

The SaaS Toolkit

**21 Essential Tools for Every
SaaS Business**

The SaaS Toolkit

INTRODUCTION

There are a lot of services and tools that you can use to help you build your SaaS product and business better and faster.

But sometimes, the choices can also make you feel overwhelmed, especially if you're building a SaaS product for the first time.

In this toolkit, you will find 21 categories of tools that are used by just about every SaaS business.

In each category, you'll find popular products, services and tools. It's not an exhaustive list of every possible option. Consider it more of a guide to the most commonly used tools.

You might not need a tool in every category today. But you can use this toolkit to find options as your business needs evolve.

As we all know, new tools are being launched all the time. So I'll continue to update this toolkit a few times a year.

If there's a specific product, service or tool that you feel should be included in this toolkit, then just let me know. And if you have any questions about the toolkit, feel free to drop me an email.

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1. WIREFRAMES & PROTOTYPES

Creating wireframes & prototypes and designing user interfaces



Balsamiq

A rapid wire-framing tool (web-based & desktop app)

<https://balsamiq.com/>



InVision

A tool for creating rapid and interactive prototypes

<https://www.invisionapp.com/>



Sketch

A toolkit to design anything from icons to interfaces

<https://www.sketchapp.com/>



Photoshop

The world's most popular image & photo editing software

<https://www.adobe.com/products/photoshop.html>

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2. BACK-END FRAMEWORKS

Choosing the right back-end framework to complement your server-side programming language of choice



Ruby on Rails

A popular web application framework written in Ruby
<http://rubyonrails.org/>



Django

A Python web framework 'for perfectionists with deadlines'
<https://www.djangoproject.com/>



Laravel

A web application framework 'for PHP artisans'
<https://laravel.com/>



Sails

The most popular MVC framework for Node.js
<https://sailsjs.com/>

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3. FRONT-END FRAMEWORKS (JAVASCRIPT)

Using JavaScript and frameworks to build great front-end web applications and user experiences



Angular

A JavaScript based open-source framework

<https://angularjs.org/>



React

A JavaScript based framework for building user interfaces

<https://reactjs.org/>



Vue

An open source JavaScript framework for user interfaces

<https://vuejs.org/>



Meteor

A complete full stack JavaScript based web framework

<https://www.meteor.com/>

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4. FRONT-END FRAMEWORKS (CSS)

Using CSS and frameworks to build great front-end web applications and user interfaces



Bootstrap

The most popular HTML, CSS & JS library in the world

<https://getbootstrap.com/>



Foundation

A responsive front-end HTML and CSS framework

<https://foundation.zurb.com/>



Semantic UI

A user interface framework that uses human friendly HTML

<https://semantic-ui.com/>



Bulma

An open-source CSS framework based on Flexbox

<https://bulma.io/>

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5. CLOUD PLATFORMS

Choosing the right back-end framework to complement your server-side programming language of choice



Heroku

A platform as a service to build, run & scale apps in the cloud
<https://www.heroku.com/>



Amazon AWS

A cloud computing platform for individuals & companies
<https://aws.amazon.com/>



Digital Ocean

A cloud computing platform built for simplicity & scale
<https://www.digitalocean.com/>

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6. PAYMENTS & RECURRING REVENUE

Accepting payments for your SaaS application and managing subscriptions and recurring revenue



Stripe

Online payment processing for your SaaS application

<https://stripe.com/>



Paypal

Online payment processing when you want to keep it simple

<https://www.paypal.com>



Chargebee

Manage subscriptions & recurring billing scenarios at scale

<https://www.chargebee.com/>



Recurly

Manage subscriptions & recurring billing scenarios at scale

<https://recurly.com/>



Chargify

Manage subscriptions & recurring billing scenarios at scale

<https://www.chargify.com/>

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7. TRANSACTIONAL EMAIL

APIs to send, receive and track your in-app emails



Mailgun

Transactional email API service for developers

<https://www.mailgun.com/>



Sendgrid

Deliver transactional and marketing emails with confidence

<https://sendgrid.com/>



Amazon SES

Powerful, affordable & scalable email sending & receiving

<https://aws.amazon.com/ses/>



Mandrill

Transactional email API service for MailChimp

<https://www.mandrill.com/>

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8. ANALYTICS

Understanding what people are doing and optimizing your SaaS application and business



Google Analytics

Track and report website traffic

<https://analytics.google.com/>



MixPanel

Deeply understand every user's journey with insights

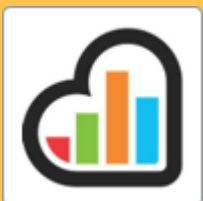
<https://mixpanel.com/>



Optimizely

Run and manage website experiments

<https://www.optimizely.com/>



Kissmetrics

Understand what people are doing and engage with them

<https://www.kissmetrics.com/>



Baremetrics

Subscription analytics & insights for Stripe, Braintree etc.

