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SaaS Services Playbook

2020 Edition

AUGMENTT TECHNOLOGY

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2020 MSP Outlook

These are unprecedented times.

Overnight we've seen a shift from IT supporting growth & business agility to a sole focus on business continuity. I expect that very soon there will be a knock on every IT exec's door asking for justification for major projects and a need to cut at least 10% of expenses.

That's where you come in. We are still seeing an explosion in departmental spend on SaaS applications and with Augmentt we believe you are perfectly positioned to help eliminate SaaS spend & risk.

As they say, necessity is the mother of invention and in these trying times the most successful MSPs will reinvent themselves and come out stronger for it.

Hang in there. We'll weather this storm together.

Derik Belair
Co-founder and CEO
Augmentt

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Table of Contents

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State of the SaaS

SaaS is eating the world

Public cloud has been the biggest technology disruptor in the past 10 years. Artificial Intelligence Internet of Things might be coming but the near future is still about SaaS.

Nearly every department at every company is able to replace all on-prem software with a SaaS. Microsoft has made the transition and most of the enterprise software companies like IBM & Oracle are in the process.

Yet while SaaS is easy to use and even easier to purchase there's still some huge challenges... and top MSPs are building massive services revenue around SaaS management.
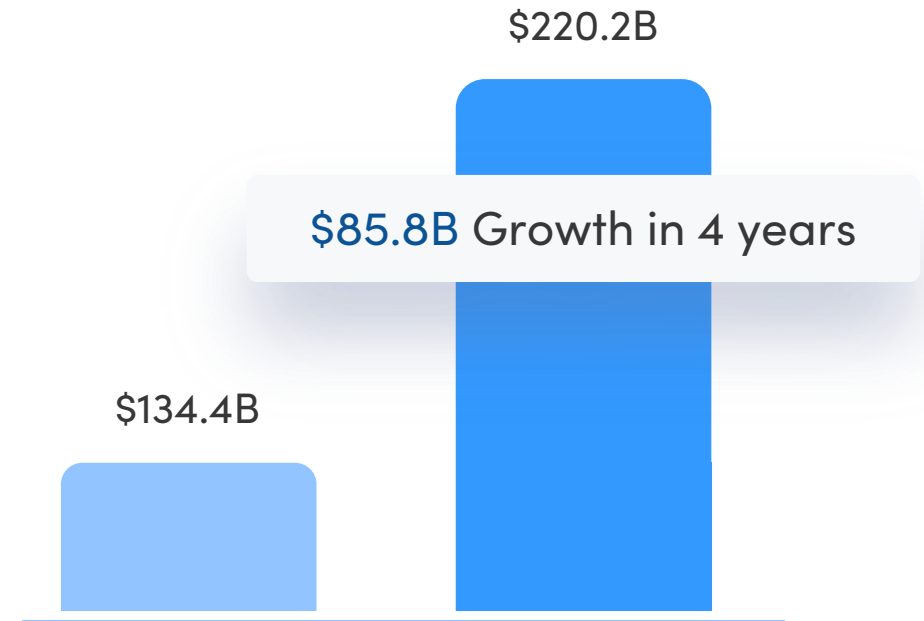
$220.2B

$85.8B Growth in 4 years

$134.4B

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SaaS Challenges facing small & medium enterprise

The core problem that SaaS originally solved was upfront costs & waiting for IT to procure or upgrade your software. SaaS gives every user the ability to buy a best in class tool & be up and running before anyone knows about it. It's great for users and not so great for the organization.

This lack of governance & ability for non-technical users to procure their own apps has led to a myriad of challenges.

SaaS Benefits

- Rapid procurement
- User friendly software
- Continuous upgrades
- Technical Support

MSP Opportunities

- License rightsizing
- Consolidate duplicate SaaS apps
- Inventory & understand usage
- Eliminate risky apps
- Account administration
- Building reports & workflows
- Integration with other SaaS apps

The near future is still about SaaS

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10 Signs of customers who need SaaS services

1 On-prem software is hurting business

2 Need help migrating on-prem software

3 SaaS spend is out of control

4 Have SaaS apps that aren't integrated

5 Lack visibility into SaaS usage throughout the business

6 Need to consolidate multiple SaaS products

7 Staff is doing manual admin work

8 Lack of security/governance around SaaS usage

9 Rely heavily on out-of-box reports & workflows

10 Concerns around SaaS data security

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Building a SaaS Services Portfolio

Getting Started with SaaS Services

SaaS business challenges are your service opportunity. In the future there will be two types of MSPs, those who manage SaaS and those who don't.

Any one of the following service pillars is a solid place to start with delivering value in an increasingly SaaS-first world.

In the following pages we'll breakdown specifically what a solid SaaS services offering looks like.

