

State of the SaaS Market Q4 2023



The largest SaaS data set in the world

—
Real time insights about
SaaS purchasing, usage,
renewal and churn

COMPANIES

1,000+

COUNTRIES

32

SAAS PURCHASES AND RENEWALS 2023 YTD

330,000

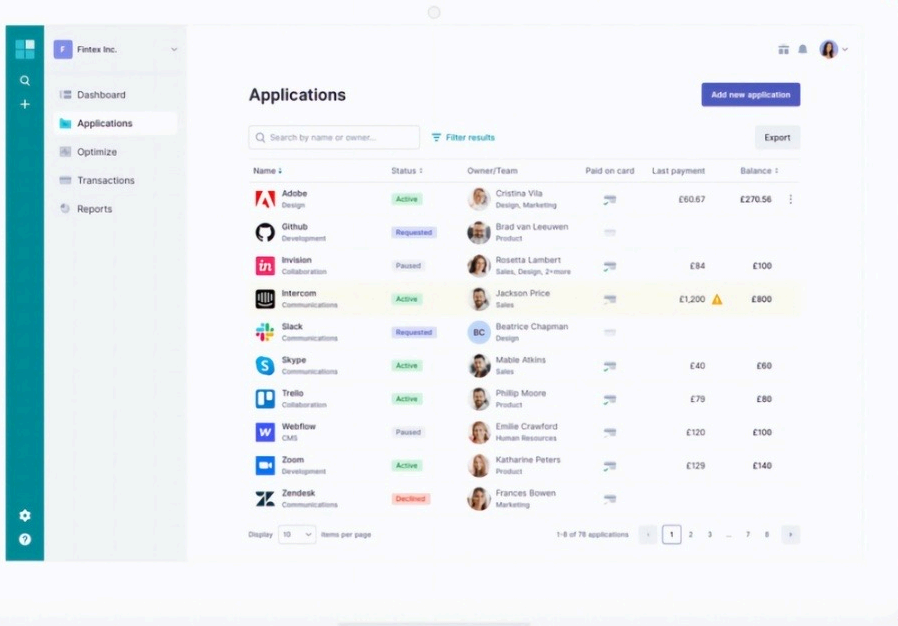
UNIQUE SAAS PRODUCTS USED

3,984

DAILY USAGE DATA

2 million

What is Cledara?



The screenshot shows the Cledara Applications dashboard. The left sidebar contains navigation options: Dashboard, Applications, Optimize, Transactions, and Reports. The main content area is titled 'Applications' and includes a search bar, a 'Filter results' button, and an 'Export' button. Below this is a table listing various applications with their status, owner/team, and payment details.

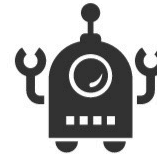
Name	Status	Owner/Team	Paid on card	Last payment	Balance
Adobe Design	Active	Cristina Vila Design, Marketing	☑	£60.67	£270.56
GitHub Development	Requested	Brad van Leeuwen Product	☐		
Invision Collaboration	Paused	Rosetta Lambert Sales, Design, 2+more	☑	£84	£100
Intercom Communications	Active	Jackson Price Sales	☑	£1,200	£800
Slack Communications	Requested	BC Beatrixe Chapman Design	☐		
Skype Communications	Active	Mable Atkins Sales	☑	£40	£60
Trello Collaboration	Active	Philip Moore Product	☑	£79	£80
Webflow CMS	Paused	Emilie Crawford Human Resources	☑	£120	£100
Zoom Development	Active	Katharine Peters Product	☑	£129	£140
Zendesk Communications	Declined	Frances Bowen Marketing	☑		



