



Streamline Your Spending

An Essential Guide to
SaaS Management

Introduction

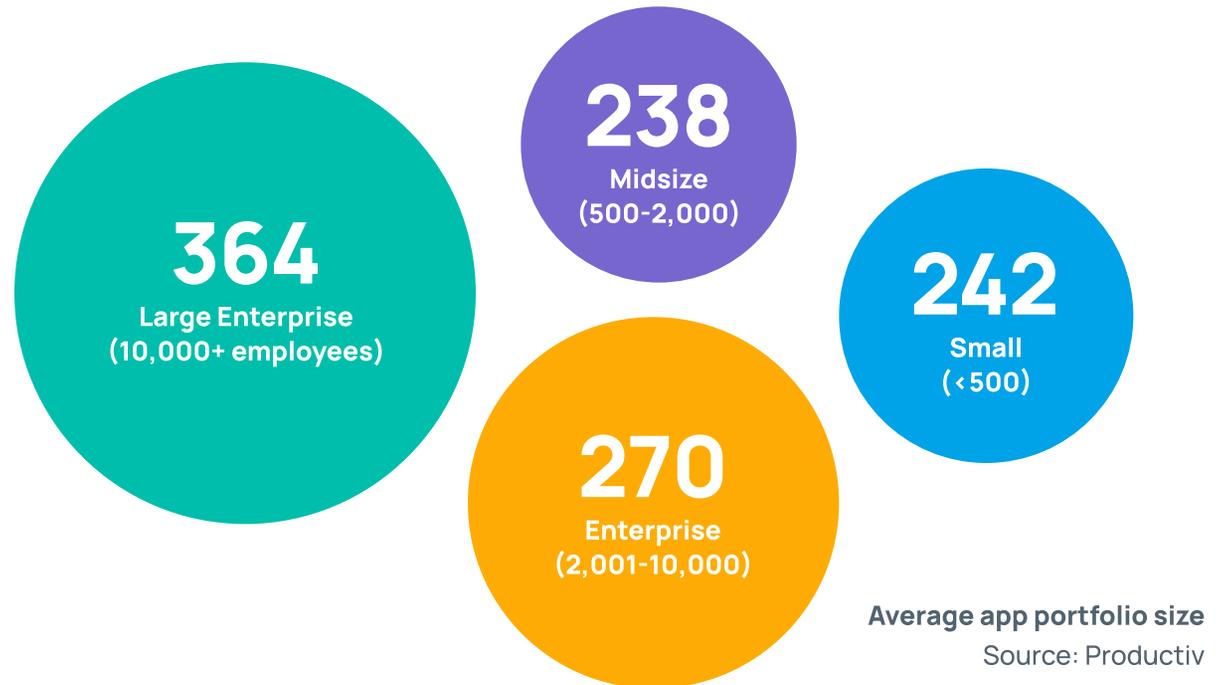
As remote and hybrid work continue to reign supreme, the adoption of digital technologies has continued to climb at record-breaking levels.

When they're implemented thoughtfully, those various SaaS tools can give major boosts to productivity and collaboration, but if you aren't mindful, spending can easily snowball out of control.

Most departments now use 40 to 60 tools each, with over **250 apps used company-wide**. This avalanche of technology tools can be overwhelming for workers, but perhaps even more pressing—it can be a major expense for employers.

With the current state of tech, many companies are finding ways to tighten their belts and do more with less. And one of the best ways to cut costs is to optimize SaaS spend.

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The importance of SaaS spend management

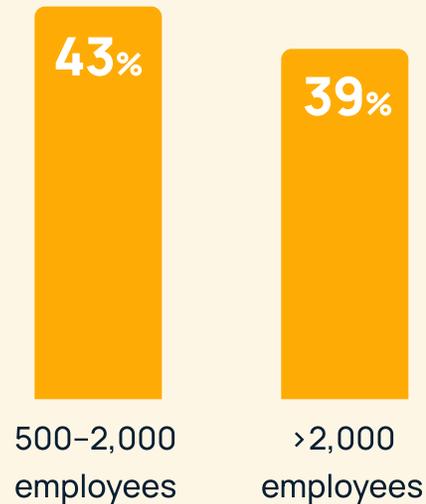
There's nothing wrong with using a lot of technology. In fact, having the right tools and resources can empower your team to be more efficient, organized, and collaborative—all while being less stressed.

