

# TRENDS IN SAAS FOR ENTERPRISE IT

## WHAT TO WATCH FOR IN 2017

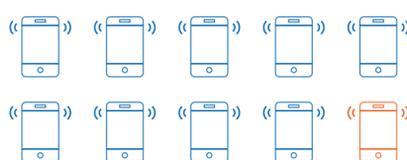
SaaS isn't new. Over the last decade, adoption has grown steadily, especially with CRM, file sharing and project management applications. Yet many enterprise applications have seen limited traction in the cloud—until now.

### SAAS SET TO SKYROCKET

**5x**

SaaS delivery to grow 5x faster than traditional software product delivery

**90%**



Cloud applications are expected to account for 90% of all mobile traffic by 2019



**\$112B**

The SaaS market is projected to reach \$112.8 billion by 2019

### CRITICAL BUSINESS SERVICES

**75%**

OF SALES/MARKETING, BUSINESS ANALYTICS AND CUSTOMER SERVICE ARE ALREADY IN THE CLOUD OR MOVING THERE

IT OPERATIONS FOLLOWED IN 2016, WITH KEY IT OPS SEGMENTS NOW RUNNING IN THE CLOUD AT MORE THAN

**70%**

### WHY NOW?



**92%**

Of firms report they are satisfied with their SaaS deployments



**66%**

Prices of entry-level cloud services have decreased consistently since 2013



**72%**

Believe the shift to the cloud increases IT's relevance

### WHERE TO EXPECT GROWTH



INFRASTRUCTURE MANAGEMENT

Zenoss reported

**100%**

growth in its SaaS business in 2016



CLOUD MONITORING

Cloud infrastructure spending to account for

**46.5%**

of IT budget by 2019

FOR MORE INFORMATION ON HYBRID IT MONITORING AS A SERVICE VISIT:  
[HTTPS://WWW.ZENOSS.COM/PRODUCT/DEPLOYMENT-OPTIONS/ZENOSS-AS-A-SERVICE](https://www.zenoss.com/product/deployment-options/zenoss-as-a-service)