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Transforming your SaaS business

approach, the SaaS business requires a different set of drivers and metrics to measure business performance and efficiency, for each type of SaaS company — pure-SaaS, on-premise software company, integrated technology/ product company—weighing the significance of these metrics differently Executive summary “Transforming your SaaS

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experience working with multiple SaaS businesses through all phases of development, go-to-market strategies and growing to scale, our

recommendation is to track the following essential KPIs Developing and tracking metrics specific to the SaaS ...

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