



USU Listed among Notable Vendors for SaaS and Software Asset Management

Report highlights growing importance of continuous management of software, SaaS, cloud, and AI consumption

MOEGLINGEN, GERMANY, September 1, 2026 /EINPresswire.com/ -- Möglingen, September 1, 2026. USU is listed among "Notable Vendors" in the latest The SaaS And Software Asset Management Solutions Landscape, Q3 2026 report by Forrester Research, Inc. The report provides an overview of the established market for SaaS and Software Asset Management (SSAM) solutions and covers 21 vendors based on geographic focus, deployment models, and use case focus areas. The full report is available on the [USU website](#).

The market overview highlights changing requirements for software management: SaaS, cloud-based licensing models, AI consumption, and decentralized purchasing increasingly distribute decisions around costs, entitlements, and risks across different areas of the organization. As a result, organizations increasingly need to consolidate fragmented data to support cost, compliance, and lifecycle decisions.

From License Management to Continuous Governance

Forrester identifies continuous financial accountability as a key market trend. SaaS subscriptions, cloud-based software, and AI services require organizations to monitor and optimize usage and costs throughout the contract lifecycle. AI-based pricing models, such as those based on tokens, API calls, or agent activity, add further complexity.

At the same time, Software Asset Management, SaaS Management, IT Asset Management, FinOps, procurement, and Service Management are increasingly converging. Automation and AI-assisted analytics can help reduce manual effort.

Johannes Biesing, VP Product Management at USU, explains: "Software and SaaS management is evolving into a continuous discipline that connects technology usage, costs, contracts, and compliance. We believe our inclusion in this market overview underscores the relevance of our integrated approach. We help organizations gain transparency and control across complex software and SaaS environments, optimize costs, and make informed decisions throughout the software lifecycle."

USU Focuses on Audit Readiness and Contract Management

Forrester identifies five core use cases in the SSAM market: entitlement and license compliance; SaaS/cloud governance and risk control; software inventory and discovery; software lifecycle and request fulfillment; and spending, cost, and optimization management.

Forrester asked each vendor included in the Landscape to select the top use cases for which clients select them and from there determined which are the extended use cases that highlight differentiation among the vendors. USU is shown in the report for having selected the following three extended use cases: audit readiness and risk management, contract intelligence and license interpretation, and renewal and commercial negotiation support, as top reasons clients work with them out of those extended use cases.

USU IT Asset Management covers software assets and entitlements across on-premises, cloud, and SaaS environments and provides capabilities for license compliance, audit preparation, cost optimization, and contract and renewal management. USU SaaS Management complements these capabilities with SaaS usage discovery and analysis.

This press release is available at <https://www.usu.com/en/news>.

Forrester does not endorse any company, product, brand, or service included in its research publications and does not advise any person to select the products or services of any company or brand based on the ratings included in such publications. Information is based on the best available resources. Opinions reflect judgment at the time and are subject to change. This report is part of a broader collection of Forrester resources, including interactive models, frameworks, tools, data, and access to analyst guidance. For more information, read about [Forrester's objectivity here](#).

About USU

As a leading provider of software and service solutions for IT and customer service management, USU helps customers optimize IT resources in the cloud and AI era. Organizations worldwide rely on USU to modernize their IT infrastructure, minimize cloud costs, and enhance service excellence.

USU technologies provide comprehensive transparency and control over hybrid IT environments—from on-premises data centers to cloud-based services and hardware assets. Additionally, USU's AI-powered platform serves as a central knowledge base, delivering consistent information across all communication channels and customer services.

More information: <https://www.usu.com/en/>

Verena Fahrbach
USU GmbH

+49 7141 48670

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/938750546>

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.