THE THREE PILLARS OF MSP SAAS SERVICES

Cost Optimization

SaaS spend is out of control in most business whether or not people are aware of it. Audit's are rarely done and there is a lack of visibility into who's buying SaaS. This is a perfect opportunity for optimization.

Governance

Not all SaaS apps are created equal. It's important to know which countries your data is stored in and if the provider is trustworthy.

Operations

Improving efficiency is a journey. Taking a customer from using out-of-box reports & workflows, understanding their processes & integrating with other systems. This is a huge opportunity to add value.

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SaaS Cost Optimization

This could be your lowest hanging fruit when it comes to SaaS services. Your customers have been moving to SaaS for years now and finance is starting to notice the sheer volume of recurring monthly charges. When they ask business units or department heads of course every app is considered critical to business operations.

Most organizations are overspending on SaaS due to...
- Unused licenses (e.g. account isn't being used or employee left team)
- Unoptimized existing licenses (e.g. user is on gold tier when silver meets their needs)
- Duplicate applications and not leveraging high volume discounts

MSP SaaS Cost Optimization Service:
- Free audit where you can demonstrate hard savings of tens or hundreds of thousands of dollar
- Initial cleanup project working with departments to avoid disruption
- Monthly monitoring & optimization (to avoid months of overspend)

There are 7,040 SaaS apps in the marketing industry alone

(4,693% increase since 2011)

Source: https://chiefmartec.com/2019/04/marketing-technology-landscape-supergraphic-2019/

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SaaS Risk Reduction

Most organizations are exposed to SaaS Risks from...

- Using SaaS apps that cause the company to be out of compliance (e.g. HIPPA, NIST, PCI, etc)
- SaaS applications that host data in certain regions
- SaaS companies or applications with known security vulnerabilities
- Employees loading personal identifiable information or other data that puts the company at risk

MSP SaaS Governance Services:

- Audit SaaS apps in use to identify non-compliance
- Identify SaaS apps/companies with reported security vulnerabilities. Company can assess risk from there
- Inventory of all SaaS apps with the option to dig deeper into what corporate data has been loaded

5 SaaS Security Risks:

1. Data Access Risks
2. Product Reliability
3. Lack of Transparency
4. Data Privacy & Location
5. Data Security

Source:
https://chiefmartec.com/2019/04/marketing-technology-landscape-supergraphic-2019/

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SaaS Operational Efficiency

SaaS Value Scale

Out-of-Box

Integrated & optimized

In the past, end users had IT admins & technical resources to support them with system configuration. IT was the expert and software was built for IT admins. Teams are rebuilding the technical expertise within their own department that used to live in IT.

Most organizations have SaaS Inefficiencies that are caused by…

- Users refuse to adopt due to missing data, reports or processes
- Depending on out-of-box reporting/workflows
- Siloed SaaS tools with only partial information
- Manual data transfer between SaaS tools takes time and is prone to human error
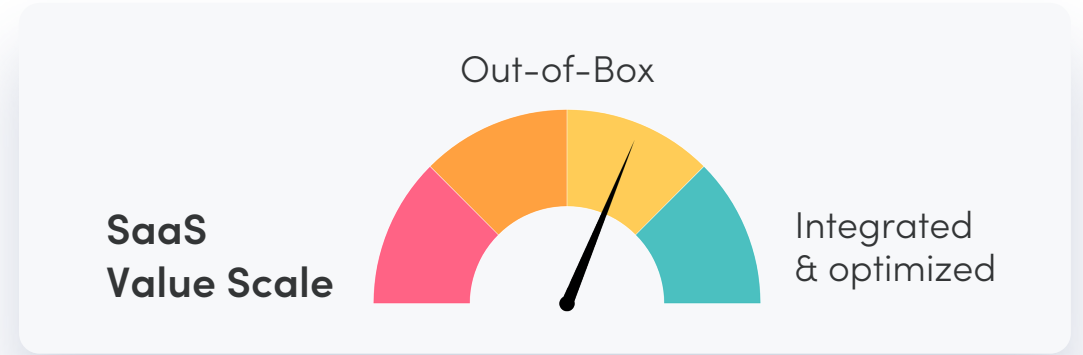
While we've seen a rise in technical operations roles for ERP, CRM, Marketing Automation and many other platforms that are must haves these days there is no shortage of SaaS support needed.

MSP SaaS Operations Service:

- Identify top integration opportunities (e.g. Finance, CRM & Marketing Automation)
- Deliver key workflows to improve team output (e.g. Marketing lead-flow)
- Custom reporting building & maintenance
- Employee training & enablement

Source: https://chiefmartec.com/2019/04/marketing-technology-landscape-supergraphic-2019/

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SaaS Service Go-To-Market

Go-To-Market SaaS Adoption Level

We know that was a lot of information to take in. While SaaS is inevitable, it doesn't mean you have to know everything day one. We've broken down a go to market strategy where you can choose to focus on some or all of these customer types. The goal is to just start.

