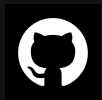




Elevate your SaaS Operations Management

2024



Today organizing SaaS stack for  
companies is a mess



# Currently, enterprises waste up to 30% of their annual SaaS spend

Source: Cleanshelf 2019 SaaS Trends Report

Most companies with 100+ employees are losing their **funds** and **productivity** by trying to manage their SaaS stack manually. But why?

## **Lack of insights and data on usage**

Without data on how employees are using the purchased SaaS, it's impossible to understand which licences are active or inactive to cancel inactive ones.

## **Employee offboarding and onboarding**

With an international organisation of 100+ employees, manually onboarding and offboarding new / leaving employees becomes unattainable, thus resulting in security risks and overspend.

## **Duplicate tools and lack of transparency**

Without centralised management, nor employees, nor the C-suite has any idea if there aren't duplicates bought for use, e.g. Hubspot vs. Pipedrive.

# We talked to 40+ potential customers who confirmed the problem

**40+ customer interviews**

**SONY**



Heineken



**FUJITSU**



**Luminor**



**Printify**



**unifiedpost**  
GROUP

**Company sizes:**

100 - 130000

**Industries:**

Finance, Electronics, Food,  
Retail, IT services,  
Localization, consultation

**Role profile:**

COO, Team Lead, IT Ops,  
CTO, Program Director, IT  
Director, + similar higher  
management roles.

**Responsible for onboarding:** HR, IT, Dpt.manager

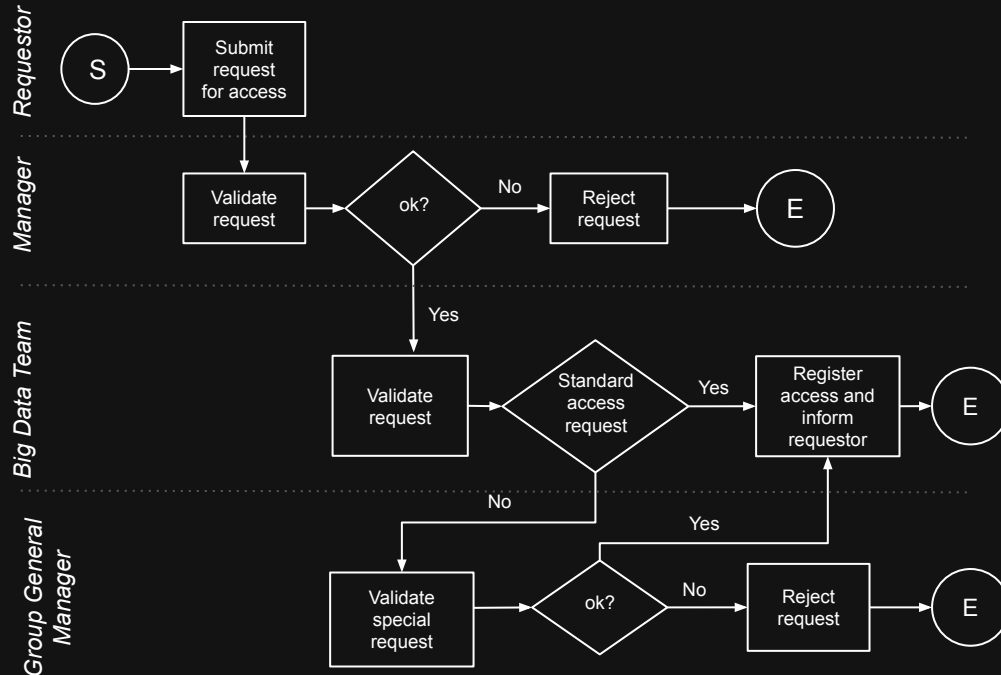
**What tools are used to control onboarding, offboarding, license management:** Excel (95%), Airtable (20%), SSO(OKTA) (15%), Project management tools - Asana, Jira, Trello (20%), Google calendar - for reminders.

**Pain points:** On average 1-2 weeks for onboarding (wants faster); Impossibility to overlook all SaaS licenses (especially companies that are scaling); Inability to react on different issues in time; Inability to follow up on changing roles, slow new employee onboarding; Employees lack ability to overview their accessible SaaS licenses. SSO provides security not management and onboarding flows. Inability to see spending. No automation.

