

Indian SaaS Companies. Will They Capture The Global Market?

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I. EXECUTIVE SUMMARY AND KEY FINDINGS

After the US and China, India has the third-largest SaaS ecosystem globally. With a large number of companies reaching the unicorn club, Indian companies are distinguishing themselves inside the SaaS sector.

The Indian SaaS market is anticipated to expand more quickly than the global SaaS industry. Other software services are anticipated to continue to account for a sizable portion of the Indian market. This is unique in the global SaaS industry. The SaaS market has surpassed all other software markets in the global SaaS industry.

The most well-known Indian SaaS firms appear to be ZOHO, Agile CRM, Postman, and Freshworks. For Indian SaaS startups, competition on a worldwide scale included Salesforce, AWS, and Google. As the top 4 recognised businesses based on our main research, it is clear that Zoho, Freshworks, Agile CRM, and Postman would form their own cluster if a cluster analysis were to be performed on the known Indian SaaS companies.

It's intriguing to watch how Indian SaaS startups are increasingly competing with well-funded Silicon Valley startups. With access to a large pool of qualified labour, including SaaS developers, and much cheaper human costs than developed nations for equivalent skills in sales and development, Indian SaaS businesses have clear competitive advantages over their international counterparts.

Two groups of persons in particular are the focus of the primary study in this paper. one who hasn't utilised SaaS but might employ it in their businesses. People who had been utilising SaaS, second. Both categories of individuals came from a variety of industries, including IT, Manufacturing, EdTech, Finance, Software, Insurance, Healthcare, Logistics, Government, Banking, and Consulting, and both had some level of market exposure on an international scale.

Huge amounts of effort and money are being invested in SaaS enterprises, which have a fair chance of succeeding if they satisfy market demands and the prerequisites or advantages for SaaS adoption.

When moving to SaaS, a client considers a number of factors, including cost effectiveness and data security and privacy.

Indian SaaS enterprises have been growing rapidly in the global market, and if the PESTEL variables (local and international) continue to be favourable, their market share should grow even more, at least until 2025. Indian SaaS enterprises have the ability to outpace prior patterns and develop even faster as a result of the rise in capital investments in these businesses.

India's SaaS ecosystem has to overcome a few obstacles, such as enhancing data security, raising awareness of Indian SaaS enterprises to boost credibility, and gaining support from the government and stakeholders, in order to further strengthen its position in the global markets. In order to attract new consumers and retain existing ones, businesses must prioritise customer happiness. As a result, Indian SaaS firms should concentrate on finding the best ways to service clients and consistently outperform the competition.

It is rather unexpected that while there is an increase in demand for SaaS goods, these firms' market value is actually declining. 83.7% of respondents stated they would choose Indian SaaS firms, while 76.2% of respondents are SaaS users. This demonstrates that some non-SaaS consumers may pick Indian SaaS businesses over international ones when they switch to using SaaS.

Few respondents said that they would not favour Indian SaaS providers. If Indian businesses can resolve these problems, there is a greater chance that they will be accepted in the international markets, even by consumers who do not currently support Indian businesses.

II. LITERATURE REVIEW

Exploring decisive factors affecting an organization's SaaS adoption

Author and Publisher: Wei-Wen Wu, Lawrence W. Lan, Yu-Ting Lee, *International Journal of Information Management*, 31(6), 556-563.

Benefits of SaaS and adoption have a cost and benefit connection, as do hazards of SaaS and adoption. By revealing this link, companies and other organisations may make smarter decisions and help SaaS suppliers sell their services more successfully. This study suggests a modified DEMATEL technique to develop a framework for a solution. It effectively illustrates the framework's usefulness by addressing both advantages and hazards.

The Adoption of Software as a Service: Ranking the Determinants

Author and Publisher: Safari, F., Safari, N., & Hasanzadeh, A. (2015). The adoption of software-as-a-service (SaaS): ranking the determinants. *Journal of Enterprise Information Management*.

This study seeks to identify the primary factors influencing businesses' adoption of SaaS. It takes into account the adoption of SaaS from the perspectives of organisations (IT resource and sharing & collaboration), environments (competitive pressure and social impact), and technology or innovation (relative advantage, compatibility, trialability, observability, and security & privacy). It discovers that all of the aforementioned characteristics are what propel SaaS adoption utilising the TOE framework.

