

WHO WILL

SAVE

YOUR

SaaS?



RAPID CHANGE

ACCORDING TO IDC, THE SaaS MARKET IS POISED TO SURPASS

\$112.8B BY 2019¹

SaaS DELIVERY WILL GROW

5X

FASTER THAN TRADITIONAL SOFTWARE DELIVERY²

SaaS REVENUE IS EXPECTED TO CONTINUE TO GROW

20-30% ANNUALLY¹

HEAVY COMPETITION

TOP 6 = 15%

SaaS IS A VERY FRAGMENTED MARKET, WITH THE TOP 6 SaaS PROVIDERS ACCOUNTING FOR ONLY 15% OF GLOBAL REVENUE.²

TOP 25 SaaS Co INVEST 9% MORE IN CUST. SUCCESS

ON AVERAGE, THE TOP 25% OF SaaS COMPANIES INVEST 9% MORE IN CLIENT SUCCESS COMPARED TO THEIR COMPETITION³

SERIOUS COMPLAINTS

26% OF USERS RATING THEIR HEALTHCARE SaaS COMPLAINED ABOUT PERFORMANCE, AND

23% COMPLAINED ABOUT CLIENT & TECH SUPPORT⁴

NEARLY 50% OF USER COMPLAINTS ARE CENTERED AROUND USERS' DAY-TO-DAY EXPERIENCE⁴

HIGH CHURN

ACQUIRING NEW CLIENTS IS

\$\$\$ 4X MORE EXPENSIVE THAN UPSELLING EXISTING CLIENTS⁵

30% OF SaaS PROVIDERS SAW AN INCREASE IN ANNUALIZED REVENUE CHURN IN 2015, WHILE 34% KEPT CHURN THE SAME.⁶

Tectonic shifts are happening in your industry. Can you be your client's superhero in this changing world?

1 SaaS Market Size Forecast, Ironpaper, July 2016
2 How Many SaaS Companies are there globally?, Quora, Dave Guggenheim, June 2016
3 Grow fast or die slow, McKinsey & Company, Allen Miller, Ben Vonwiller, and Peter Weed, October 2016
4 ViaWest internal review of softwareadvice.com, March 2017
5 2015 Pacific Crest SaaS Survey, David Skok, 2015
6 2016 SaaS Metrics Report, Totango, Feb 2016