Editing Sample – Daniel Cameron for [Audience Ops](#) – January 2022

Alternate Newsletter Subject This will send to people who didn't open the newsletter the first time it was sent.	SaaS ~~+ M~~management ~~+and W~~what ~~Y~~you ~~N~~need to ~~K~~know
Newsletter Text 2-3 short paragraphs followed by the article title (linked). Introduce the article topic and make readers want to click the link.	Hi [NAME], ~~C~~A ~~lot of~~ companies are ditching their legacy systems today in favor of ~~for~~ cloud-based apps to increase ~~in the name of~~ efficiency. ~~Y~~However, you may have noticed that it tends to leave you managing all the loose ends that can come with SaaS application usage. How should you handle managing ~~manage~~ licenses? How should you manage support tickets? ~~And more.¶~~

These questions are ~~It's~~ what we dive into in today's article.

Check it out: How to Manage SaaS Apps

Talk soon,

The XXXXX Team

Tweets

Writer: *Tweet text should be **220 characters** or less (to allow room for the shortened URL at the end)*

	Time	Text
Tweet 1 Use the article title Assistant: Include featured image	+10 mins +0 hours +0 days **Buffer Instructions:** On publish date (10 min. after blog post publish)	How To Manage Your SaaS Apps #saasmanagement #saas #jira
Tweet 2 Focus on a sub-topic within the article.	+0 mins +7 hours +1 day	The basics of SaaS application management can help you navigate your SaaS needs a lot better. Here's what you should know. #saasmanagement #saas #jira

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Comments (margin):

- Daniel Cameron — 1:07 PM Today — Replace: *"m"* with *"M"*
- Daniel Cameron — 1:07 PM Today — Replace: *"q"* with *"Q"*
- Daniel Cameron — 1:07 PM Today — Replace: *"a"* with *"A"*
- Daniel Cameron — 1:07 PM Today — Delete: *"+ Mm"*
- Daniel Cameron — 1:08 PM Today — Replace: *"and"* with *"+"*
- Daniel Cameron — 1:08 PM Today — Replace: *"w"* with *"W"*
- Daniel Cameron — 12:29 PM Today — Delete: *"And more."*
- Daniel Cameron — 12:29 PM Today — Replace: *"It's"* with *"These questions are"*
- Daniel Cameron — 12:30 PM Today — Sometimes for readability CamelCase can work better than lower case for hashtags

How tTo Manage Your SaaS Apps

Author Byline

You manage a growing list of SaaS apps. Y-you're onboarding employees and it's getting to be overwhelming. Some SaaS apps your company uses long-term while others end up not being a very good fit in the end. How you can best juggle your SaaS apps while balancing that with the other needs of your organization?

As mentioned, On the other hand, there is also onboarding and offboarding to think about. Did that one employee that quit a month and a half ago get properly onboarded from all the apps he had an account with? How about the new employee you onboarded last week? Were they given clearance for access to the specific apps necessary for them to do their job well?

L Then there are licensing and expiration dates are two more things to think about. Have you done anything to ensure all licensing is in place and you're not up against a wall with your expiration dates?

Don't forget downsizing as a way you can more easily manage your list of SaaS apps. Have you talked to your contact with the one SaaS apps that your company's team doesn't seem to be using at all?

These are all questions that need answers when you're in the process of managing your SaaS apps.

W Now, whether you readily have clear answers for them is another issue altogether. Below, we go through the basics of the steps you need to take to better manage your SaaS applications.

It starts with learning to manage your SaaS app's data and knowing what tools you can use to make that process easier.

Well go through:

- What are your SaaS management options?
- SaaS management best practices
- Automating the SaaS management process automation¶
-

Before we dive into the basics of management best practices. Let's walk through what your options actually are. What are the various ways IT teams are handling the needs that come with increased SaaS usage?

What are your SaaS management options?

D Frankly, doing nothing and praying for the best is a last resort n option when you're talking about managing SaaS applications. It's often what busy IT departments default to, especially if they have too much on their plates. But is there a way to do it better? We think so.

