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SaaS Report 2023

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About GOOINN

GOOINN is an innovation consultancy firm based in London and Istanbul.

t's currently actively serving in Turkey and the United Kingdom It transfers the competence needed to design innovative products that meet the real needs of customers to companies. It helps to establish and strengthen the innovation culture in institutions. GOOINN attaches great importance to creating value together and being output-oriented.

GOOINN, with its expert advisors, has created value together with companies such as Unilever, Bayer and ING, and has supported the foundation of many startups that receive investment from these institutions.

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1. Collaboration Tools

1. Collaboration Tools

1.1. Collaboration Tools Definition

Collaboration Tools are software programs, applications, and platforms that facilitate collaboration processes.[1] These tools give employees the opportunity to work on a project without being in the same place.[2] It helps businesses and employees organize processes and work together more effectively and efficiently, while at the same time allowing managers and employees to assign tasks, report on results, and improve workflows and communication.

There are many benefits of using Collaboration Tools. One of the most important benefits is that it contributes to the differentiation and development of business processes by influencing working styles. Other benefits can be listed as follows;[3]

- Collaboration tools make remote working easier and more permanent. Together with hybrid teams located both in and out of the office, these tools make it easier to stay connected and productive.

- These tools offer improved security infrastructure and use secure cloud storage. In particular, Cloud collaboration tools with ISO certificates reduce the risk of cybercrime and theft. Tools with this certificate comply with data protection laws mandated by governments.

- Collaboration tools increase employee productivity and satisfaction. It makes communication between employees easier and more enjoyable. On the one hand, employees are confident in their responsibilities, and on the other hand, they can better manage their workloads by adapting more easily to incoming demands thanks to these tools.

- Collaboration tools that save time and resources have a supportive role in the production of innovative ideas and at the same time raise team morale.

1.2. Collaboration Tools Examples

Slack is a powerful collaboration tool with millions of users. Considered as a team messaging application, this tool allows direct messages and files to be sent to a single person or a group of employees. Users can register for the application within minutes and create their own domains in a truly short time.[4]

Trello is a flexible business management tool where teams can design plans, collaborate on projects, organize workflows, and track progress in a visual, productive, and rewarding way.[5] Thanks to Trello, team members can connect and collaborate on projects with the card system, which allows them to add comments, links, files, and photos to project cards. Also, this tool includes a digital dashboard where team members can create, organize, and prioritize actions.[6]

Podio is a flexible and customizable online platform for business and communication between teams. This platform allows teams to share files with each other, show the status of ongoing projects, and get feedback on things being worked on. These mentioned functions are combined in an easy-to-use interface.[7] Also, this tool reveals the information that teams need to advance projects, while advanced reporting capabilities strengthen management's decision-making process.[8]

Igloo is a company intranet that allows people to communicate and do their work. Going beyond the traditional intranets of companies, Igloo improves communication, information sharing, cooperation, and culture. It helps organizations increase productivity and engagement by implementing reliable and scalable digital workplace solutions that integrate with popular enterprise applications and tools.[9]

Asana, one of the best-known project management tools, allows users to assign tasks to other members, add followers to projects and track deadlines. It is an especially useful tool for strategic planning as a to-do list and calendar.[10] More than 100.000 paying organizations and millions of teams around the world use Asana.[11]

WebEx provides calls, meetings, messaging, and events via the cloud for teams of all sizes. Adaptable for any work style, role, or device, WebEx connects teams and supports efficient workflows with messaging and file sharing.[12]

Gain provides team collaboration in marketing materials to facilitate content creation. This tool makes the entire marketing workflow, from creation to publishing, seamless for account managers and stakeholders. It collects feedback and approval from all stakeholders. [13]

2. SaaS

2. SaaS

2.1. SaaS Definition

SaaS is known as Software as a Service. It is defined as a centrally hosted, subscription-based licensing and distribution model that provides users with the ability to access and use cloud-based applications over the Internet.[14] This application is one of the three main categories of cloud computing, along with infrastructure as a service (IaaS) and platform as a service (PaaS).

2.2. Benefits of SaaS

SaaS eliminates the need for organizations to install and run applications on their own computers or in their own data centers. This eliminates hardware purchase and maintenance, as well as software licensing, installation, and support costs. Other benefits of this model mentioned are as follows;[15]

Flexible Payment Advantage:

Users can subscribe to a SaaS offer instead of installing software or purchasing additional hardware to support it. Thus, converting costs into recurring business expenses allows many businesses to make better and more predictable budgeting. In addition, users can terminate SaaS offers at any time to stop renewed costs.

Scalable Usage:

It offers high scalability, which gives SaaS users the option to access more or fewer services and features upon their request.

Automatic Updates:

Users can perform updates automatically thanks to SaaS instead of purchasing new software.

Accessibility and Permanence:

Users can access SaaS applications from any device or location over the Internet.

Customization:

SaaS applications can usually be customized. It can also be integrated with other business applications.

2.3. Why Do Companies Choose SaaS?

There are multiple reasons why companies choose SaaS applications. The first of these is cost. SaaS, which offers lower costs compared to the traditional model, helps companies achieve cost savings by creating a competitive space. Also, SaaS reduces information technologies, education, and other costs because it supports the environment, offers personal support, and constantly publishes the latest updates.

The second reason why companies choose SaaS applications is easy integration. It can be easily integrated into the software they own themselves and directly through APIs.[16]

The third reason for choosing SaaS applications is that it saves time. The installation of SaaS applications is conducted quickly. In addition, the maintenance responsibilities related to the application are transferred from the information technology departments to the SaaS vendor itself. This eliminates the extra working hours and interruptions that may be necessary to upgrade traditional software.[17]

Another reason for choosing these mentioned applications is that they offer flexibility and options. At this point, SaaS applications allow the delivery model to be selected and easily made changes when business requirements change. On the other hand, thanks to flexible subscription-based licensing, SaaS applications can be easily scaled. [18]

Another reason why companies choose SaaS applications is that accessibility to applications is easy. This is because SaaS applications are hosted on the cloud and can be easily accessed from anywhere over the internet via mobile devices. For this reason, employees have access to critical business information from anywhere and can easily work even when they are away from the workplace. Thus, there is no interruption in the work tasks.[19]

Also, SaaS allows companies by their vendors to assess the application first or try a pilot application. Thus, companies can realize whether there is a business value in practice.[20]

2.4. SaaS Examples

Lumen5 is a video creation platform designed for brands and businesses to produce engaging video content for social posts, stories, and ads. The platform not only provides tools for making videos but also provides access to millions of stock images, photos, and film music thanks to its built-in media library. Therefore, users can access everything they need without having to register or purchase any digital assets externally.[21]

Candidly is a fully configurable financial health platform that addresses the entire life cycle of education expenditures. The application constantly evaluates the financial situation of users to create a personalized plan and matches them with expert guidance and content. It uses artificial intelligence-supported technology to pay off users' debts and provide savings.[22]

Buffers is a simple but effective application that helps with social media management and scheduling for businesses of all sizes. The application operates in 15 countries around the world and has a team of 85 people. Buffer offers the best services to help customers build their brands and grow their businesses on social media.[23]

Dropbox is a leading cloud storage SaaS application that makes it easier for companies to store, share and collaborate on files and data. It is an excellent choice for businesses that rely largely on freelancers and remote workforces. It has integration with many applications.[24]

HubSpot is a leading SaaS tool for enterprises and corporate software companies. It offers sales, marketing, CRM, CMS, and service software to businesses. Marketing software helps businesses attract and convert visitors, close, and retain deals.[25]

Salesforce is one of the most preferred customer relationship management platforms. The application combines marketing, sales, trade, service, and information technologies at a single point.[26] Aiming to increase the sales of enterprises by managing all possible sales and expectations in one place, Salesforce drives lucrative returns on investment for many small and medium-sized businesses with its elite sales paradigms.[27]

2.5. Collaborative SaaS Definition

Collaborative SaaS are cloud-based applications that allow teams to work together on their projects. These applications, which generally provide a platform for communication, document sharing, monitoring of project processes, job assignments, and conferences,[28] while benefiting from common software and infrastructure, offer solutions for business partners.[29]

