



# The Ultimate Guide to Smarter IT Spend Management

**Gain Clarity & Control.  
Make Every Dollar Count.**



# Introduction

Over the past three years, businesses have increasingly sought to trim their IT budgets, in large part to rectify the huge disconnect discovered between software acquisition and actual usage. How big is the disconnect? Recent research shows that companies wasted an average of \$18 million on unused SaaS licenses in 2023. That is an increase of 7% over the prior year.<sup>1</sup> That same study found that the average organization uses only about half of the software licenses it purchases.

Where did these bloated tech stacks come from? The answer is simple – from the pandemic-era spree of hasty software purchases. Thankfully, realizing this inefficiency created a new shift in mindset toward more responsible IT spend management. Many organizations are now consolidating their SaaS stacks and investing in automation tools to gain clearer visibility into usage patterns and eliminate “shadow IT” — the unsanctioned software adopted by employees. The results are visible. Overall, average company IT spend has dropped steadily over the past three years, from \$60 million in 2021 to \$45 million in 2023.<sup>1</sup>

While great strides have been made, license waste remains a top concern for 70% of companies, underscoring the urgency for better governance and centralized management in the digital workplace.



## **Drowning in SaaS Subscriptions and Vendor Contracts? Time for a Lifesaver.**

The story is all too familiar. One minute your bustling SMB is swimming in new business. The next, it's drowning in SaaS subscriptions and vendor contracts. Before long, managing IT contracts and SaaS subscriptions turns into a full-time job. What's worrisome is that with dozens (or even hundreds) of tools, platforms, and services in play, it's easy for things to slip through the cracks. Missed renewals, surprise auto-charges, duplicated services, and forgotten software licenses aren't just annoyances—they're expensive problems that drain your time and budget. And it seems the busier you are, the worse it becomes.

Compounding the problem is the unknown. For instance, one team might be using two different project management tools, each with its own pricing model and update schedule. Another department might be unknowingly paying for an old version of a product that's no longer in use. Meanwhile, a vendor contract you forgot about quietly renewed—locking you in for another year. Sound familiar?

That's exactly why BetterTracker was created.

# The Hidden Costs of Tech Sprawl & Redundancies, and How to Eliminate Them

You might not see it at first, but tech sprawl is quietly chipping away at your budget and productivity.



## What is tech sprawl?

Tech sprawl is what happens when your business accumulates too many digital tools, apps, platforms, and services—often without a clear strategy or central oversight. One team signs up for a project management app, another starts using a similar one. Marketing adopts five different analytics tools. Finance has their own subscription for invoice tracking. Over time, your software environment becomes bloated, fragmented, and harder to manage.

## The result? Serious financial waste.

Unused licenses, duplicate tools, and overlapping functionality can cost you thousands every year. And that's just the money. There's also the hidden cost of confusion, inefficiency, and lost productivity. Employees struggle to remember which tools to use and your IT team spends extra time supporting and securing systems you might not even need.



# That's where BetterTracker shines.

BetterTracker is an all-in-one solution built to bring order to the chaos of recurring IT expenses. Whether you're a growing SMB or an IT leader trying to tame a sprawling tech stack, BetterTracker helps you gain control over every dollar, date, and detail tied to your vendor contracts and software subscriptions.

By bringing all of your contracts, subscriptions, and tech expenses into one centralized platform, BetterTracker helps you cut through the clutter and take back control. It gives you a clear view of every tool you're paying for—who's using it, how often it's used, and whether it's truly necessary.

You'll be able to:

- **Identify and eliminate redundant tools** that do the same job.
- **Consolidate services** and renegotiate contracts for better pricing.
- **Visualize your entire tech stack** to ensure alignment with business goals.

Instead of tech sprawl, you get smart, intentional technology usage—and that means more value from every dollar you spend.

# See It, Save It, Scale It: Why Real-Time Visibility Into IT Spend Fuels Growth

To run a successful, growing business, you can't afford to fly blind—especially when it comes to your technology budget. Real-time visibility into IT spend isn't just a nice-to-have, it's a strategic advantage that helps companies forecast accurately, budget effectively, and grow smarter.

## Why does real-time insight matter?

Decisions are only as good as the data behind them. When IT, finance, and operations teams can see exactly where every dollar is going—right now, not weeks after the fact—they can pivot faster, spot issues sooner, and make decisions that align with the company's growth goals.

