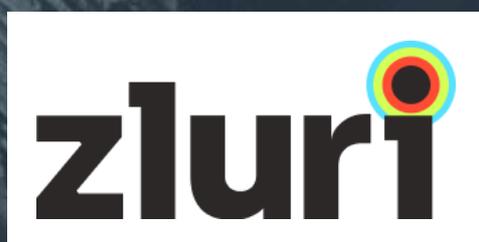


# Enterprise SaaS Management Certification Report



AJ Witt, The ITAM Review

## Executive Summary

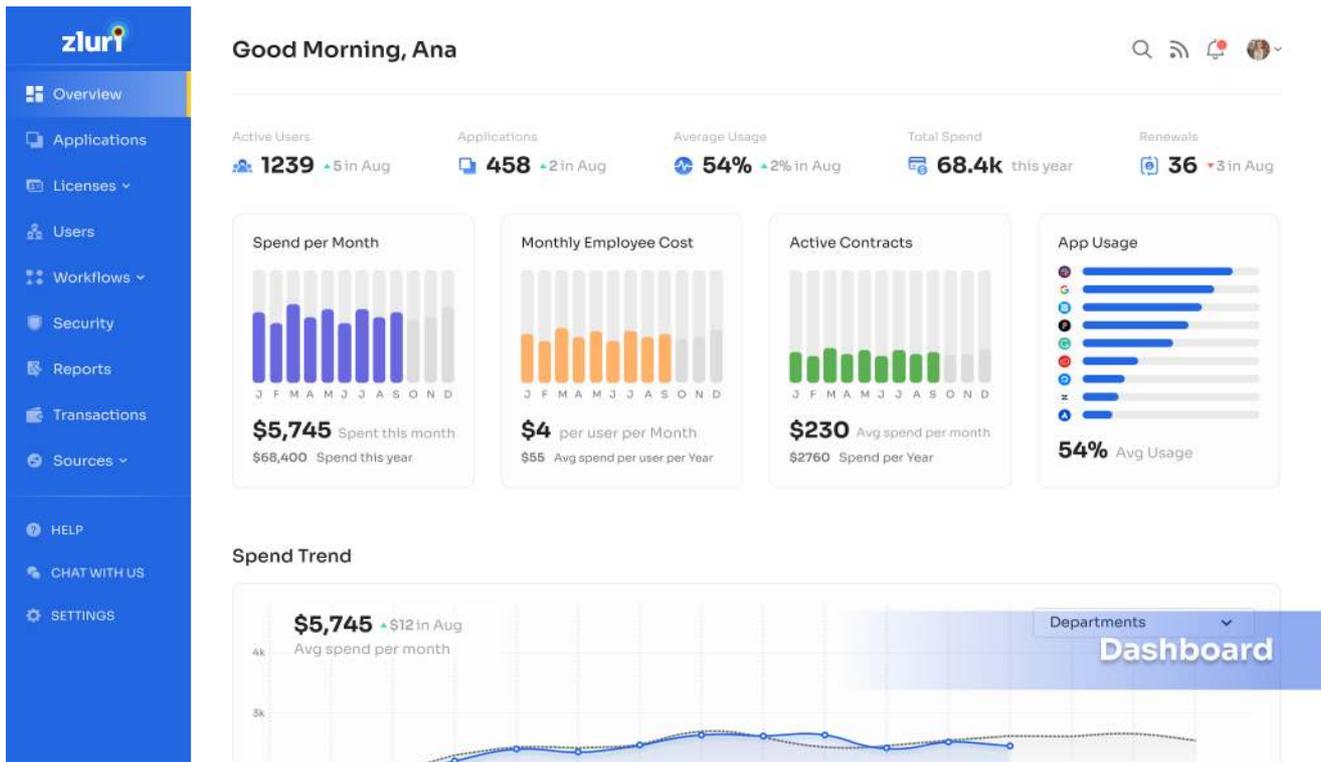
The ITAM Review certifies [Zluri](#) as having met the requirements for Enterprise SaaS Management certification in accordance with our public community-sourced [open standard](#).

## Background

Zluri were founded in 2020 and are privately held. In early 2022 they secured \$10m Series A funding and have grown rapidly since their product's commercial launch in July 2021. They are a global company with employees present in the US, UK and India and were founded by [Ritish Reddy](#), [Chaithanya Yambari](#), and [Sethu Meenakshisundaram](#) who formerly drove growth at corporate learning app [Knolskape](#).