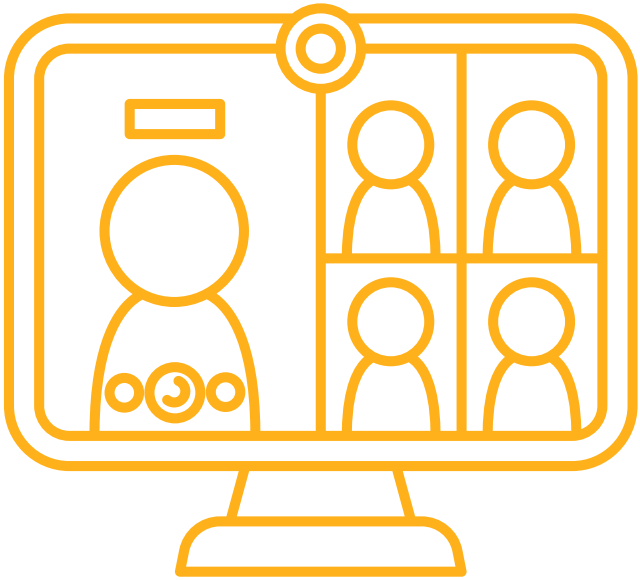
2.6. Collaborative SaaS Examples

ClickUp is a cloud-based collaboration and project management tool suitable for businesses of all sizes and sectors. In particular, it includes communication and collaboration tools, task assignments and statuses, alerts, and the task toolbar.[30] The projects being worked on are shown in the taskbar. Tasks here can be assigned automatically, comments can be made on posts, and statuses can be updated. The application can also be synchronized with other tools.[31]

Confluence is a project management solution that allows organizations to create, collaborate, edit, and review project documents. The application's regulatory feature allows employees to create content such as meeting notes, product requirements, and research reports. In addition, it provides the opportunity to review and share feedback on the documents created.[32]

Canva is a cloud-based graphic design application used by companies of all sizes to create brand-based marketing content, sales presentations, educational videos, and more. The application includes features such as drag-and-drop design and photo editing that provide access to custom fonts, frames, shapes, grids, and icons. Users can be provided with the opportunity to work together on visual projects by forming teams through Canva.[33]

Zoom Meetings is a cloud-based video conferencing software solution that allows organizations in the education, finance, healthcare, and government sectors to organize virtual meetings and collaborate in real-time using integrated communication tools. Users use HD video and audio to communicate virtually with meeting participants on any video call. With the built-in collaboration tool of the application, employees can share their screens and interact during any online meeting.[34]



Mockplus is a cloud-based rapid prototyping tool that developers can use to create interactive prototypes. This tool allows users to quickly complete a screen design with pre-created components, icons, and drag-and-drop functions. In addition, Mockplus offers online collaboration that allows users to collaborate with team members, synchronize and test the design in eight different ways. Customers can use this solution to comment directly on the design and provide feedback.[35]

2.7. SaaS Market

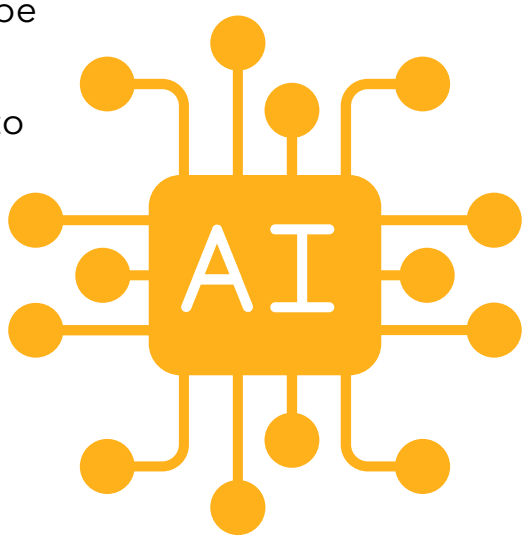
The SaaS market is growing day by day. Among the most crucial factors driving the growth are the increasing adoption of public cloud services among organizations and the increasing transition of organizations from an on-premises model to SaaS due to the excessive cost of on-premises software deployment worldwide. At this point, according to the research of Grand View Research, the global SaaS market size has a value of 165.9 billion dollars in 2021. This market is expected to expand at a compound annual growth rate of 11% from 2022 to 2028, with market revenue expected to reach $344.3 billion [36] and market size to $716.52 billion by 2028.[37]

Considering the SaaS market by region, the region dominating the market is North America. North America has a share of about 50% of the market in 2021. This is related to the fact that it has advanced information technology infrastructure that enables easy distribution of cloud-based virtual services and the investments made in a high number of cloud infrastructures. In the Asia Pacific region, the number of small and medium-sized enterprises using outsourcing is increasing. SMEs are significantly outsourcing cloud-based software platforms to reduce the cost of on-premises software distribution. Therefore, the SaaS market in the region is expected to have a growth of 12.1% from 2022 to 2028.[38]

2.8. SaaS Trends

The SaaS trends that will shape the future are as follows;[39]

Artificial intelligence-based (AI) SaaS will be more at the forefront. This will empower cross-industry businesses with the ability to customize more products, services, or content, while at the same time gaining a deeply data-driven understanding of the needs of target audiences. Thanks to the combination of SaaS with AI, enterprises will be able to better analyze data, automate services, and improve security and human capacity.



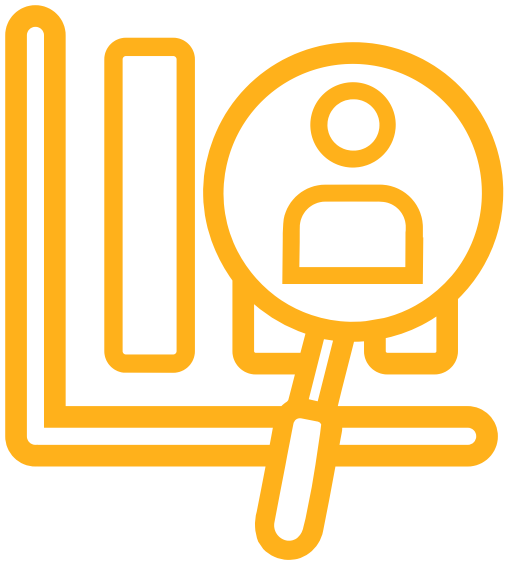
Machine Learning (ML) technology will be used more in SaaS to automate responses in customer service reports and applications, such as live chat robots and artificial intelligence-supported chat operations. This situation will strengthen internal cooperation by increasing operational efficiency, and consumer communication and service output will be improved by constantly adjusting the language, tone of voice, and practicality functions following the constantly changing needs of customers.

The analytical focus is seen as one of the most important trends of SaaS. It is expected that there will be an increase in investments in SaaS for this area. Analytics will become a principal component of almost every service-based software platform and will make business intelligence and data important.

Vertical SaaS will come to the fore. While the generally known Horizontal SaaS focuses on customers in any industry and sector, vertical SaaS will be able to fully customize it by targeting customers in a specific industry and supply chain.

With the explosion of SaaS solutions and their adoption by the market, the need to integrate SaaS into existing business systems has emerged. For this reason, the need for APIs is increasing day by day.

As the SaaS industry expands, more and more providers are focusing on improving the customer experience. At this point, Martech SaaS providers have started to play a major role. Instead of offering endless features to all enterprise solutions, these providers have started to simplify their interfaces and make their solutions more accessible.



As the software-as-a-service industry develops and innovation increases, many developers or providers will focus on customer retention as well as customer acquisition. Also, it is expected that SaaS will make more transitions to platforms as a service (PaaS). There will be more widespread use of PaaS that supports developments that empower businesses to create custom applications as add-ons to their original services.

As the growth in the SaaS industry continues to accelerate, SaaS platform providers are focusing on retention and reducing losses by offering maximum value to platform users. This will encourage providers by inspiring them to lead with user value at the heart of their innovations, ideas, and operations.

Poor data management is still a widespread problem. A large number of new SaaS providers are emerging to help businesses consolidate, organize, and access quality data in a single centralized location. At this point, iPaaS (Integration Platform as a Service), one of the SaaS, will help companies connect fragmented data silos and connect information points easily.

While software-as-a-service platforms continue to expand their reach from year to year, especially with the emergence of "white labeling", "no-code" and "low-code" platforms, startups will be able to implement their SaaS-based content with less technical experience.