But, in today's digital workplace, it's easy to lose track of what apps and platforms your team is actually using (and how much you're spending on them).

Compared to the massive layoffs currently dominating the news, saving money by optimizing your tech stack may seem like small potatoes. But in reality, wasted and underutilized SaaS costs companies an estimated **\$7M to \$40M** a year.

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Less than half of app licenses are used on a regular bases



Source: Productiv

The problems you can run into without SaaS management



Spending isn't tied to ROI

Without tracking spend and usage across apps, teams can't map investments to results.



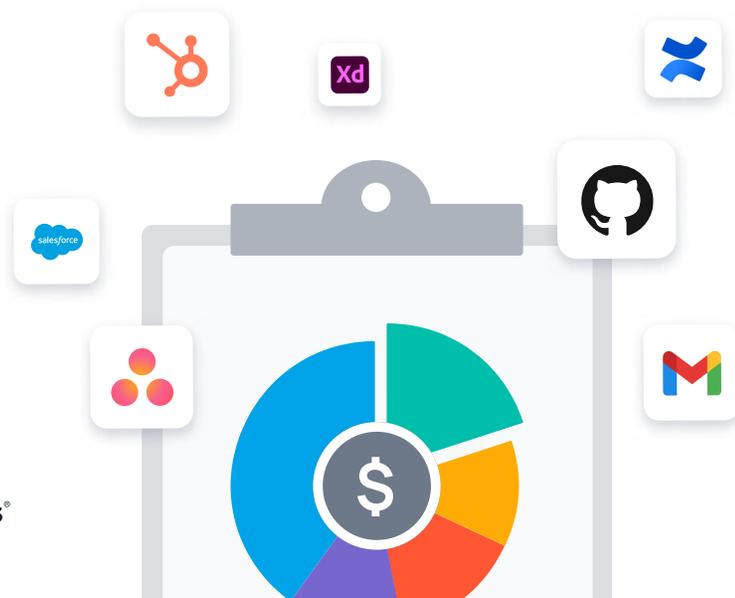
Seats are tracked – not usage

Teams waste money on unused licenses that could be better allocated to top tools.



The wrong apps are introduced

From redundant to dangerous, apps introduced without vetting pose problems for teams.



To avoid these all-too-common problems, it's important to understand what you're investing in and how you can make the most of every single tool – and every single dollar.

In this guide, we'll cover some actionable steps you can take to track SaaS spend, optimize your tech stack, and reduce unnecessary cost.

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Part 1

**Auditing Your
Tech Stack**

By taking the time to audit your tech stack, you'll gain a better understanding of usage.



Here are a few reasons it's helpful:



You can compare how often tools are being used to how much you're spending on them to determine if subscriptions should be renewed.



You can identify unnecessary software overlap, so you don't pay for several tools that do the same job.



You can adjust the number of licenses you pay for (or the pricing tier you're in) depending on teams' software usage.



You can discover the data you need to make smart decisions about your SaaS budget planning – both today and on an ongoing basis.



How to audit your tech stack manually

How can you figure out which tools are worth investing in and which ones should hit the chopping block?

When you want to figure out how to optimize SaaS spend, the best place to start is with an audit of your current tools. Your goal is to understand all of the software you're currently paying for, as well as how it's being used. We've provided a few quick steps to follow.

STEP 1

Create a spreadsheet

First things first, you need a place to organize and store all of the relevant information you find, so you can reference it later. Keep it simple by creating a spreadsheet with the following columns:

Tool: Name of the tool

Cost: How much you're paying

Billing terms: Whether you're paying monthly, annually, per user, etc.

