

Increasing Revenues for SaaS

Written by Marco Attard
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Gartner forecasts WW SaaS revenues will reach totals of \$12.1Bn (with 20.7% Y-o-Y growth) in 2011, up from 2010's revenues of \$10Bn, with healthy growth to go on all through the next 5 years.

The analyst's report predicts revenues will reach \$21.3Bn by 2015.



The push towards SaaS will come due to increasingly tighter budgets demanding leaner alternatives, together with increasing familiarity with the "software as a service" model.

As more enterprises adopt SaaS, concerns regarding security, response time and service availability will diminish, while on-demand ecosystems continue evolving to provide additional business and technology services.

Gartner estimates 75% of current SaaS delivery (as measured by revenue) counts as cloud services-- a estimate to potentially exceed 90% by 2015, as the SaaS model matures and converges with cloud service models.

CRM remains SaaS' largest market, with revenues to reach \$3.8Bn in 2011 (up from 2010's \$3.2Bn) according to Gartner-- while SaaS will make up 32% of the CRM market's total software revenue for 2011.

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Following is SaaS revenue within the CCC market, forecast to reach over \$3.3Bn in 2011 (from 2010's \$2.8Bn) and the ERP market, with \$1.7Bn for 2011 (up from 2010's \$1.5Bn).

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