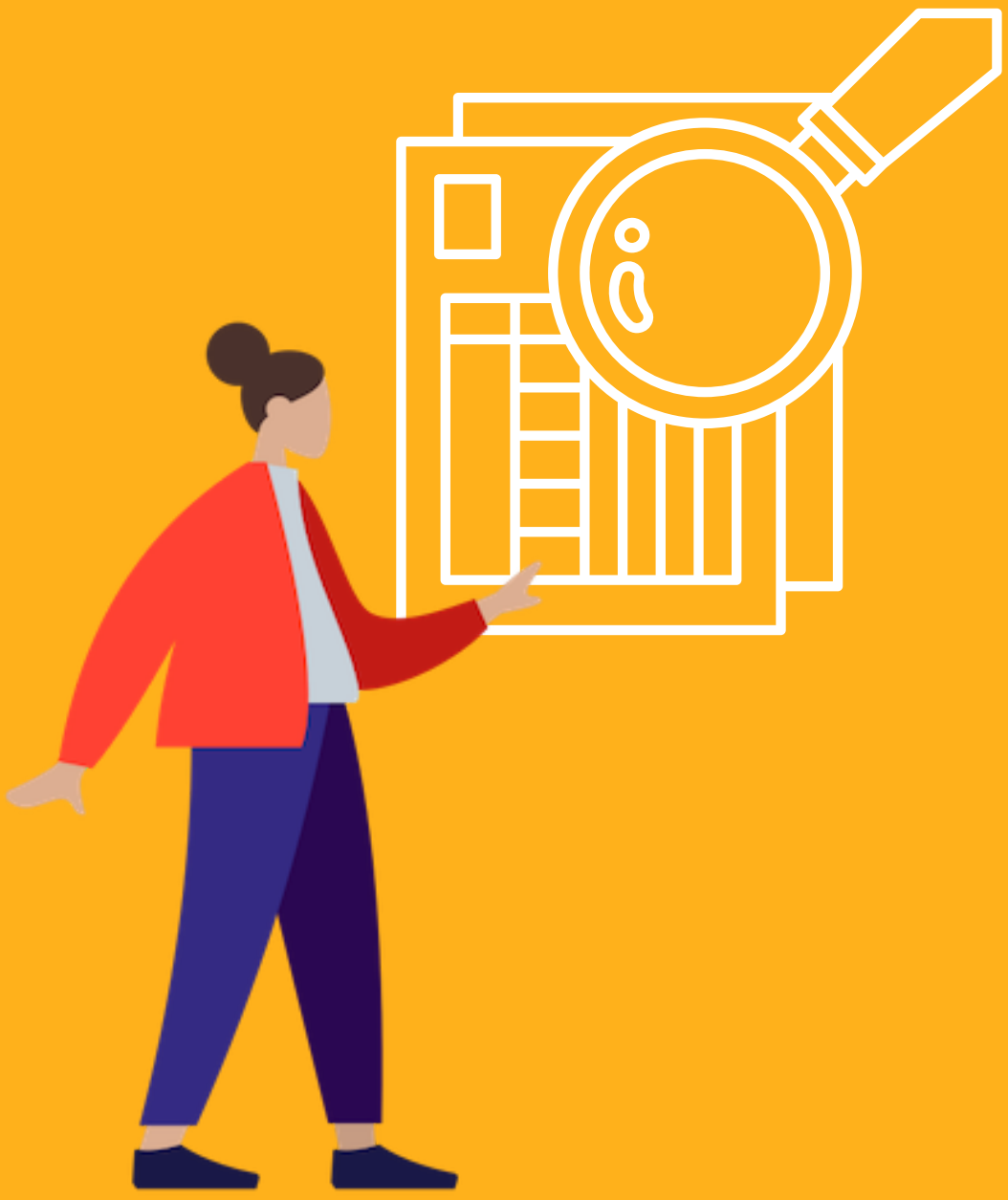
2.9. SaaS from GOOINN- Inodash

GOOINN has introduced a new product called Inodash. This product is seen as a SaaS that enables corporate innovation teams or early-stage incubation centers to develop innovative new jobs, products, and services with early-stage venture teams through structured workshops and in-house training.

Thanks to Inodash, corporate innovation teams can design programs without having to depend on a consultant. The canvases, workshops, and training needed in all the program steps here are in the hands of the user. During the work on canvas and workshops, all the work done by the teams is recorded in the system, and the processes can be easily summarized and reported to the managers on the Dashboard. This SaaS includes 5 modules. These are Problem Discovery Module, Persona Discovery Module, Idea, Business Model, and MVP.

You can scan the QR code to examine Inodash.

3.SaaS Survey



3.SaaS Survey

3.1. General Information

A total of 500 people participated in the survey on SaaS in the European region. The number of men and women in these 500 people is equal to each other. The average age is 25. The oldest participant is 40 years old, and the youngest participant is 18 years old.

Considering the educational status of the participants, 47.8% have a graduate degree, 43% have an undergraduate degree and 9.2% have a doctoral degree.

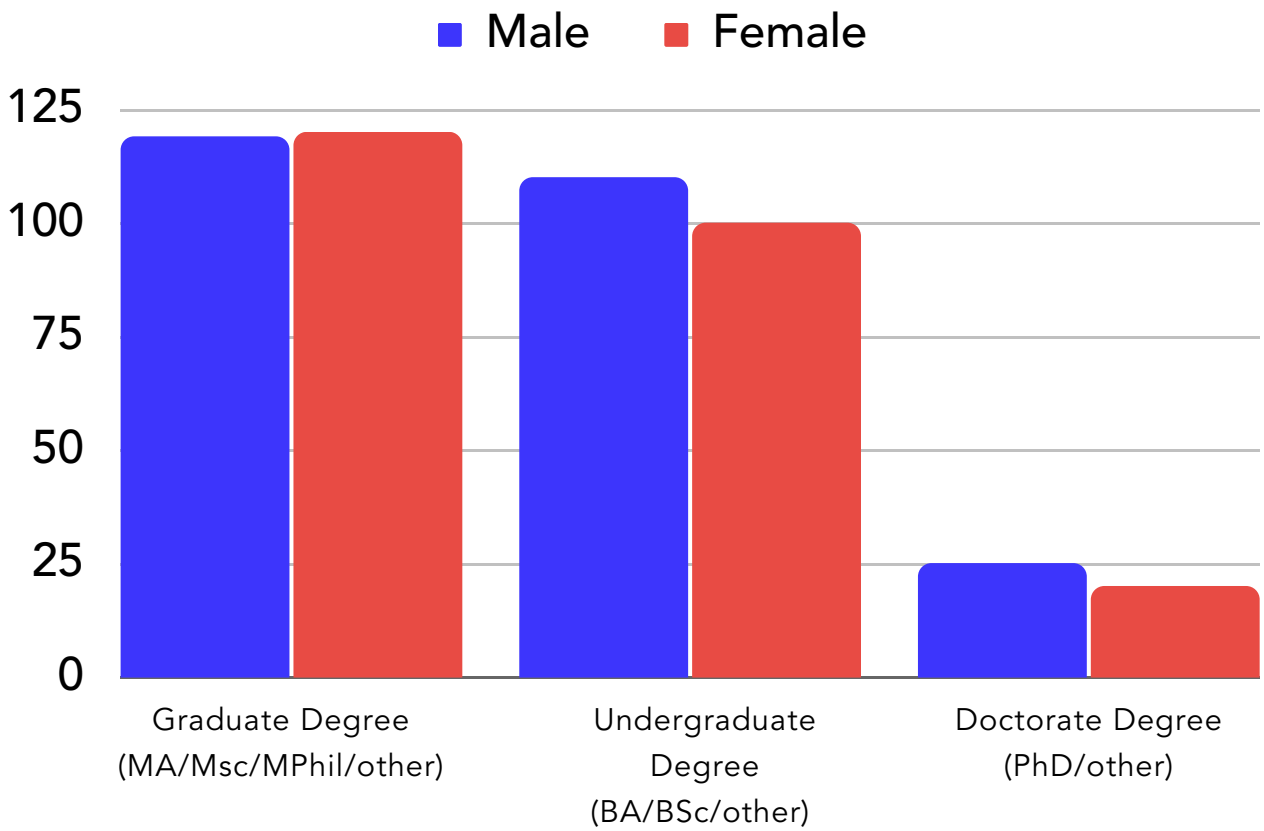


Chart 1: Educational Level According to Gender

In Chart 1, the educational status of the participants according to their gender is discussed. Women are at the forefront of the participants who have a graduate degree. Men are at the forefront of the participants who have an undergraduate degree and a doctoral degree.