Traditional BI vs SaaS BI

Author and Publisher: Cristescu, Marian Pompiliu. Informatica Economica; Bucharest Vol. 20, Iss. 1, (2016): 39-47.

This research demonstrates the distinction between conventional and SaaS business analytics. It starts out by describing how typical business intelligence solutions are offered as enterprise software, meaning that the firm's own IT staff installs and supports them on-site. SaaS, or on-demand business intelligence, was developed in reaction to the traditional software's complexity, resource consumption, delays, and prohibitive cost. As was already said, SaaS is accessible whenever you need it and does not require installation on an enterprise's facilities. This is one of the factors contributing to Cloud BI's far wider appeal than conventional BI. The ETL (Extract, Transform, and Load) Engine, Data Warehousing, Analytics Engine, and Presentation Layer are the same five tiers of data that are included in both traditional BI software and SaaS solutions. However, the time, money, complexity, and resources required for each of the five stages may vary. The SaaS advantage enables consumers to apply BI in almost any sector, which is advantageous in a market that is rapidly driven by quick and precise results.

Indian SaaS startups to capture global market.

Author: Sales & Growth, Technology, Funding, Public Relations, Business, Legal & Taxation, Digital Marketing
The author discusses how quickly Indian SaaS startups are laying the groundwork for the creation of new technologies that will power the next wave of technological advancement. He emphasised the clear benefits domestic businesses have over competitors on a worldwide scale, such as a large talent pool spread across various industries. He discussed how to succeed by concentrating on growing upscale, adopting remote selling, and early expansion into sizable global markets, among other things.

Scalability analysis comparison of cloud-based software services Author: Amro Al-Said Ahmad & Peter Andras

This study demonstrates the significance of cloud-based software services' scalability, performance, and metrics as well as the connections between scalability, elasticity, and efficiency. Understanding the system's components, which influence and contribute to the service's scalability performance, is necessary for the scalability of any software system. This might make it easier to create effective test scenarios and serves as a foundation for any future opportunities aimed at maximising the performance of the services' scalability. For the reason, evaluating scalability from a utility viewpoint is insufficient since it operates from an abstract perspective that isn't always directly connected to the technical elements and features of the system. As hosting prices have decreased and computer resources have gotten cheaper and more effective, cloud-based services are expanding quickly. Performance and scalability testing and assessment must be incorporated into the development lifecycle in order for cloud computing to expand and be optimised in the future. Scalability metrics may be utilised in the planning and execution of scalability testing in order to discover system components that significantly affect the technical scaling performance. Scalability is a crucial indicator of how a service will behave over time, whereas elasticity measures how a service will behave right away in reaction to changes in customer demand.

Cloud cover: why SaaS and online services makesense Author: Bland, Vikki. NZ Business

The author discusses how cloud computing and SaaS services are utilised in various business sectors. He has gotten feedback on the application of SaaS in business areas like accounting, payroll, CRM, etc. from managers in the sector. SaaS is appealing to small and medium-sized organisations because to its low cost, low risk, simple setup, and customer

support. He also discusses the potential for SaaS in the IT sector in the future, pointing out that the number of mobile SaaS apps will increase as the price of mobile data services declines over time.

Why is SaaS so valuable in a post-Covid-19 business environment?

Author: Scheepers, Johan. Bizcommunity.com; Cape Town
Cape Town: SyndiGate Media Inc. (Nov 19, 2020)

The author of this essay discusses the reasons behind the SaaS technology's recent popularisation following COVID-19. He discusses the persuasive arguments that businesses are using the cloud for remote work. He emphasised the difficulties that businesses throughout the world are having operating during the COVID-19 situation. He concluded that SaaS is drawing more business due to its scalability, inherent operational ease, easy subscriptions, and predictable pricing. Enterprise-grade security and cloud storage are simple transitions for businesses to make. For the present corporate climate, which may be dependable and offers data security, businesses should embrace this new model.

