

Uncovering the value of Managed Services in your SaaS environment

*If DATA is the driver of experiences; it's the PLATFORMs
which deliver results.*

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Problem statement

77% of firms choose what functionality to implement based on its alignment to business value creation.

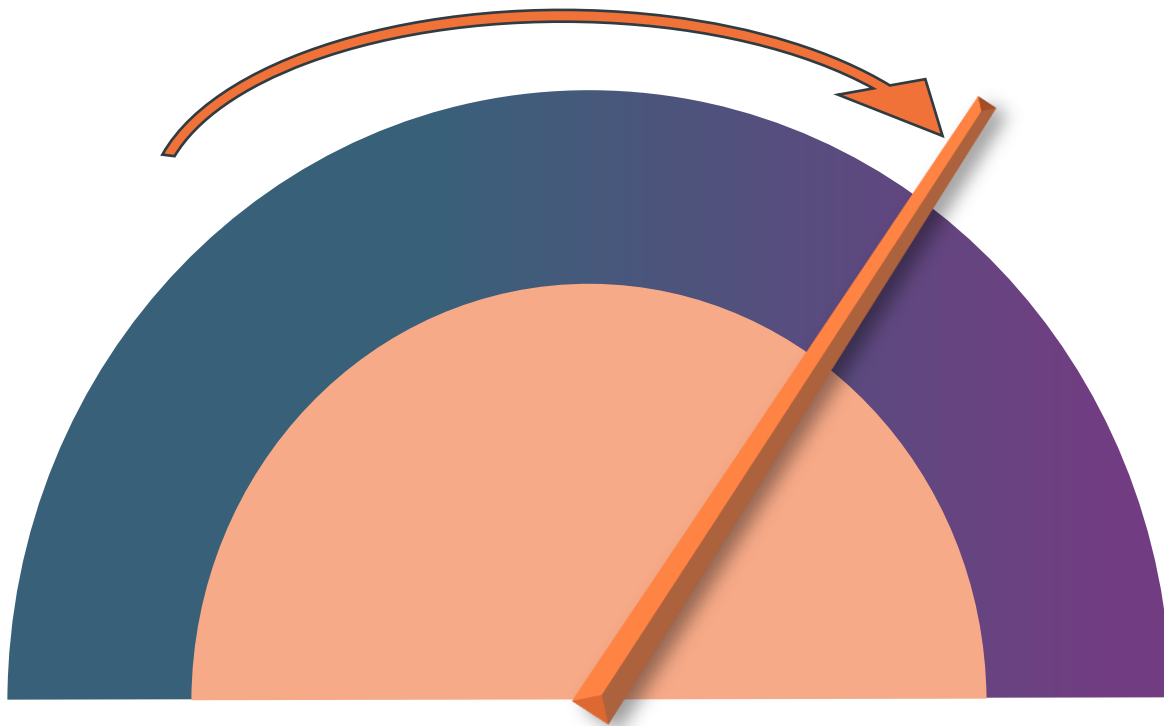
They are missing an opportunity to improve the ROI of their SaaS investments by not engaging their managed services providers who have an intimate knowledge of their business from strategy to support.

Savvy firms see their MSP as an asset to the decisionmakers.

Often, Line of Business unit leaders are the least engaged for evaluating how new SaaS vendor/product functionality can be adopted by the organization.

SaaS is becoming core to running an enterprise.

