How Global Software Buying and Selling Will Change In The Age of AI

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G2

chargebee

beelieve

About Me
5x SaaS Entrepreneur

BIGMACHINES > ORACLE $400M

STEELBRICK > salesforce $360M

G2 > 🦄 $1B+

threekit logik.io ~$100M Raised

PARTNER FLEET carriersource

Cycles in my Career
Inflation-Adjusted NASDAQ Index*

.com

SaaS

Cloud
Mobile

ZIRP

AI
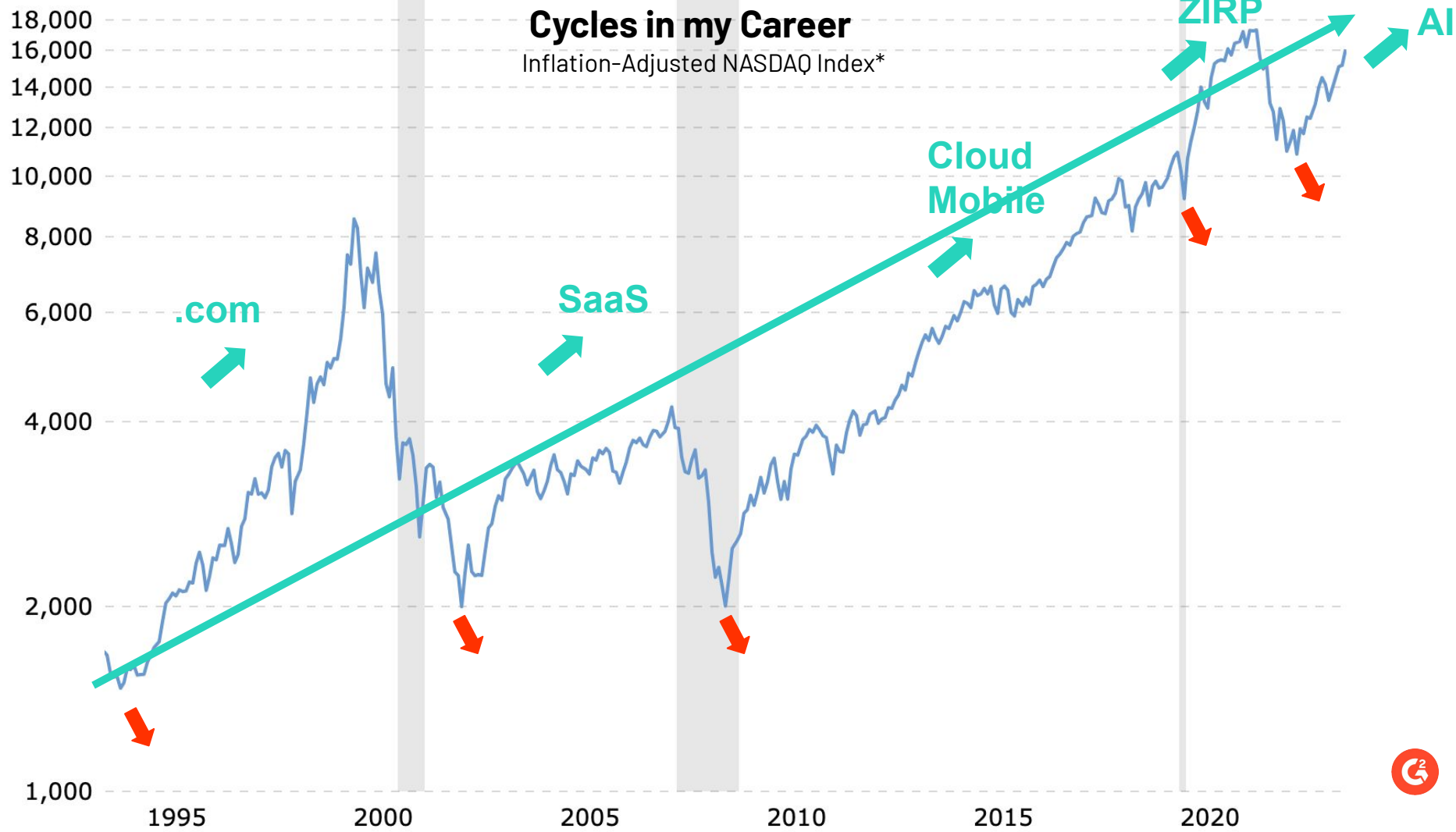
G2's consumerization of software buying is accelerating in the age of AI
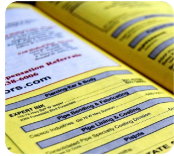
	LOCAL	RETAIL	TRAVEL	JOBS	SOFTWARE