The approach Zluri takes is to primarily solve the IT visibility problem brought by the decentralisation of IT and the growing influence of stakeholders such as HR, Finance, Procurement, and department-led IT. By doing so they aim to provide a unified approach to IT with visibility in the context required by stakeholders, wrapped up in role-based control. In this way the visibility provided by the core capabilities of Zluri enables a common rich store of normalised data to address the needs of any governance, management, or operational stakeholders within the business.

As a pure SaaS application Zluri's target customers are worldwide, and typically in the range of 200 – 5,000 employees, with more than 50 SaaS applications deployed. Currently they sell the solution direct and through partners via a SaaS model and provide remote technical and customer success support to aid onboarding. This onboarding support is bundled in the subscription cost.



## Analyst Review

This analyst review is based on the detailed responses provided by Zluri to the certification survey, customer references, and an in-depth demo provided to the author. The review assesses and provides commentary on Zluri's adherence to the standard in five areas.

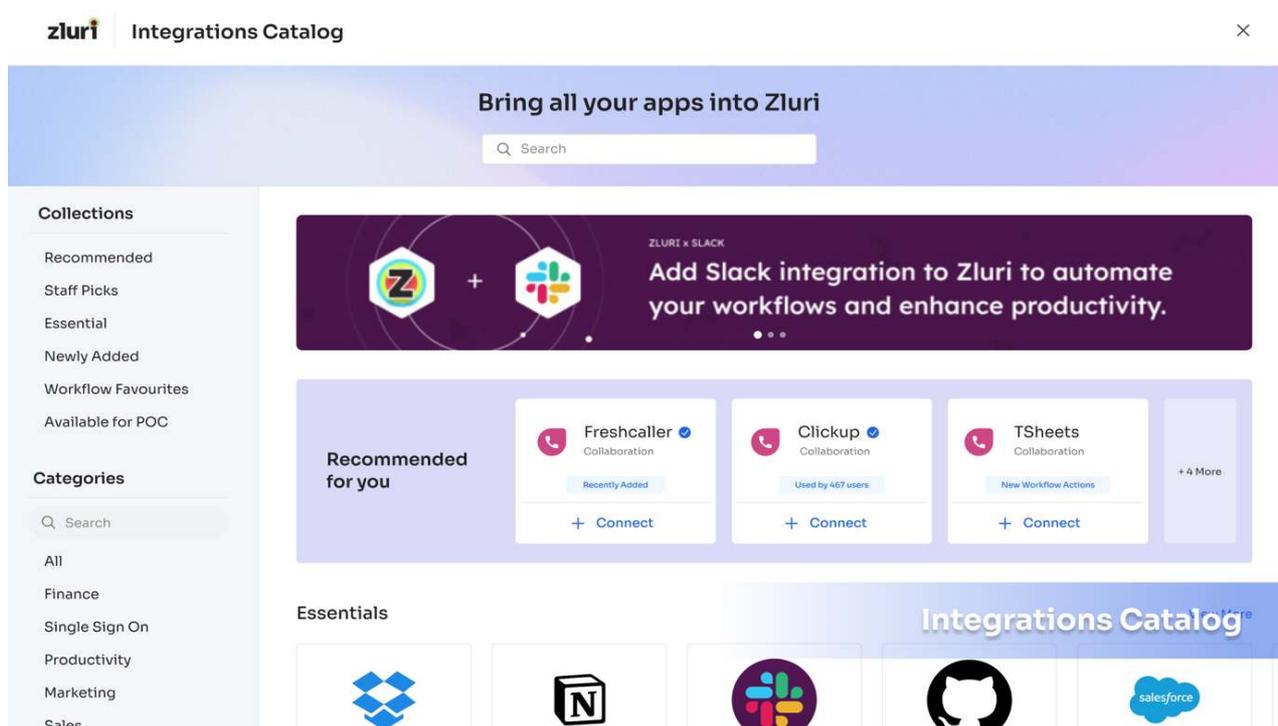
## Discovery & Inventory

In keeping with most other SaaS Management tools, Zluri leverage multiple methods to discover and inventory SaaS applications. The primary methods used are

- API & Direct integration
- Finance
- HR, Identity & SSO applications
- CASB (Cloud Access Security Broker)
- Browser Extensions
- Desktop Agents

# Enterprise SaaS Management Certification Report – Zluri

In this regard Zluri provide the most comprehensive set of inventory and discovery methods available in the market today. This will enable Zluri customers to discover and inventory usage on their terms, rather than be required to use a less diverse range of methods. Of note is the provision of CASB & Desktop agents. Zluri have found that 40% of their customers choose to deploy the dedicated desktop agent, clearly indicating that there is a demand for this perhaps more traditional approach to software discovery.