The nimble Indian SaaS startups are all set for the global game
Author: By Abhinav Singh

The author of this post discusses some Indian SaaS firms and how they got started, providing an outline of their market journey up to this point in the worldwide market. He discussed Druva, a Pune-based firm created in 2008 by Borate, which has one of the largest cloud data security solutions for a variety of industries, including healthcare, manufacturing, financial services, and education. He said that around \$1.5 billion in venture capital will be invested in Indian SaaS businesses in 2020, including Postman, Freshworks, and others. Integration of client applications or systems with Oracle, SAP, and other systems is conceivable for large corporations, but it is not feasible for small and medium-sized businesses. SaaS can offer a full, cost-effective solution for their business's cloud demands. He said that SaaS solutions made in India are effectively constructed, and the business strategy is tried and true. He concluded that due to the demand from small and medium-sized businesses throughout the world, specialised SaaS players will see exponential growth.

Industry Macro Picture

Indian SaaS providers are taking advantage of the fact that they are more familiar with native business circumstances than their international competitors to grow

market share through customisation and deployment. Due to the participation of professional services in implementation and on-boarding, particularly for more complicated Enterprise SaaS, this extends beyond India to nearby markets in Southeast Asia and the Middle East. India has the potential to serve as the SaaS hub for nearby regions such as Asia Pacific and the Middle Eastern markets as it develops into a major global SaaS player. As we shall see, it will take some time for the Indian SaaS businesses to achieve this.

India Software as a Service (SaaS) Market

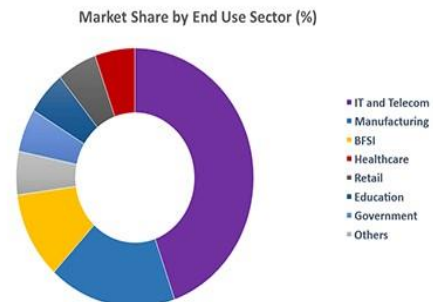


Fig 1- Market share of SaaS

The exchange of particularly sensitive data occurs often in the BFSI and healthcare sectors, two of the most heavily regulated businesses. There may not yet be core banking software on a vendor's cloud, but it is anticipated that there will be one eventually. Similar adoptions may be found in e-commerce, online aggregation, electronic health records (EHR), and other areas of healthcare. And this industry has to accelerate the implementation of digital technology. Even in highly regulated sectors, cost and flexibility are the deciding elements that will soon change the game. Other industries including manufacturing, retail, logistics, and education are also at various phases of adoption right now. According to the end use sector, the SaaS business is dominated by the IT and telecom sector. The rise in internet usage nationwide and the expanding telecoms industry subscriber base may be credited with the expansion. The need for SaaS for software licencing in the IT and telecom industries has been driven by this.

After the US and China, India has the third-largest SaaS ecosystem globally.

With a large number of companies reaching the unicorn club, Indian companies are increasingly standing out in the SaaS industry.

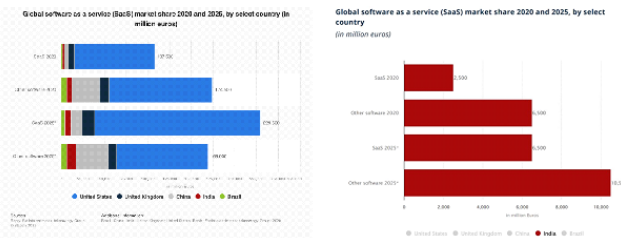


Fig. 2 Global software as a service market share forecast 2020-2025, by select country.

A research report from Statista reveals a trend that is somewhat peculiar, despite the fact that the Indian software-as-a-service (SaaS) ecosystem is predicted to grow quickly and increase its share of global SaaS to 4-5% (from about 1% at present), translating to a \$50-70 billion revenue opportunity by calendar year 2030. As shown in the charts, the market share of SaaS globally increased from 107.500 million euros in 2020 to 229.500 million euros in 2025 (an increase of 113.49%), while that in India increased from 2.500 million euros in 2020 to 10.50 million euros in 2025 (an increase of 320%). This demonstrates that the Indian market has grown more quickly than the global market in terms of percentage. However, the global SaaS industry appears to be displacing other software markets, whereas the Indian SaaS business continues to lag other software markets. This further demonstrates how slowly SaaS is being adopted in India, despite its greater growth than the worldwide SaaS industry.

Business Model Diagram and Explanation

The Software-as-a-Service (SaaS) sector has grown significantly since it took off about 2005. Huge amounts of effort and money are being invested in SaaS enterprises, which have a fair chance of succeeding if they satisfy market demands and the prerequisites or advantages for SaaS adoption.

- Lower operational costs than on premise software
- Quick deployments
- Rapid product upgrades
- Flexible configurations
- Seamless integration
- Scalability
- High availability
- Inherent security
- Flexible payment options
- Eliminates license expenses that come with regular s/w installations.

The traditional SaaS business model is charging monthly or annual subscription fees for cloud-based software that consumers normally access via mobile apps or web apps, albeit occasionally via desktop. Most consumers and almost all businesses today utilise SaaS.

Software-as-a-service is offered by many well-known B2B software providers, including platforms for customer relationship management (CRM) like HubSpot and Salesforce as well as communication-focused ones like Mailchimp, Slack, and Zoom. Adobe Creative Cloud and budgeting applications like Every Dollar are examples of consumer SaaS solutions. Of course, some individual users prefer B2B platforms.

Building a profitable B2C SaaS is achievable, but it's far more challenging to generate long-term value in this market. This is because most users anticipate that applications will cost them very little, if not nothing at all.

In contrast, SaaS enterprises that effectively address B2B market pain points may consistently and swiftly increase to significant values.

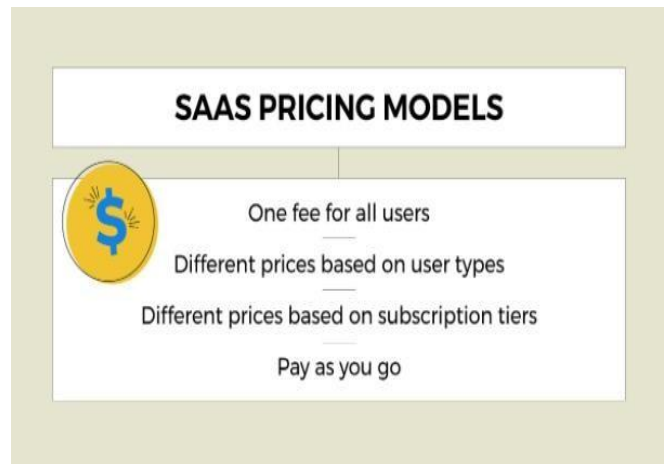
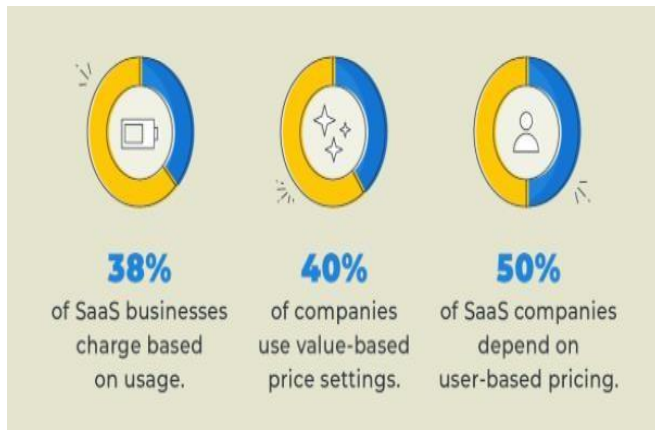


Fig.3 SaaS Pricing Model

Three basic types of products come to mind when we consider what SaaS business model pricing looks like:

- Freemium
- Free trial
- Sales demos only (no self-serve)



Factors	Zoho	Freshworks	Salesforce
Founded	September 1996	October 2010	February 1999
Market Capitalization (in USD)	~1 B	5.08B	194.93B
Product offerings	Zoho CRM, Zoho People	Freshdesk, Freshsales, Freshconnect	Sales Cloud, Service Cloud, App Cloud
Revenue FY2021(in USD)	690 million	371 million	21.25 billion

Fig. 3 Comparison Chart of Zoho, Freshworks, Salesforce

The Freemium model is mostly intended for marketing purposes rather than genuine income generation in the traditional sense. A SaaS company is "really good" successful if it can convert Freemium users into paying customers at a rate of 4%. The free version of SaaS software should be developed in order to attract large numbers of users, convert as many of those users into product evangelists as is feasible, and increase awareness of the platform, not necessarily to produce instant income. In reality, many Freemium platforms—even those with sizable user bases—can struggle to commercialise successfully and achieve the stage of maturity once they need to go past the growth stage. As a result, when internal measurements and KPIs show that the company can support a freemium model, it must be viewed as a marketing strategy rather than a revenue source.