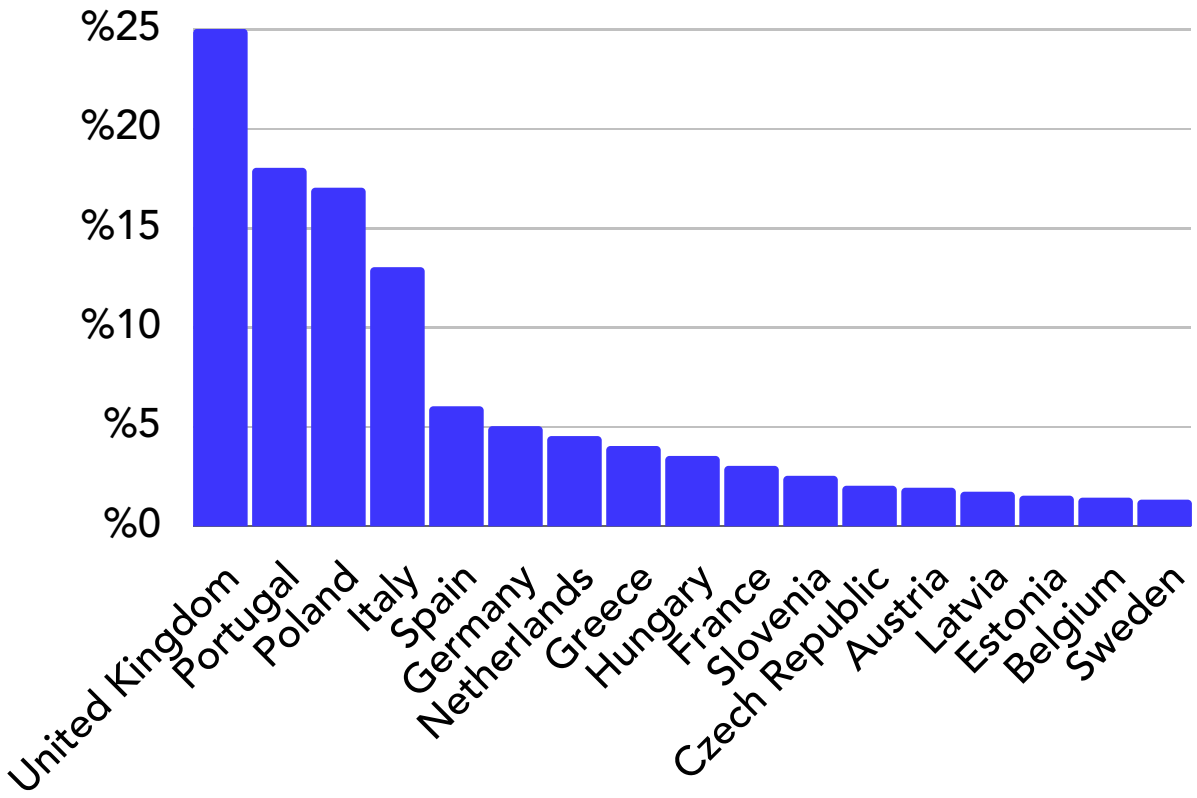


Chart 2: Country of Residence

Chart 2 shows where the participants participated. There are more participants from the UK than from other countries. This is followed by participants from Portugal, Poland and Italy. Participants from Germany and the Netherlands participants have a rate of about 5% for both countries. The countries with the fewest participants are the Czech Republic, Austria, Lithuania, Estonia, Belgium, and Switzerland.

The vast majority of the participants are students. Only 3.2% of them are not students.
In addition, more than half of the participants work part-time, while 43.8% work full-time.

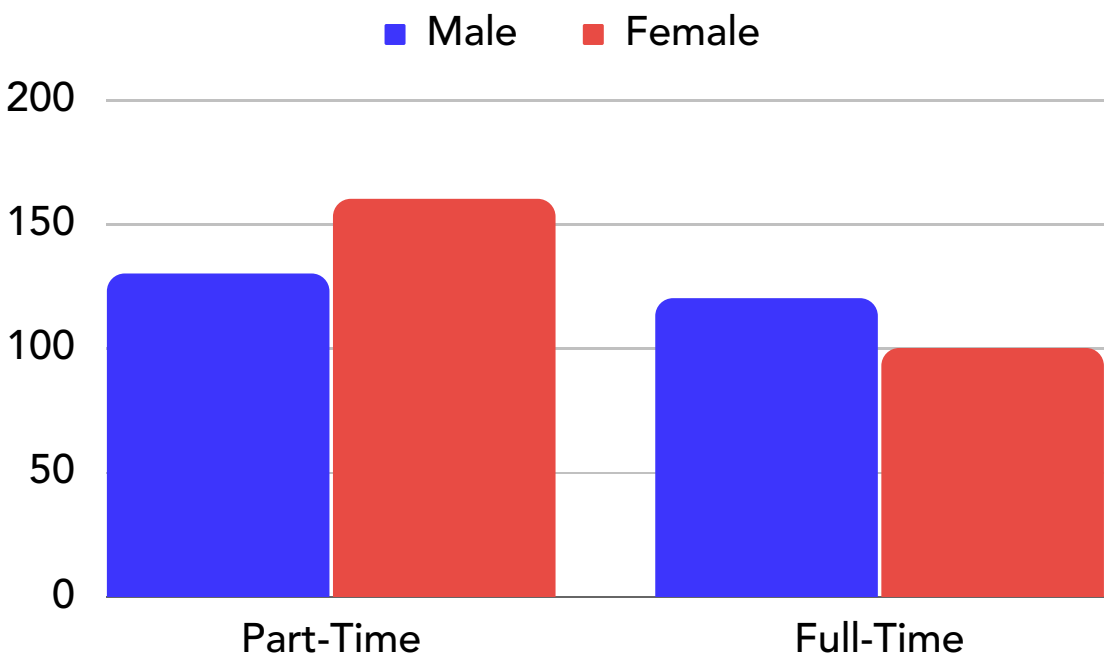


Chart 3: Working Status According to Gender

The working status of the participants according to gender is given in Chart 3. While female participants come to the fore in part-time employees, men are more common in full-time employees.

3.2. Survey Findings

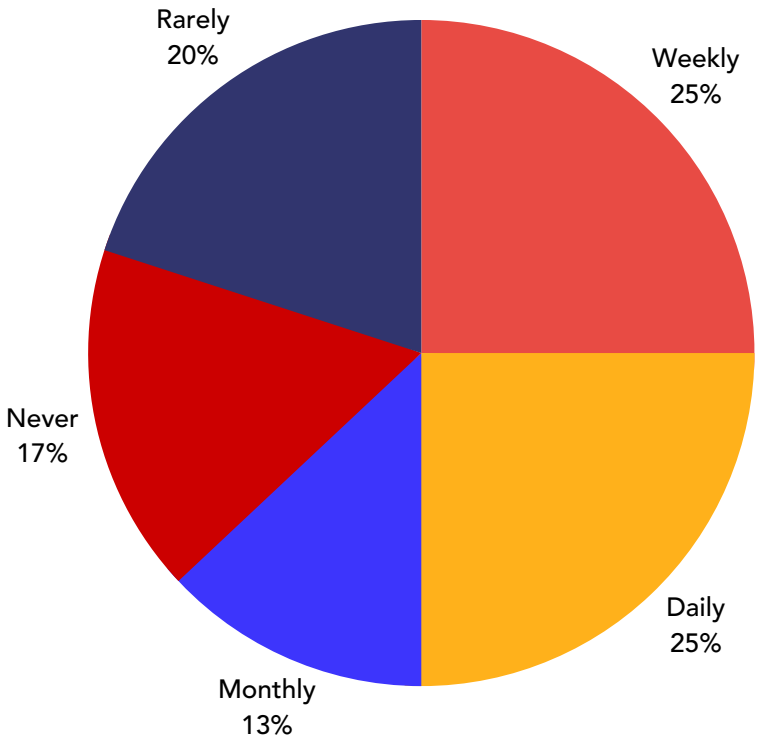


Chart 4: Frequency of Using SaaS Tools for Business Requirements

Chart 4 shows how often participants used SaaS tools for their business needs. 25% of the participants stated that they use SaaS tools for business needs both daily and weekly. The proportion of those who use rarely is 20%, while the proportion of those who use monthly is 13%. The proportion of participants who have never used it for work requirements is 17%.