Then

Now

yelp / zomato — amazon — Tripadvisor — LinkedIn — G2

Future

B2B buyers now expect consumer-like shopping and we see AI accelerating this trend towards self service.

Trusted

Personalized

Easy

80%

Of buyers prefer a self-serve buying journey.

67%

Of buyers engage with sales after making a decision.

Today

98%

Of enterprise purchases start with a Google search.*

100%

of the Fortune 500 businesses use G2

The AI explosion fueling software innovation and accelerating the shift to digital buying
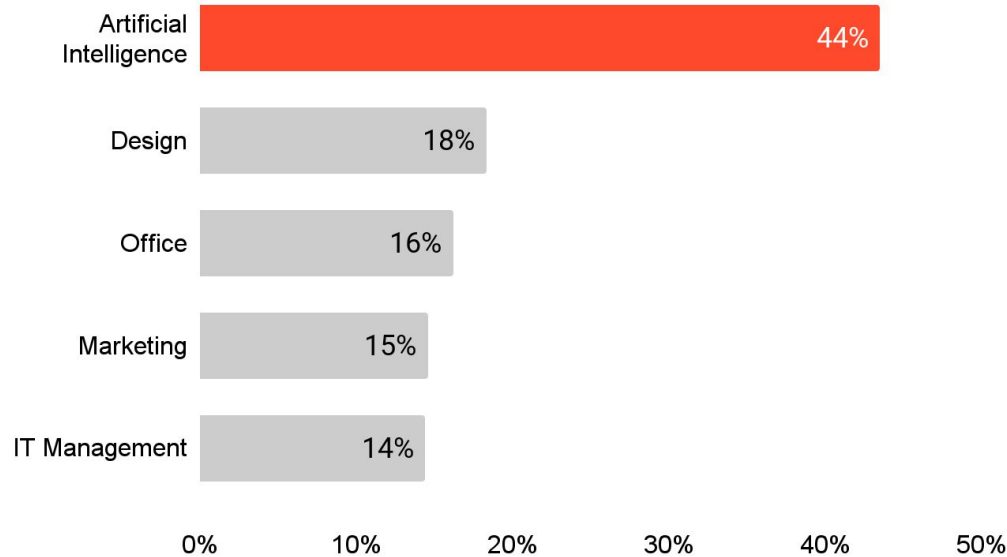
ChatGPT   Copilot   Gemini

5 fastest-growing software markets by new G2 listings

Category	Percentage
Artificial Intelligence	44%
Design	18%
Office	16%
Marketing	15%
IT Management	14%

AI categories gained **769** new products over the past year.

LLMs, AI Image Generators and AI bots leading AI software growth as an explosion of new user-friendly tools come to market