One challenge with this approach to discovery and inventory is that it puts extra demands on normalisation. If you discover an application from multiple sources, how do you know which source is accurate? Zluri provides an overview of discovery sources directly in the tool by showing, for example, that a user record has been discovered from G Suite/Google Workspace, Okta, and the HR systems, which enables customers to determine if it's a high-quality record. This can also be used to highlight blind spots and process failures – for example a user who no longer exists in the HR system but hasn't yet been deleted in Okta. Zluri also enables users to configure the primary source of truth for each application or data type. For example, they recommend that the HR system is used for employee data rather than Active Directory, because HR data is usually of higher quality.

Zluri also claim to have the largest number of direction integrations to SaaS applications via APIs, with over 500 available. For a full list see the [Integrations Catalogue](#). Each catalogue entry includes detailed instructions on how to integrate the application with Zluri, including the level of access and credentials required.

## Cost Management

For cost management, Zluri ingests transaction information from several accounting and expense applications and matches those costs with usage, enabling users to quickly identify sources of unnecessary expenditure. Customer references noted that normalisation of expense data does require human intervention in some cases, but this is a one-time process for recurring vendors, billings, and line entry patterns. This reconciliation process will be familiar to accounting teams and ITAM teams who would usually undertake this activity when adding new perpetual licenses to an ITAM tool.

We do have reservations as to whether this manual reconciliation process will scale to larger estates so large enterprises should consult with Zluri on this point. As noted above, Zluri currently target organisations with between 200 & 5,000 employees and so this somewhat manual approach to reconciliation is unlikely to present difficulties, particularly as it is a one-time process per vendor. As the application “sees” more applications, the normalisation library grows - and Zluri claims to have over 200,000 SaaS apps already listed in its library.

Zluri provides a comprehensive renewals management process, which is a key early deliverable for any SaaS Management tool. In addition to expected functionality they also provide procurement & negotiation services, aiming to get customers better pricing for their renewals. This is an add-on service and is priced on a gain/share model whereby Zluri charges a fixed fee based on their customers' SaaS spend with a promise of 2X savings.

## Optimisation

Zluri provides the expected functionality to enable customers to optimise their SaaS estates. This includes predictive usage and renewal analysis, enabling customers to see usage trends and forecast renewal levels. It is common for SaaS publishers to base renewal discounts on minimum commitments, so this trending information is useful in reducing shelfware and unnecessary costs.

The screenshot displays the Zluri Applications Renewals dashboard. The interface includes a left-hand navigation menu with options such as Overview, Applications, Licenses, Directory, Workflows, Security, Reports, Transactions, Sources, HELP, CHAT WITH US, and SETTINGS. The main content area is titled 'Applications' and has tabs for 'All Apps', 'Contracts', and 'Renewals'. The 'Renewals' tab is active, showing a grid of monthly renewal data for various applications. The data is organized by month, with July '21 highlighted. The grid shows the number of payments and contract renewals for each month, along with the total spend for each month. A sidebar on the right provides a detailed view for July '21, showing a total spend of \$300 and a list of applications with their renewal dates and amounts. The applications listed include DigitalOcean (\$170), G-Suite (\$10), Office 365 (\$10), and Slack (\$10). The dashboard also includes a search bar, a 'Show all (12)' button, and a 'Renewals' button at the bottom right.

Month	Total Spend	Payments	Contract Renewals
DECEMBER '20	\$123	4	2
JANUARY '21	\$123	4	2
FEBRUARY '21	\$123	4	2
MARCH '21	\$123	4	0
APRIL '21	No Renewals	0	0
MAY '21	\$123	2	0
JUNE '21	\$123	4	2
<b>JULY '21</b>	<b>\$300</b>	<b>3</b>	<b>2</b>
AUGUST '21	\$123	0	0
SEPTEMBER '21	No Renewals	0	0
OCTOBER '21	\$123	5	2
NOVEMBER '21	No Renewals	0	0

July '21 Total Spend: \$300

Applications and Renewal Details:

- AUG 01: DigitalOcean (\$170) - RENEWAL
- AUG 03: G-Suite (\$10) - RENEWAL
- AUG 03: Office 365 (\$10) - RENEWAL
- AUG 08: Slack (\$10) - RENEWAL

For larger estates, Zluri uses Artificial Intelligence (AI) to provide recommendations for cost saving activities. For example, it may detect that usage is dropping for a particular application and notify the user that action should be taken to reduce the number of subscriptions.

