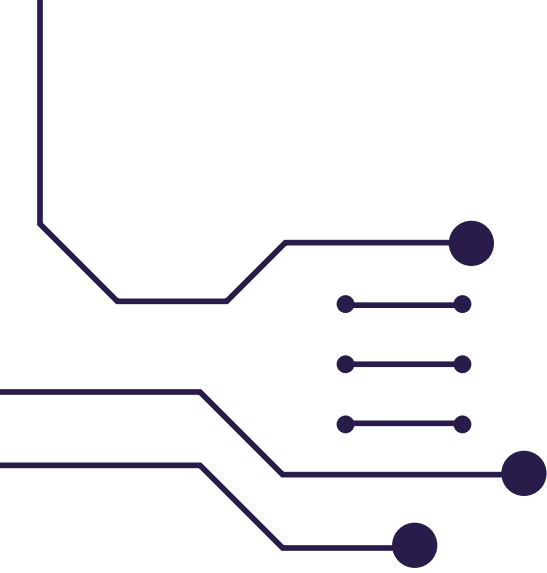




Track

# The IT Guide to Your Company's SaaS Landscape



## We get it.

Your SaaS is getting out of control.

When this happens, it can be hard to pinpoint where to start to put yourself back into the driver's seat and in control of your company's SaaS. If you've been experiencing some bottlenecks that coincide with your tech stack, we're here to help direct you to the right solution and get your arms back around your SaaS landscape.

### What is a SaaS landscape?

*A SaaS landscape is the internal tech stack at an organization that includes all SaaS-related tools that employees use to do daily tasks and add value to the company.*

As an IT leader at a growing business, your role is at the center of growth and scale, and your colleagues look to you to solve that problem with software as fast and effectively as possible.

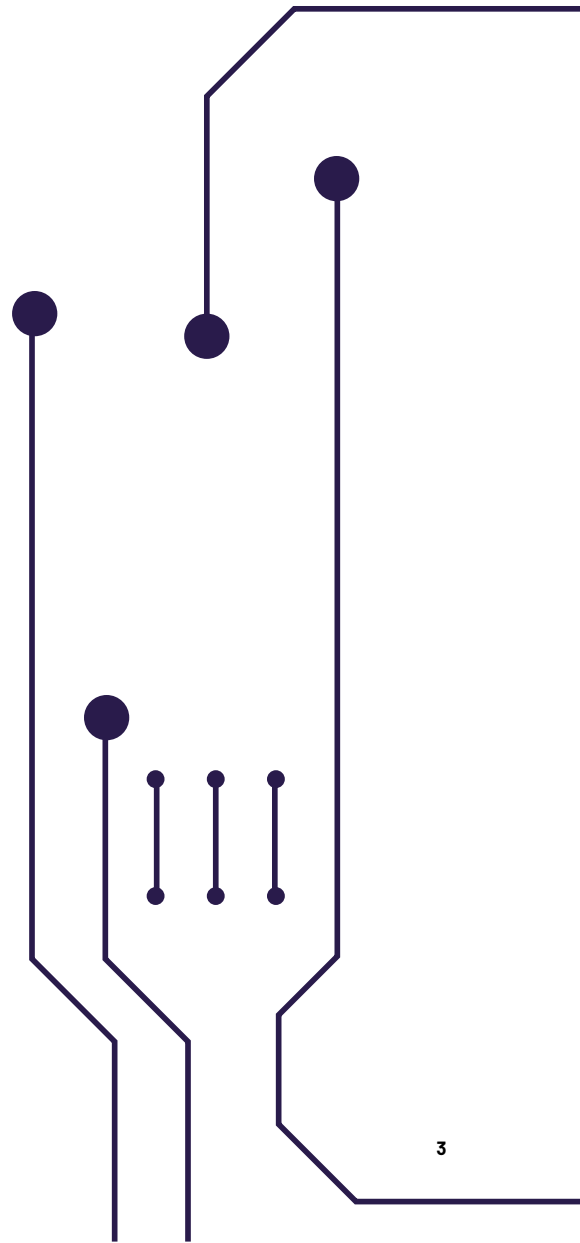


## 4 things an IT leader **needs control** of within a SaaS landscape

IT leaders who work within growing organizations tend to face specific problems related to tracking and understanding the company's SaaS landscape.

If you're embarking on a new journey to get more in tune with your company's software, make sure you take these four potential roadblocks that an IT leader may face into consideration as you try to grow and scale your SaaS landscape.

- Complete insight into the scope of the company's SaaS
- A handle on shadow IT
- Visibility into software preferences and utilization
- An understanding of when licenses renew or expire



## 1. Complete *insight into the scope* of the company's SaaS

In order to grow and scale a company's SaaS landscape, IT professionals need to have a comprehensive understanding of the ins and outs of the tools within their stack.

Without this insight, the IT department can never be sure employees are operating at an efficient level. Additionally, software solutions with functionality overlap can not only drain a company's budget, but also make it harder for employees across departments to collaborate on projects and assignments. This makes it less likely that they'll hit the objectives they've signed up for.

### SOLUTION:

*Learning what is actually in your SaaS stack is the first step to equipping yourself with the information you need to outline the next steps in your strategy. Having this information collated in one place, dynamically and in sync with your financial, accounting, and **SSO systems** is critical to arming yourself for success.*

## 2. A handle on *shadow IT*

Any IT professional will tell you that one of the hardest parts of SaaS management and handling an organization's SaaS landscape is trying to minimize **shadow IT**.

Shadow IT refers to the SaaS systems that are being used and managed without the knowledge of the IT department. This usually occurs when both the organization and the employees have purchased a software license, causing the company to pay for it twice.

Many risks can come with shadow IT being prevalent in an

organization. For example, the more instances of shadow IT, the more likely that a **data breach** or a loss of data will occur because so many shadow IT applications have features for file sharing, file storage, and collaboration. Putting a company at risk of sensitive data leaks is something every IT leader wants to avoid.

There's also a risk that employees will encounter roadblocks in collaboration. When each department is using a different SaaS tool for the same general task, it can be frustrating and next to impossible to collaborate effectively.

# 79%

*of employees said the biggest threat of introducing new technologies without IT's approval is **risking the security of the company.***

Source: [\(G2 Track\)](#)

And let's not forget about the wasted budget spend that shadow IT can cause. If multiple departments within an organization are purchasing duplicate software solutions without IT knowing, this could potentially lead to a significant loss in a business' budget.

### SOLUTION:

*Eliminating shadow IT will quickly reduce a company's risk for overspending or data breaches. Having a holistic understanding of what employees are actually using to get their jobs done is needed to fully grasp your SaaS landscape.*

### 3. Visibility into software preferences and utilization

Another potential concern the IT team could be facing is a lack of visibility into the [utilization and provisioning of the software](#) within the organization's landscape. An IT leader needs to be able to track various employee data and information in order to justify software spend. While it's always a goal to trim down the software budget as much as possible, this could turn into an extremely difficult task without a clear process in place or data at hand to back up important decisions.

Likewise, understanding employee preferences for which software they like and which they don't is hard to access when company leaders from multiple functions have conflicting viewpoints about what tools work best.

Without this data at the fingertips of the IT department, they'll likely feel out of touch with the company's overall needs and are more likely to make ill-informed software decisions.

#### SOLUTION:

*IT leaders need access to both employee sentiment data and license utilization data easily accessible to inform their overall software strategy.*

[Employee sentiment data](#) enables company leaders to design technology experiences that precisely meet the needs of their teams, complement how they work, and enhance productivity.

*It's not worth investing in certain tools if employees aren't taking full advantage of them, or if no one likes using them, especially if another application can do the same job, but better. Having immediate access to current and accurate data supports an unbiased, data-driven assessment of what fits and what doesn't for the long term.*

### 4. An understanding of when licenses renew or expire

No matter how big or small a company's SaaS landscape, IT leaders should have a complete understanding of when licenses are expiring and when they're renewing.

If a widely-used tool's license was about to expire, employees would panic and scramble to get their work done because the application would have disappeared from a company's SaaS landscape.

It's on the shoulders of IT to revisit the vendor and sign a new [software contract](#) or implementation to put things back on track.

On the other hand, if a SaaS application does renew, and no employees are using it, this results in wasted spend, which could have been avoided if communication between departments and software owners were more transparent.

#### SOLUTION:

*IT leaders need to uncover license renewal dates and when SaaS contracts expire so that they can better distribute budget ownership across departments, while also being able to consolidate all contract information in one place.*



# How G2 Track coaches IT to **more confidently manage** their SaaS

When it comes to a SaaS system of record, look no further than G2 Track. It's the go-to tool for IT leaders to solve all of the above problems. As your SaaS coach, it provides IT professionals like you with the insights needed to make the decisions required to rightsize the SaaS landscape within their organization.

## Let's break down some of the solutions G2 Track offers.

For starters, G2 Track provides IT leaders like you with a comprehensive understanding of an organization's software footprint, putting data front and center that explains a breakdown of the SaaS that each department, and each employee, is actually using.

This makes it possible for the IT leader to advise business partners and C-suite executives on the SaaS landscape needs of the organization as a whole. Having this understanding of what tools employees are using is the key to understanding what SaaS applications to invest in, giving sense to an open dialogue around company spend.

G2 Track also ensures that no tool ever expires or renews without the IT leader and contract owner knowing well in advance, meaning SaaS intelligence is more easily accessible and more streamlined than ever before.



# A panoramic view of your SaaS landscape awaits.

When you understand the ins and outs of your company's SaaS landscape, it's possible to get started on all SaaS management endeavors.

Let G2 Track coach you on how to make better software decisions with a comprehensive view into employee data, software contracts, SaaS spend, and more.

[Sign up for a demo](#) today.