**What is needed:** Centralised management; Self service for employees; Automation; Grand overview of licenses; Real-time data availability; Custom process flows, for different scenarios.

# Real life example from a Customer

*Request for access to Data / Software flow*



## 1. Employee identifies need for access:

### 1.1. New employee

**1.2. Unawareness:** Often, employee is not aware of all the tools that are available to him, is not aware of SaaS stack in company.

**2. Employee asks for access:** Access is requested to manager and manager provides request form.

**3. Request form:** Employee fills out request form with personal info, as well as if necessary - specific questions regarding data privacy, or need to access this information.

**4. Form submitted by email or ticketing system.**

**5. Request is validated by IT team:** IT team considers level of access/account type for the platform.

**6. Group general management:** Validates request

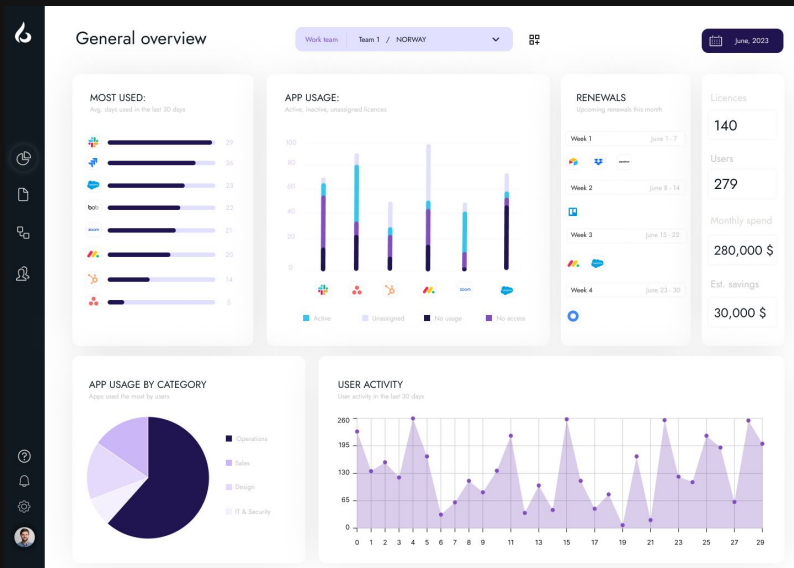
**7. Account registered in platform EXCEL**

**8. Requestor is informed about status**

**Process takes starting from 1 week - 1 month.**

# We created Affire to help and centralise SaaS management

Affire offers a centralized admin console for discovering, managing, automating, optimizing, governing, and enabling employee SaaS usage. It provides insights into SaaS usage, access, and license expenditures, enabling you to optimize spending and make informed decisions.



- ✓ Increased visibility and control over SaaS applications
- ✓ Reduces SaaS costs by identifying unused licenses and optimizing spending
- ✓ Improves productivity by streamlining access to essential SaaS applications for employees
- ✓ Streamlines employee onboarding/offboarding, ensuring continuous access to necessary SaaS applications

**MVP** is **ready.**

For Demo contact us at  
team@affire.ai

[Affire Demo link](https://www.affire.ai)  
[www.affire.ai](https://www.affire.ai)

# Integrations to SaaS in a web-based platform

## How it works?

### 1. Preperation:

Identify apps company wants to track.

### 2. Set-up:

Connect apps to affire with API.

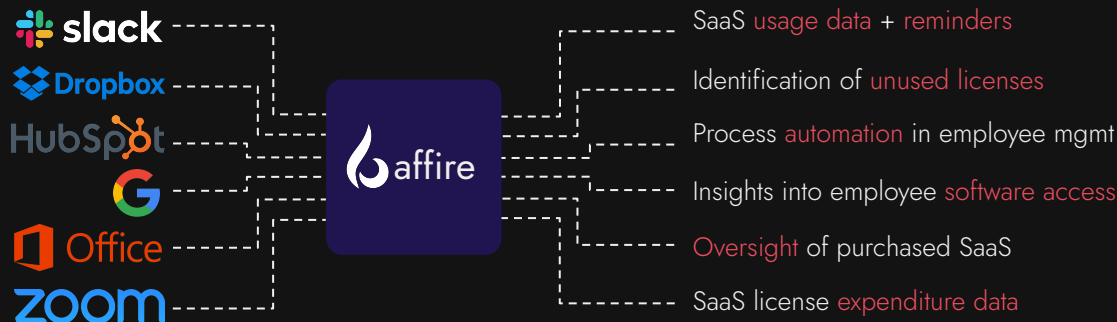
### 3. Real time data tracking:

Understand spending and usage.

