

UBER CREATES A DYNAMIC EMPLOYEE EXPERIENCE WITH PRODUCTIV

Uber

EMPLOYEES

>35,000

LOCATION

San Francisco, CA

SAAS APPLICATIONS

1,000+

KEY SAAS APPLICATIONS

Salesforce, Zoom, Slack

WEBINAR

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Productiv's feature-level visibility into SaaS application engagement gives us a complete picture of how employees use applications to do their jobs, enabling our team to focus adoption efforts on the applications that drive maximum value.

SHOBZ AHLUWALIA
CIO, UBER

Founded in 2009, Uber may be best known for pioneering the ride-hailing business, but the company has expanded into food delivery, freight transportation, and even scooter rentals. Uber's scale is massive, with over 600 offices globally and over 35,000 people.

The IT platform to support this large enterprise is even bigger - the company has over 1,000 SaaS applications. Uber needed IT to be both fast and agile since the company was onboarding more than 1,000 people per month. Uber needed to keep pace with the rapid speed of employee growth, new apps, and security concerns. Simply put, they needed to be able to manage their software portfolio in a much more systematic and dynamic way.

Challenges

STATIC VIEW OF SAAS PORTFOLIO

Uber's CIO Shobz Ahluwalia outlined the need to be able to see the 1,000+ SaaS apps in one holistic view. They couldn't just look at their approved apps, but needed to dig deeper and see what was actually being used. Especially with the size and rapid growth of Uber. Old methods of doing spreadsheets and going system by system was not scalable or reliable. They needed to better understand what was working, what was a security risk, and what was new that might not be on their radar.

DIFFICULT TO ADAPT TO CHANGING SAAS PORTFOLIO

Uber wanted to be able to support new apps and tools more seamlessly. "The pace of technology has changed drastically and in the last 10 years, and IT cannot wait 2 years to implement something anymore," said Shobz Ahluwalia. Multiple departments wanted to try new tools, and the challenge centered on how IT could manage all of the new tools and not stand in the way as gatekeepers. At the same time, IT needed to be confident around three core criteria: 1) What is reliable? 2) What is scalable? 3) What is security proof?

LIMITED VISIBILITY OF ACTUAL USAGE AND VALUE

Finally, IT wanted one more level of detail that simply app log-ins. Shobz outlined the importance of going down 1-2 levels, and understanding what features are being used - "I might want to push the features that are not being used, or renegotiate the contract." Understanding if someone logged in yesterday may not be valuable enough for vendor discussions, for training, and for tool selection.

Solution

The IT department reviewed a number of SaaS Management tools in the market, eventually choosing Productiv because of the deeper level data on analytics and feature usage. Productiv did not just provide overall visibility, but also rich engagement data that the IT team at Uber needed.

UBER LEVERAGES PRODUCTIV TO BE MORE AGILE, MORE DYNAMIC, AND CREATE MORE VALUE FOR THE BUSINESS OVERALL

MANAGE SAAS PORTFOLIO AND PROCESSES

Productiv enabled Uber to see the full portfolio in a new way. “The tool is a one-stop shop where we can have a really broad view of a really complicated system - a holistic look,” Shobz says. Uber has ingested over 1 million app logins already and Productiv helps them get a pulse on the overall portfolio. This visibility is especially helpful when there are multiple implementations of a SaaS application, like Salesforce, in different departments.

UNDERSTAND USAGE AND RIGHT-SIZE CONTRACTS

Feature usage data provides some of the biggest benefits to Uber IT. The team leverages this data for much more impactful conversations with business units, finance, and vendors. The data enables them to right-size contracts with vendors based on actual feature level data and usage. As Shobz puts it, “It may not be right-sizing for discounts, but right-sizing for needs and value. The Team may not want one feature, but more of another.” The results are a tighter ship, better cost and license management, all while delivering business value.