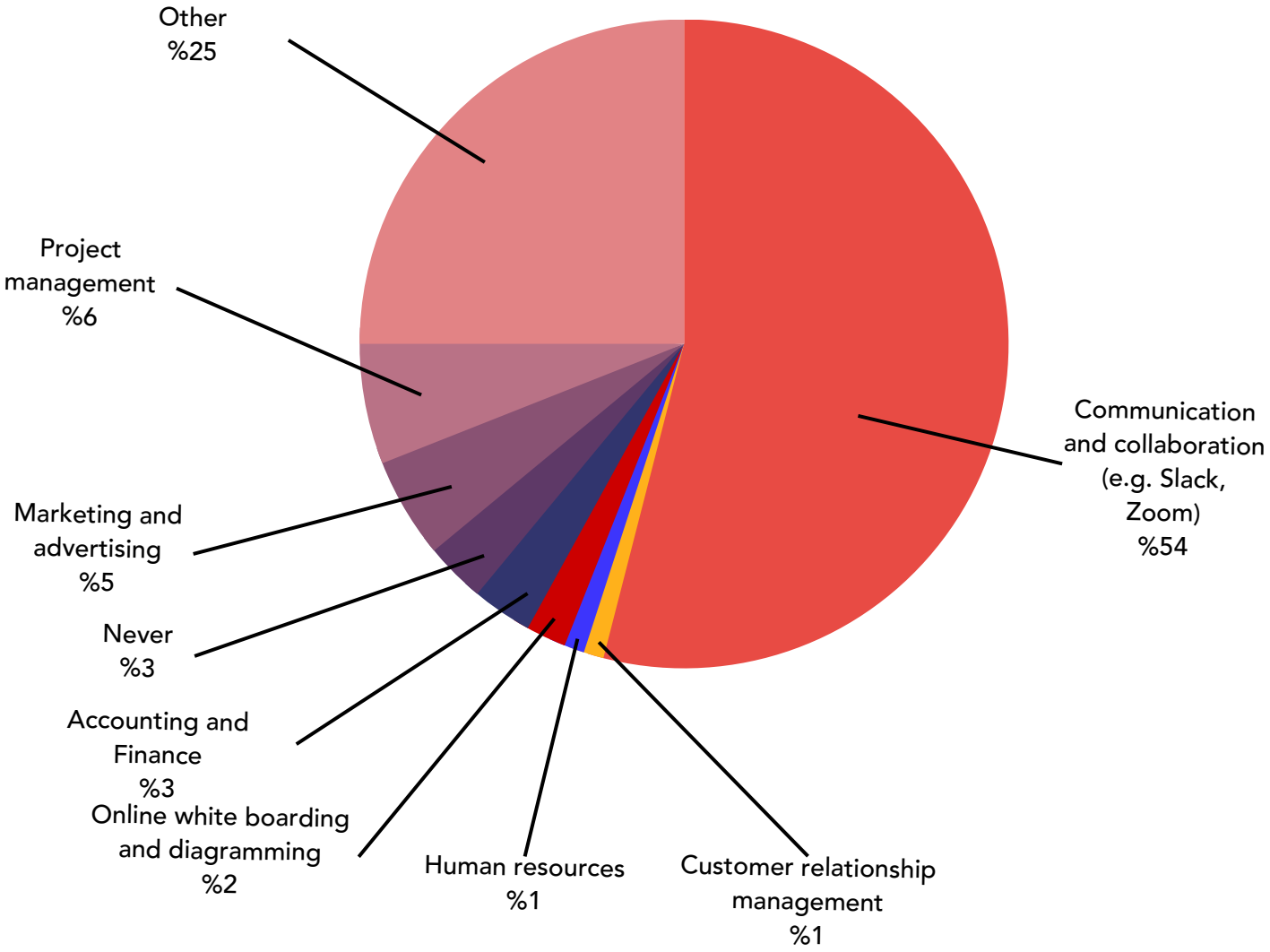


Chart 5: Usage Rates According to SaaS Tool Types

Chart 5 indicates which type of SaaS tool the participants use the most. 54% of them prefer communication and collaboration tools the most, while 6% of them prefer project management tools. There is a 25% section that prefers other tools. Those who prefer marketing and advertising tools have a rate of 5%. Those who prefer accounting and finance are only a 3% segment. Human resources tools, Customer relationship management tools, and online whiteboarding and diagramming tools are among the least used SaaS tools by the participants. Those who have never used these tools represent a segment of 3%.

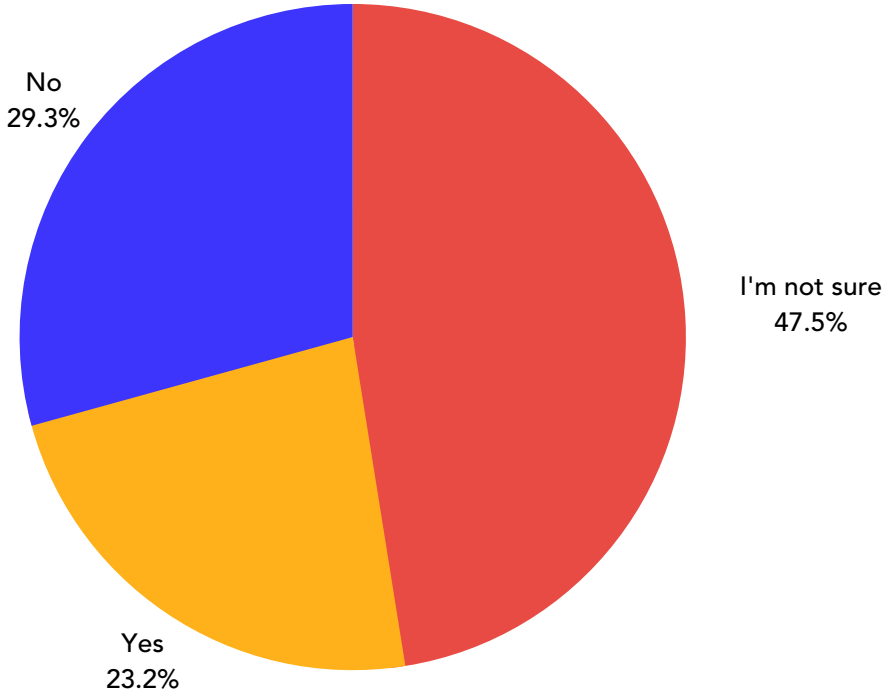
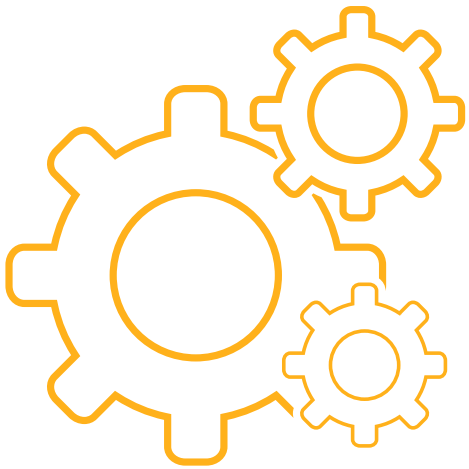


Chart 6: Innovative SaaS Tool Usage Rates

Chart 6 indicates whether the participants used an innovative SaaS tool that they found useful before. While 23% stated that they were using an innovative SaaS tool, 29% stated that they were not using such a tool. About half of the participants are not sure if they are using an innovative SaaS tool.



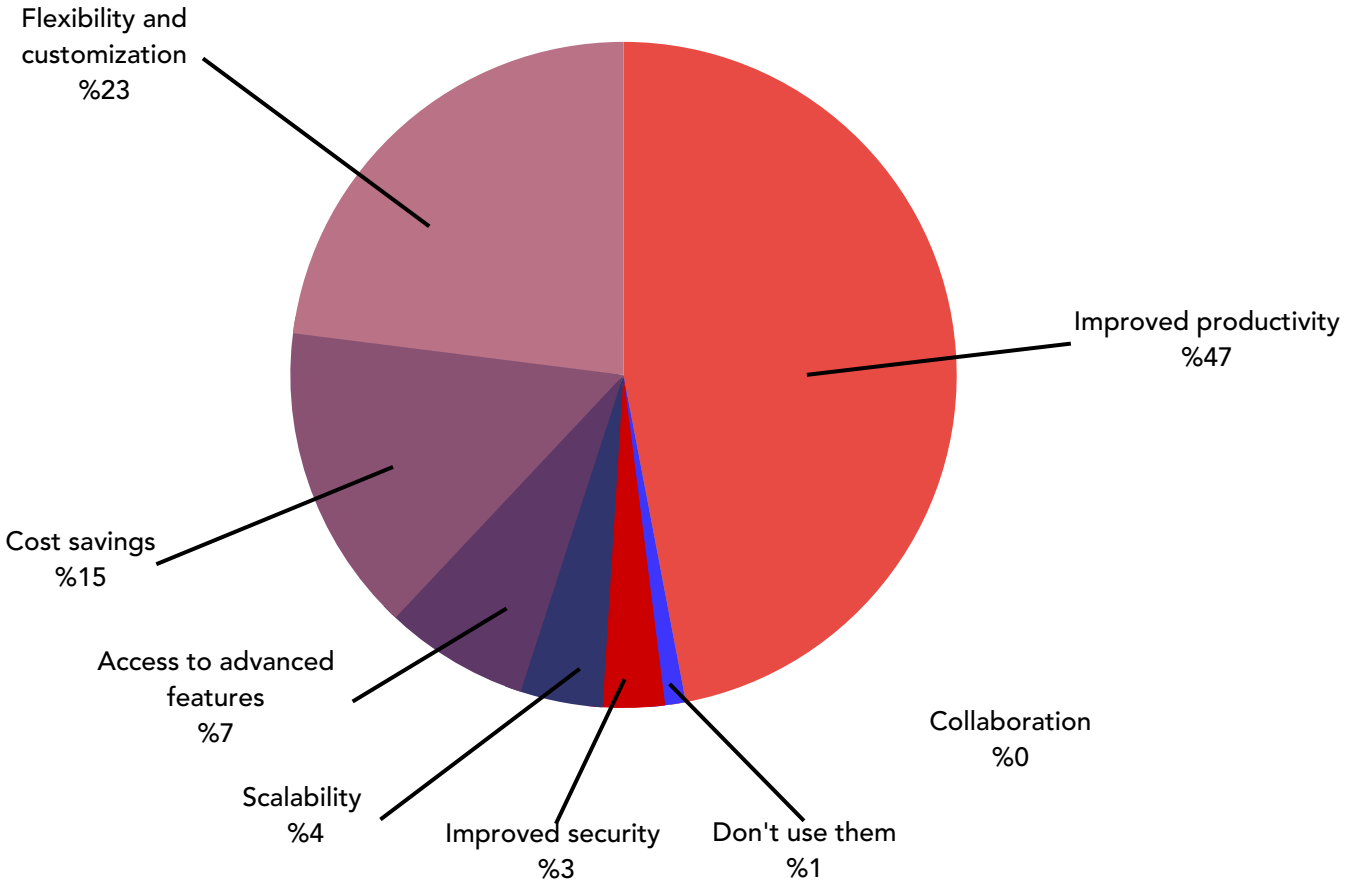


Chart 7: Distribution of Participants According to the Most Important SaaS Benefits

Participants were asked which of the benefits were the most important when using SaaS tools. Chart 7 shows the distribution of participants according to the benefits they consider important. About half of the participants consider improved productivity important. A segment of 23% considers flexibility and customization important. Those who find cost savings important have a rate of 15%. Those who find access to advanced features important are at a rate of 7%. A segment of 4% and 3% consider scalability and improved security important, respectively. There is a segment of 1% stating that s/he does not use a SaaS tool. Only one person stated that s/he found collaboration important.