10 fastest-growing AI categories
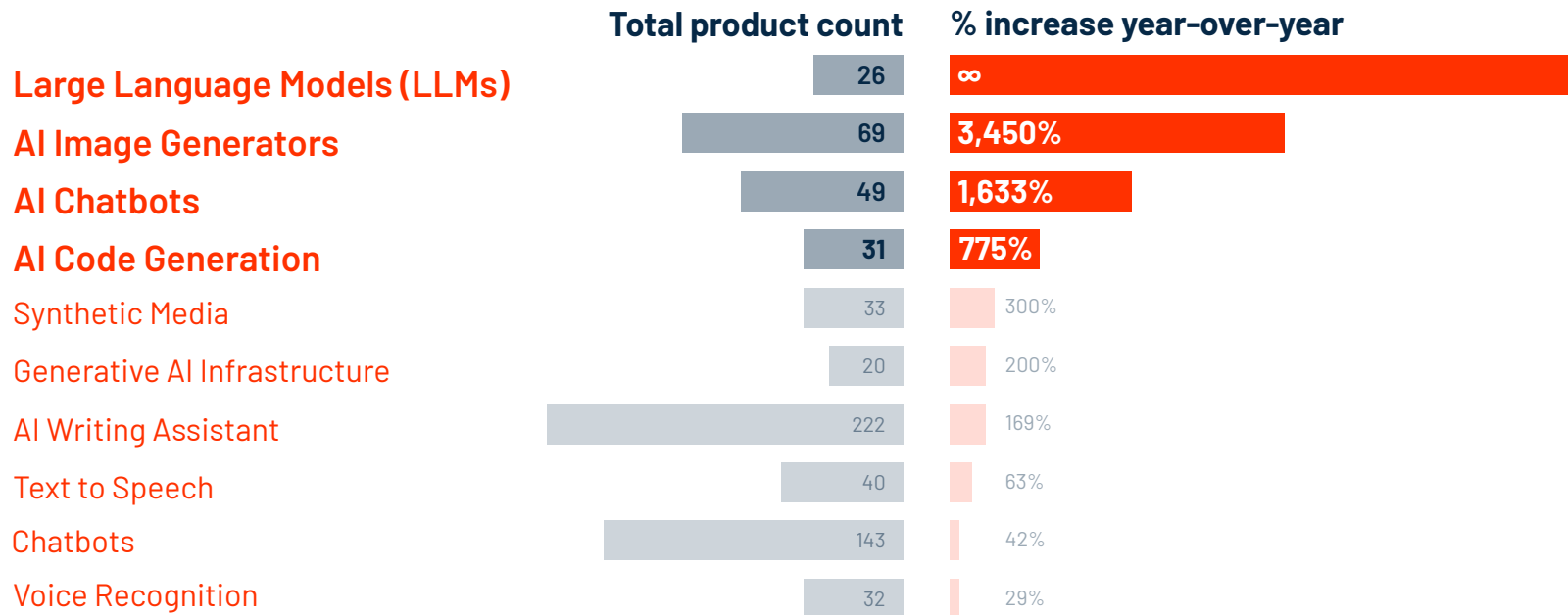
	Total product count	% increase year-over-year
Large Language Models (LLMs)	26	∞
AI Image Generators	69	3,450%
AI Chatbots	49	1,633%
AI Code Generation	31	775%
Synthetic Media	33	300%
Generative AI Infrastructure	20	200%
AI Writing Assistant	222	169%
Text to Speech	40	63%
Chatbots	143	42%
Voice Recognition	32	29%

G2

AI is **booming** with record funding with AI companies making up **one in five** new unicorn companies in 2023

