

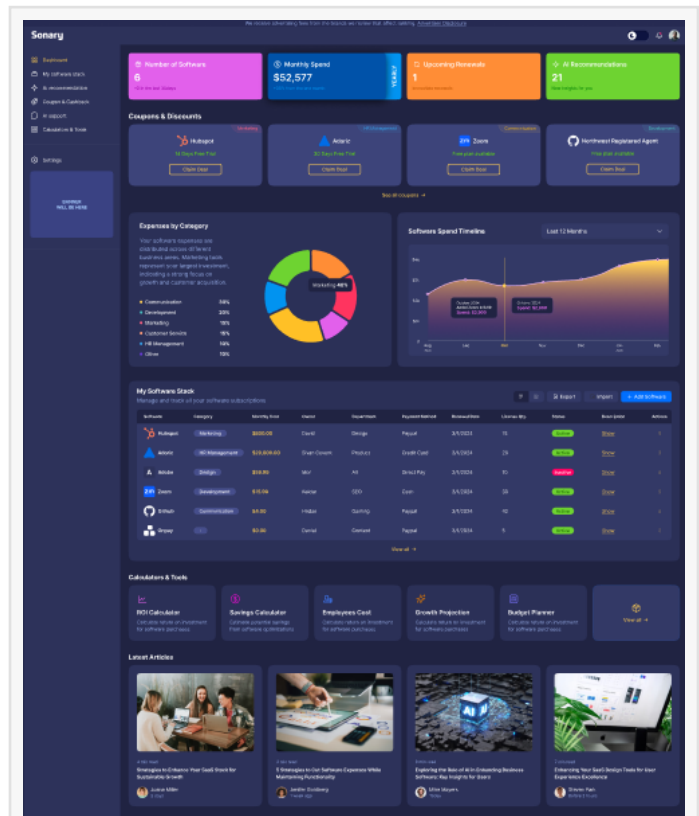
# Sonary Launches Free Tool to Help Businesses Slash SaaS Waste and Take Control of Subscriptions

*Sonary launches Booster: a free tool to manage, optimize, and cut waste from SMB software subscriptions. Save money and find better tools—fast.*

TEL AVIV, ISRAEL, December 9, 2025

/EINPresswire.com/ -- Sonary, a leading B2B software comparison platform, today announced the launch of Booster, a free online tool designed to help small and medium-sized businesses (SMBs) consolidate, manage, and optimize their software subscriptions. With businesses wasting thousands annually on underused or forgotten SaaS products, Booster empowers decision-makers to regain control of their tech stack - at no cost.

According to a study cited by [TechRadar](#), “50% of all [business] licenses” are not being used, and more subscriptions still are underused.



A view of the Sonary Booster dashboard

## Solving the Hidden Costs of SaaS

Booster directly addresses three major pain points plaguing SMBs today:

- Overspending on software that's forgotten, unused, or duplicated
- Renewal chaos, with dates and billing scattered across providers
- Discovery gaps, where better, more affordable options go unnoticed

With Booster, users gain:

- Subscription management via bulk/manual entry, filtering, and export tools
- AI-driven recommendations for lower-cost or better-fit software
- Smart renewal alerts to avoid surprise charges
- A central dashboard that clearly maps every active tool in one place

## Designed for the People Who Manage the Stack

Booster was built specifically for:

- SMB Managers seeking visibility and control
- CFOs striving for smarter tech spend
- CTOs & IT leads managing complex stacks without complex tools

Unlike other platforms that require onboarding fees or integrations, Booster is entirely free, lightweight, and live in minutes.

### More Than a Tool—A Strategic Evolution for Sonary

Booster marks Sonary's transition from a software discovery platform to an active SaaS management hub. It brings new value to users, deepens platform engagement, and strengthens Sonary's position as a go-to resource for the entire software lifecycle.

Following an internal proof of concept (August-November 2025), Booster has now launched publicly, with user testing and iterative feature releases underway. Future versions will introduce deeper analytics, usage tracking, and integration with leading SaaS billing platforms.

### Try Booster Today — It's Free

Businesses can get started in minutes with no credit card and no commitment.

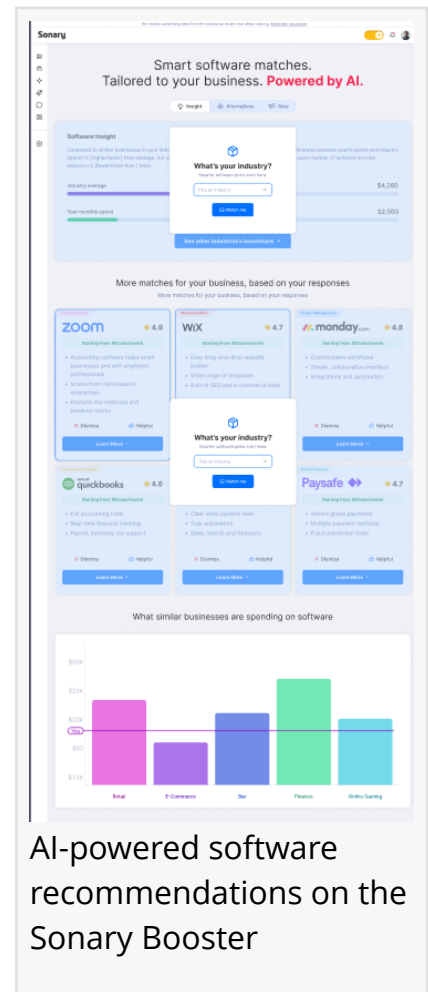
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Booster was created to tackle a real, often overlooked problem—businesses waste thousands on unused software. It uncovers those costs and suggests better tools.”

*Elana Kirsh, Sonary's editor in chief*

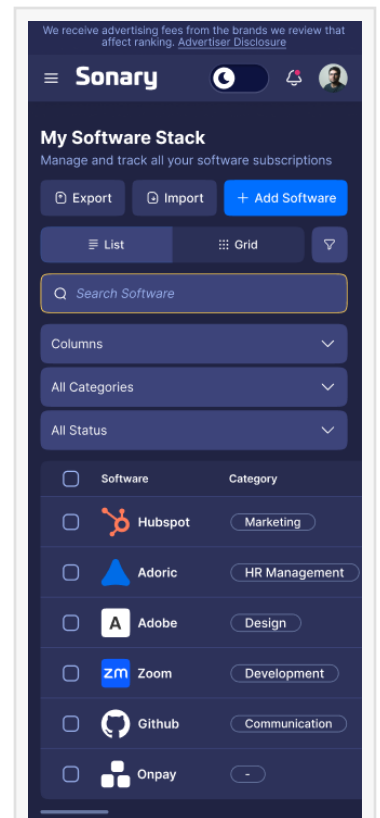
Sign up today at [sonary.com/booster](https://sonary.com/booster) and start saving on software you forgot you had.

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AI-powered software recommendations on the Sonary Booster

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The software stack in  
the Sonary Booster

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