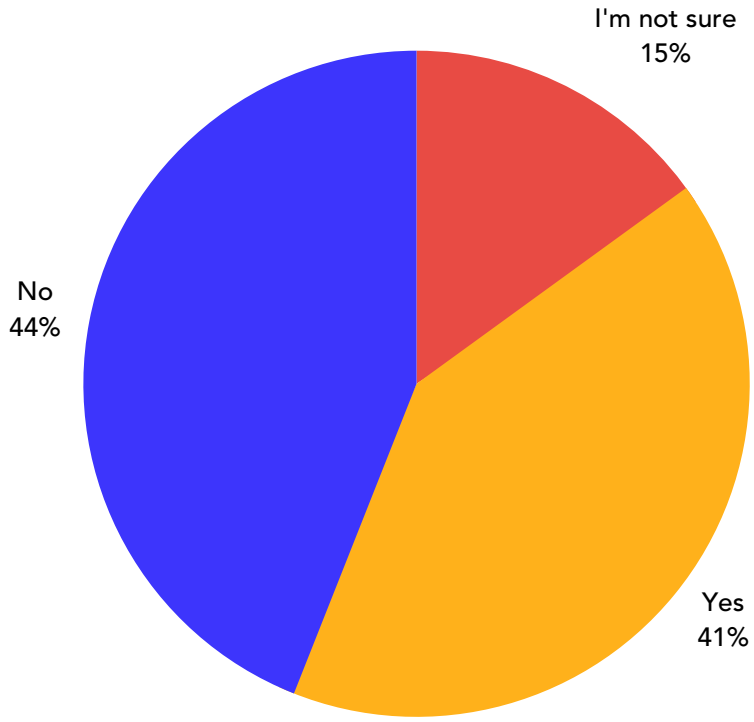
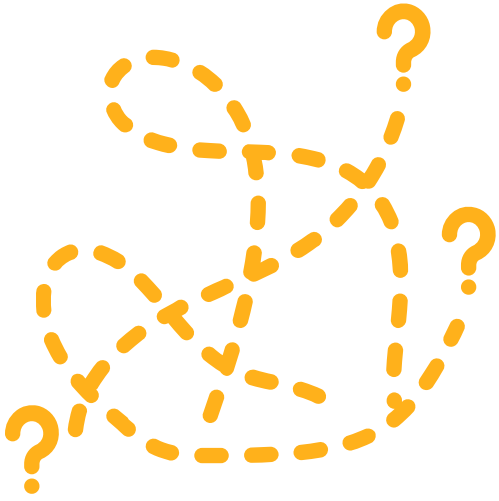


Chart 8: The Rate of Encountering Difficulties When Using SaaS

Chart 8 indicates whether the participants encountered difficulties when using SaaS tools. A segment of 44% states that they have not encountered any difficulties, while a segment of 41% states that they have encountered difficulties. The proportion of participants who are unsure about this situation is 15%.



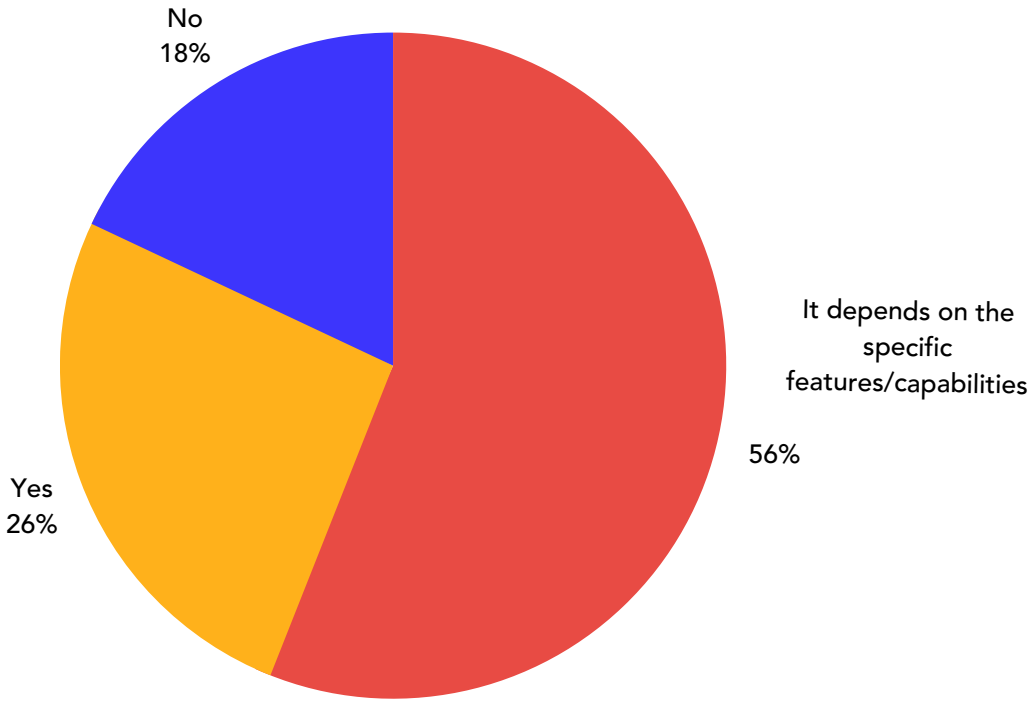


Chart 9: Willingness to Pay High Prices for Innovative Features in SaaS

Participants were asked whether they would be willing to pay higher prices for SaaS tools with innovative features or capabilities. Chart 9 shows the participants' distribution according to their answers. A segment of 26% indicates that they are willing to pay a higher price, while a segment of 18% expresses that they are not satisfied. More than half of the participants indicate that it depends on the specific feature/capacity of SaaS.

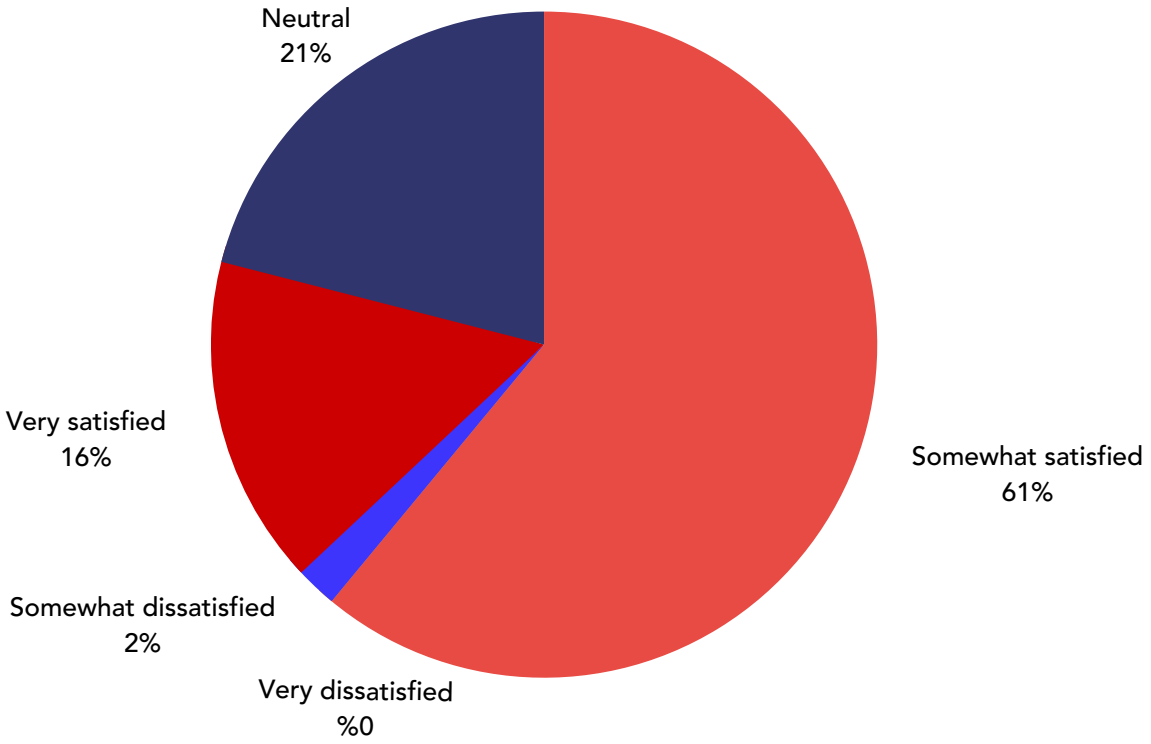


Chart 10: Overall Satisfaction Level with SaaS Tools

Chart 10 shows the participants' overall satisfaction levels with SaaS tools. A large part of the participants is somewhat satisfied with SaaS tools. The second largest segment is neutral with a rate of 21%. 16% of them express that they are very satisfied with the SaaS tools, while 2% of them state that they are somewhat dissatisfied. Only a very few people express that they are not very dissatisfied at all.