Investment in Generative AI

$27B

$5B

5x

$408M

10x

2018   2022   2023
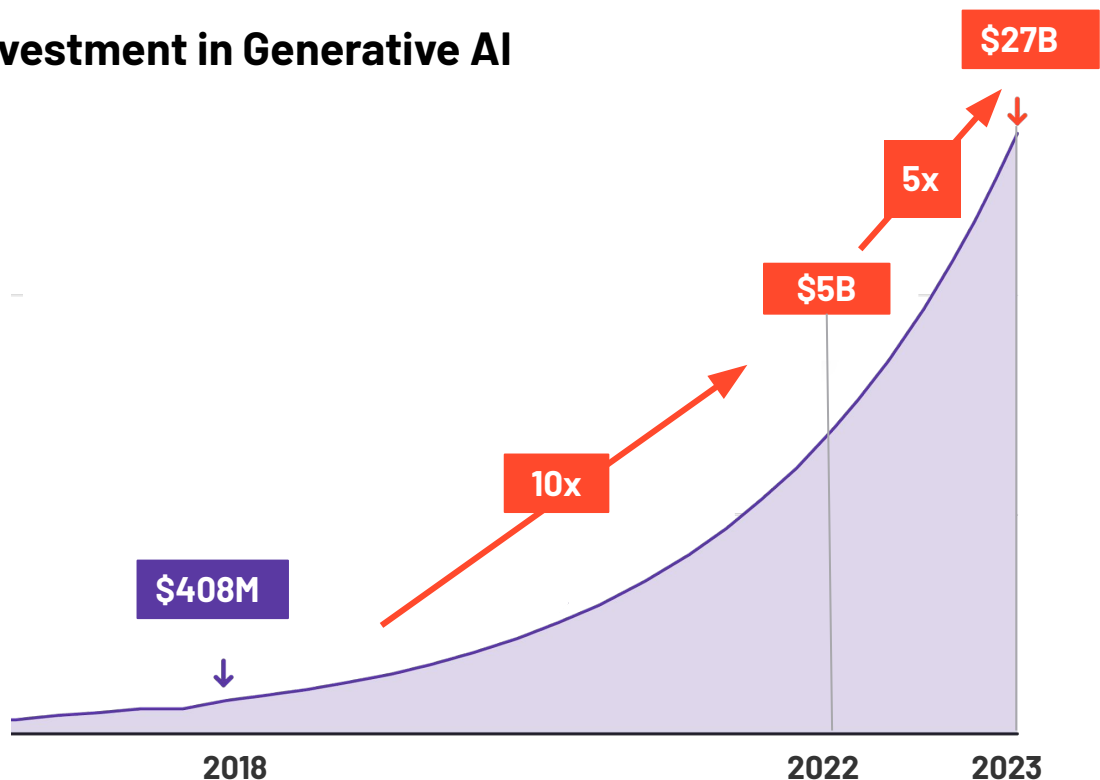
15 companies in Q3 2023 became unicorns, collectively adding $21B in value and were **dominated by generative AI companies** in text, translation, video, coding and human computer interaction.

# G2's data suggests software innovation will accelerate globally in 2024

Global democratization of software will continue: G2 trends show software leaders being built globally with **25%** of global now leaders emerging from EMEA and APAC

AMER 75% of G2 Leaders

EMEA 18% of G2 Leaders

APAC 7% of G2 Leaders
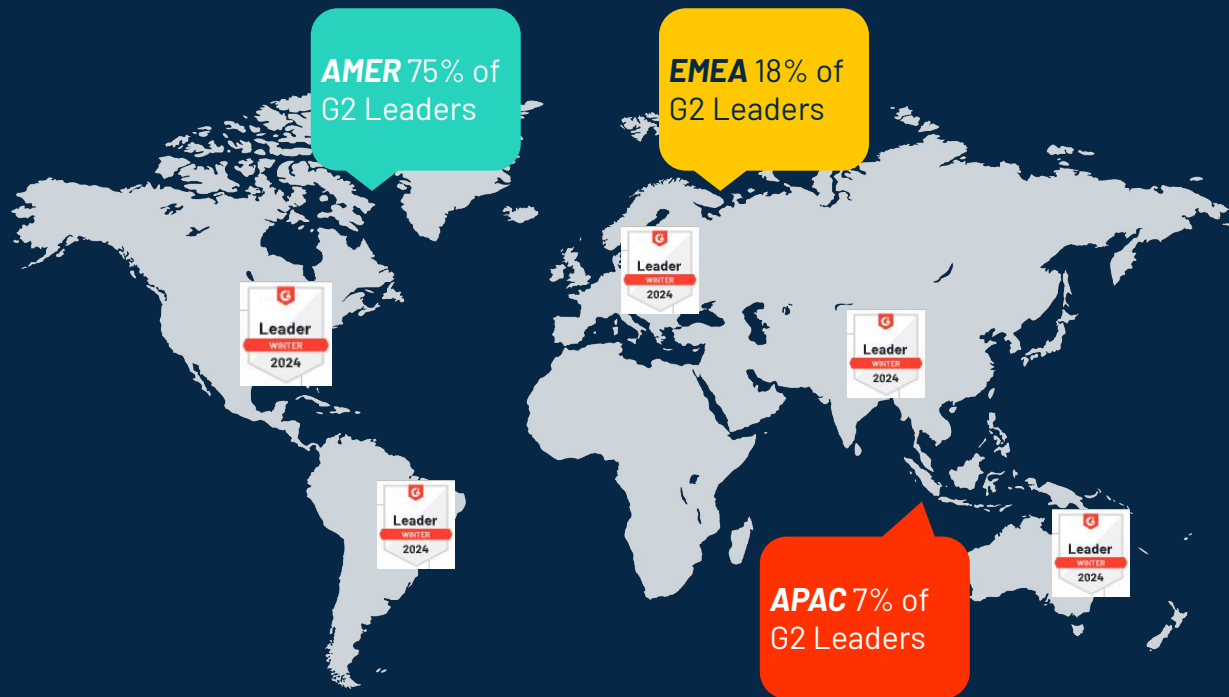
Buyers becoming region-agnostic, and looking for best of breed software built by entrepreneurs anywhere in the world.