29% Currently use SaaS for at least half their enterprise applications

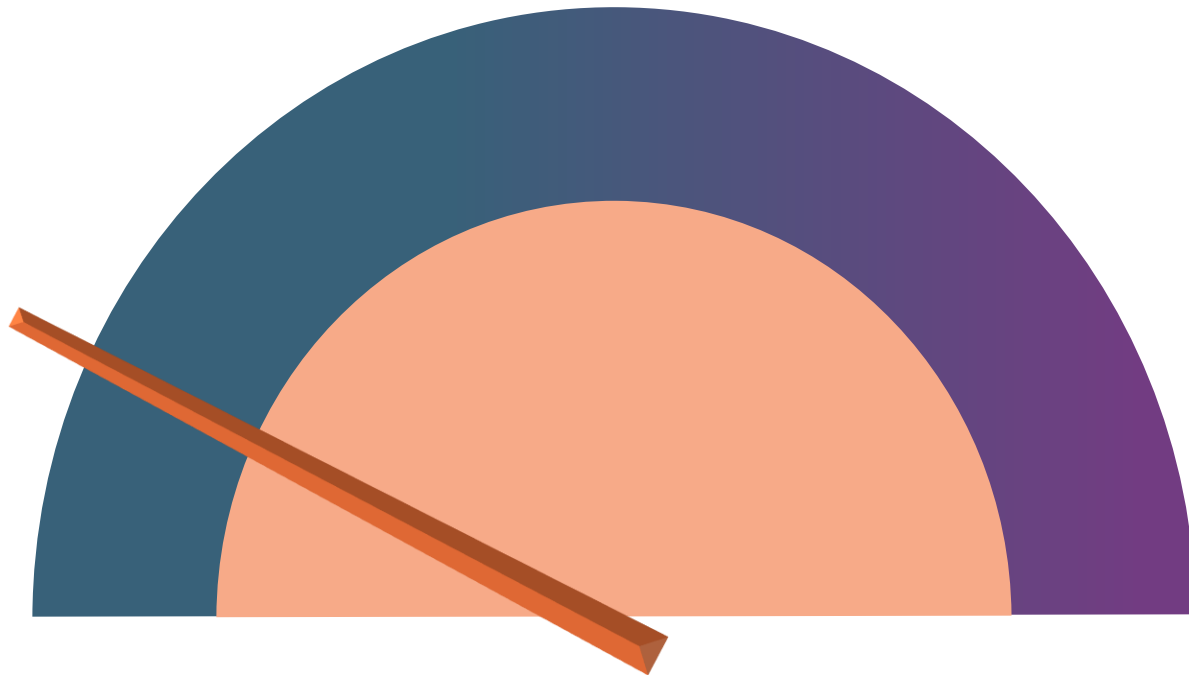


And that share is expected to climb to

40% in 12 months.

n=624, Global 2000 Enterprise Business and Technology Leaders
Source: KPMG, HFS Research, 2023

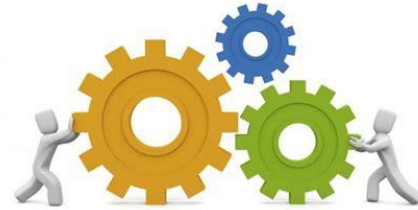
In most companies, the IT department is responsible for adopting, deploying and supporting new SaaS functionality.



fewer than 15%
of IT departments have dedicated in-house experts for SaaS updates.

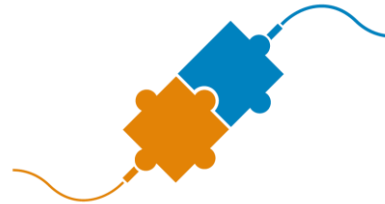
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What functionality do firms miss when they can't adopt new SaaS releases when they become available?