Paid through: How long you can keep using the tool from your last payment

Who uses it: What specific departments or team members use the tool

Need: What need this tool fulfills within your organization

Last used: When the tool was last used or accessed



	A	B	C	D	E	F
1	Tool	Cost	Billing terms	Paid through	Who uses it	Need
2		<input type="text"/>				
3		<input type="text"/>				
4		<input type="text"/>				
5		<input type="text"/>				
6		<input type="text"/>				
7		<input type="text"/>				

You may also want to include payment type (CC, wire), renewal date, contact/owner. As you identify all of the software your team is using, you can list it in your spreadsheet along with all of the relevant information you'll want to be able to reference later.

STEP 2

Plot your software tools

Now you need to find all the tools you're currently paying for (yes, every single last one) and plot them on your spreadsheet. If you're worried about missing some, take a look at your expense statements to see any software that's listed there.

STEP 3

Solicit feedback

With your spreadsheet filled out, you might immediately see some tools you're paying for that are completely forgotten. But before you start deactivating accounts, it's important to collect feedback.

You shouldn't make these decisions alone, particularly since you won't have insight into how every tool is being used. For example, one team might not have touched a tool in months, but that's because they only need to use it at certain points in the year.

STEP 4

Address unmet needs

Auditing your tech stack isn't only about determining what tools need to go—you should also figure out if there are any others you need to bring on.

As you connect with team members for feedback, ask if any current or future needs aren't being met with your existing technology solutions.

When 91% of employees admit they're frustrated by inadequate workplace technology, this is your chance to build and refine a tech stack that best serves your team.

91% of employees admit they're frustrated by inadequate workplace technology





How to audit your tech stack with SaaS management tools

If you want the easiest, least manual way to keep track of your SaaS, then you should invest in a SaaS Spend Management Tool.

Today, most companies manage SaaS spend with the help of software. SaaS spend management tools give you centralized visibility into your different SaaS subscriptions' utilization company-wide, all in one easy-to-access panel.

Why is SaaS spend management so crucial?



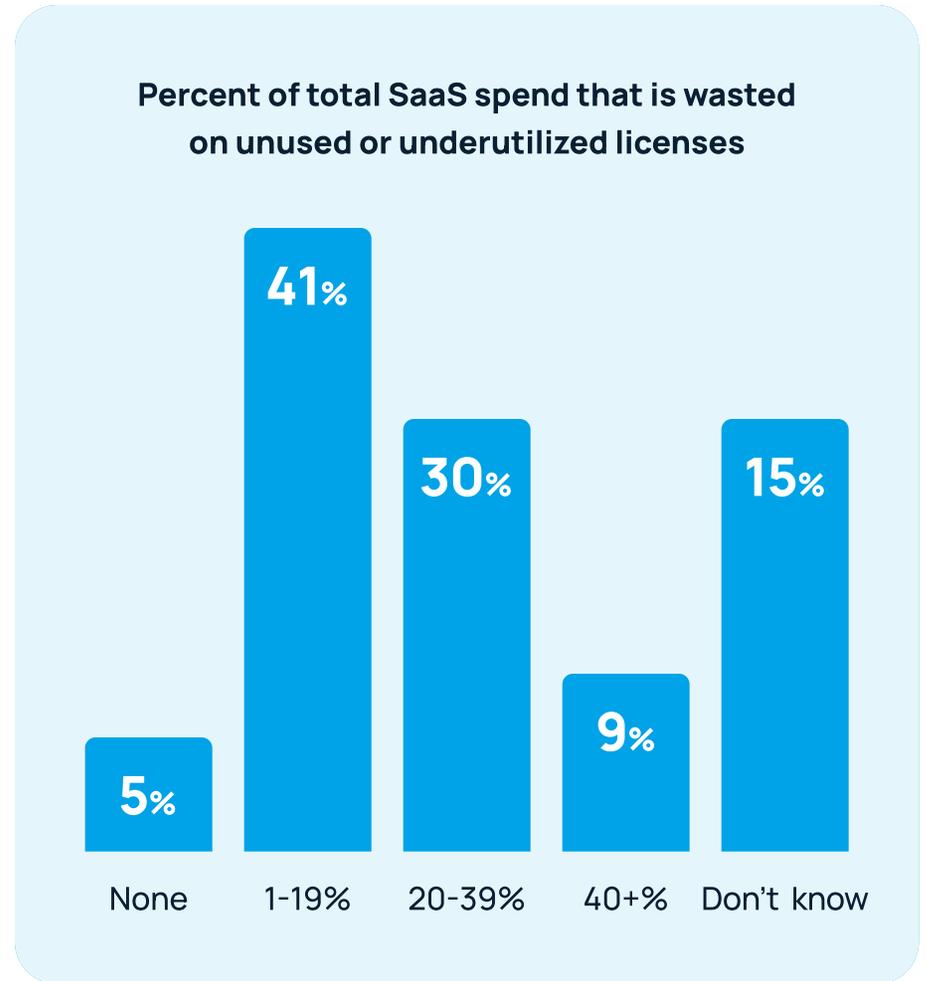
59% of tech leaders say the lack of visibility is a significant pain point in managing SaaS.