With BetterTracker, businesses get a live, comprehensive view of all technology-related expenses, broken down by vendor, category, and frequency. That level of clarity opens up a world of opportunity for optimization.



# A few ways real-time visibility drives real savings and smarter decisions:

## SCENARIO #1

### **Spotting Unused Tools Before They Auto-Renew**

Imagine discovering you were still paying for licenses to a CRM tool your sales team had stopped using months ago. Well, it happened. Thankfully, with BetterTracker's renewal alerts and usage monitoring, it was caught just in time—saving over \$2,000 annually.

## SCENARIO #2

### **Preventing Shadow Spend Across Departments**

A mid-sized company realized that two separate teams had subscribed to different versions of the same marketing analytics software. Once flagged, they consolidated to a single enterprise license—cutting their combined spend in half.

## SCENARIO #3

### **Powering Smarter Budget Forecasting**

By analyzing historical spend and contract data, an operations team used BetterTracker to predict seasonal expense fluctuations. This insight helped them reallocate budget proactively and negotiate early with vendors—resulting in a 15% discount on a major renewal.

Whether you're planning next quarter's budget or preparing for a major growth push, real-time insights keep your team informed, agile, and aligned. No more scrambling through spreadsheets or waiting for finance reports. Just clear, actionable data at your fingertips.

# From Chaos to Clarity:

## How to Centralize Your Contract and Subscription Management

Managing vendor contracts and software subscriptions can be overwhelming with spreadsheets and reminders. Centralizing contract management creates order, leading to savings, improved vendor relationships, and better long-term planning. Here's how to begin:

1

### Gather and Consolidate

The initial step involves consolidating all contracts—such as SaaS subscriptions, service agreements, and hardware leases—using BetterTracker. This tool enables easy import via manual entry, CSV upload, or secure integrations, providing a single dashboard for all contracts and eliminating the hassle of searching through inboxes and shared drives.

2

### Automate Renewal Tracking

Centralizing contracts allows for automation, enabling smart reminders for renewals, cancellations, and reviews. BetterTracker helps prevent surprise auto-renewals and provides ample time for evaluating options and negotiating terms.

3

### Monitor, Analyze, and Optimize

BetterTracker provides a single platform for real-time insights into spending, categorizing expenses by type, vendor, and frequency. This helps identify overlaps, unused tools, and pricing anomalies.

While this is amazingly helpful for today's budget, think what it can do for your future plans. The information you glean from BetterTracker can help you identify trends and opportunities for long-term optimization. And the money you save can be reinvested where your company needs it most.



# Why One Contract and Subscription Platform Changes Everything

Having all your contract and subscription data centralized in BetterTracker means:

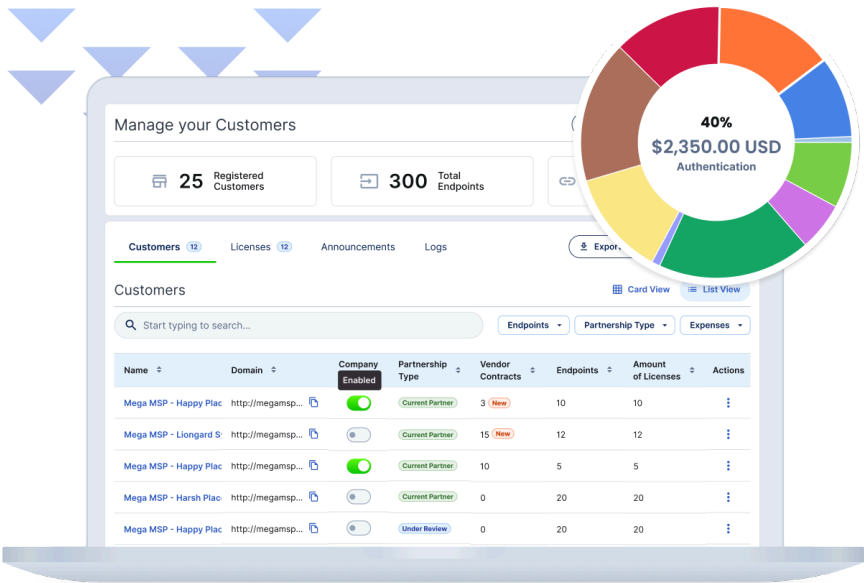
- No more silos between departments—IT, finance, and operations can all work from the same platform, with transparency.
- Faster, more confident decision-making—you'll have the data to support your next budget or vendor conversation.
- Predictable, controlled spending—no more surprises, just smarter management.

