software**one**

Media Release

Global SoftwareOne study: Companies that use IT cost optimisation to fuel innovation see improved return on investment, higher profitability, and faster time to market

Businesses that create a cycle of savings and investment in innovation are 2x as likely to report improved ROI

Stans, Switzerland I 20 February 2025 – **[SoftwareOne Holding AG (SIX:SWON)](#), a leading global software and cloud solutions provider, today released its new research [“Driving Business Outcomes through Cost-Optimised Innovation”](#). There is a significant opportunity for companies of all sizes but in particular for those with revenue between $500 million and $5 billion, to optimise their IT costs and surge ahead in innovation. The research shows that companies leading the way in IT cost optimisation and innovation are twice as likely as others to see an improved return on investment (50% vs 26%), report higher profitability (35% vs 23%), and faster time to market (43% vs 26%).**

The new SoftwareOne study, conducted by an independent global research firm, investigates IT cost management and innovation best practices for mid-market companies. The research surveyed organisations in 12 countries and across six industry sectors in North and Latin America, Europe and the Middle East, and the Asia-Pacific region. Survey respondents were classified into three categories — Optimised Innovators, Aspiring Innovators, and Initiating Innovators — based on their reported levels of progress in optimising IT costs and building a modern IT foundation.

While 48% of executives at mid-sized companies lack the budget or are unsure they have the budget to fund the next round of innovation, Optimised Innovators apply seven best practices to achieve results:

- **Building a modern IT platform.** Optimised Innovators are well ahead of other companies in installing a modern IT foundation for driving ongoing cost optimisation and innovation.

- **Investing in key digital initiatives.** Over the next two years, Optimised Innovators plan to significantly outspend other companies on critical technologies. The gaps were most evident for spending in network security, automation, and cloud and SaaS management.

- **Prioritising data security and privacy.** Optimised Innovators use nearly every cybersecurity solution more often than others.

- **Building a cloud-based infrastructure.** More than two-thirds have made significant progress in building a cloud-based infrastructure, and more than half have moved their apps to the cloud and migrated core processes. A similar percentage have established governance, compliance, and security policies. Over the next two years they plan to have 70% of their software applications and workloads in the cloud, as well as 56% of their custom applications.

- **Closing the AI gap** and moving ahead with adoption strategies to automate processes, improve decision-making, internal processes and customer engagement. 84% are at mid- or advanced levels of using AI for internal processes and 71% for customer engagement.

- **Developing a GenAI first-mover advantage.** Optimised Innovators are nearly twice as likely as others to be at mid- or advanced implementation of GenAI for internal purposes and are considerably further ahead for customer engagement.

- **Mastering the practice of IT cost management.** Optimised Innovators are ahead of their peers across nearly all areas of cost management, having made significant progress in monitoring and cutting operational, software licensing, and IT infrastructure costs. Over the next two years, Optimised Innovators expect to make the most progress in sustainability, aligning FinOps with sustainability practices to optimise resource usage, reduce waste, and cut energy costs.

"Aligning the business benefits of innovation investments with opportunities to strategically optimise IT estates is critical to success. Our study suggests that there is a clear opportunity for companies to optimise to innovate," said **Oliver Berchtold, President of Software and Cloud at SoftwareOne**. "Having defined innovation priorities that drive business outcomes, companies can have a more informed understanding of their IT landscape with an end-goal in mind. This includes analysing software licenses, cloud environments and custom applications to identify areas for optimisation. This process will free up resources to invest where it matters most to the business, whether it be GenAI adoption, security solutions, or accelerated cloud transformation. Bringing these opportunities into reach serves as a catalyst for growth."

Methodology

In late 2024, SoftwareOne and ThoughtLab, an independent global research firm, conducted a survey of 600 businesses globally to analyse the use of IT cost optimisation to fund innovation. The study included companies in 12 countries across North and Latin America, Europe and the Middle East, and the Asia-Pacific region. These companies operated in six broad sectors: financial services; consumer goods and retailers; healthcare and life sciences; professional services; industrial manufacturing and automotive; and technology, media, and telecoms.

The sample included both middle-market companies, defined as those with $500 million to $5 billion in revenue, and large enterprises, with over $5 billion in revenue. Respondents included a mix of C-level executives and reports with knowledge of their company's innovation and IT asset management strategies.

Contact

Nicole Daniel, Global PR Director
+44 (0) 7443661243, nicole.daniel@softwareone.com

OR

TEAM LEWIS for SoftwareOne
softwareoneglobal@teamlewis.com

About SoftwareOne

SoftwareOne is a leading global software and cloud solutions provider that is redefining how organisations build, buy and manage everything in the cloud. By helping clients to migrate and modernise their workloads and applications — and in parallel, to navigate and optimise the resulting software and cloud changes — SoftwareOne unlocks the value of technology. The company's ~9,300 employees are driven to deliver a portfolio of 7,500 software brands with a presence in over 60 countries. Headquartered in Switzerland, SoftwareOne is listed on the SIX Swiss Exchange under the ticker symbol SWON. Visit us at www.softwareone.com

SoftwareOne Holding AG, Riedenmatt 4, CH-6370 Stans