57% of tech leaders say they rely on reports given by SaaS vendors to determine employee engagement within each software



25% of IT teams say they spend the majority of their time managing third-party vendors and business solutions.



Source: BetterCloud

STEP 1

Get set up with GoLinks

With GoLinks, you can cover two areas with one platform – SaaS management and knowledge management.

GoLinks (that's us!) is an intuitive link manager that makes it easy for teams to manage and share information across platforms. It lets you turn any URL into a customized short link that's easy to find, remember, and share.

For example, a long Google Docs link like this:

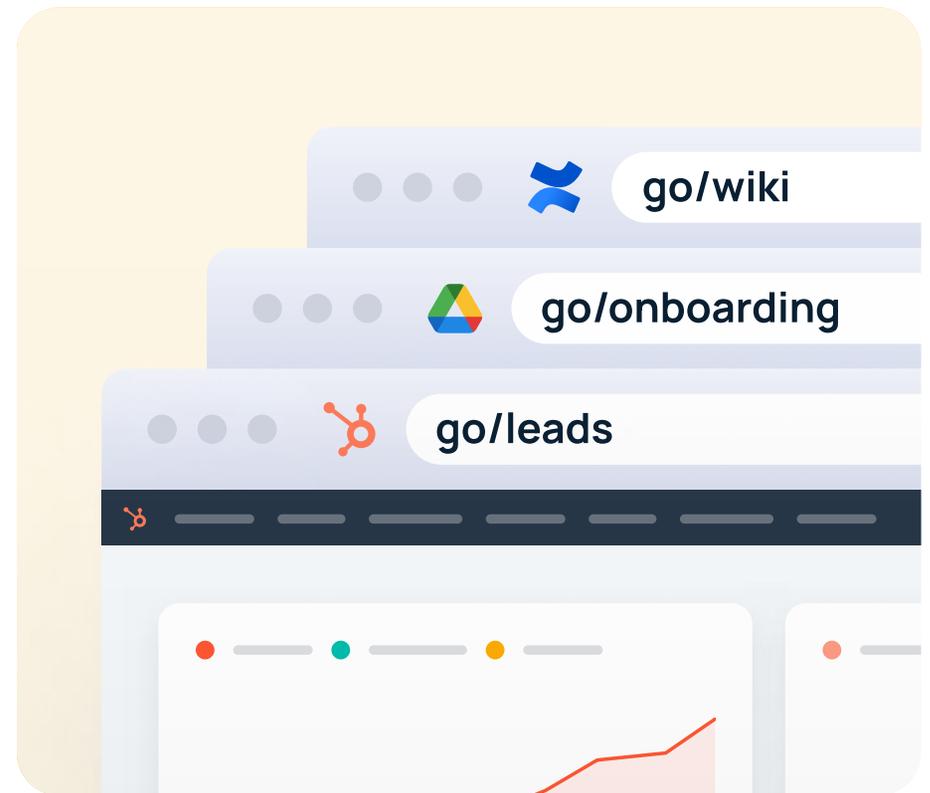


<https://docs.google.com/presentation/d/1yVcZihiSh...>

Can become a short, memorable link like this:



[go/presentation](https://go.links/presentation)



How does GoLinks help with SaaS management?