DISCOVER



BUY



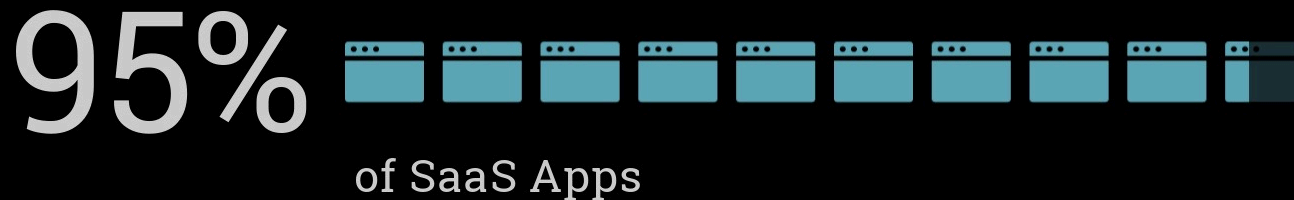
MANAGE



CANCEL

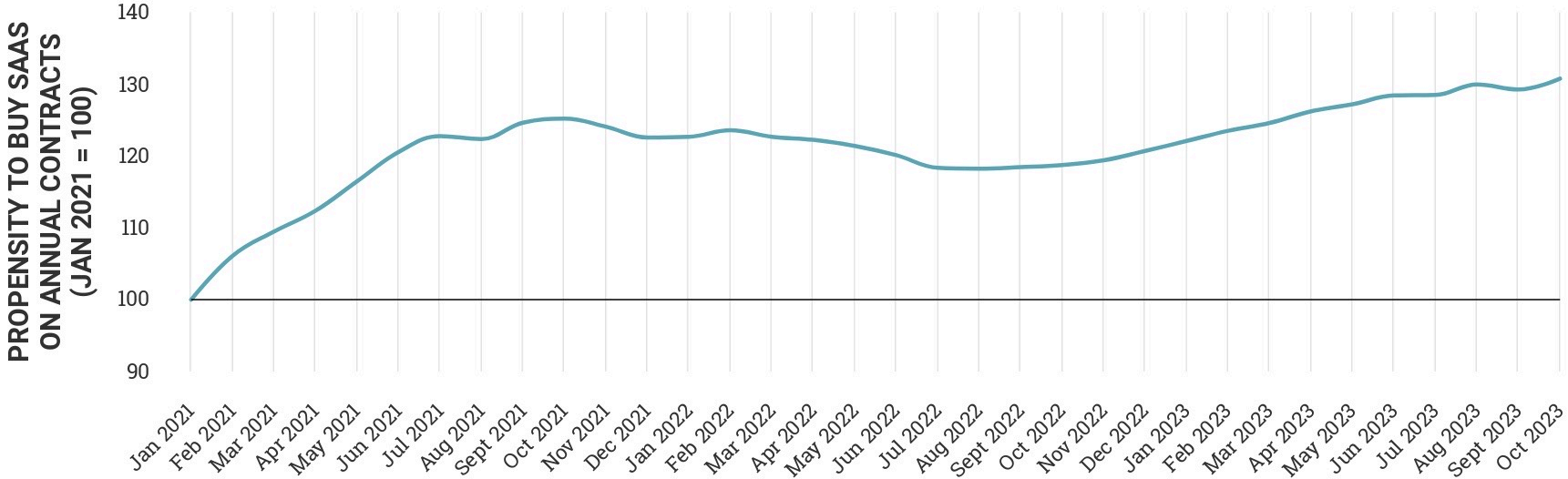
STATE OF THE MARKET

The majority of SaaS budgets are spent on renewals



Buyers are shifting to annual contracts