Powered by AI

### 4. Process automation:

Create and automate custom process flows and scenarios. Make data driven decisions.



# We mapped out 3 use cases for our clients

## IT teams

- Centralized SaaS inventory and monitoring.
- Track usage, detect redundancies, and manage security.
- Automate onboarding/offboarding and enforce policies.



Centralized  
management

## C-level management

- Optimize SaaS costs and financial reporting.
- Detailed expenditure breakdowns and trends.
- Recommendations for cost-saving strategies.



Cost  
efficiency

## Human Resources

- Streamline onboarding with automated access provisioning.
- Employee visibility over SaaS inventory.
- Monitor engagement and proficiency for tailored training.



Time efficiency  
& automation

# Business model

Affire will focus on multi-faceted business models that will be tailored towards multiple customer needs.

**Self service** - focused on smaller teams and SME's with ready-to-use solution.

**Transactional model** - will enable users to utilize additional product features.

**Enterprise model** - will enable larger enterprises to use affire services that are more tailored for their requirements.

**Sector:** B2B

**Business profile:**

- Medium-sized businesses
- 100-500 employees
- Sweetspot - 200 employees
- Hybrid / remote companies
- Fast growing companies, high employee rotation / growth
- Use SaaS (at least 30+ SaaS apps)

**Pricing**

**Base pricing strategy:**

- Monthly/yearly subscription per integration
- Subscription per user on larger teams
- Transactional fees - for limited features
- One time Implementation fee

# Roadmap (18 months)

Apr-Sept Prototype to MVP launch

Jan 25 - Oct 25 Product hard launch

- Narrowing down industry of focus
- MVP testing with customers
- UI/UX
- Improve G2M strategy
- Establishing design partner

Sept 24 - Oct 25 MVP to Product soft launch

- MVP to Product soft Launch
- Hiring additional tech team members
- Expand integration pool
- Establishing pricing
- Iterating and testing, piloting customers
- Customer Feedback

- Product hard launch
- Marketing activities
- Sales and market expansion
- Partnerships
- Testing and narrowing down industry focus

# SaaS market growth (Global data)

- **Increasing adoption of SaaS applications**

The global SaaS market is expected to grow from \$120.4 billion in 2021 to \$236.6 billion by 2028, at a compound annual growth rate (CAGR) of 12.4%. This growth is driving the demand for SaaS management platforms, as businesses need a way to manage their growing number of SaaS applications.

- **500% growth in 7 years**

Since 2015, the SaaS industry grew from \$31.4 billion to an expected value of \$195.2 billion by 2024.

| Gartner report data / USD billions:              | 2021           | 2022           | 2023           |
|--------------------------------------------------|----------------|----------------|----------------|
| Cloud Business Process Services (BPaaS)          | 54.952         | 60.127         | 65.145         |
| Cloud Application Infrastructure Services (PaaS) | 89.910         | 110.677        | 136.408        |
| Cloud Application Services (SaaS)                | 146.326        | 167.107        | 195.208        |
| Cloud Management and Security Services           | 28.489         | 34.143         | 41.675         |
| Cloud System Infrastructure Services (IaaS)      | 90.894         | 115.740        | 150.254        |
| Desktop-as-a-Service (DaaS)                      | 2.059          | 2.539          | 3.104          |
| <b>Total Market USD</b>                          | <b>412.632</b> | <b>490.333</b> | <b>591.794</b> |

According to Gartner report data [\(here\)](#) growth is seen even higher. Gartner report includes not only SaaS but total cloud service market data, showing that end-user spending on public cloud services is forecasted to grow 20.7% to total \$591.8 billion in 2023, up from \$490.3 billion in 2022.