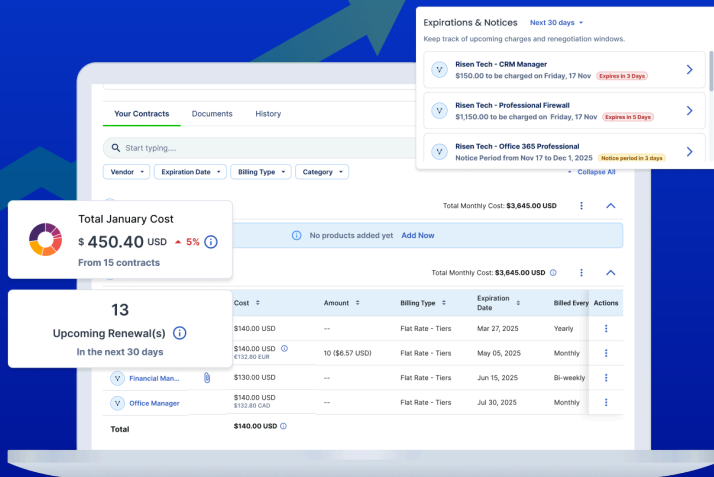
A streamlined, automated approach to contract management isn't just more efficient, it's transformational. And with BetterTracker, it's surprisingly easy to implement.



# Intrigued? Take a Closer Look at BetterTracker

If you want to have better control over your IT spend, BetterTracker is the simpler way to manage IT contracts and subscriptions. By centralizing contracts, automating renewal alerts, and delivering real-time financial insights, BetterTracker helps you cut waste, avoid costly surprises, and make confident, data-driven decisions. Whether you're managing a handful of SaaS tools or an entire vendor ecosystem, BetterTracker brings clarity, control, and peace of mind to your tech operations—so you can focus on what really drives growth.





- **Automated Expense Tracking** - Securely link your financial accounts and let BetterTracker automatically import, categorize, and analyze expenses—pulling from over 12,000 banks and credit cards.
- **Centralized Contract Management** - Keep all your contracts in one place. BetterTracker tracks renewal dates, sends custom alerts, and makes sure you're never caught off guard by an auto-renewal again.
- **Insight-Driven Decision Making** - Break down your spending by vendor, frequency, and category. Spot duplicates, uncover underused services, and confidently cut unnecessary costs.
- **Smart Notifications** - Get heads-up alerts for upcoming charges, pricing changes, and expiring contracts. You'll have time to renegotiate, cancel, or switch before the clock runs out.
- **Flexible Views & Reporting** - Easily search, filter, and export contract data. Get the high-level overviews you need—or dive deep into the details when it's time to negotiate or plan budgets.

BetterTracker not only helps you clean up your tech stack, it also gives you leverage. You'll know exactly when to approach vendors with data-backed insights, whether it's to renegotiate pricing, drop redundant tools, or optimize your license counts.

BetterTracker is built to scale with you. You can start simple—just getting a handle on contract renewals—and grow into deeper analysis and forecasting as your needs evolve.



# Ready to Take Control of Your IT Spend?

The reality is clear—SaaS sprawl, missed renewals, and disconnected contract tracking are costing businesses more than they realize. But the good news? It doesn't have to be that way.

With BetterTracker, you can:

- **Eliminate tech sprawl** and identify redundant tools.
- **Automate renewal tracking** to avoid surprise charges.
- **Gain real-time visibility into IT spending** for smarter budgeting and forecasting.
- **Centralize your contracts, subscriptions, and vendor relationships** in one intuitive platform.

Whether you're part of a growing SMB or leading an IT team through complex vendor relationships, BetterTracker gives you the tools to streamline processes, reduce waste, and scale your tech stack with confidence.



**Now's the time to evaluate your current process.** Ask yourself: Do you know exactly what you're paying for? Are you getting the most value out of your subscriptions? Are you ready for your next renewal—or will it sneak up on you?

**Don't wait until the next budget review to find out.** Learn more about BetterTracker or schedule a demo today and see how easy it is to take control of your IT spend.

It's your tech. It's your budget. BetterTracker just makes it easier to manage both.



**BetterTracker gives IT, finance, and operations teams the visibility and control they need to manage contracts, subscriptions, and expenses without spreadsheets or surprises. Take the chaos out of contracts and the mystery out of IT spend, with BetterTracker.**



**BetterTracker**

[bettertracker.com](https://bettertracker.com)