SaaS market leaders started in APAC, such as Chargebee, have won buyer trust with G2 to fuel global growth
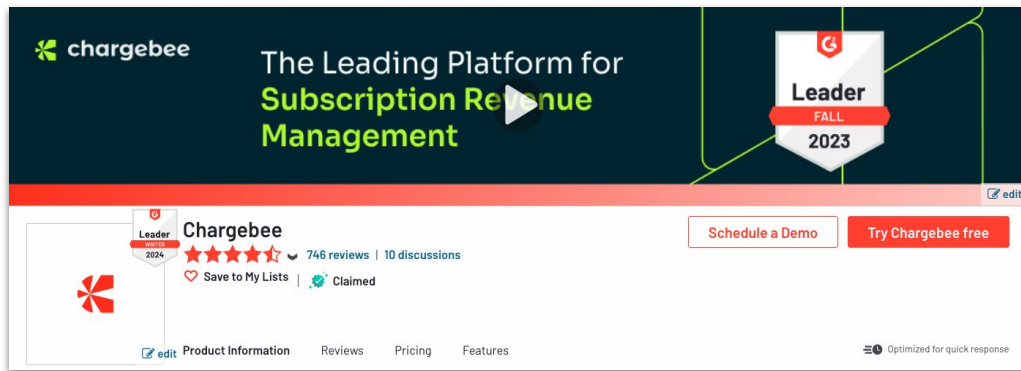
As modeled by Chargebee's commitment to providing its **global customer base** with highly regarded products & **G2 leader badges around the world**
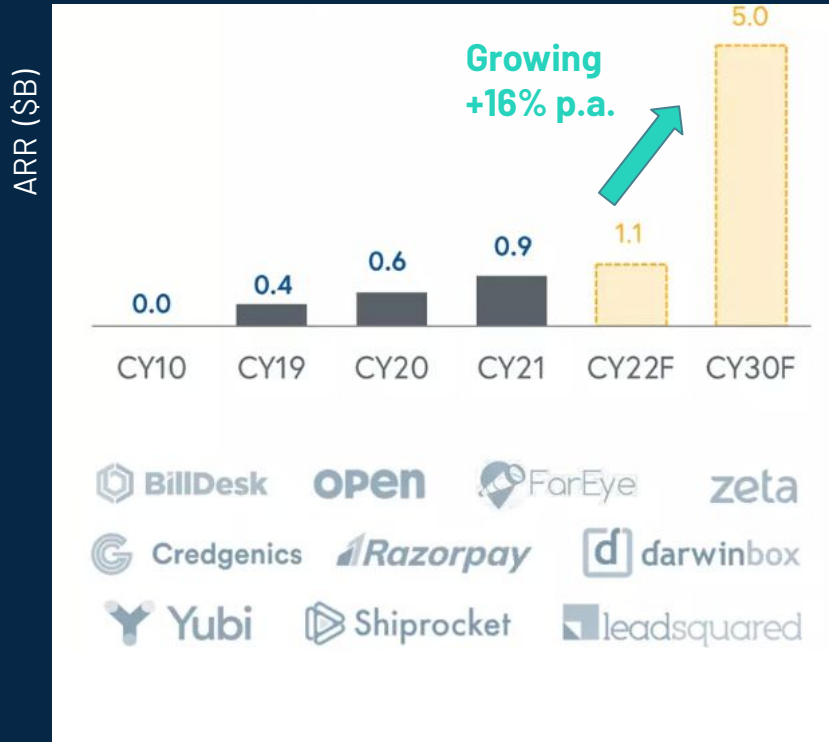