52% - Miss adding automation/efficiencies

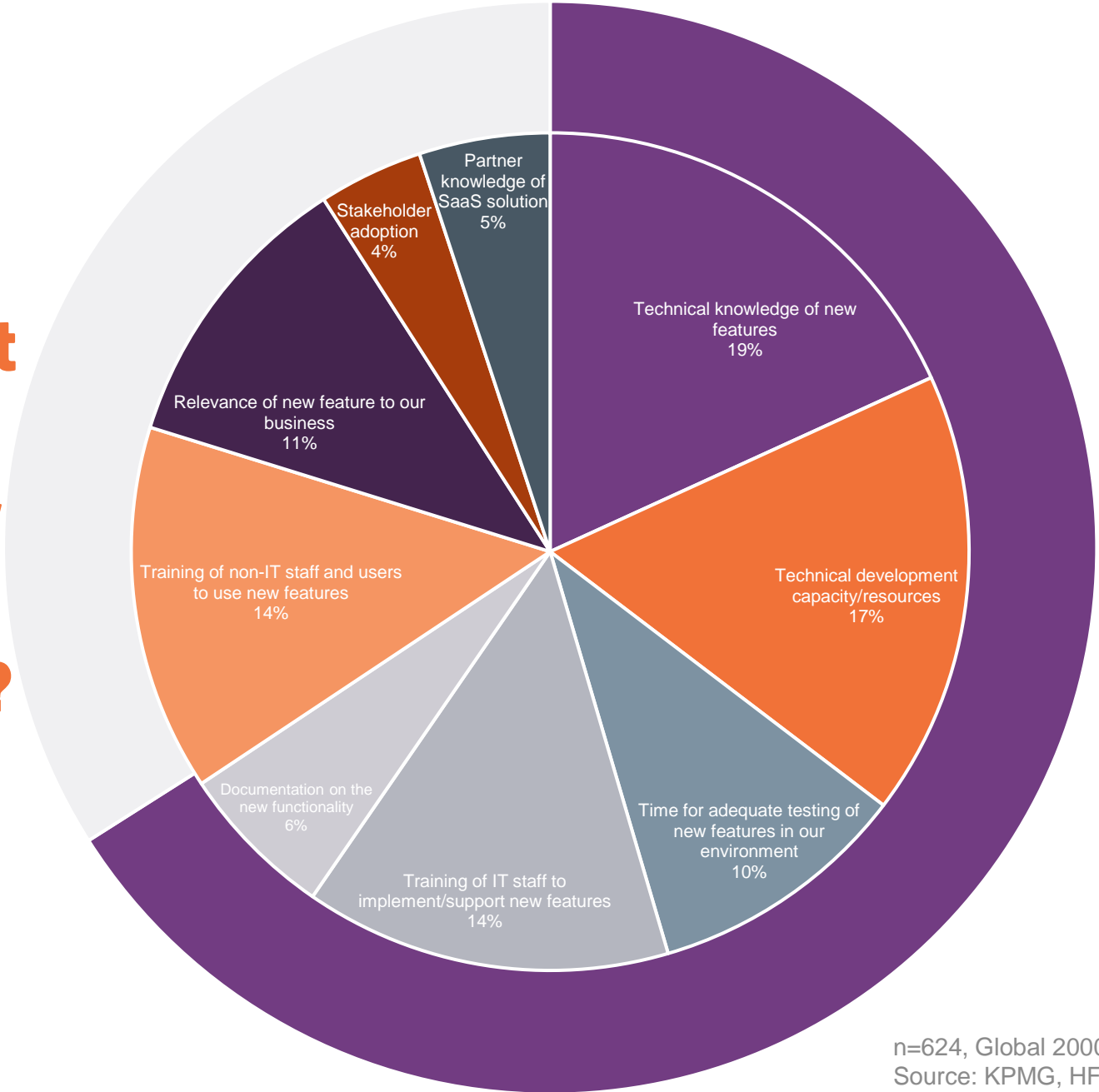
49% - Missing security updates



48% - Improving integration with other applications

= value left on the table

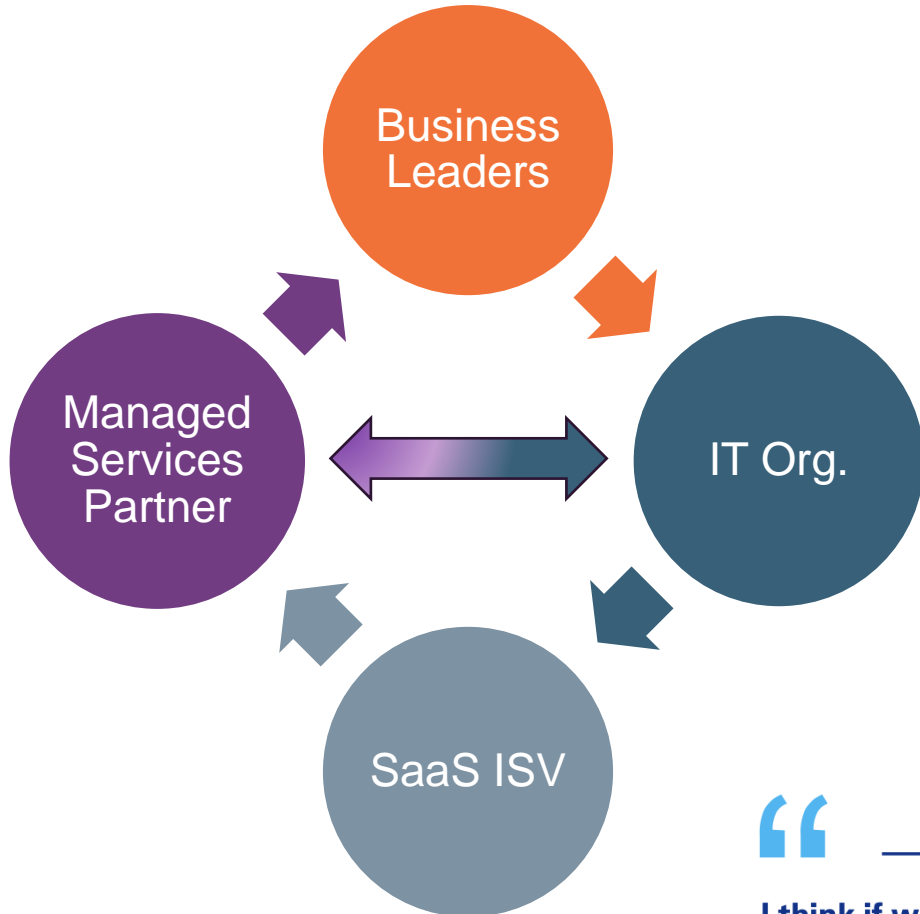
What is the single biggest barrier to adopting new SaaS functionality?



65%
Internal Technology-related challenges

35% are solution related
30% are IT people issues

Transformation is the result of many things working together...



100% of firms are using a managed services provider to support or augment their technology capabilities

77% deploy new functionality as it aligns to our business strategy and target outcomes

39% respond they have adequate internal IT resources available for release management

35% of IT decision-makers are using managed services for release management



I think if we had a managed services provider who could give us a heads-up on a release and, even more than that, identify the impact of every change and help us get ready for it, that would be a big business benefit.

Joshua Zalen,
Vice president of IT service operations,
Independent Health

n=624, Global 2000 Enterprise Business and Technology Leaders
Source: KPMG, HFS Research, 2023



What should be your “go dos”.

- 1) Recognize the role of your managed services provider can be more than transactional.
- 2) Leverage your relationship, and the relationship of your managed services provider, with your SaaS vendor.
- 3) Engage your managed services provider to build awareness withing the technology team on new functionality and its relevance to you.
- 4) Augment your internal business stakeholder readiness with the capabilities and resources of the manages services provider.
- 5) Focus your Managed Services SaaS efforts on the high value creation resulting from continually evolving your systems to deliver better employee experiences, operational excellence, and be **accountable.**