization and take the lead. Taking that first step is no small task, which is why seeing some examples of those who came before you is exactly what you need to begin. Here are the stories of how Carta, Genesys, and Moz (all Zylo customers) became SaaS Superheroes.

CARTA

Like the Avengers, Carta was able to bring their entire team to victory. Carta led by addressing their procurement, discovery, and governance.

A new kind of procurement and discovery

Carta's procurement team started by evaluating their primary video conferencing application instances, using a direct integration to Zylo. What they found immediately set them on a SaaS superhero path. They uncovered that roughly 25% of the licenses purchased had not been provisioned to users. Another 14% of the application's users had premium features but never used them. Carta was able to downgrade their accounts with no loss of used features.

"Before, you had an idea what was being underused, but you didn't have good, actionable data. Zylo enabled us to prioritize our optimization opportunities."

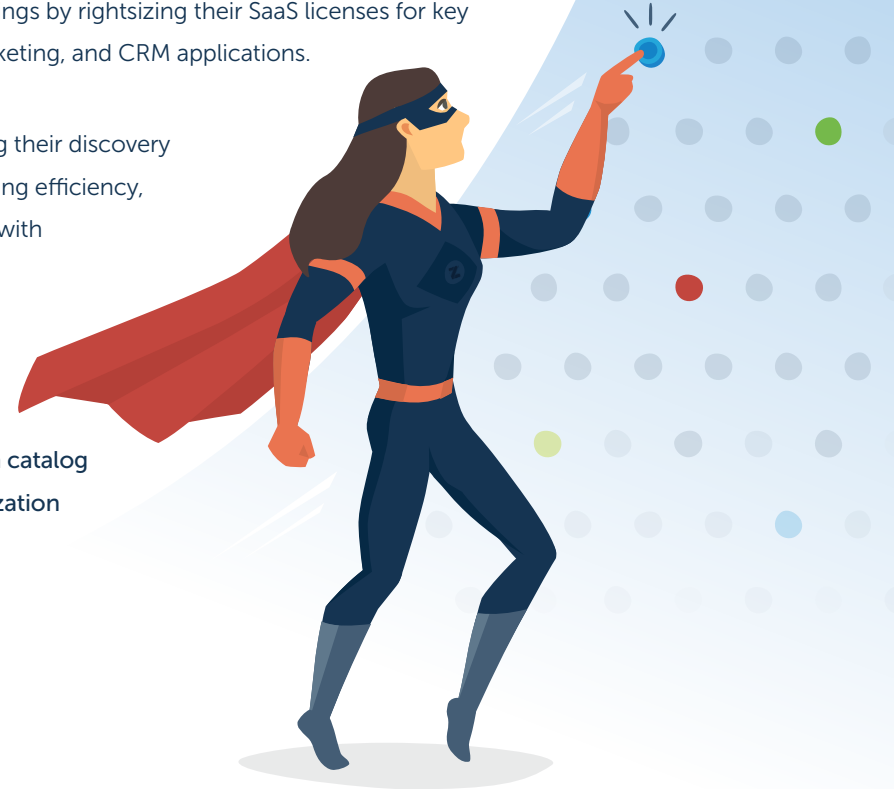
- Hugh Drinkwater, Head of Procurement, Carta

Within weeks of deploying Zylo, Carta's purchasing team identified more than 200 unique SaaS applications throughout the business. Carta identified more than \$50,000 in savings by rightsizing their SaaS licenses for key video conferencing, IT ticketing, and CRM applications.

Thoroughly understanding their discovery improved Carta's purchasing efficiency, security, and compliance with revamped SaaS discovery.

KEY TAKEAWAY

Having an easy to use system like an application catalog allows your entire organization to function as a team.



GENESYS

Genesys needed the power of insights to become a true SaaS Superhero. When they were able to see and then manage their SaaS portfolio, they saved money and rightsized for their needs.

The power of insights

Genesys saw that they needed Zylo to measure utilization. They hoped to find a complete picture of what worked and how to save money. Zylo gave them the Z-Ray Vision they needed. They consolidated licenses for more than 10 SaaS applications in the first six months. This aligns with other organizations as well; according to Zylo data, up to 12% of all SaaS applications in a large organization are the result of duplicate purchases.

“Zylo gives us that visibility so we have a much more controlled environment...

These are hidden problems that I think every company has. Zylo is exposing the things that people need to know about.”

- Pranab Sinha, CIO, Genesys

Genesys was able to save money on its CRM by finding and reassigning licenses that were underutilized. They also stepped into their role as a SaaS Superhero by cutting off silent hemorrhages like extra test and admin accounts.