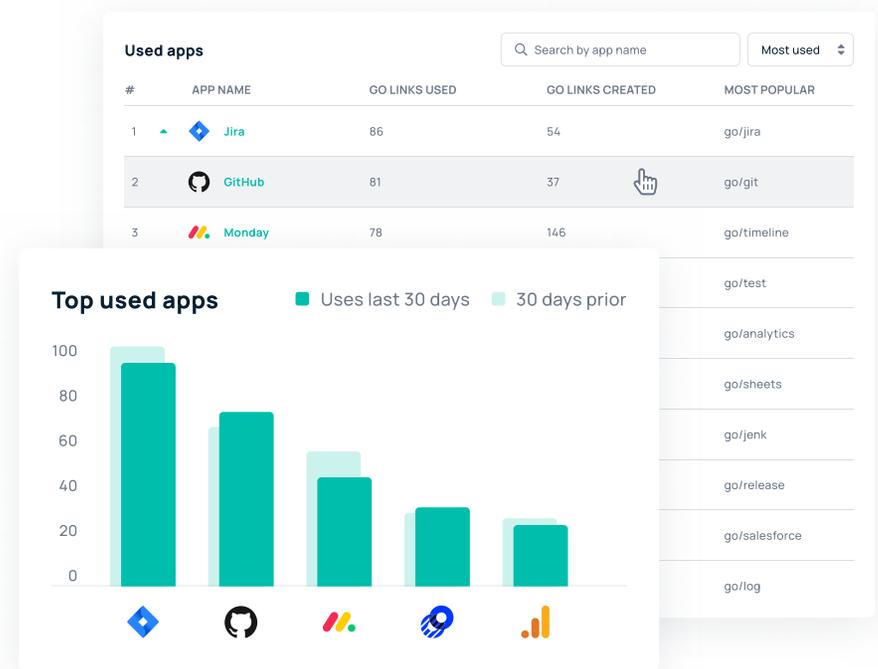
This tool gives admins visibility into teams' app usage, allowing you to see which tools make the most impact and which are underutilized. After your company gets up and running with GoLinks, you can easily explore employee app usage in your [GoLinks analytics](#).

STEP 2

Track top used apps

As a GoLinks admin, you can see your company's top-used apps. This will show you how often each app has been used in the last 30 days. You can also sort apps by most used, least used, etc.

Make sure to note any apps that aren't frequently used. If an app isn't used company-wide, that doesn't mean it should be immediately cut from your tech stack – some tools are frequently used on a departmental level, but aren't as useful to other teams.



STEP 3

Track app usage by department

When GoLinks is used by your whole company, you have the ability to explore app usage by role within your GoLinks analytics. This lets you further break down app usage by team.

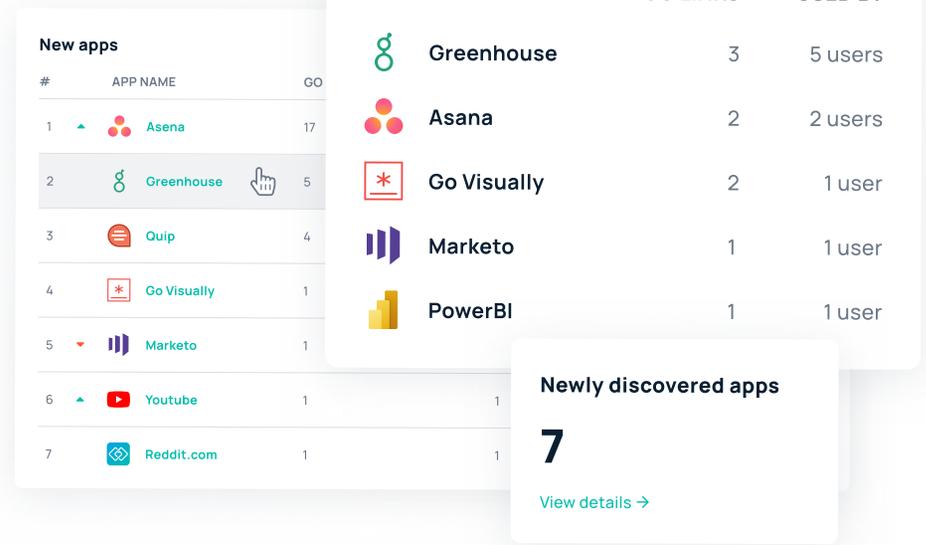
When you explore app usage by role, you may realize, for example, that an app is still frequently used by the sales team, even if it's less popular company-wide. And that makes sense: most sales and marketing teams don't need a coding platform, nor do they have reason to frequent one.



