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**Strategic Moves for
Leaders in the Age of AI**
in 4 slides



Issue 250515

**Your Tech Stack is
Leaking Revenue—
Fix it Fast!**

Why it Matters



1 Unaligned Tech Stacks waste more than Money



\$21M of SaaS licenses wasted a year
only 47% of licenses utilized



\$33B lost on unused MarTech
every year



+9% SaaS spend up in 2024

Companies <500+ employees increased spend by 59%

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The Challenge



2 Fragmentation hurts Customer Journeys



275 SaaS apps in enterprise (average)

Complexity hampers efficiency and oversight



33% of SaaS licenses are underutilized

significant waste and missed ROI opportunities



35% of Apps with Shadow IT

Unmanaged tools create data silos and security risks

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Action Plan



3 Move from Stack Sprawl to Strategic Alignment



Conduct a comprehensive audit

TechStack usage, overlap, and ROI of tools



Map tools to the buyer journey

Ensure each tool supports a specific stage



Align cross-functional teams

On cross-platforms, foster collaboration between Ops, Marketing, and Sales

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Next Steps



4 Turn Cleanup into Competitive Edge

- ✓ **Develop a shared RevTech roadmap**
Aligned to Customer Journey and Capabilities
- ✓ **Eliminate / consolidate low-value tools**
Reduce costs and streamline operations
- ✓ **Reinvest savings into high-impact**
Capabilities - focus on tools that enhance customer experience and revenue

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Ready to close the gaps
in your growth engine?



Your next Strategic Move starts here:



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