

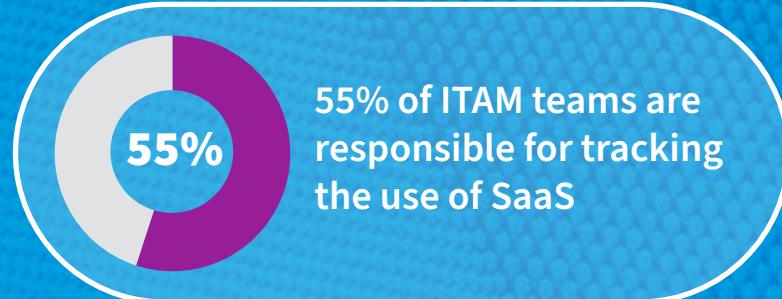
# SaaS spotlight

## Insights from the *Flexera 2025 State of ITAM Report*

SaaS is booming. But so is the waste—and the risks.

As organizations embrace cloud-first strategies, SaaS applications have become a crucial part of IT asset management (ITAM) operations. The *Flexera 2025 State of ITAM Report* reveals that more ITAM teams are prioritizing SaaS tracking and optimization than ever before.

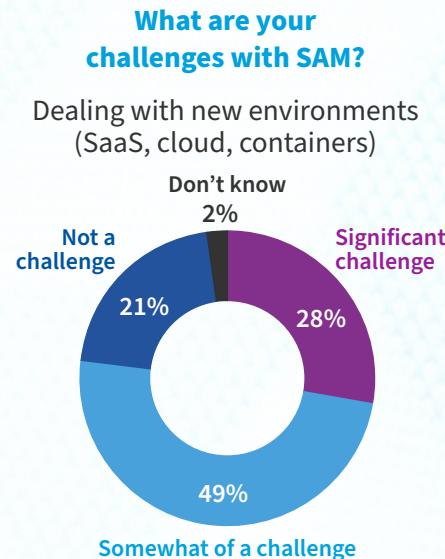
But SaaS growth has created new challenges, including visibility gaps, shadow IT and underutilized licenses, which drive up costs and increase compliance and security risks. As SaaS environments grow more complex, simply knowing what you have is no longer enough. In addition to visibility, you need the right strategies in place to optimize spend and minimize your risk. So, what's the state of SaaS today?



## The increasing importance of SaaS within SAM

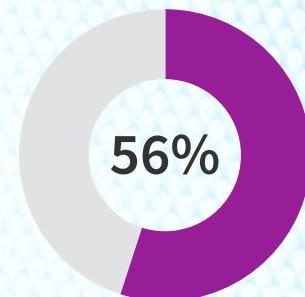
It goes without saying that monitoring and optimizing your SaaS should be a priority. But nearly a third of respondents say dealing with new environments, such as SaaS, cloud or containers, present a significant challenge to their software asset management (SAM) and almost half said it was somewhat of a challenge.

Despite the challenges, improving the management of SaaS products remains top of mind for SAM professionals. When implementing SaaS management practices, more and more professionals are tracking usage and rightsizing contracts.



### What practices have you implemented for managing SaaS?

Tracking usage and rightsizing overall SaaS contracts



## Visibility is key—and it's getting worse

These efforts to manage and optimize SaaS are futile without the right visibility into your assets. As IT ecosystems get larger and more complex, this insight is essential—after all, you can't manage what you can't see.

Yet, we found that visibility into SaaS has worsened over the past year, declining from 54% to only 50%.



## Waste is still a huge challenge

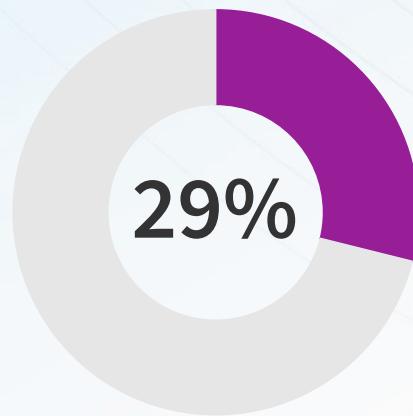
In addition to visibility into SaaS declining, over a third of respondents said that wasted SaaS also increased over the past year. It's no wonder saving money on SaaS is becoming more and more of a priority: Tracking usage by user and rightsizing subscriptions tops the list of practices for managing SaaS (59%), followed closely by tracking usage and rightsizing overall SaaS contracts (56%).

### How do you feel wasted SaaS spend has changed over the year

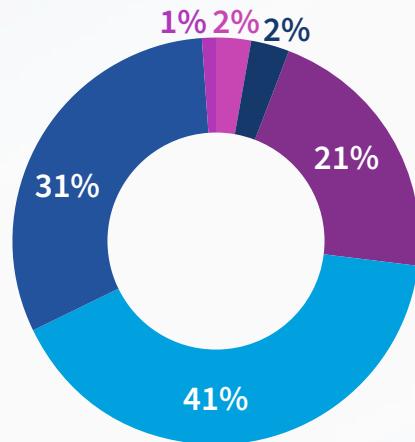


## What's in store for the future?

A whopping 72% of respondents plan on increasing the focus on SaaS solutions over the next three years—the top priority of where to prioritize strategic SAM efforts, tied only with increasing the use of public cloud software licenses. And, nearly a third of respondents ranked improving SaaS management as their first priority for next year.