<https://baremetrics.com/>

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9. CODE VERSION CONTROL

Distributed version control and collaboration with your team



Git

A free & open-source version control system

<https://git-scm.com/>



GitHub

Source code management, collaboration & version control

<https://github.com/>



BitBucket

Source code management, collaboration & version control

<https://bitbucket.org/>

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10. MONITORING

Monitor & fix the health of your website and SaaS application



New Relic

Monitor and manage website & application performance

<https://newrelic.com/>



Sentry

Error tracking to monitor & fix crashes in real time

<https://sentry.io/>



Pingdom

Website performance and availability monitoring

<https://www.pingdom.com/>

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11. COLLABORATION

Collaborating and communicating with your team



GSuite

Gmail, Docs, Drive and Calendar

<https://gsuite.google.com/>



Slack

Team collaboration and communication

<https://slack.com/>



Trello

Keep track of everything with boards, lists and cards

<https://trello.com/>



Teamwork Projects & Chat

Everything you need to track a project from start to finish

<https://www.teamwork.com/>



Basecamp

Project management and team communication software

<https://basecamp.com/>

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12. FILE STORAGE

Cloud storage for data and files



Amazon S3

Highly scalable data and file storage

<https://aws.amazon.com/s3/>



Dropbox

Cloud hosting, file storage & file synchronization

<https://www.dropbox.com/>



Google Drive

Cloud hosting, file storage & file synchronization

<https://www.google.com/drive/>

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13. ISSUE & BUG TRACKING

Manage and track all software issues and bugs



GitHub

Simple issue and bug tracking

<https://github.com/>



BitBucket

Simple issue and bug tracking

<https://bitbucket.org/>



Jira

Advanced issue and bug tracking software

<https://www.atlassian.com/software/jira>

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14. HELPDESK

Manage customer issues and deliver great customer support



Teamwork Desk

The helpdesk that's invisible for your customers

<https://www.teamworkdesk.com/>



HelpScout

Helpdesk software made more human

<https://www.helpscout.net/>



Groove

Simple helpdesk software

<https://www.groovehq.com/>

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15. EMAIL MARKETING

Send email marketing to engage your leads & customers



Drip

Email marketing automation software

<https://www.drip.com/>



ActiveCampaign

Email marketing automation software

<https://www.activecampaign.com/>



MailChimp

Email marketing automation software

<https://mailchimp.com/>

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16. CUSTOMER SUPPORT/CHAT

Live chat and customer messaging



Olark

Live chat software for sales and customer support

<https://www.olark.com/>



Intercom

A live chat & customer messaging platform

<https://www.intercom.com/>



Drift

A live chat & 'conversational marketing' platform

<https://www.drift.com/>

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17. CRM

Customer relationship management software



Pipedrive

A sales CRM built for minimum input & maximum output

<https://www.pipedrive.com/>



Highrise

Simple CRM from the makers of Basecamp

<https://highrisehq.com/>



Close.io

A web application framework 'for PHP artisans'

<https://close.io/>



Hubspot CRM

Organize, track and nurture your leads for free.

<https://www.hubspot.com/products/crm>

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18. ACCOUNTING

Get your finances organized as you grow



Xero

Online accounting software for your business

<https://www.xero.com/>



InDinero

Accounting and tax software for small business

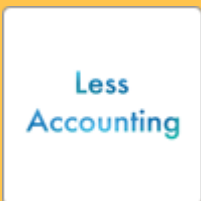
<https://www.indinero.com/>



TaxJar

Automated sales tax reporting and filing

<https://www.taxjar.com/>



Less Accounting

Accounting software for people who dislike accounting

<https://lessaccounting.com/>

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19. PROSPECTING

Find leads, do outreach and follow up to close sales



Prospectify.io

A solution for CRM data cleanup, enrichment & replacement

<https://prospectify.io/>



Yesware

Want to know what happens after you click send?

<https://www.yesware.com/>



Reply.io

Enabling 1:1 communications at scale

<https://reply.io/>



Leadsift

Sales intelligence platform delivering qualified leads

<http://leadsift.com/>

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20. BLOG

A blog platform to help your content marketing grow



WordPress

Free and open-source content management software

<https://wordpress.org/>



Ghost

An open-source and hackable publishing platform

<https://ghost.org/>

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21. SOCIAL MEDIA

Leverage tools to help your social media engagement



Buffer

A simpler and easier way to schedule social media posts

<https://buffer.com/>



Hootsuite

Manage all your social media in one place

<https://hootsuite.com/>



PostPlanner

A tool to help you find, plan and post better content

<https://www.postplanner.com/>

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