At the end of the day, Zylo allowed Genesys to see what IT needed in terms of security and what the rest of the company needed on an enterprise level. Zylo was their super power to deliver both.

KEY TAKEAWAY

Insights are a SaaS superhero's first line of defense. They allow you to truly see SaaS utilization and prevent disasters before they occur.



MOZ

Moz was able to take on Zylo as their super suit. When they stepped in to fight new challenges, Zylo worked with them and rose to the occasion.

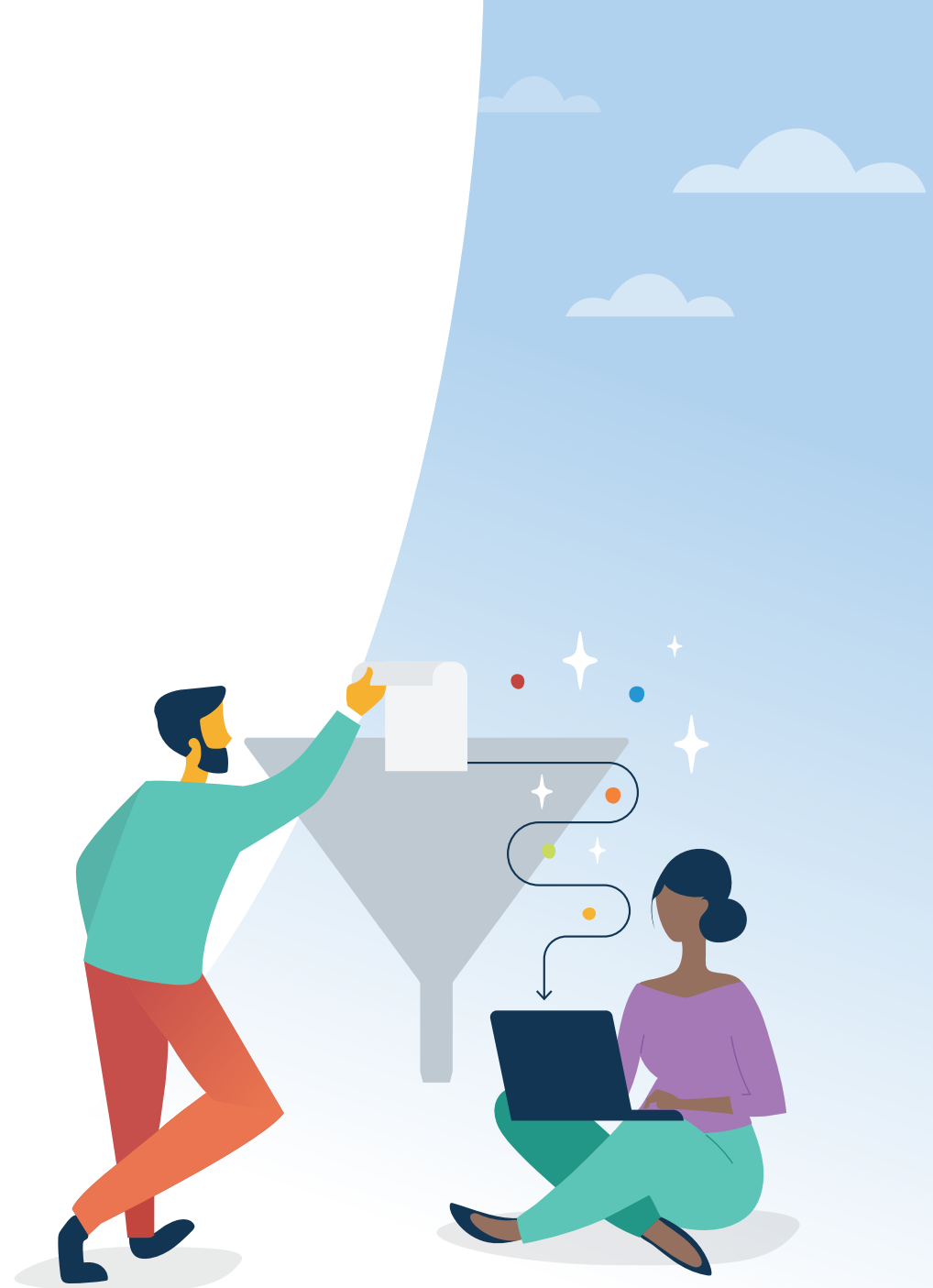
The arena of acquisitions

When Moz acquired another tech company, they faced the well-known problem of integrating two varied technology stacks. With Zylo's Discovery Engine, they identified and categorized applications on both ends by downloading data from the new team's ERP, providing a full and accurate accounting of every tool the new team used. Moz then prioritized which tools needed to be merged, decommissioned, or left as-is — laying the groundwork for an efficient merger.