# Global SaaS usage and spend (Enterprise level)

- **Global SaaS spend**

According to 2022 data ([Gartner](#)), SaaS spend grows 15-20% annually, with organizations maintaining an average of 130 different SaaS applications totaling \$1,040 per employee annually.

(on other sources - \$2,623 per employee is spent ([source](#)))

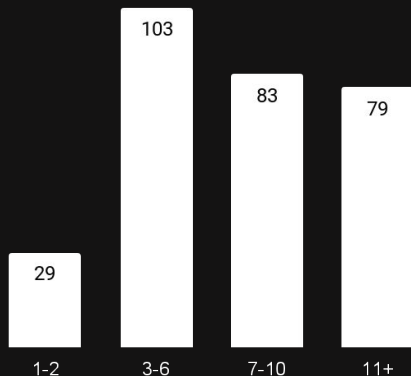
- **Annualized SaaS spend growth rate**

The annualized SaaS spend growth rate is 58%. One of the most contributing factors was Covid-19 pandemic, which facilitated growth of digital transformation initiatives.

- **Average number of SaaS per user**

On average there are 7 apps per user in company. And for companies with more employees the more SaaS are used.

**Total SaaS apps used per years in business (2020)\***



| SaaS apps used per company size ( <a href="#">link</a> ) |      |        |
|----------------------------------------------------------|------|--------|
| Number of employees                                      | 2022 | Growth |
| Below 50                                                 | 16   | +377%  |
| 50 - 99                                                  | 24   | +137%  |
| 100 - 499                                                | 47   | +119%  |
| 500 - 999                                                | 92   | +29%   |
| 1000 +                                                   | 177  | +33%   |

| Average SaaS spend by company Size (USD) ( <a href="#">link</a> ) |           |           |        |
|-------------------------------------------------------------------|-----------|-----------|--------|
| Number of employees                                               | 2020      | 2022      | Growth |
| Below 100                                                         | 102,224   | 487,301   | +377%  |
| 100 - 199                                                         | 336,327   | 796,969   | +137%  |
| 200 - 499                                                         | 698,567   | 1,532,743 | +119%  |
| 500 - 999                                                         | 2,173,006 | 2,813,307 | +29%   |
| 1000 +                                                            | 3,728,010 | 4,944,883 | +33%   |

# SaaS adoption (Digital transformation)

## SaaS powered workplaces

- Digital transformation is one of the growth factors for increased emergence of SaaS powered workplaces - these organizations run almost entirely on SaaS. Digital transformation is also facilitated during shift towards Hybrid Workplace environments. [\(source\)](#)

### SaaSOps study findings: (750 respondents, 2022 - 2023)

#### SaaS powered workplaces

**186** : Average number of SaaS apps

**96%** : of apps are SaaS based

#### Workplaces in transition

**121** : Average number of SaaS apps

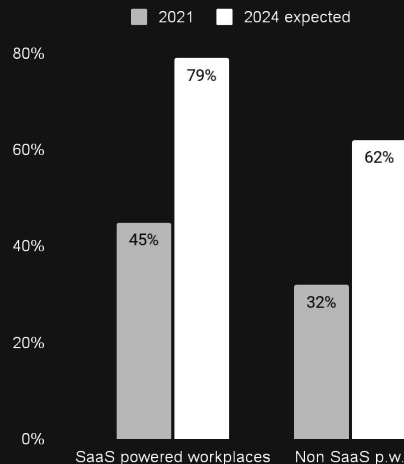
**49%** : of apps are SaaS based

#### Traditional workplaces

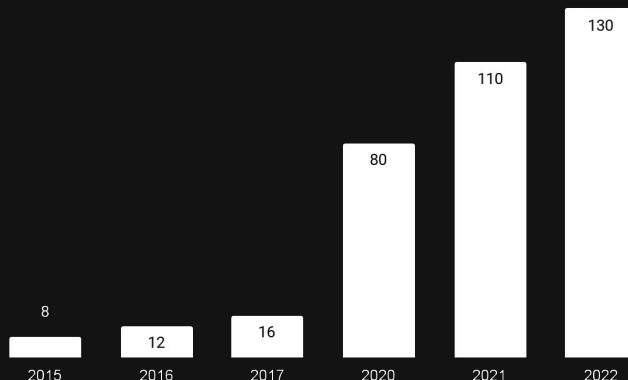
**44** : Average number of SaaS apps

**13%** : of apps are SaaS based

### SaaSOps automation levels\*



### Number of SaaS apps Used per organization (YoY)\*\*



\*Statista: SaaSOps automation levels at the workplace today and in the future 2021

