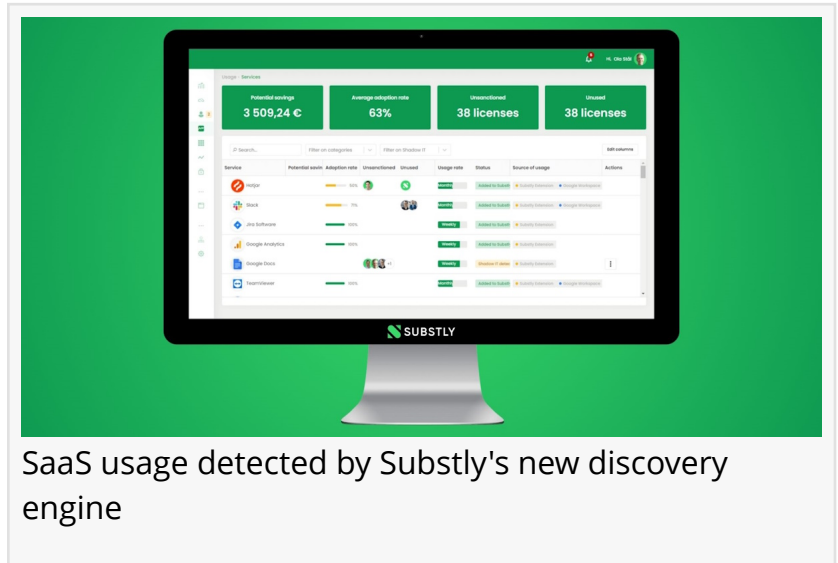


Substly launches innovative discovery engine to optimize SaaS usage for SMEs

Understanding SaaS tool usage has become a pressing challenge for SMEs—Substly's SaaS discovery engine helps SMEs tackle SaaS sprawl.

GOTHENBURG, SWEDEN, February 12, 2024 /EINPresswire.com/ -- It has never been as critical or challenging for small and medium-sized enterprises (SMEs) to gain insight into the usage of SaaS tools in their business. Recognizing this growing need, [Substly](#), a pioneering SaaS management company, has released its innovative SaaS discovery engine to empower management teams in SMEs to reduce SaaS Sprawl.



SaaS usage detected by Substly's new discovery engine

Substly's technology provides companies with an automated and aggregated view of how SaaS is used across their organization and how much is spent. This enables increased cost control and guarantees a higher return on investment for their SaaS tools. All without the complexity of an enterprise solution.

“

Finally, SMEs have the same opportunity to follow up on their SaaS investments that larger companies have already enjoyed for a long time.”

*Ola Stål, Founder & CEO,
Substly*

“Finally, SMEs have the same opportunity to follow up on their SaaS investments that larger companies have already enjoyed for a long time,” says Substly's founder and CEO, Ola Stål.

Enterprise plans have been a watershed in the past. While most SaaS management platforms cater to large enterprises, small and medium-sized businesses lack

suitable options. Enterprise-level platforms typically integrate directly with other SaaS vendors, limiting access to companies on costly enterprise plans. Substly's innovative SaaS discovery engine doesn't require direct integrations, thus changing this dynamic, making advanced features accessible to SMEs, and leveling the playing field.

Strategically leveraging a company's digital tools and technology yields substantial benefits. Founder & CEO Ola Stål emphasizes the significance of centralized SaaS management: “Companies that haven’t yet centralized their SaaS management by consolidating everything in one place overspend by at least 25%. But SaaS management is also about operational efficiency, risk mitigation, and ensuring that every digital investment contributes to the business's overall success”.

About Substly

Substly is a Swedish tech company that provides customers with insights into SaaS usage and spending, allowing management teams to increase employee productivity, optimize costs, and enhance data security. Since its launch in 2020, Substly's [SaaS Management platform](#) has earned numerous awards and attracted users from more than 40 countries.

Ola Stål

Substly

ola.stal@substly.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/687533933>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.