Moz was also able to manage SaaS applications from a single system of record. When it came time for contract negotiations and strategic decisions, they were able to leverage their usage insight. Empirical data kept Moz in control of the conversation with their SaaS vendors.

KEY TAKEAWAY

When your organization is growing quickly, you need tools that move with you.



How to suit up: a checklist

Now you know what makes a SaaS Superhero stand above the rest and the path others took to get there. The next step of your training is to simply begin. Start with this checklist to step into your role as a SaaS Superhero.

✔ Start with a solid foundation

All SaaS Superheroes have to start with what they know. Make sure you are assessing your SaaS strategy through a single system of record, like Zylo. That source of truth needs to have complete visibility into your application portfolio. When you start with a proper foundation and build off of that, it will keep your data organized and strategies clear. When you have a solid systems foundation, you can also work with other parts of your organization to align on optimization of opportunities, partnering with business units, and establishing new policies and governance.

✔ Stop guessing, start knowing

To be a SaaS Superhero, you need to be certain you are seeing everything clearly. Z-Ray Vision allows you to see what is really there. It's only through discovery that you can leverage utilization to understand, rationalize, and optimize your SaaS portfolio. When you can know what your SaaS environment looks like, you can make active changes in your organization.

✔ Stay ahead

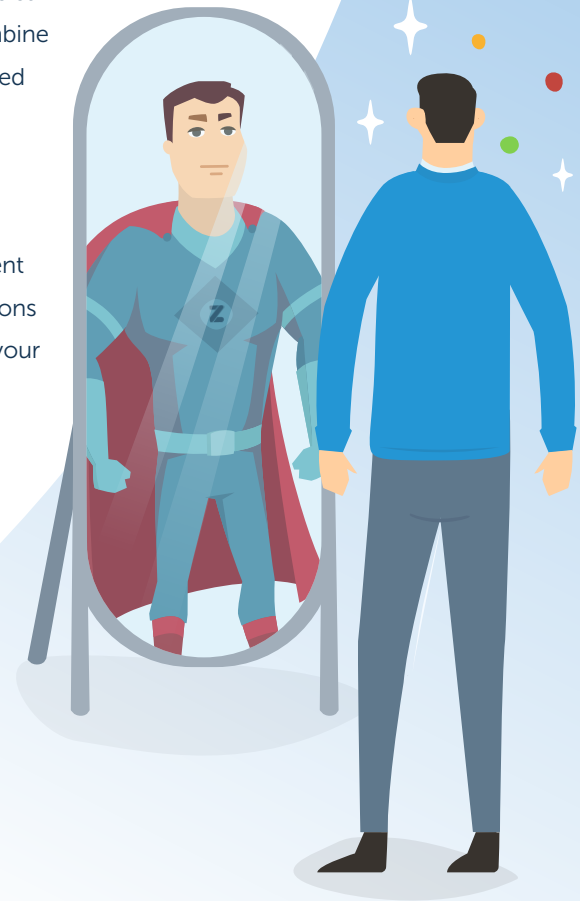
SaaS Superheroes move beyond data into action. Take a proactive approach when it comes to your data. Establish consistent policies for software intake and application vetting. When you can combine that with using data to drive proactive cost savings, you are suited up to win.

✔ Keep IT simple

Make it easy for your team to follow in your footsteps as an agent of change. The best way to help them is by identifying applications that aren't behind SSO yet. Make a roadmap to better manage your security. Enable your teams to find and use the tools they need with self-service SaaS, creating a catalog of vetted apps.

✔ Know you can't do it alone

The strongest heroes are those that aren't afraid to ask for help. It's time to find your guide and become a SaaS Superhero.



It's time to find your guide

SaaS will only continue to grow and influence your organization, so organize and set up your team to win.

[Schedule a time](#) to talk with one of our SaaS experts and see where your organization can improve.

Get insights to:

- Shadow IT
- SaaS spend
- Unused licenses
- Duplicate applications
- Strategic SaaS procurement

About Zylo

Zylo helps SaaS Superheroes control SaaS-based risks and costs while providing their team with easy access to the SaaS applications that make them powerful. With proven expertise and the largest collection of data on SaaS inventory, utilization, and optimization, Zylo continues to innovate and lead SaaS Management thanks to our customer-obsessed team.