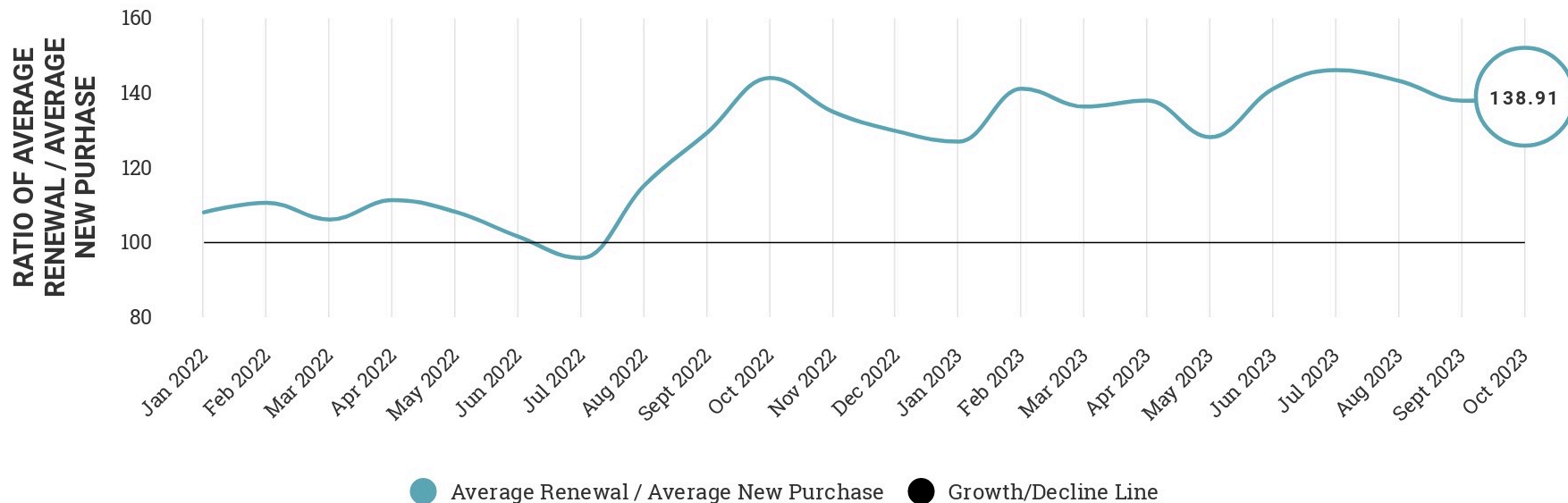
INDEX OF ANNUAL CONTRACTS



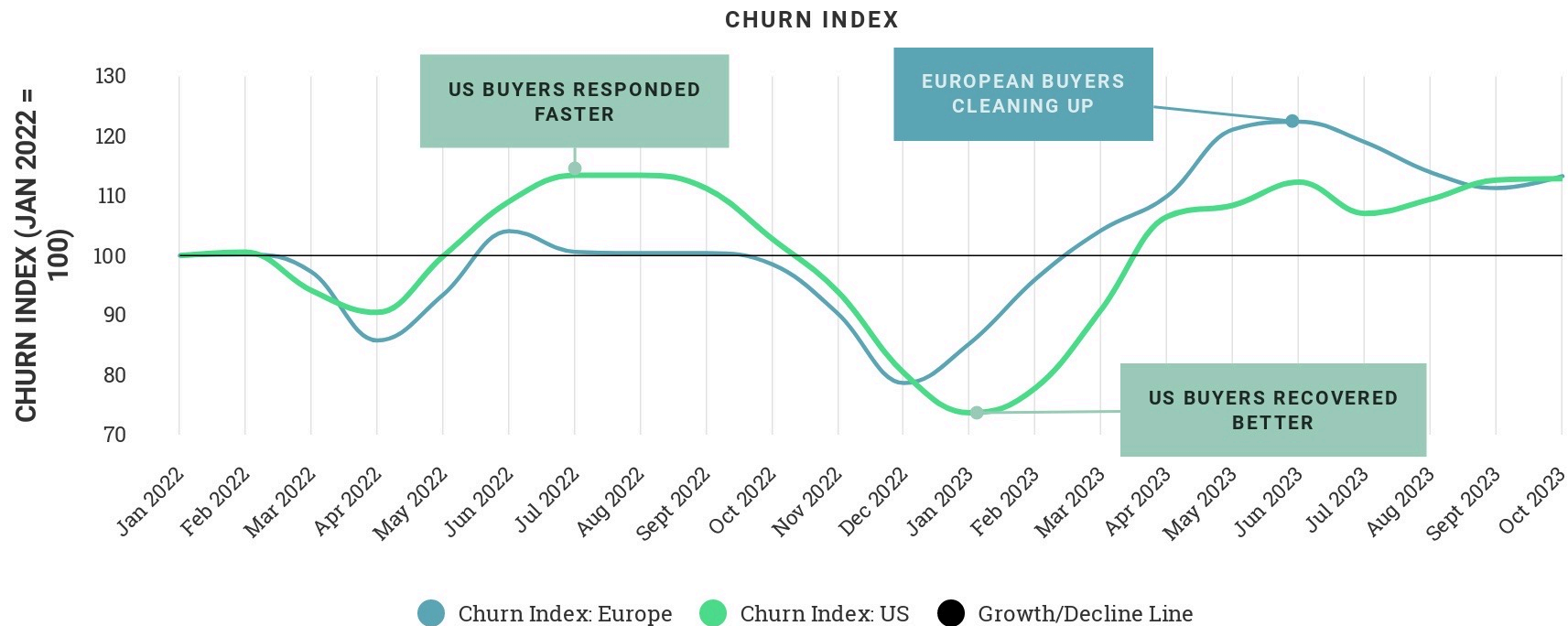
● Propensity to Buy SaaS on Annual Contracts (Jan 2021 = 100) ● Growth/Decline Line

