Market Analysis

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Purpose

The purpose of this market analysis is to determine the market position and potential of Cledara a All-in-One SaaS management platform. This is a significantly new industry with significant growing demand.

Customer description

Globally, the software as a service (SaaS) industry is reportedly worth a combined $105 billion. Even before 2020 and COVID-19, SaaS overall was already following a rapid growth curve both in terms of uptake and revenue. With many people now working from home indefinitely, use of things like video conferencing software and other remote working tools is only going to grow, and even quicker than before. The value of SaaS is projected to exceed $140 billion by 2022!

Cledara was developed to help companies better manage their SaaS subscriptions. Because of this, they mainly target and serve corporates and not individuals. Their subscription models are also meant for corporates. The platform can serve companies from all over the world. The demand from corporates keeps growing as companies continue to experience the need for a centralized SaaS solution.

Customer Perception

The industry is still young and many customers have not fully understood the value that a centralized SaaS management platform offers.

Market trends

 SaaS adoption was on the rise well before early 2020. Then, when the pandemic forced us all to work from home, SaaS use exploded.

With no time to research or compare tools, SaaS was adopted and deployed at breakneck speed. As each new challenge arose, IT scrambled to find a tool and implement it as fast as possible. For many IT teams, the SaaS whack-a-mole game lasted for far too long, as working remotely for "just a few weeks" became "the new normal."

Managing and securing all of these new SaaS apps added a ton of work to IT's already-full plate. The rapid pace of SaaS adoption left IT to deal with overloaded work days, 1000s of open browser tabs, never-ending ticket queues, and frustrated remote workers.

Now that the pandemic is becoming endemic, IT leaders are seeking to solve these challenges (and save their team's sanity) by "right-sizing" their SaaS portfolio and getting control of the sprawl. This is where the SaaS centralized management helps.

PEST analysis

Political: Centralized SaaS industry has few political factors that can affect the industry. However, operating in different tax regimes becomes a challenge as the company has to comply with all the trade and tax laws of each country.

Economic: The post Covid-19 era has introduced a new way of doing business that has led to huge demand of SaaS. As a result, the SaaS industry is expected to rise to $800 billion by 2028. This would mean higher demand for a centralized SaaS management solution.

Social: It is predicted that more people are expected to work remotely by the end of 2030. This would only mean one thing, more demand for SaaS for individuals and companies. As a result, this will lead to high demand for centralized SaaS solutions.

Technological: This is a very dynamic and evolving industry. The company needs to continue investing in new technology and offer clients new products to remain relevant. This is because companies keep introducing new features such as HR management and financial management to their centralized SaaS systems in a bid to centralize everything.

Competition

This is one of the new yet very competitive industries with players offering new products and services that offer efficiency and reliability. Some of the competitors in the field include:

HubSpot

Not only is HubSpot one of the world's best known all in one SaaS platforms, but it is also possibly the most unique thanks to its collection of features.

HubSpot offers:

- Customer Relationship Management (CRM)

- Leads and Sales Funnel Management

- Marketing Planning, Execution, and Analytics

As well as offering an all in one solution for each of the specific functions noted above, you can integrate all of them into one HubSpot subscription if you wish!

Given how challenging it can be to make sure your sales and marketing activity is aligned, HubSpot gives you the solution before you have a problem to solve!

BreatheHR

The HR tech niche offers dozens of SaaS solutions. HR is probably an excellent example of a niche slowly moving toward all in one SaaS as standard. Still, if you want to subscribe to 12 different platforms for all your HR needs (although why would you?) you can go ahead and do so.

BreatheHR is one SaaS provider in this niche to bring an all in one solution. With BreatheHR, you can:

- Track the entire employee lifecycle, from recruitment to exit interview.
- Manage performance reviews and other related tasks.
- Track payroll and expenses.
- Manage and assign the workload of your internal HR team.

With an API and several integration options, BreatheHR is well worth considering if you plan to move your HR processes digital in 2021.

Hotjar

Website analytics platforms represent a significant portion of the overall SaaS market.

While analytics platforms typically give you lots of data, being "data-driven" without proper context is like running down a marketing tunnel without a light at the end of it.

Hotjar addresses this and gives you the context you need. With Hotjar, you can see heatmaps of how users interact with your website and session recordings of what people actually do when on your page.

Instead of acting because you read a blog by an "SEO rock star" who tells you your metrics do not lie, take action based on real-life user cases that round out your datasets.

SWOT Analysis

S Strengths	W Weaknesses	O Opportunities	T Threats
• Experienced staff and personnel • High experience in the industry • Trusted and loyal customers • Cost leader in the industry.	• Offer few solutions compared to the competitors •	• Increasing demand for SaaS. • Offer individual packages • Explore other geographical areas outside America. • Increase more solutions.	• Competitors with very good products. • Regulations that minimize growth • Changing customer attitude • Technology that disrupt the industry