SaaS and Cloud Software

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC’s SaaS and Cloud Software research examines the opportunity, buyer demand criteria, and business success characteristics for the deployment of SaaS and provides IDC’s worldwide forecast and market share documents for all SaaS, PaaS, and system infrastructure software revenue. This service covers hybrid cloud and multicloud strategies by industry, investigates the cloud through an application software and services lens, analyzes market disruption, covers cloud marketplaces, and identifies operational strategies for building, selling, and purchasing SaaS, including optimal go-to-market and management strategies. Research explores a new generation of SaaS infused with innovation accelerators like artificial intelligence and machine learning and advanced analytics.

IDC also offers three separate companion services meant to be utilized alongside this CIS, called IDC’s SaaSPath, IDC’s Industry CloudPath, and IDC CloudShare emerging ISV database. Industry CloudPath provides deep insight into how each industry (22 industries) is moving to the cloud, including current and future planned cloud adoption; application migration strategy and timing; drivers and inhibitors; budgets; purchasing preferences toward pricing, packaging, and buying channels; cloud maturity levels; extensive vendor ratings and advocacy scores; and adoption and buying intentions for 200+ industry-specific applications/workloads. SaaSPath provides global data on SaaS buyer attitudes and references, including deep vendor ratings and comparisons in 15 app categories (ERP, SCM, HCM, tax, A/R, A/P, salesforce automation, procurement, T&E, finance, T&R, PSA, EAM, digital commerce, and subscription billing). For full details, contact Frank Della Rosa at fdellarosa@idc.com.

Markets and Subjects Analyzed

- SaaS-enablement strategies for packaged software ISVs
- Customer adoption trends, attitudes and preferences, drivers, inhibitors, and success factors
- SaaS provider issues, including projected opportunity and business/delivery model strategies
- Hybrid cloud and multicloud solution strategies
- The transition from traditional software creation and distribution to cloud-based platforms and marketplaces
- Ecosystem strategies for SaaS providers
- SaaS provider software, service, and operational strategies
- Market optimization strategies such as SaaS enablement, third-party hosting, and partnering methods

Core Research

- Worldwide SaaS Market Forecast, Market Share, and Competitive Analysis
- SaaS Adoption Strategies
- SaaS and Cloud Buyer Insights
- New Generation of SaaS
- Business Models for Cloud Software
- Proliferation of SaaS Marketplaces
- SaaS Platforms
- The Economics of Delivering SaaS and Cloud Software

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: SaaS and Cloud Software.

Key Questions Answered

1. Where do SaaS and cloud intersect? How can vendors and customers prosper from a better understanding of how SaaS providers can be cloud service providers?
2. What are best practices in sales, marketing, business operations, R&D, billing, infrastructure operations, branding, and so forth for traditional software vendors to become “hybrid” vendors?
3. How can software vendors and ecosystem players use SaaS to better meet the needs of customers?
4. What are the dominant and emerging service creation models for SaaS? How do these providers utilize cloud infrastructure to extend their reach into new global markets?
5. What are the use cases for SaaS providers to source and consume other lower-level infrastructure services and higher-level BP services to serve their customers?
6. What ISVs lead in earning revenue from selling SaaS and PaaS?

Companies Analyzed

IDC’s SaaS and Cloud Software research analyzes the strategies, positioning, and future directions of major providers delivering or helping to accelerate the adoption of SaaS. A representative list of these providers may include: