



Metrics to run a successful SaaS business

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Satya Easwaran | [Follow](#)
Partner, Management Consulting at KPMG

Companies across industries are increasingly adopting Cloud/Software-as-a-Service (SaaS) business models to meet evolving customer needs and to benefit from high margins and monetization opportunities. This new Cloud/SaaS business model requires alignment across the operating model, from products, to routes to market, to finance, and support functions.

A successful SaaS business requires an operating model anchored on key drivers and metrics to measure and optimize business performance that are unique to the Cloud/SaaS business.

In this context, KPMG's new publication "[Transforming your SaaS business: A strategic guide for optimizing business performance](#)" outlines a strategic framework and details essential metrics to assess performance at each stage of the SaaS business lifecycle—launch, scale/optimization, and stabilization – and how to best incorporate these metrics into a SaaS business strategy to accelerate growth, improve profitability, and achieve sustainability. The document also provides valuable insights from various tech industry leaders.

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Satya Easwaran
Partner, Management Consulting at KPMG
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