MANAGE SAAS SPRAWL

One platform to provide a holistic view of over 1,000 SaaS apps and billions of tracking events daily



REDUCE SAAS COSTS

Usage and feature data that enables IT to maximize SaaS contracts based on value



DRIVE SAAS VALUE

Rich engagement data that provides a complete picture of how employees use applications to do their jobs, enabling IT to focus on the applications that drive maximum value

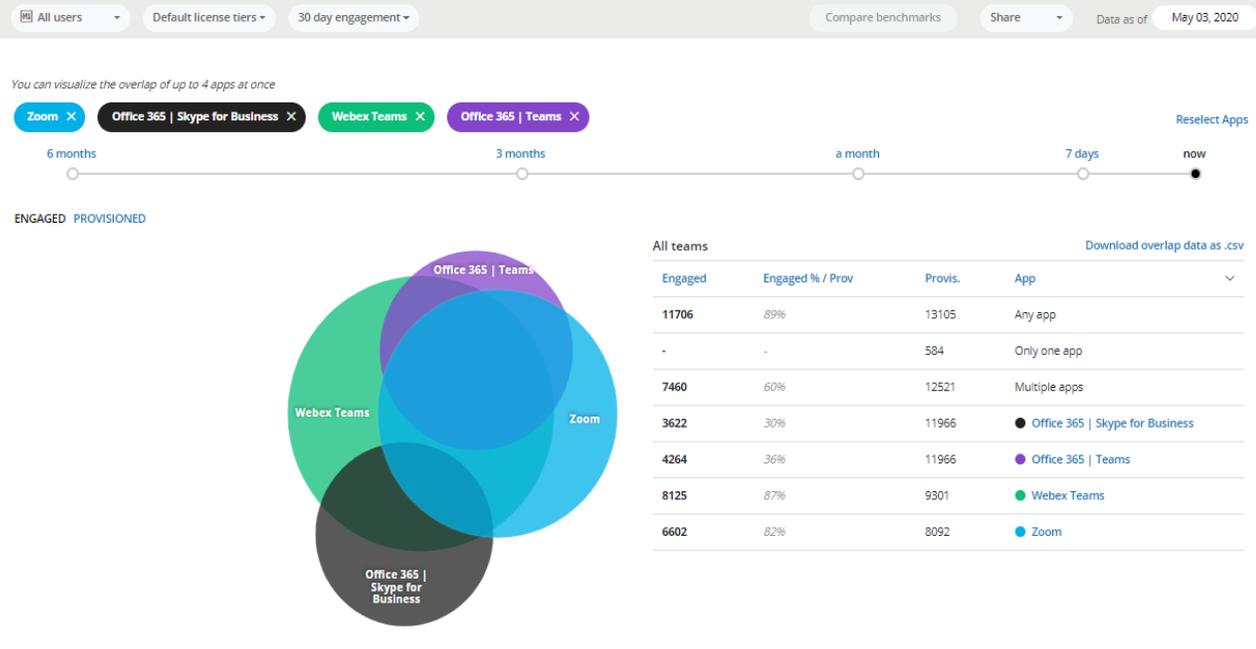
Team details

How are action types defined?

Showing 5/5 actions

Team	Engaged	Engaged % / Prov.	Provisioned	OUT OF ENGAGED USERS				
				Created	Edited	Shared	Viewed	Removed
Customer Support	1,914	76%	2,510	20%	64%	20%	92%	38%
Engineering	1,035	93%	1,116	20%	61%	20%	91%	39%
Operations	927	96%	967	21%	60%	23%	93%	40%
Sales	673	94%	719	20%	65%	22%	92%	39%
Legal	457	95%	482	19%	58%	19%	91%	40%
Marketing	249	91%	273	20%	67%	19%	92%	34%
Business Operations	239	94%	254	19%	61%	23%	92%	40%
Services	215	93%	231	23%	65%	19%	95%	37%
Customer Success	208	94%	222	24%	62%	21%	92%	37%
Product	186	68%	272	23%	59%	24%	92%	40%
Program Management	182	94%	193	17%	55%	25%	94%	46%

App Overlap



IMPROVE PRODUCTIVITY AND TOOLSET FOR EMPLOYEES

Uber leans heavily on Productiv to create a more agile and dynamic app portfolio. The team wants to adopt new tools, but in a secure and systematic method. Productiv helps them create a sandbox with guardrails. Productiv lets them test a tool in one department and really understand business value and the KPIs of a new app. Meanwhile, if a tool is being used by more than 3 departments, then it becomes a “Corporate Tool”. The end goal is a dynamic toolset where departments can easily see SaaS apps that have been blessed by IT. Productiv enables IT to be strategic partners with business groups, helping them recommend and vet technology.

Results

Productiv has helped them operationalize SaaS at scale in a way that was not possible previously. The team relies heavily on Productiv every day and the tool has helped the team create more business value. As Uber’s CIO Shobz describes, IT has become more strategic with Productiv: “We have shifted our workload so we are doing high-value work for Uber. The team is working more on strategy and what to do next, instead of just pulling the data.”

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Learn more about [Productiv](#)

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