STEP 4

Track new apps

You can also use the analytics page to discover apps that have been added to your tech stack. Teams and individual employees will often branch out to new tools without prior approval, leading to siloed information and software overlap. By catching these tools early on, you can keep your tech stack streamlined and your SaaS spend under control.



Underutilized SaaS costs companies up to \$40M a year

Source: BetterCloud

Part 2

Reducing SaaS Spend

Armed with the new information from your audit, you're ready to make some hard decisions for better control of your SaaS spend. But what tactics can you implement to control your software expenses? Here are a few tips.



STEP 1

Eliminate any unused tools

The first strategy is the easiest: get rid of any tools that aren't actively being used. You might be surprised by how many immediately fall into this category. Research shows that **less than half of employees** are regularly using the tools that are available to them.

Maybe some tools were rolled out for specific projects six months ago but are no longer needed on a regular basis. Or perhaps you're still paying for a tool that has since been replaced by something better. Those are ones you can easily slash.

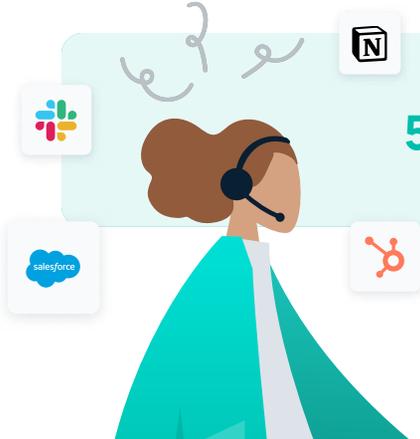
STEP 2

Understand all the features of current tools

Your team might have such a huge array of tools because they lack familiarity with the full capabilities and feature sets of the ones they're using.

For any tools you keep, make sure that you watch demos and tutorials, participate in trainings, and read best practices to get in-depth knowledge of everything that it can do.

That'll help you identify any overlap between tools (more on that next!) and eliminate the ones that aren't needed.



59% of IT professionals find SaaS sprawl challenging to manage

Source: BetterCloud

STEP 3

Remove any redundant tools

Technology tools are becoming more and more comprehensive, which means you're bound to spot some redundancies between the various tools you're paying for.

For example, are you paying for a time tracker but realize that your project management agency software already has one built in? Now you know you can easily eliminate the time tracker and get that same functionality elsewhere.

STEP 4

Step down to a lower permissions level

Some software solutions and tools price based on the number of users, which is why figuring out who's using what during your audit is helpful.

You might be paying for 50+ user licenses but realize that only ten people on your team need to use that tool. Check to see if you can step down to a different plan or permissions level and save some money.

STEP 5

Change your billing terms

If there's a tool that you intend to keep using, it's worth checking out the billing terms to see if you can reduce your costs that way.

Many platforms offer a discount for paying annually instead of monthly. And, if you're confident the software is something your team will continue using for the long haul, paying the larger chunk upfront can reduce your expenses without eliminating the tool.

41% of organizations say that up to 19% of their SaaS spend is unused or underutilized licenses

Source: BetterCloud





Gain the visibility you need to manage your SaaS spend

golinks.com →

