SAVE TIME · REDUCE COSTS · TAKE CONTROL

SAAS AND SOFTWARE LICENSING

Optimize your SaaS portfolio

Buy, manage and optimize your software with the right partner and platform, without the complexity.

Your blind spots are costing you. Software is easy to buy and easy to forget. Seats outlive the employees who used them, and departments buy overlapping tools.

Spend smarter with one advisor. We help you see what you have, find improvements, compare providers and negotiate better terms.

36%

of SaaS licenses go unused on average. Median SaaS spend is $9,455 per employee.

Zylo, 2026 SaaS Management Index

01 Find and buy the leading SaaS applications

Simplify discovery

Work with our software experts to identify the right solutions for your changing needs, with no upfront cost or obligation.

Streamline procurement

Get leading applications through fewer agreements, instead of managing many suppliers and contracts.

Microsoft 365 and Google Workspace

Right-size plans by role. Microsoft 365 Business Standard rose from $12.50 to $14.00 per user per month on July 1, 2026.

Business applications

CRM, ERP, e-signature, file sharing, security and AI tools from leading providers.

02 Manage your SaaS and optimize your spend

- **Lower costs:** reclaim unused seats and remove duplicate tools.
- **Enforce security:** secure access with single sign-on (SSO).
- **Save time:** automate onboarding, offboarding and license assignment.
- **Central access:** one place to view and manage every subscription.

Questions to ask yourself

1. How many software subscriptions does your company pay for, including on credit cards?
2. Are licenses removed promptly when employees leave?
3. When do your Microsoft 365 or Google Workspace subscriptions renew?

How it works

1

Cost review

Tell us what you use today, what you pay and when contracts renew.

2

Comparison

We bring best-fit options side by side, with pricing.

3

You choose

We place the order and coordinate a smooth transition.

4

Ongoing advocacy

We stay your contact for support, renewals and changes.

Why Support Bay

Since 1988

More than 35 years helping Los Angeles businesses choose, run and protect their technology.

One relationship

A single point of contact for every provider, contract and renewal, so nothing slips.

We can do the work too

Our SupportMax team sets up, manages and supports what you buy, when you want the help.

Get a free software license review

We'll find unused seats and better-fit plans.

310.294.8969

supportbay.com/technology-advisory

Sources: Zylo, 2026 SaaS Management Index (Jan. 2026). Microsoft, 2026 Microsoft 365 packaging and pricing updates (effective July 1, 2026). Provider pricing and availability are subject to change. Support Bay, LLC is a Los Angeles technology company founded in 1988 and the parent of SupportMax and Telling Marketing.