Pricing for SaaS services refers to what actual paying consumers pay for the service. The majority of SaaS company founders base their price decisions on anecdotal evidence.

Comparative Analysis of Industry Players

It's intriguing to watch how Indian SaaS startups are increasingly competing with well-funded Silicon Valley startups. Because of the talent battle that has resulted from the current Silicon Valley boom, pay for engineers, product managers, and other bright team members are at an all-time high. India, on the other hand, continues to have a cost advantage when it comes to talent, as do certain other regions, including Latin America, Eastern Europe, and East Asia.

With access to a large pool of skilled talent, including SaaS developers, significantly lower personnel costs than developed nations for comparable talent in sales and development, and flexible business models like round-the-clock support provided by trained service personnel from our IT and BPO industries, Indian SaaS companies have distinct competitive advantages over their international peers.

These are the four crucial obstacles they must overcome in order to gain global markets: accepting remote selling, establishing a strong enterprise sales engine to concentrate on moving upmarket and expanding to large global markets at an early stage, creating a strong productmarket fit, and encouraging employee success and innovation within the organisation even as the workforce becomes more dispersed and remote.

Zoho (Indian) vs Salesforce (American)

The customer relationship management (CRM) behemoth greatly simplified the lives of salespeople, and the platform quickly acquired popularity as a useful resource for non-sales employees as well. However, Salesforce.com wasn't and still isn't accessible to all people.

While an Indian firm called Zoho provides a hosted CRM system that directly competes with Salesforce's but is priced far less.

Very small businesses with five people or less can sign up for a 30-day free trial using Salesforce. Salesforce will charge them \$5 a month for each user if they chose to stay. The monthly fee for the full professional CRM package is \$65 per user. In contrast, Zoho provides its CRM solution without



charge to new businesses and entrepreneurs with three or fewer users. The monthly fee for the full professional CRM package is \$12 per user. No matter how big your business is, that is a significant savings.

What sets Zoho and other Indian businesses apart from Silicon Valley giants like Salesforce is that there is no concern about the dreaded "you-get-what-you-pay-for" monster rearing its ugly head.

Instead, these businesses provide high-quality goods and services at reasonable costs. The entire cost of running business is different from the cost of advertising and client acquisition. Companies with operations in India may offer competitive salaries that are still far less than what a firm like Salesforce would have to pay for skilled individuals since they have fewer overhead expenses.

SalesforceFreshworks

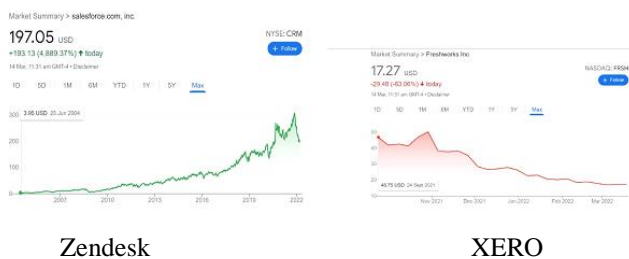


Fig.4Share Price Comparisons

The SaaS industry has been expanding as of late and is expected to continue doing so. The market capitalization of the top firms has been declining recently, as we can see from the aforementioned figures, which indicates poor demand for their stocks. It is rather unexpected that while there is an increase in demand for SaaS goods, these firms' market value is actually declining. Since about the end of 2021, the market value of Salesforce and XERO has been declining, and that of Freshworks and Zendesk has been declining since the start of 2021.

Primary Research

Target Audiences:

We focused mainly on two groups of people. One who hasn't utilised SaaS but might employ it in their businesses. People who had been utilising SaaS, second. Both categories of individuals came from a variety of industries, including IT, Manufacturing, EdTech, Finance, Software, Insurance, Healthcare, Logistics, Government, Banking, and

Consulting, and both had some level of market exposure on an international scale.

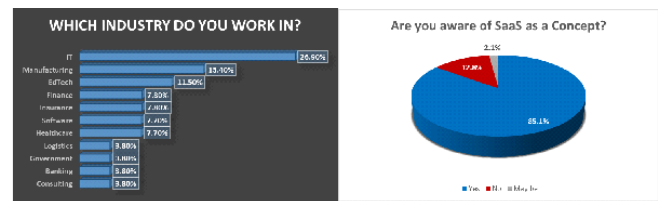


Fig.5 Distribution of Industry

Response Hypothesis and Summary:

Our prediction for the outcome was that we would discover data that is slightly biased in favour of international businesses when it comes to SaaS consumers. However, we discovered that the underlying data was slightly biased in favour of Indian SaaS firms. The respondents' prejudice in favour of their own country may be a contributing factor in this. Many people did, however, express a preference for non-Indian SaaS providers. Our replies may be summed up as follows:

The business environment for SaaS conventional software installation is preferred by respondents. Additionally, individuals who are not yet SaaS consumers are eager to start using the technology.

According to respondents, a SaaS business environment will be implemented during the next 0–3 years.

There has been a rapid rise in SaaS consumers over the past six years, it has been noted. As a result, we can predict that SaaS will continue to be in demand.

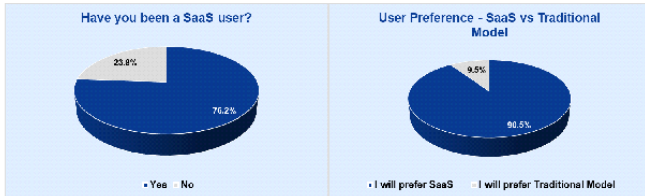
Cost and data security are high priorities for businesses, and respondents believe SaaS offers both.

Big SaaS companies like Salesforce, AWS, Google, and Freshworks compete with well-known SaaS suppliers like Zoho, Agile CRM, Postman, and Freshworks in the worldwide market.

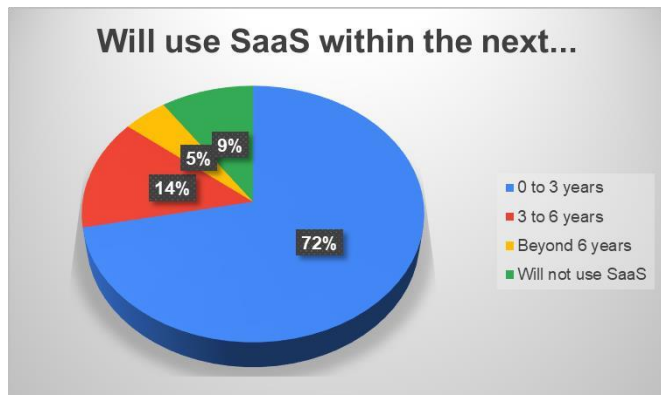
Their prices for comparable items are less expensive than those of international suppliers, and they are capable of competing with multinational corporations. These were the justifications given by respondents for choosing Indian SaaS providers.

Response analysis and interpretation:

76.2% of respondents stated they already use SaaS, and 90.5% said they would rather use SaaS than a traditional software installation environment. We may thus conclude that many of the respondents who haven't used SaaS are prepared to do so. As a result, new consumers should have a desire for SaaS in the future.



In the next 0 to 3 years, 71.6% of those who do not already use SaaS aim to do so. Combining this with the prior statement, we can state that we have more proof that during the course of the next three years, there will be an increase in SaaS consumers.



Of the respondents, 11.8% have used SaaS for four years or more, 5.9% have used it for six years, 35.3% have used it for two years or less, and 47.1% have not used it at all. This shows that the number of SaaS users has grown significantly in recent years. We can confidently conclude from this pattern and our future study that there will continue to be a steady demand for SaaS in the years to come.

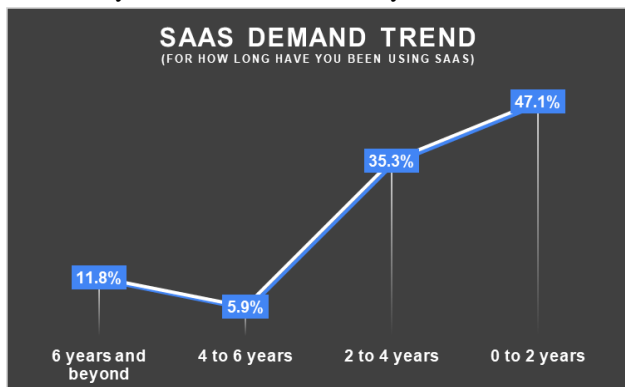
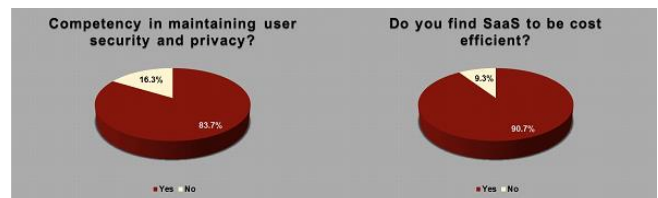


Fig.6 SaaS Demand Trend

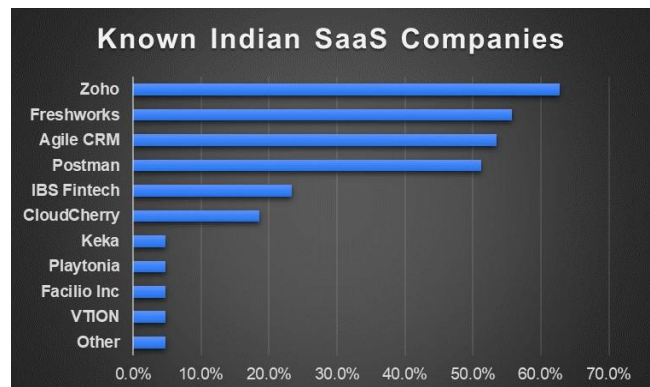
The requirements that a client seeks for when moving to SaaS, namely Cost Efficiency and Data security & privacy, are being satisfied from the next section of the research, which is based on chapter 6 of the book "New Wave of Technologies."

Cost Efficiency – 90.7% respondents feel SaaS will increase cost efficiency of the business

Data Security & Privacy – 83.7% respondents feel that SaaS service is competent in maintaining the user security and privacy.

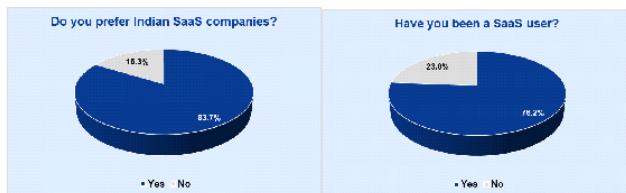


Among the numerous Indian SaaS businesses, ZOHO, Agile CRM, Postman, and Freshworks appear to be the most well-known. For Indian SaaS startups, competition on a worldwide scale included Salesforce, AWS, and Google.



6. 76.2% of those surveyed use software as a service, and 83.7% of those surveyed said they will choose Indian SaaS companies because "the pricing would be less for the same product," "They are able to compete with the global SaaS industry," and "Competence in terms of service delivery is at par with global competitors." This demonstrates that some non-SaaS consumers may pick Indian SaaS businesses over international ones when they switch to using SaaS. Few respondents said that they would not like Indian SaaS providers due to the following reasons: "Credibility and establishment is still in the development phase for many new systems," "they were unable to provide good customer support," and "I doubt the competency with regards to data security." If Indian businesses can resolve these problems, there is a greater chance that they will be accepted in the

international markets, even by consumers who do not currently support Indian businesses. The portion where many respondents think SaaS firms more dependable in terms of data protection is one where we may observe some discrepancies and need to take into account the subjective experiences of each responder. However, a few responders have expressed worry over the same. Therefore, we may conclude that in order to solve this issue and dispel people's misconceptions about it, greater attention must be placed on it.



III. CONCLUSION

Inferences:

Why Indian SaaS providers easily meet the prerequisites for adoption by international markets.

According to both primary and secondary research, Indian SaaS companies have been expanding their presence in the global market at a rapid rate. Given that PESTEL factors (domestic and international) continue to be favourable, there should be an increase in their market share even further, at least up to 2025.

Indian SaaS enterprises have the ability to outpace prior patterns and develop even faster thanks to the rise in capital investments in these businesses.