\*\*Bettercloud: State of SaaSOps 2023

# New and emerging market

| Vendor             | HQ                              | Product Name                              | Founded | Raised capital     | Revenue   | Exited                         |
|--------------------|---------------------------------|-------------------------------------------|---------|--------------------|-----------|--------------------------------|
| <b>Augmentt</b>    | Kanata, Ontario, Canada         | SaaS Management                           | 2020    | \$6 M (seed round) | \$3 M     | -                              |
| <b>Beamy</b>       | Paris, France                   | Beamy                                     | 2015    | \$ 9 M (Series A)  | \$1 M     | -                              |
| <b>BetterCloud</b> | New York, U.S.                  | BetterCloud                               | 2011    | \$187 M            | \$82.1 M  | -                              |
| <b>LeanIX</b>      | Bonn, Germany                   | SaaS Management Platform                  | 2012    | \$120 M            | \$111.4 M | To <u>SAP</u> , (\$1.2Billion) |
| <b>Lumos</b>       | San Francisco, California, U.S. | AppManager                                | 2020    | \$30 M             | \$5M      | -                              |
| <b>Oomnitza</b>    | San Francisco, California, U.S. | Enterprise Technology Management Platform | 2012    | \$34.9 M           | \$16.8 M  | -                              |
| <b>Productiv</b>   | Palo Alto, California, U.S.     | Productiv SaaS Intelligence Platform      | 2018    | \$73 M             | \$28.3M   | -                              |
| <b>SailPoint</b>   | Austin, Texas, U.S.             | SaaS Management                           | 2005    | \$26.08 M          | \$134.3 M | To Thoma Bravo (\$6.9Billion)  |
| <b>Torii</b>       | New York, U.S.                  | SaaS Management Platform                  | 2017    | \$50 M             | \$12.4 M  | -                              |
| <b>Trelica</b>     | Cambridge, U.K.                 | Trelica                                   | 2018    | -                  | \$1.1 M   | -                              |
| <b>Zluri</b>       | San Francisco, California, U.S. | Zluri                                     | 2020    | \$20 M             | \$13.2M   | -                              |
| <b>Zylo</b>        | Indianapolis, Indiana, U.S.     | Enterprise SaaS Management Platform       | 2016    | \$35.2M            | \$6.6 M   | -                              |

# Founding team



**Jānis Zaltāns**

Startup Wise Guys alumnus

Country lead of Banqup @Unifiedpost Group

Founder @Lahdes (eDoks) (top15 Nordic/Baltic Fintech 2019 by Mastercard Lighthouse)

Head of Business Development @Digipulse



**Oleksii Hunko**

13+ years experience in developing enterprise software

Group manager @ Playtika

Founder @Varta Tech

Tech Lead @ NICE Ltd.



**Elvīra Zaltāne**

Founder, DPO @Legally

Country manager / Expansion manager  
@HUGO.legal

Business development manager  
(Nordics/Central Europe) @DeepOpinion.ai

2x Forbes 30 under 30 (2019, 2022)



# We're looking for 650k Pre-seed investment

## Cost Structure

To bring our prototype to a full product with a Product design partner company and to get our first paying customers [in 18 months](#).

- Hiring additional Technical team members
- Product development with design partner
- Marketing & Onboarding of first paying customers

|                                                      |                  |
|------------------------------------------------------|------------------|
| Team                                                 | 324k (incl. Tax) |
| Marketing & Sales activities                         | 70k              |
| UI / UX                                              | 35k              |
| Administrative costs (legal, accounting, facilities) | 85k              |
| Tech infrastructure                                  | 136k             |



Want to see a demo or help us to build affire? Let us know:

[team@affire.ai](mailto:team@affire.ai)

[www.affire.ai](http://www.affire.ai)