The average spent on a contract renewal is bigger than a new purchase

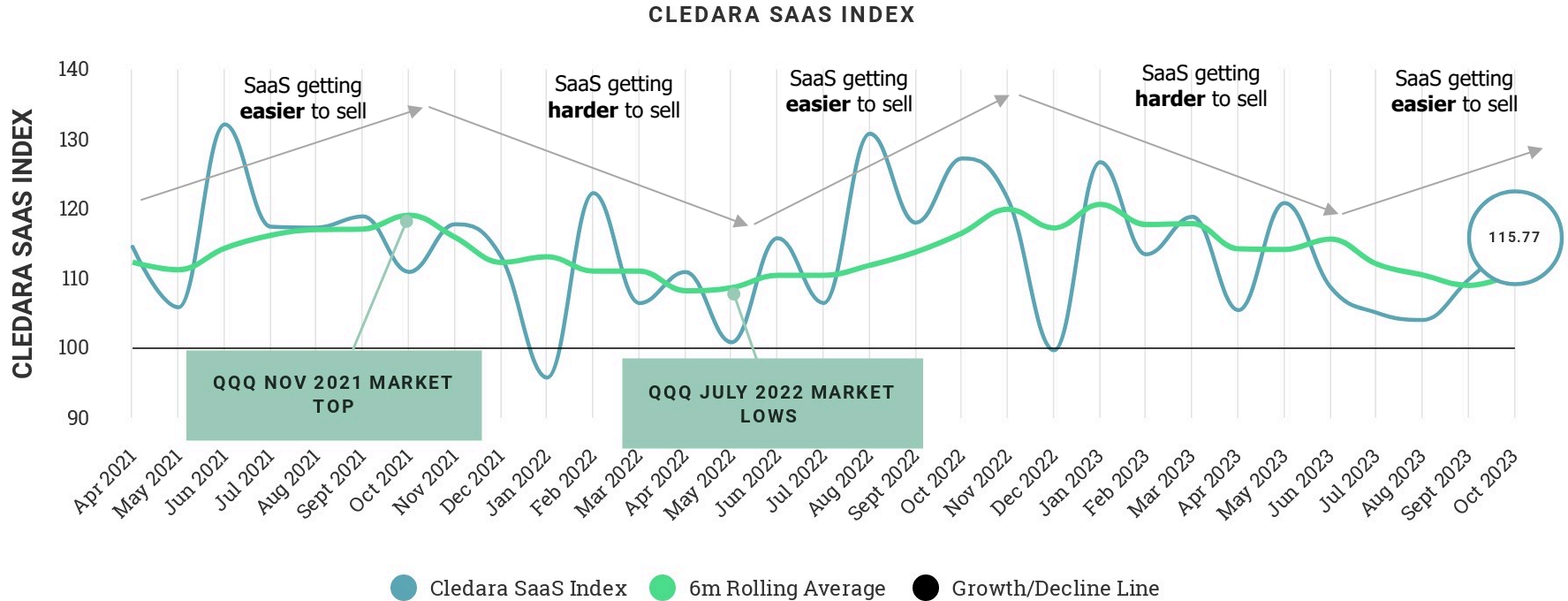
Average Renewal Cost



Market Churn – Another wave coming or cyclicality?