Primary and secondary data indicates that, while there appears to be an increase in demand for SaaS goods, these businesses' market value is really declining.

Since about the end of 2021, the market capitalization of Salesforce and XERO has been declining, and that of Freshworks and Zendesk has been declining since the start of 2021.

Despite the fact that 76.2% of the people who made up our core research audience at the time of this poll used SaaS. 47.1% of them, or the majority, have recently used SaaS. This demonstrated the expansion of SaaS. The true figures, i.e., the market value of many of these firms, have been declining, despite the positive image painted online. Contrary to popular belief, most professionals don't choose to invest in or keep investing in SaaS firms.

Ninety-five percent of the audience preferred the SaaS approach over the conventional one. But it's crucial to remember that there is a distinction between desire and adoption.

In addition, 72% of respondents indicated that they anticipate utilising SaaS in the following 0 to 3 years. However, this one goes against the general upward trend, as 76.2% of the respondents to our main research said that they have used SaaS. As much of our data indicates, this is a diminishing trend rather than an increasing one.

Based on our main study, we can readily see that Zoho, Freshworks, Agile CRM, and Postman would form a cluster of their own if we were to conduct a cluster analysis on the well-known Indian SaaS businesses.

Future Course of Indian SaaS Companies:

According to the results of our study, there are a few issues that need to be resolved in order to further develop India's SaaS ecosystem in the international markets:

Credibility as a result of the establishment's growth stage.

Better Customer support is required, SaaS customers' data security and privacy should be improved, and if it is already at its best, consumers need to be made aware of it. Stakeholders can work with the government to launch a number of projects.

Working closely with investors will enable startups to access investor networks and gain funding and mentoring.

They can provide playbooks to assist in product improvement and sales plan improvement for international markets.

Forward research possibilities:

Maintaining and gaining new consumers depend on customer satisfaction for businesses. As a result, Indian SaaS firms should concentrate on finding the best ways to service clients and consistently outperform the competition.

Data security is a top responsibility in business; as a result, Indian enterprises should strengthen their data security policies and protect consumers' privacy.

Why Indian businesses should invest in AI technology to maximise their efforts and available resources.

Indian businesses should concentrate on micro-SaaS to seize new chances and clients in the international market.

Accelerated Digital Analytics with Centralised Analytics.

Low-code Functionalities to Enhance Core Functions.

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Appendix

A. Primary Research Questionnaire

1. What is your current job profile?
2. Which industry do you work in?
3. Do you know about Software as a Service (SaaS) concept?
 - Yes
 - No
 - Maybe
4. Have you ever been a SaaS user?
 - Yes
 - No
5. If not, do you see yourself using SaaS in the next...
 - 0-3 Years
 - 3-6 Years
 - Beyond 6 Years
 - I do not think I will ever need to use SaaS
 - Already SAAS user
6. Will you prefer going for SaaS service or using a traditional model for standard software installation in a business environment?
 - I will use SaaS
 - I will use a traditional model
7. What do/would you use SaaS for?
 - Customer Support
 - Technology
 - UI/UX
 - Pricing
 - Accessibility
 - Ease of use
8. Do you prefer a subscription-based model over a fully paid version? If not, then why?
 - Yes
 - No
9. Do you think today's SaaS services are competent in maintaining user security and privacy?
 - Yes
 - No
10. Do you believe that implementing SaaS will increase the cost efficiency of the business?
 - Yes

- No

11. Have you heard about any of the following Indian SaaS companies?

- Zoho
- Keka
- Agile CRM
- IBS Fintech
- Freshworks
- Postman
- Cloud Cherry
- Facilio Inc
- VTION
- Platonian

12. Have you heard about any SaaS companies elsewhere? If yes, please name a few. (Write "NA" if not heard)

Do you prefer Indian SaaS companies? If yes, why? And if not, why not?

- Yes
- No

B. Target Audience Summary

Two groups of persons made up the majority of our target audience. A person who hasn't utilised SaaS but could integrate it in their businesses. The second group is those SaaS users. Both categories of individuals came from a variety of industries, including IT, Manufacturing, EdTech, Finance, Software, Insurance, Healthcare, Logistics, Government, Banking, and Consulting, and both had some lev