



Sankara Srinivasan A



Jagdish Mitra

## Mastering SaaS and System Integrator Partnerships in the Age of AI

Conversation with Jagdish Mitra, Former Chief  
Strategy Officer at Tech Mahindra; Founder, CEO  
at Humanize

# Mastering SaaS and System Integrator Partnerships in the Age of AI

- Insights from Jagdish Mitra and Sankara on Future-Proofing SaaS Businesses.
- A roadmap for startups to leverage SaaS and SI partnerships in an AI-driven landscape.

# The New Era of SaaS and SI Partnerships

- SaaS and Generative AI are transforming how businesses operate and scale.
- System Integrators (SIs) are focusing on tech-driven solutions and domain expertise.
- Startups should align with SIs to accelerate growth and access enterprise markets.
- Global SaaS market projection: \$307 billion by 2026.
- 75% of enterprises prioritize generative AI investments

# The Impact of Generative AI on Services

- Generative AI will redefine service delivery with:
  - - Faster automation.
  - - Enhanced customer interactions.
  - - AI-enabled decision-making.
- Low-Code/No-Code platforms democratize software development.
- Startup takeaway: Use AI-enhanced SaaS tools for enterprise agility.

# SaaS + AI = Future Opportunities

- SaaS companies solving niche problems gain a competitive edge.
- AI amplifies scalability and effectiveness of SaaS.
- Example applications:
  - - AI-driven expense management tools.
  - - Predictive analytics platforms.
- Actionable insight: Identify underserved pain points for AI-driven solutions.

# Developing Products vs. Service Capabilities

- Products: Scalable, repeatable, easier deployment.
- Services: Customizable for specific needs.
- Startups should separate accelerators from core offerings.
- Example: Tech Mahindra's 'Warranty' platform as a scalable tool.
- Checklist:
  - - Is it scalable?
  - - Can it address multiple customers?
  - - Does it integrate seamlessly?

# Winning GSI Partnerships

- 1. Validate Product-Market Fit.
- 2. Align with GSI's clientele.
- 3. Build relationships through research.
- 4. Demonstrate ROI with joint GTM opportunities.
- Case Study: SaaS 'X' partnered with an SI to co-deliver supply chain solutions, securing five clients.

# Evolving Role of System Integrators

- Value-driven focus: Emphasize business impact and speed.
- Future collaborations:
  - - Plug-and-play SaaS solutions.
  - - Predictable pricing models.
- Action for startups: Develop modular, consumable solutions for SI workflows.



# Leveraging Global Capability Centers (GCCs)

- What are GCCs? Operational hubs for global companies.
- Opportunities for Startups:
  - - Co-develop GCC-specific solutions.
  - - Use GCCs to test scalable SaaS products.
- Focus on collaboration, not competition, with GCCs.

# Key Lessons from Tech Mahindra

- Success Stories: Platforms like 'Unu' and Tech Mahindra's video business.
- Lessons for Startups:
  - - Leverage domain expertise.
  - - Build reusable software assets.
  - - Understand enterprise needs deeply.

# Action Plan for Startups

- 1. Focus on Product-Market Fit.
- 2. Engage GSIs with validated use cases.
- 3. Align teams on SI dynamics.
- 4. Integrate AI for differentiation.
- 5. Identify strategic GCC and SI partnerships for scale.

# Closing

- Key Message: Agility, collaboration, and a future-focused mindset drive success.
- Final Thought: Use generative AI and partnerships for innovation.
- Call to Action: Start building your partnerships today!