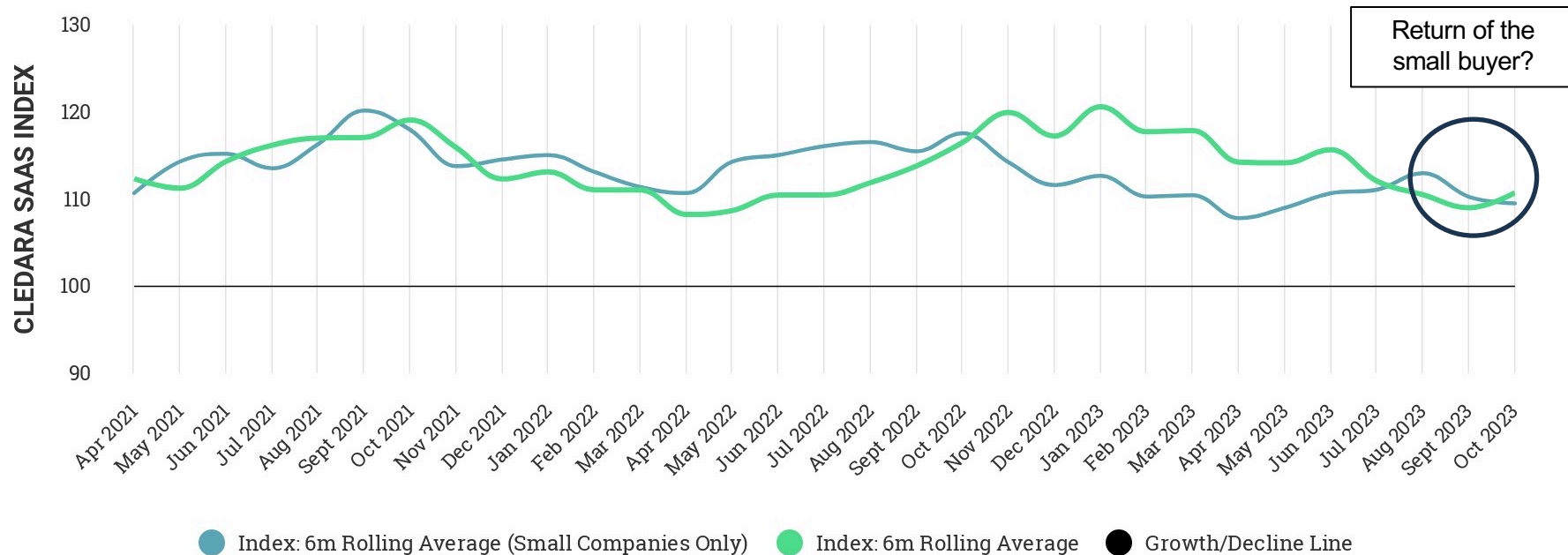


SaaS Market: Not great, not terrible



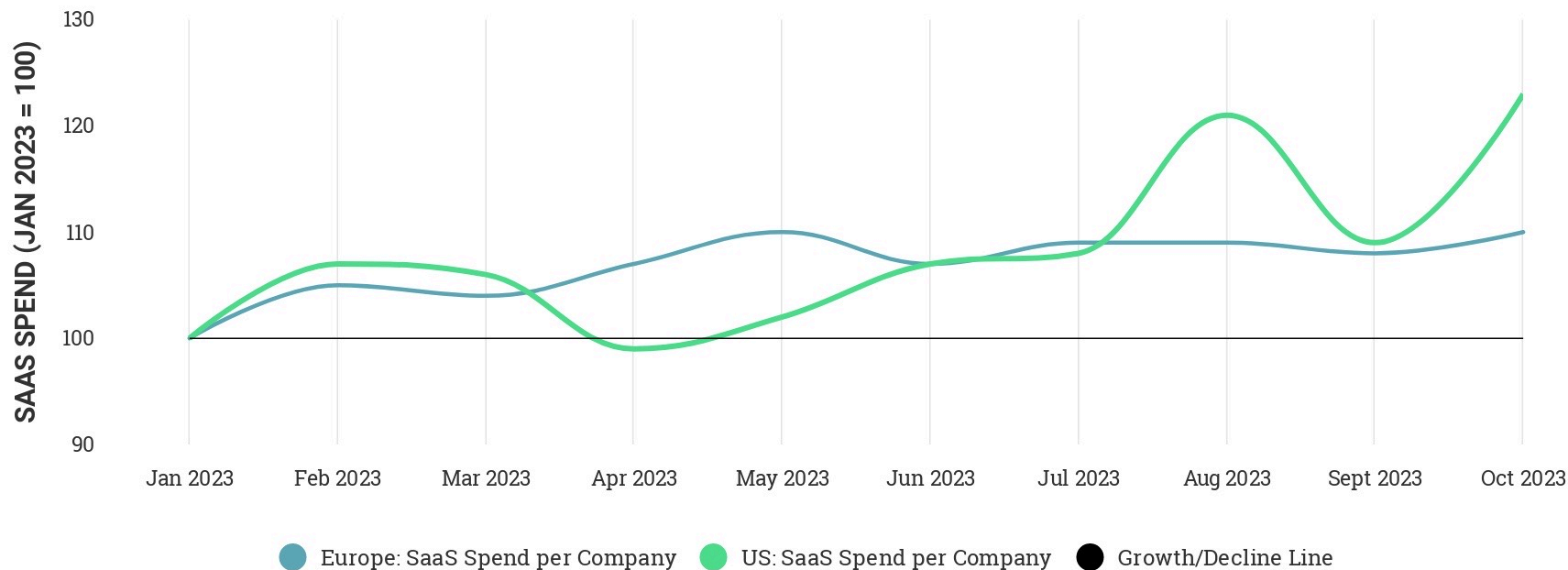
Larger companies outperform smaller