## Automation & Management

Since Zluri was founded, we have seen a growing importance placed upon employee experience, driven in part by an increasingly mobile workforce in certain territories world-wide. Whilst the impact of the so-called “Great Resignation” is perhaps overstated and somewhat localised, remote and hybrid working does mean that organisations need efficient onboarding and offboarding processes. Zluri provides automated workflows for this, including application profiles based on role, department, or seniority.

USER	DESIGNATION	TEAM	APPS	USAGE	REPORTING MANAGER	SOURCE
<input type="checkbox"/> Darlene Robertson darlene@corp.com	Senior Software Engineer	Development	45 +2	●●●●●	Dianne Russell	
<input type="checkbox"/> Albert Flores albert@corp.com	Vice President	Development	45 +2	●●●●●	Dianne Russell	
<input type="checkbox"/> Kathryn Murphy kathryn@corp.com	UX Engineer	Design	45 +2	●●●●●	Dianne Russell	
<input type="checkbox"/> Esther Howard esther@corp.com	QA Engineer	Development	45 +2	●●●●●	Dianne Russell	
<input type="checkbox"/> Jane Cooper jane@corp.com	Programmer Analyst	Development	45 +2	●●●●●	Dianne Russell	
<input type="checkbox"/> Courtney Henry courtney@corp.com	UI designer	Design	45 +2	●●●●●	Dianne Russell	
<input type="checkbox"/> Floyd Miles floyd@corp.com	Project Manager	Development	45 +2	●●●●●	Dianne Russell	

For example, Zluri can onboard a Marketing employee into the Marketing channel in Slack or deploy the standard developer stack to a new developer. The reverse applies when offboarding users with Zluri either automatically revoking a user's access to applications or raising a ticket to have it done manually. Where permitted by the individual application Zluri also retains a backup of user data which can be transferred to a new user, ensuring vital data isn't lost and that expensive subscriptions aren't retained unnecessarily.

## Risk Management

Zluri recognise that for their target customer maintaining security and compliance can be complex and expensive and a barrier to growth. The comprehensive discovery and inventory process enables customers to identify potentially risky apps and, via integration with identity providers and single sign on, Zluri can be used to block and terminate the use of such applications. Zluri also provides automated compliance reporting. It does this by highlighting the certifications each application has – for example, SOC2 or HIPAA.

The screenshot displays the Zluri Applications Security & Compliance interface for Adobe CC. The left sidebar contains navigation options: Overview, Applications, Licenses, Users, Departments, Security, Reports, Transactions, Sources, HELP, CHAT WITH US, and SETTINGS. The main content area is titled 'Applications > Adobe CC' and includes tabs for Overview, Contracts, Users, Transactions, Recommendations, Ecosystem, and Security & Compliance. The 'Security & Compliance Overview' section shows a 'Low Risk' status, an 'Export' button, and a 'RISK SCORE' of Level 4 (4 red dots). The 'THREAT' level is Level 3 (3 yellow dots), with 13 critical scopes. 'COMPLIANCE' includes SOC 2, ISO 27001, GDPR, CSA, and 3 more. The 'SECURITY GRADE' is A+, with a score of 80 on 100, scanned on 2 Aug 2021. The 'Recent Events' section lists four incidents, all dated 12 June 2021, with impacts ranging from Very High to Low. Each event is titled 'Error grants users full 'write' access' and includes a brief description and a 'Read more' link. A blue banner at the bottom of the events section reads 'App Security & Compliance'.

## Review Summary

Zluri's comprehensive discovery and inventory solution stands out as a highlight, as does its focus on automation and risk management. The leadership is experienced and clearly focused on a market segment (under 5,000 users in cloud-native organisations) where it can compete.

As the newest entrant in the SaaS Management tools market it has grown rapidly to adequately cover all the use cases in our SaaS Management certification. Customer references note a strong focus on listening to customer requirements and similarly strong onboarding and customer success reports. The platform is highly extensible, enabling it to evolve to meet individual customer needs.