**29% plan on improving management of SaaS products next year**



**How do you expect your focus on SaaS to change in the next 3 years?**

- Decrease significantly
- Decrease somewhat
- Stay about the same
- Increase somewhat
- Increase significantly
- Don't know

## What you can do about it?

In addition to tracking and rightsizing when possible, what else can you do about it? Consider implementing these additional best practices into your SaaS management strategy:

- Look for shadow/unsanctioned SaaS
- Link all major SaaS applications to a single-sign-on
- Offboard employees from all SaaS subscriptions promptly
- Track/manage auto-renewal clauses
- Negotiate contract terms with software vendors

## SaaS sprawl is real—and it's growing. Are you ready to take control?

Optimizing SaaS with the right visibility into your IT assets is crucial for managing costs, reducing waste and mitigating compliance and security risks. Flexera's solutions empower you to gain the necessary insights and control over your SaaS environments, ensuring more efficient and secure operations.

### About the research

The *Flexera 2025 State of ITAM Report* provides insight into the makeup and focus of ITAM teams at enterprise-level organizations and offers perspectives and advice on current trends. The Flexera State of ITAM survey tapped 506 technical professionals worldwide in early 2025. The network includes professionals across industries and context areas.

Flexera sources participants from an independent panel that is rigorously maintained and is comprised of vetted respondents with detailed profiles. All numbers and percentages are rounded to the nearest whole number.

[Download the full 2025 State of ITAM Report](#)

### About Flexera

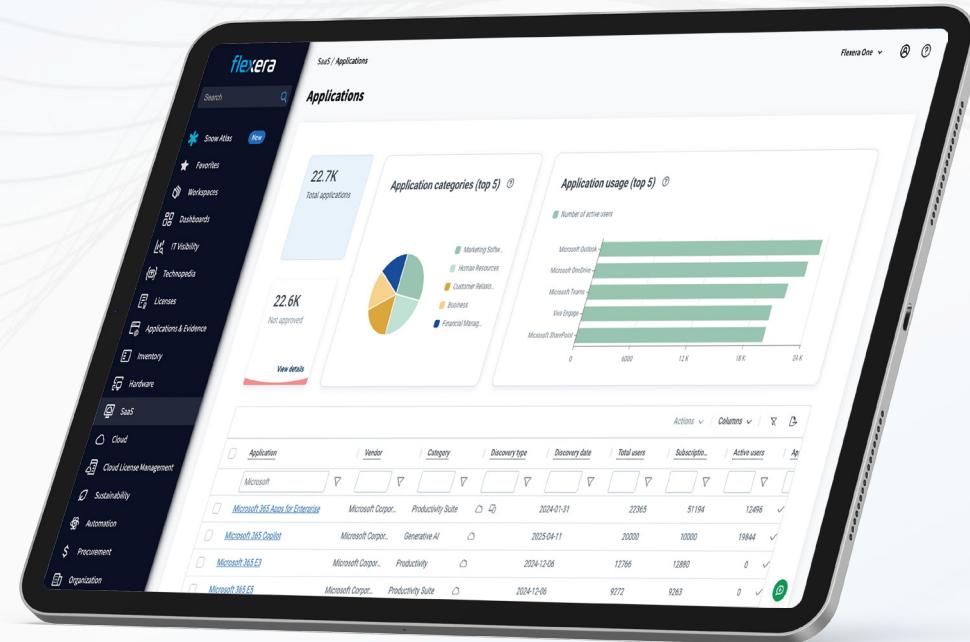
Flexera helps organizations understand and maximize the value of their technology, saving billions of dollars in wasted spend. Powered by the Flexera Technology Intelligence Platform, our award-winning IT asset management, FinOps and SaaS management solutions provide comprehensive visibility and actionable insights on an organization's entire IT ecosystem. This intelligence enables IT, finance, procurement and cloud teams to address skyrocketing costs, optimize spend, mitigate risk and identify opportunities to create positive business outcomes.

More than 50,000 global organizations rely on Flexera and its Technopedia reference library, the largest repository of technology asset data.

Learn more at [flexera.com](https://flexera.com)

1-800-374-4353 | [flexera.com](https://flexera.com)

© 2025 Flexera Software LLC. All other brand and product names mentioned herein may be the trademarks and registered trademarks of their respective owners. | 2365



### » NEXT STEPS

See how Flexera can help you regain control over SaaS

[Get in touch →](#)

**flexera**