CLEDARA SAAS INDEX : BIG VS SMALL SAAS BUYERS



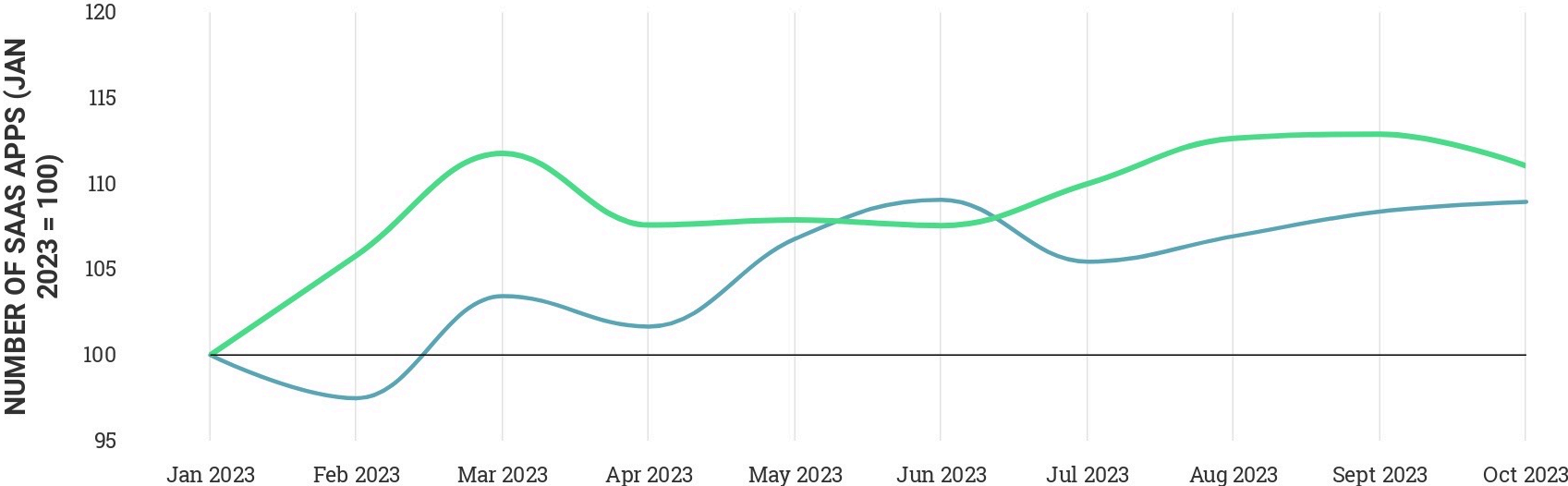
In the long run, SaaS Spend *always* increases