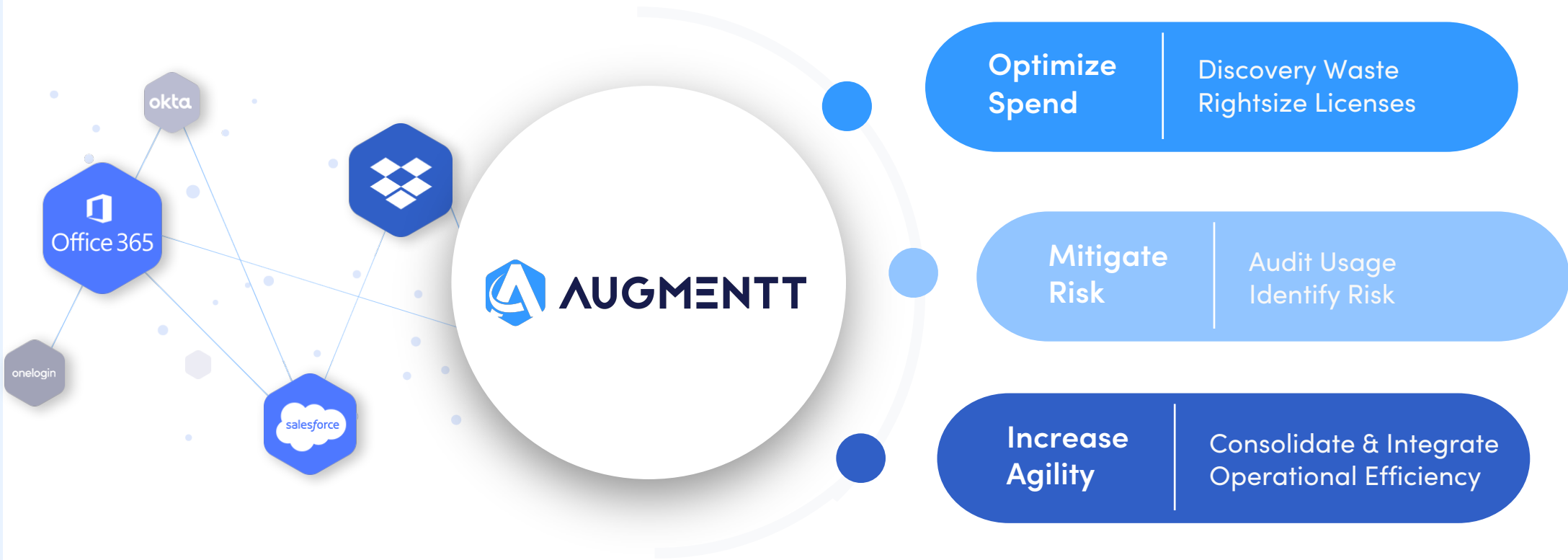**Where a company is in their SaaS adoption journey will affect their business challenges & priorities:**

Mostly On-Premise	50% On-prem/50% SaaS	Mostly SaaS
Organizations that are still heavily on-premise will mostly need support with the migration to SaaS. Helping them select tools that are compliant & that you can help them implement and integrate is key.	An organization well into their journey to SaaS may still need help selecting and migrating however it's more likely they are starting to see cost and/or efficiency challenges. Dig in to find their biggest pain points.	A company that has mostly migrated to SaaS (or started in pure SaaS) may or may not have mature finance processes to minimize spend. Focus on all value areas: Cost, Governance & Operational challenges.

Understanding departmental goals is key to providing value.

Sales	Marketing	Support	Finance
Users that are non-tech savvy & highly valued in the organization. CRM adoption & usage is important.	Non-tech savvy users who's value is the lead's they generate for sales. Focus on data quality, integration & lead-flow.	Moderately technical users who need to be delivering value to customers. Focus on taking away manual tasks to free them up.	Non-technical users who's systems are mission critical to the business. This is better an an expansion opportunity after you've sold in another area.

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SaaS Management Platform

A platform for MSPs to build a SaaS services business on.

Optimize Spend | Discovery Waste Rightsize Licenses

Mitigate Risk | Audit Usage Identify Risk

Increase Agility | Consolidate & Integrate Operational Efficiency

Free Audits & Free SaaS Services Training

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About Augmentt

Augmentt provides a SaaS Application Management Platform designed specifically to help MSPs quickly and efficiently manage their customers' entire SaaS ecosystem. Augmentt provides its MSP partners with a complete SaaS service enablement framework designed to help MSPs build successful SaaS Services revenues around their SME customers.

At Augmentt we love SaaS... almost as much as we love IT services partners.

Augmentt's founders have 35 years of combined Channel experience, most of it spent building, marketing and selling Cloud and SaaS applications to the MSP community. During that time, we have witnessed the unprecedented adoption of SaaS. This new model has significant benefits, but it also has many challenges – Augmentt was created to address these.

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