IDC 2020 SaaS CSAT Award for Travel & Expense
## Presented to Emburse, October 2020

Based on ratings collected in IDC's 2020 SaaSPath Survey (IDC #US46933620), Emburse placed in the highest scoring group of vendors serving the SaaS Travel & Expense (T&E) application market and has been awarded IDC's 2020 SaaS T&E Customer Satisfaction Award.

IDC's customer satisfaction award program, the CSAT Awards, recognizes the leading software-as-a-service (Saas) vendors in each application market who receive the highest customer satisfaction scores based on IDC's SaaSPath survey. SaaSPath is a global survey of approximately 2,000 organizations across all geographic regions and company sizes, where customers are asked to rate their vendor on more than 30 different customer satisfaction metrics.

How Customers Rate Emburse

Figure 1 shows how Emburse scored in each of the customer satisfaction categories, relative to the overall average scores in each category across all vendors that were reviewed. The inner line represents the overall group averages, while the outside line depicts Emburse's scores. *Note: All scores have been rounded to the nearest 0.5 for illustration.*

FIGURE 1: Emburse Customer Satisfaction Ratings vs. T&E Vendor Average Ratings
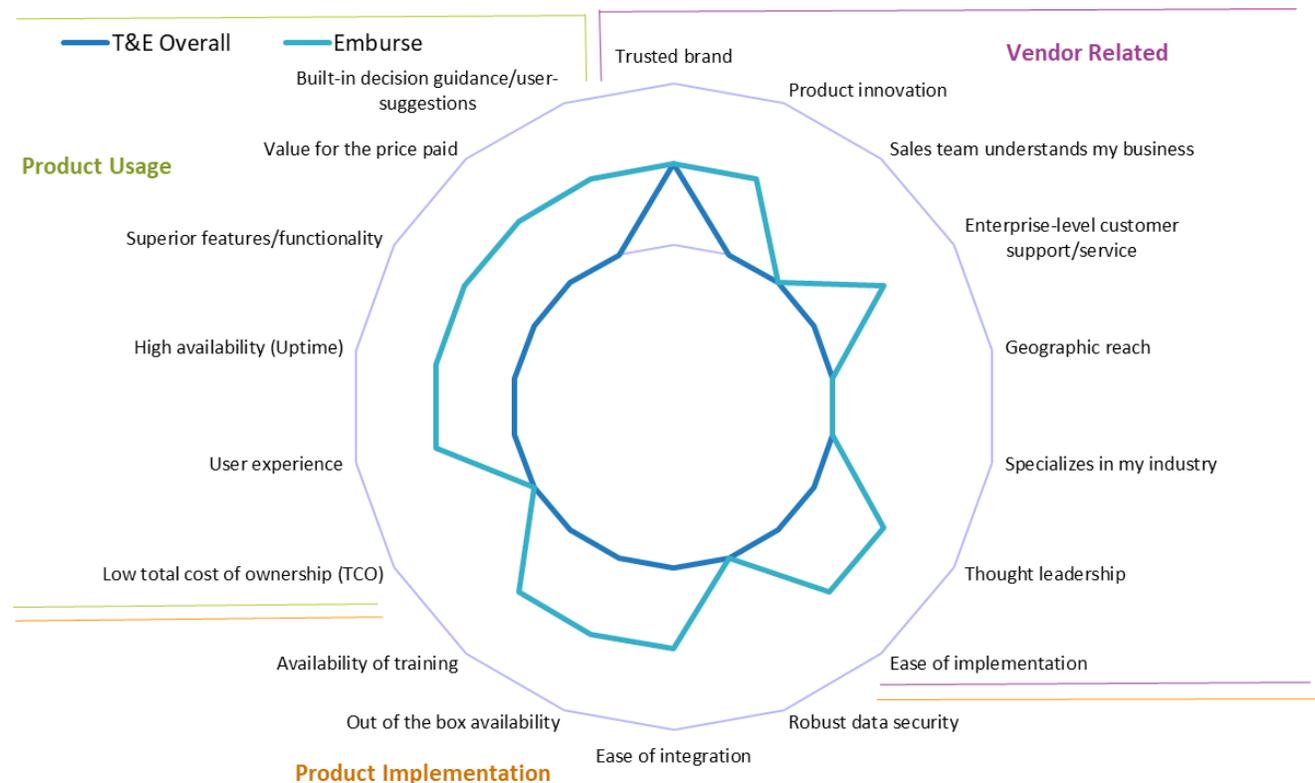
Source: IDC SaaSPath Survey, 2020

Where Customers Say T&E Vendors Can Do Better

Across all the vendors evaluated in this T&E market study, figure 2 illustrates the areas in which technology buyers believe the greatest vendor challenges currently exist. T&E vendors should take note of these areas and self-evaluate how they can improve their own capabilities in these areas to better serve their customers. Likewise, technology buyers and those considering future T&E purchases should proactively discuss these potential problem areas with their prospective vendors upfront during the evaluation process to help minimize any challenges in the future.