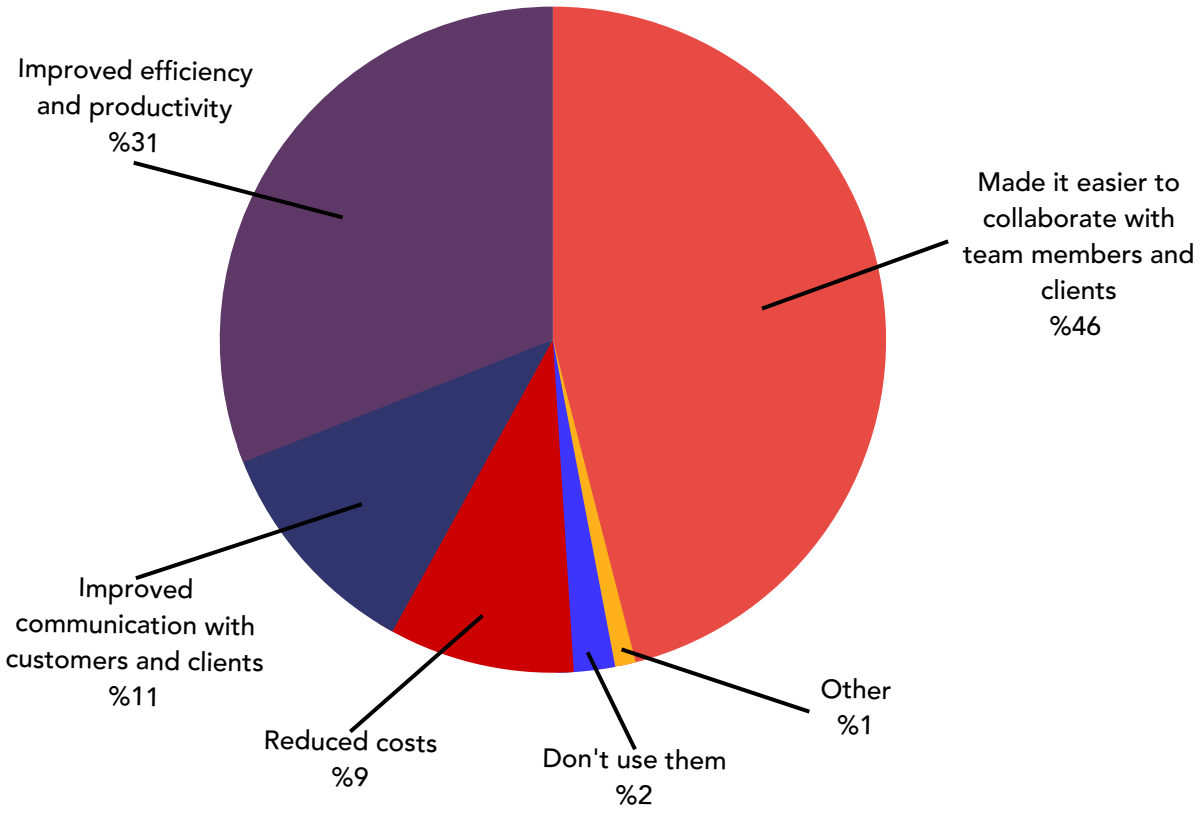


Chart 11: The Impact of SaaS Tools on Business Operations

Participants were asked how the use of SaaS tools affects their overall business operations. Chart 11 shows the distribution of the answers. 46% of participants state that it makes it easier to collaborate with team members and clients. 31% of them state that it improves efficiency and productivity. 11% of them state that it improves communication with customers and clients. 9% of them state that it reduces costs. Only 1% of them mentioned other effects. Among these effects are better time management and deceleration of working time.

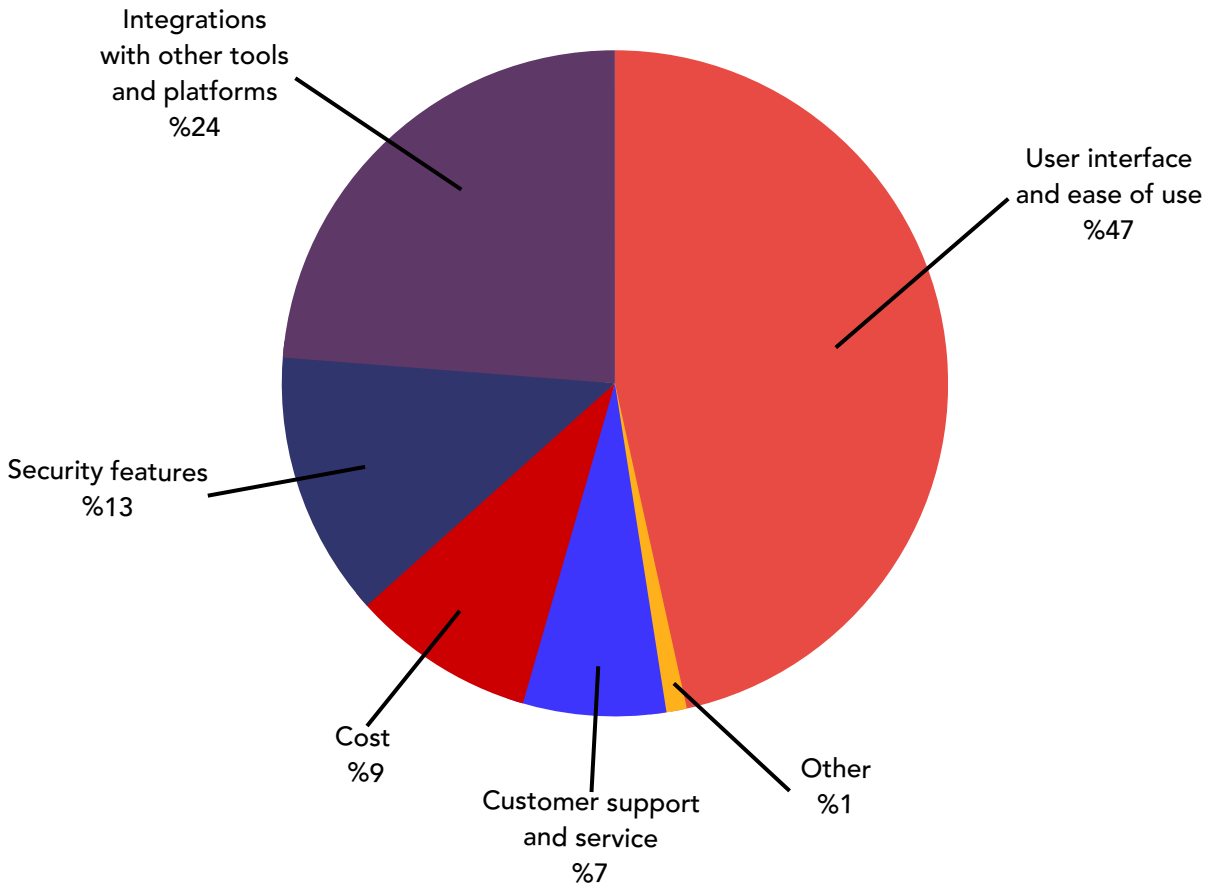


Chart 12: The Most Important Factors When Evaluating SaaS Tools

Chart 12 shows the situations that participants consider to be the most important factor when evaluating SaaS tools. 47% of the participants state that the user interface and ease of use are the most important factors. 24% of them emphasize that integration with other tools and platforms is important. While 13% of them state that security features are the most important factor, 9% of them state that cost is important. A group of 7% of participants states that customer support and service are the most important when evaluating SaaS tools. Only 1% of them said that other factors were important. There is a group of participants who indicate that they have never used it here. Some participants emphasized that efficiency is important.