With a base in Bengaluru (Bangalore) it has a large pool of highly proficient technical staff to drive forward growth in product development and technical innovation. They also benefit from a low cost base, which will positively impact pricing and profitability. They are well-funded for a product which has only been commercially available for less than a year and the number of open positions at time of writing (April 2022) indicates that they're equipped for growth.

Zluri is particularly suited to mid-size organisations looking for a comprehensive approach to SaaS Management which includes automated onboarding and offboarding alongside security and compliance features. These provide added value for organisations which may not have access to what are normally enterprise-scale features.

## Customer References

Zluri provided two customer references for this certification who were interviewed independently by an ITAM Review analyst. The ITAM Review welcomes further references and reviews for Zluri. If you wish to contribute, please [submit your review](#) on The ITAM Review Marketplace.

## **Customer Reference 1: SEA Neobank**

This customer is an SME Neobank operating in South East Asia. Zluri was selected with the primary aim of supporting renewals for key SaaS applications, along with discovering usage and reducing costs. As a start-up, this organisation is almost entirely cloud-based with a rapidly growing number of employees. This rapid growth, along with the new ways of working introduced by the pandemic, required that they get to grips with SaaS both in terms of cost and governance. As a company working in a highly regulated industry, they are required to do deep due diligence on the use of new applications, particularly those which host data outside of their home country.

Zluri was selected without a competitive bid process and onboarded very quickly, delivering insight into a key application which was due for renewal. Specifically, Zluri enabled the customer to match consumption and usage with expenditure, resulting in a 5-figure saving on the renewal in question. As such, it immediately paid for itself and since then has been rolled out to cover all SaaS spending and continues to yield good ROI. Onboarding took just 30 minutes and was supported by a diligent and responsive customer success manager.

Whilst they have found that Zluri has met all their current use cases for SaaS Management, they also hope to extend usage to include onboarding/offboarding as they continue to rapidly grow their workforce. They also hope to leverage Zluri for procurement activities and hope to have it support the work they need to do around regulatory compliance.

## **Customer Reference 2: Global Booking Software provider**

This customer, founded in 2010 and privately held, operates globally as a provider of booking software solutions. As with the first reference they are almost entirely cloud-based. Prior to selecting Zluri they were tracking SaaS manually via spreadsheets, something which was quickly becoming unsustainable as SaaS usage grew. In keeping with most organisations, they knew they had an issue with ungoverned "shadow" IT but wanted to know the true scale.

Zluri was selected from a shortlist of three and is primarily used to uncover shadow IT and track and optimise spending. The reference is early in the implementation phase for Zluri but it has already delivered ROI by identifying an unused application which was due for renewal and enabling that renewal to be cancelled, saving a whole year's subscription fees.

They have found onboarding to be swift and feel well-supported by both a customer success manager and technical implementation support. They have integrated Zluri with their identity and financial platforms and noted that the financial integration is particularly powerful. They liked the hybrid approach to normalising financial information – this is information which can be very inconsistent and difficult to make sense of.

Zluri's approach is to match automatically where possible and then to present the user with a list of best guesses where manual allocations are required. Once the SaaS manager or analyst has identified the application to which the spend should be allocated, all past and future line items which match are automatically allocated to the same application. They have reduced the number of line items requiring manual intervention by over 90 percentage points in just one month.

Whilst their implementation of Zluri is at an early stage they see considerable ongoing value from it, focusing on shadow IT identification and spend reduction through optimisation. They expect that the intelligence and insight it provides will support them in placing governance standards around SaaS procurement and usage which continue to enable innovation whilst protecting the organisation from increased risks and cost overruns.

## Conclusion

Whilst a very new entrant in this market, Zluri has managed to deliver a mature solution particularly suited to mid-market and enterprises. The roadmap is strong and supported by a recent \$10m funding round. Zluri's management team have a clear vision for where they wish to take the company, including a keen understanding of where they don't intend to compete. Their Indian base gives them the advantage of a highly technical, available, and affordable workforce – important in a world where technology companies in Europe and North America are struggling to fill positions.

To go to the next level, I recommend they focus on building out strong partner relationships in their key markets. Now that they're in a rapid growth phase the management team must also ensure that they can navigate the "growing pains" phase of building a new organisation and application.

## About ITAM Review Certifications

The ITAM Review develops and maintains community-sourced certifications for ITAM-related tools and services. Each certification consists of a survey, product review and two independent customer references. We welcome additional reviews of the product or service via The ITAM Review Marketplace.

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