FIGURE 2: T&E Vendor Vulnerabilities

T&E Vendors Vulnerabilities	
	Overall
Price increases	26%
High cost and fees	18%
Difficulty migrating services and data	23%
Poor implementation experience	14%
Poor roadmap communication	16%
Lack of visibility into CSP operations	25%
Data loss or breaches	11%
Unpredictable cost due to consumption pricing	20%
Account takeovers	19%
Unfair or overly complex contracts	9%
Poor customer service	16%
Poor availability and uptime	17%
Unauthorized access to our data/services	16%
None of these	8%
Don't know	0%
Sample size (n)	99

Source: IDC SaaSPath Survey, 2020
Note: All scores have been rounded to the nearest 0.5 for illustration.

What's Behind IDC's SaaS Award Program

SaaSPath is IDC's premier SaaS-specific benchmarking survey, providing demand-side guidance on the mind and journey of SaaS buyers, including a deep dive into 15 functional application markets, including accounts payable, accounts receivable, digital commerce, enterprise asset management (EAM), enterprise resource planning (T&E), finance, human capital management (HCM), procurement, professional services automation (PSA), sales force automation (T&E), supply chain management (SCM), subscription billing, tax, travel and expense (T&E), and treasury and risk.

Coverage includes application adoption, deployment models, budget plans and replacement cycle timing, purchasing preferences and attitudes toward SaaS buying channels, application migration strategy, drivers and inhibitors, packaging and pricing options, and in-depth vendor reviews, ratings, spend and advocacy scores for leading vendors in each of the 15 functional application markets.

The SaaSPath survey is conducted across all geographic regions of the world, all company sizes, includes roughly 55% IT leaders and 45% line of business leaders, and its respondent base ranges from senior managers up through chief experience officers (CXOs). All respondents go through an extensive screening process to ensure they are familiar with the technologies they are being asked about, are current users, and have influence in their company's technology buying decisions. Further, all customer satisfaction metrics and ratings are collected solely from current customers of the vendors being rated, to ensure scoring reflects up-to-date customer sentiment based on proper vendor familiarity and knowledge.

Each customer is asked to rate their primary application vendor on 33 different metrics, including 19 customer satisfaction metrics (see Table 1) and 13 vendor vulnerability categories (see Table 2). These 33 metrics, detailed below, span across 3 main categories of review, including the vendor itself and its relationship with the customer, several aspects of the product's implementation, and a broad range of assessment examining the product's usage and value.

TABLE 1: Customer Satisfaction Metrics

Q. Based on your experiences, rate Emburse as a SaaS T&E vendor. Please use a 0–10 scale where 0 is 'Poor' and 10 is 'Excellent'.

	Customer Satisfaction Metrics
1	Trusted brand
2	Low total cost of ownership (TCO)
3	Ease of implementation
4	User experience
5	High availability
6	Superior features/functionality
7	Product innovation
8	Pre-existing vendor relationship
9	Sales team understands my business
10	EntSFArise-level customer support/service
11	Geographic reach
12	Robust data security
13	Value for the price paid
14	Specializes in my industry
15	Ease of integration
16	Thought leadership
17	Out of the box availability
18	Availability of training
19	Built-in decision guidance/user-suggestions (i.e., action-oriented analytics)

Source: IDC SaaSPath, 2020

TABLE 2: Vendor Vulnerabilities

Q. Which of the following issues has your organization experienced with Emburse as your SaaS T&E vendor? Select all the apply.

	Vendor Vulnerabilities
1	Data loss of breaches
2	Unauthorized access to our data/services
3	Account takeovers
4	High cost and fees
5	Poor customer service
6	Lack of visibility into CSP operations
7	Difficulty migrating services and data
8	Poor availability and uptime
9	Price increases
10	Unpredictable cost (e.g., consumption pricing)
11	Poor implementation experience
12	Poor roadmap communication
13	Unfair or overly complex contracts

Source: IDC SaaSPath, 2020

Customer satisfaction ratings and vulnerabilities for each vendor are combined and weighted to determine the leading vendors within each application market.

About the Analysts

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IDC Custom Solutions

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