Another option would be? They resorting to basic spreadsheets. Now D, d Don't get us wrong. Spreadsheets r can be a G godsend, and they do very well with managing data and complex

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Add: "How you can best juggle your SaaS apps while balancing that with the other needs of your organizatio…"

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equations. But as a SaaS app manager, you're doing more than crunching numbers and creating formulas. You need a more robust system in place for SaaS management.

Realistically, y~~R~~You're managing SaaS data that constantly needs to be revisited or worked with as you manage access, support tickets, handle SaaS licenses, and renew contracts with successful relationships. Let's ~~now~~ go over some SaaS management fundamentals.

What are some SaaS management best practices?~~SaaS Mmanagement Bbest Ppractices~~

~~Here~~What are some SaaS management best practices? SaaS management generally covers:

- SaaS access and identity
- User lifecycle management
- Spend optimization
- Application configuration
- Visibility

The point of SaaS management is that you want to get the most use out of all your SaaS apps. It's easy to see how this isn't quite possible when you don't have a reliable process through which you can manage SaaS app usage, access, user lifecycles, and configuration.

~~The thing is, li~~ But it's pretty easy to start using SaaS applications as part of your workflow. This

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can easily get out of hand as you onboard more and more SaaS tools without any control system to keep a running account of them all. Here are a few best practice pointers worth paying attention to ~~to make sure it doesn't get out of hand~~.

Streamline ~~A~~access ~~M~~management

Automating access management will save you so much time. When you're using Jira, XXXX makes it possible to streamline access management so that you aren't left doing everything manually.

What does XXXX do?

For starters, you can seamlessly track onboarding and offboarding, manage access requests with more ease and ensure compliance with better peace of mind.

You can also:

- Automate ~~-~~user access and access requests
- Connect all your identity and SaaS vendors
- Automatically discover all your SaaS apps and track their usage
- Reset passwords and manage employee lifecycle
- Route tickets to managers for approval
- Display user attributes with Jira's side panel

Access management can be one of the most unnecessarily time-consuming tasks on your to-do list that can be largely automated. With the help of XXXX, you can get a better handle of your SaaS metadata as you audit logs that track every change, route requests to managers for approval, assign group memberships, and reset passwords, all from one place.

Comment sidebar:

Daniel Cameron — 12:34 PM Today
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Daniel Cameron — 12:35 PM Today
Replace: *"Then there are I"* with *"L"*

Daniel Cameron — 12:35 PM Today
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Daniel Cameron — 12:37 PM Today
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Daniel Cameron — 12:36 PM Today
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Create a centralized source of truth

Jira Service Management Tool

One of the best ways to manage your SaaS applications is to create a centralized source of truth.

What does this mean? Is there a place where anyone on your IT team can have access to SaaS licenses in the case they'd n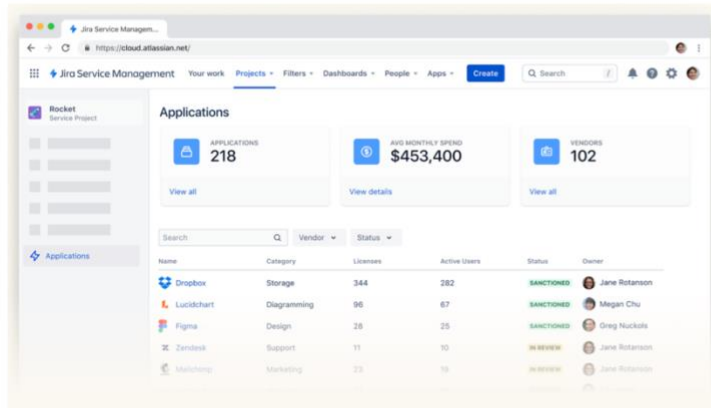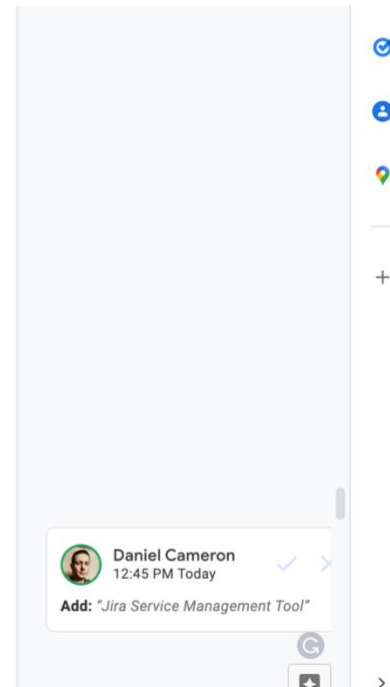eed to review or renew a plan? Do they know how to handle security issues, if any with a repeatable step-by-step process they can log and organize?