SAAS SPEND (JAN 2023 = 100)



... And so does the SaaS Sprawl

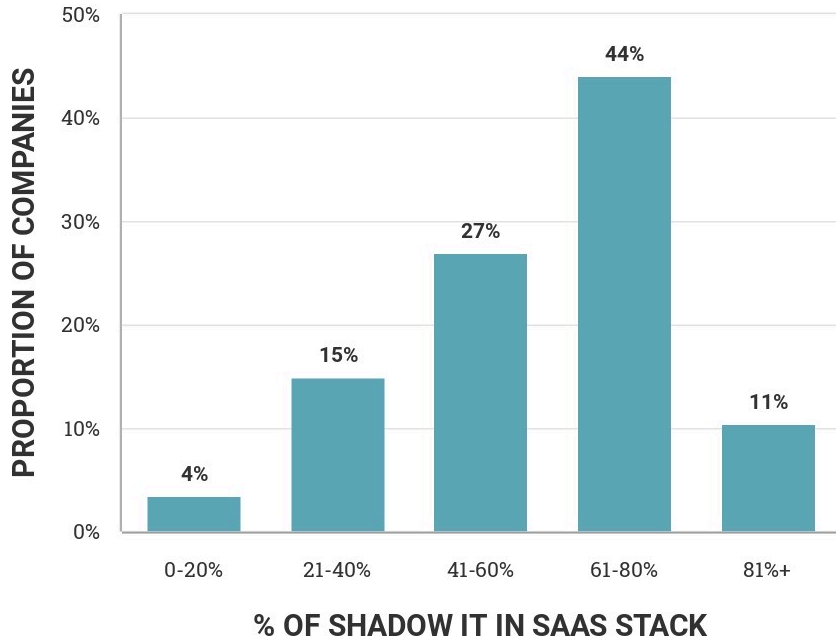
NUMBER OF SAAS APPS PER COMPANY



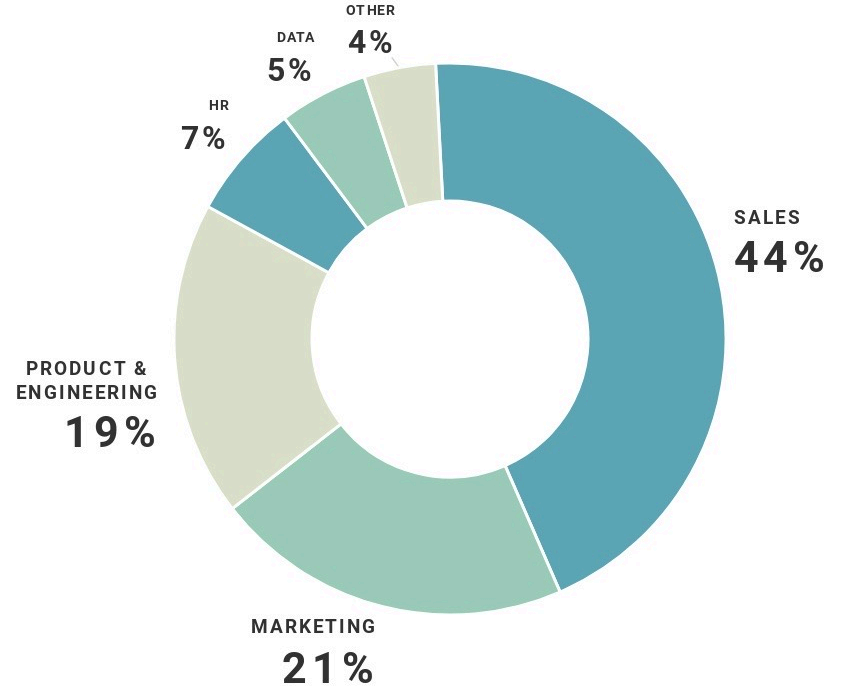
● Europe: Number of SaaS Apps per Company ● US: Number of SaaS Apps per Company ● Growth/Decline Line

The majority of SaaS is Shadow IT

PROPORTION OF SAAS THAT IS SHADOW IT



PROPORTION OF SHADOW IT USAGE BY TEAM



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