



Future-proof Business with Limitless Recurring Monetization Options

Navigating the opportunities and challenges of the anything-as-a-service (XaaS) economy

XaaS Transformations Are Exploding in Popularity

Recurring revenue streams provide future-proof freedom from storms of digital disruption. Organizations can:



Increase customer retention and tap into predictable annual recurring revenue (ARR)



Promote loyalty with automated value-added offers

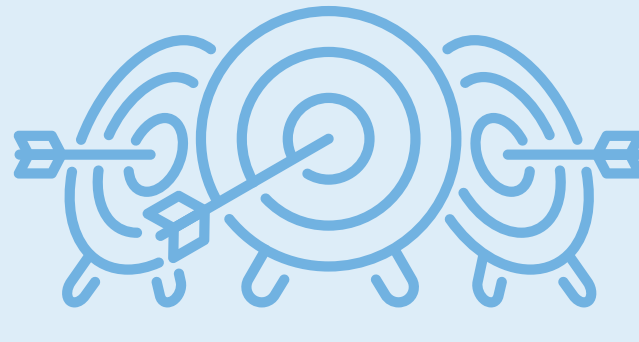


Increase average revenue per user (ARPU) with upsells and bundles



Reach new markets by harnessing the power of artificial intelligence and automation

Top 4 Challenges to XaaS Success



XaaS requires a solid subscription management solution to overcome barriers to scalability.

#1 >



High total cost of ownership (TCO)

19%

#2 >



Low integration with existing software stack (ERP, CRM, PIM, etc.)

18%

#3 (tie) >



Rigid business practices (company culture)

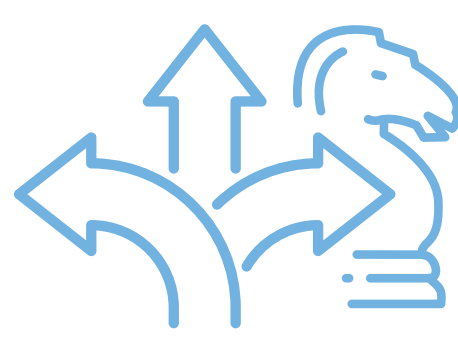
16%



Company has too many billing systems/systems of record

Source: SaaSPath 2022: Worldwide Banner Book, 2022 (IDC #US49146922, May 2022)

How to Choose Your XaaS Platform



The best XaaS solutions remove friction and boost customer experiences. What to look for:



How scalable and extensible is the XaaS platform?



Will you be able to use this solution within your existing technology stack?



Can it support multi-level partner ecosystems?



Does it allow you to bundle your products with third parties so you can offer your customers higher value solutions?

Source: SaaSPath 2022: Worldwide Banner Book, 2022 (IDC #US49146922, May 2022)

The Time for XaaS Is Right Now



The recurring revenue opportunity is wide open for savvy companies to seize the day.

55%

of businesses **indicated an urgent need for XaaS solutions** that integrate seamlessly with other business systems (CRM, ERP, PIM, etc.), regardless of subscription model complexity.

53%

indicated that they have immediate need for XaaS solutions that provide support for their existing commerce partner ecosystems.

Only **28%**

of businesses polled **indicated that they have adopted this much-needed technology**, showcasing a wide-open opportunity to win the XaaS race.

Source: SaaSPath 2022: Worldwide Banner Book, 2022 (IDC #US49146922, May 2022)

Message from the Sponsor

CloudBlue is a SaaS company helping businesses transform. Our managed marketplace platform takes the complexity out of distributing subscription-based solutions in the everything-as-a-service world.

CloudBlue technology does heavy lifting for all processes that make everything-as-a-service commerce a reality, so our customers' businesses become more efficient and more profitable.

[Learn more](#)