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A central source of truth is a great way to prevent shadow IT, miscommunication, and overspending on SaaS applications if you don't need to~~without needing to~~. Pairing Jira and XXXX together to streamline your SaaS management process can be a solid approach to developing your management system.

Streamline User Lifecycle Management (ULM)~~ULM~~

ULM ~~(user lifecycle management)~~ is a necessary ~~as~~ part of your SaaS management plan so ~~that~~ you aren't wasting resources on SaaS tools that are getting little to no usage. Imagine that you're managing several SaaS apps with no real repeatable system. What happens?

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Within a span of five months, you may find that you've offboarded four employees and onboarded seven new ones. Have the four employee seats been properly removed from the SaaS apps they had access to? Do the seven new ones have everything they need?

Do the new employees have a streamlined way to get access to their particular stack of SaaS tools? Once you streamline ULM, you're less likely to run into this kind of trouble when you're managing things like SaaS application access.

There is also sensitive data access to think about. Former employees shouldn't have access to

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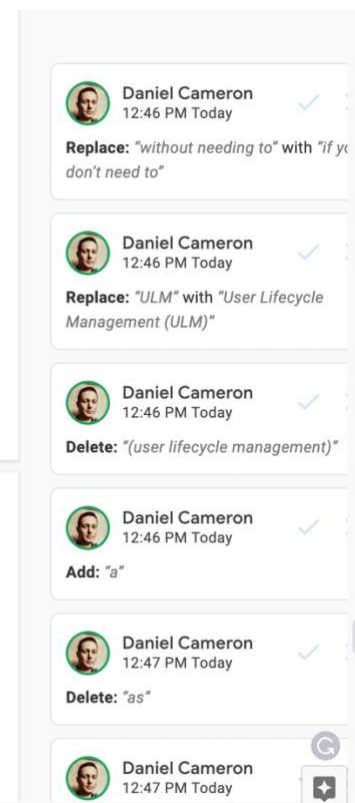
any sensitive data it through their SaaS accounts that haven't properly been offboarded.

Minimize Ssecurity Rrisks

One of the best ways to minimize security risks is to always keep a finger on what SaaS apps employees are using. Lack of visibility on app usage is a surefire way to create security vulnerabilities that are largely out of your control. Avoid this at all costs.

Lack of visbility It also makes it harder to enforce your security measures and established policies. MSo minimizing security risks can start with ensuring you have an enforceable SaaS app onboarding and offboarding process through which each and every SaaS app you use can be vetted for security, as well as knowing how much usage you're getting out of each one it.

In other words, security and visibility go hand in hand. That's why having a management practice is so important.

Should you aAutomate the SaaS management process?

SaaS management can get overwhelming very quickly if you opt for doing everything manually or choose to rely on basic spreadsheets. It's inefficient at best and will only clutter your processes to the point of rampant mismanagement. As you can guess, this always leads to SaaS application "bloat" and unnecessary spending on tools that aren't moving the company forward.

But that's why SaaS automation tools like XXXX exist. Built by an ex-Atlassian backend, it's specifically designed to make SaaS management with Jira easier for all involved.

That means no more onboarding and offboarding employee headaches. It also means lower Shadow IT occurrences through more app visibility as you track app usage, and centralized your app licenses in one place.

All this while prioritizing speed and accuracy. Getting the basics of SaaS management down is essential to the management process. Beyond that though, you want to arm yourself with the tools that help execute your management plan into reality. CTA?

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Are we missing a CTA here with a link?