Participants were asked if they had switched to another SaaS tool while using a SaaS tool. They were asked to explain their reasons for switching. According to the answers received, 76% of the participants have not given up the SaaS tools they use and have not made any changes. Among the remaining participants, some did not use SaaS tools, and those who changed explained the reasons for the change. The most important reason for this is the price of the SaaS tool. The participants who make changes due to price are the most. The second most important reason is the ease of access and use. In particular, it is stated that the ease of use of the interface is a very big factor. The third most important reason is to respond to the need. Among the fourth most important reasons are the features and service services that SaaS offers to its users. There has been a transition to SaaS tools that offer better features and services. The fifth reason is security problems. There are also those among the participants who do not remember whether they switched to another tool or not. The other reasons for switching that the participants answered are as follows;

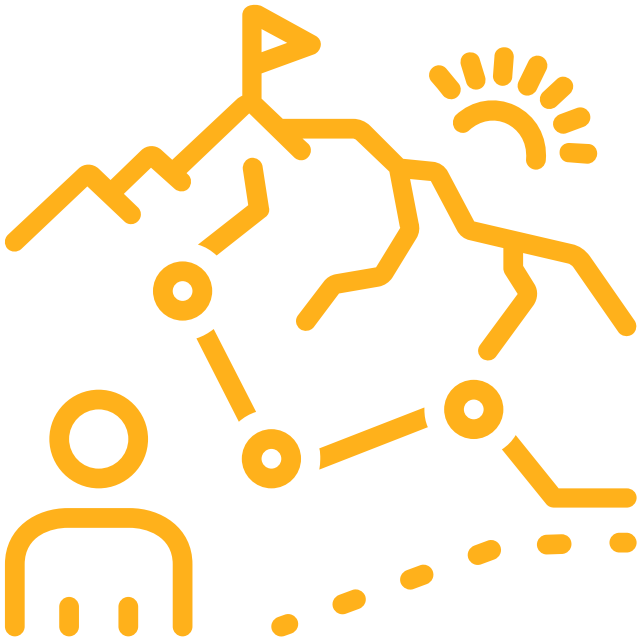
- Being scalable
- Senior management at the company they work for wants this.
- Switching to new versions
- Making data management easy
- Customers use the switched SaaS tool.
- Ensuring workflow and efficiency
- Request to use the SaaS tool that others use.
- Being on trend

Another question participants were asked was whether they regretted using a SaaS tool. In case of regret, they were asked to explain why they regretted it. About 87% of the participants state that they have no regrets. Among those who do not regret, some have problems, but express that they do not have any major regrets. Among the remaining 13%, some participants have no idea, do not use the SaaS tool, and regret using the tool. Among the reasons for regretting, participants cite the following among their reasons for regretting;

- The system used is slow and there are too many technical problems.
- The user interface is not understandable.
- It is difficult to use the tool.
- Having security and data problems
- It is not compatible with the internal policy of the company being studied.
- Being constantly dependent on the Internet
- Lack of sufficient flexibility
- Finding a lack of initiative-taking support
- The complexity of its installation and maintenance
- The cost is high.
- Its reduced features

Finally, participants were asked to use their experience to explain what are the major challenges companies face when it comes to adopting and using a new SaaS tool. The most cited issue is onboarding each employee to use a new SaaS tool. While the difficulty of bringing every employee to the same level is stated, it is also stated that some people among the employees have problems with computer use. It is also stated that there are great difficulties in teaching and learning the use of the new tool. It is said that the use of the new tool will take time, and adaptation will take a long time. Other difficulties seen are as follows;

- The complexity of the integration of the new tool into company systems
- Difficulty adapting to the user interface
- Data security concerns / Data transfer difficulty
- Resistance to change
- Increase in development costs
- Occurrence of incompatibility with IT
- Difficulty in implementing workflows
- Failure to meet business needs



3.3. Survey Results

A total of 500 people participated in the survey on SaaS. The number of men and women in the participants is equal to each other.

The average age of the participants is 25. The oldest participant is 40 years old, and the youngest participant is 18 years old.

47.8% of the participants have a graduate degree, 43% have an undergraduate degree and 9.2% have a doctoral degree. Women are at the forefront of the participants who have a graduate degree. Men are at the forefront of the participants who have an undergraduate degree and a doctoral degree.

There are more participants from the UK than from other countries. This is followed by participants from Portugal, Poland, and Italy. Participants from Germany and the Netherlands participants have a rate of about 5% for both countries. The countries with the fewest participants are the Czech Republic, Austria, Lithuania, Estonia, Belgium, and Switzerland.

The vast majority of the participants are students.

More than half of the participants work part-time, while 43.8% work full-time. Female participants are at the forefront of part-time employees.

25% of the participants use SaaS tools both daily and weekly for their business needs. The proportion of participants who have never used it for work requirements is 17%.

54% of the participants prefer communication and collaboration tools the most. 5% prefer Marketing and advertising tools and 6% prefer project management tools. There is a 25% section that prefers other tools. Those who have never used these tools represent a segment of 3%.

While 23% of the participants stated that they were using an innovative SaaS tool, 29% stated that they were not using such a tool. About half of the participants are not sure if they are using an innovative SaaS tool.

Half of the participants consider improved productivity important when using SaaS tools.

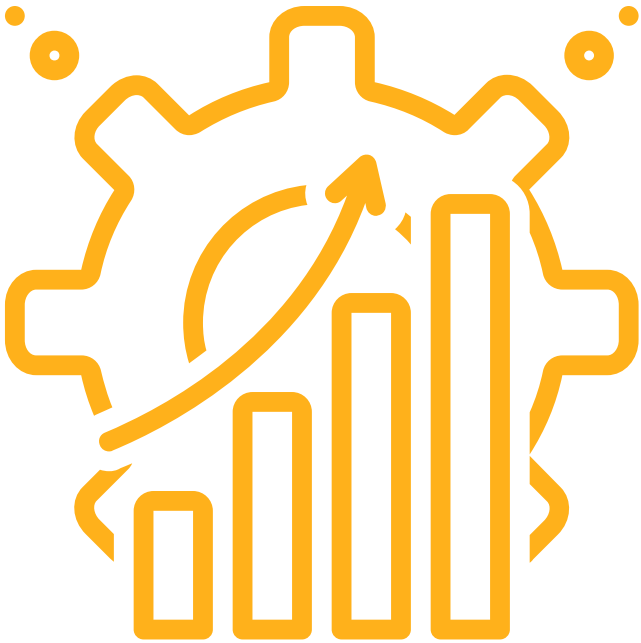
44% of the participants stated that they did not encounter any difficulties while using SaaS tools, while 41% stated that they encountered difficulties. The proportion of participants who are unsure about this situation is 15%.

26% of participants are willing to pay higher prices for SaaS tools with innovative features or capabilities. 18% of them express that they are not willing to pay. More than half of the participants indicate that it depends on the specific feature/capacity of SaaS.

61% of participants are somewhat satisfied with SaaS tools. While 16% expresses that they are very satisfied with SaaS tools, 2% indicates that they are somewhat dissatisfied.

46% of participants state that SaaS tools make collaborating with team members and clients easier. 31% of participants state that it improves efficiency and productivity. 1% mentions other effects. Among these effects are better time management and deceleration of working time.

47% of the participants consider the user interface and ease of use as the most important factor when evaluating SaaS tools. 24% emphasize that integration with other tools and platforms is important. While 13% state that security features are the most important factor, 9% state that cost is important. 7% of participants state that customer support and service are the most important when evaluating SaaS tools.



76% of the participants have not given up the SaaS tools they use and have not made any changes. The most important reason for the participants to change is the price of the SaaS tool. The second most important reason is the ease of access and use. In particular, it is stated that the ease of use of the interface is a very big factor. The third most important reason is to respond to the need. Other reasons to change include; being scalable, senior management at the company they work for wants this, switching to new versions, making data management easy, customers using the switched SaaS tool, ensuring workflow and efficiency, requesting to use the SaaS tool that others use, being on trend.

About 87% of participants state that they do not regret using a SaaS tool. The reasons for regretting the participants are that the system used is slow and there are too many technical problems, the user interface is not understandable, it is difficult to use the tool, having security and data problems, it is not compatible with the internal policy of the company being studied, being constantly dependent on the Internet, lack of sufficient flexibility, finding a lack of proactive support, the complexity of its installation and maintenance, its high cost, its reduced features.

Participants see the onboarding process for each employee to use a new SaaS tool as the biggest challenge faced by companies in adopting and using new SaaS tools. While the difficulty of bringing every employee to the same level is stated, it is also stated that some people among the employees have problems with computer use. Other challenges are the complexity of the integration of the new tool into company systems, difficulty adapting to the user interface, data security concerns, data transfer difficulty, resistance to change, increase in development costs, occurrence of incompatibility with IT, difficulty of implementing on workflows, failure to meet business needs.

4.Lists

4.Lists

4.1. List of Abbreviations

AI.	Artificial Intelligence
API	Application Programming Interface
CMS	Content Management Systems
CRM	Customer Relation Management
IaaS	Infrastructure as a Service
iPaas	Integration Platform as as Service
ML	Machine Learning
SaaS	Software as as Service
SME	Small and Medium Sized Enterprises
PaaS	Platform as a Service

4.2. Chart List

4.3. Source List

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