A trusted partner in 6500+ growth stories

Indian SaaS centaurs & unicorns to bring in $20B+ in revenue by 2030 by selling both to the growing domestic as well as global market
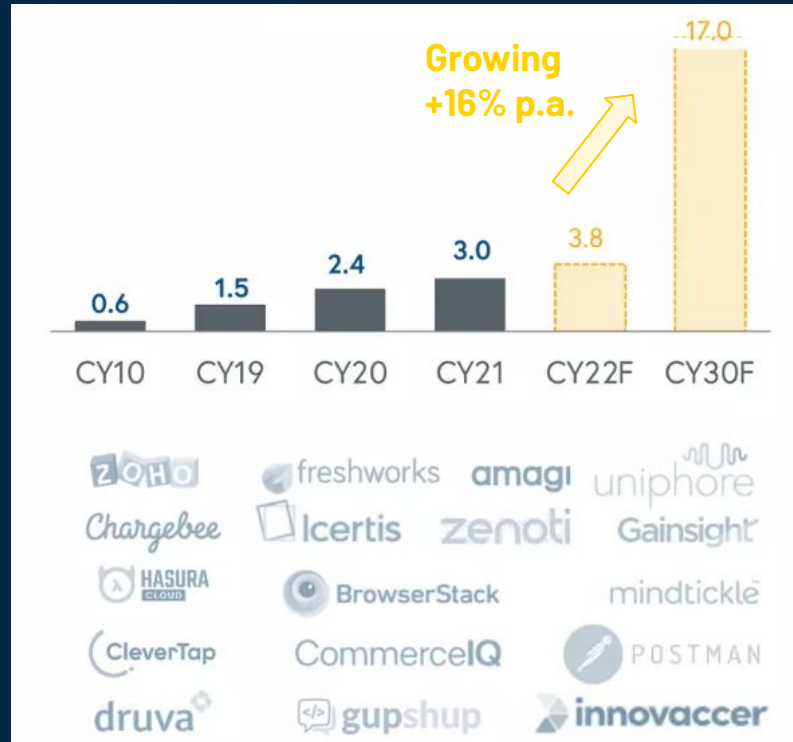
India-first SaaS companies
ARR & forecast over time

Growing +16% p.a.

CY10	CY19	CY20	CY21	CY22F	CY30F
0.0	0.4	0.6	0.9	1.1	5.0

ARR ($B)

BillDesk · open · FarEye · zeta
Credgenics · Razorpay · darwinbox
Yubi · Shiprocket · leadsquared

Global-first SaaS companies in India
ARR & forecast over time

Growing +16% p.a.

CY10	CY19	CY20	CY21	CY22F	CY30F
0.6	1.5	2.4	3.0	3.8	17.0

ZOHO · freshworks · amagi · uniphore
Chargebee · Icertis · zenoti · Gainsight
HASURA CLOUD · BrowserStack · mindtickle
CleverTap · CommerceIQ · POSTMAN
druva · gupshup · innovaccer

Software Buyer behavior is changing rapidly and adoption of AI will continue to accelerate

Software buyers already believe AI features are critical when selecting software and trust in AI assistants in growing

**81%** of buyers say it's important that the software they purchase has AI.

78% trust the accuracy and reliability of AI-powered solutions.

Companies are rapidly adopting the AI assistants offered by leading vendors in their existing tech stacks

Nearly 6 in 10 business leaders have already invested in AI & automation for employee use

Has your company invested in AI/automation tools for employees to leverage in their roles?

Yes

57%

No

43%
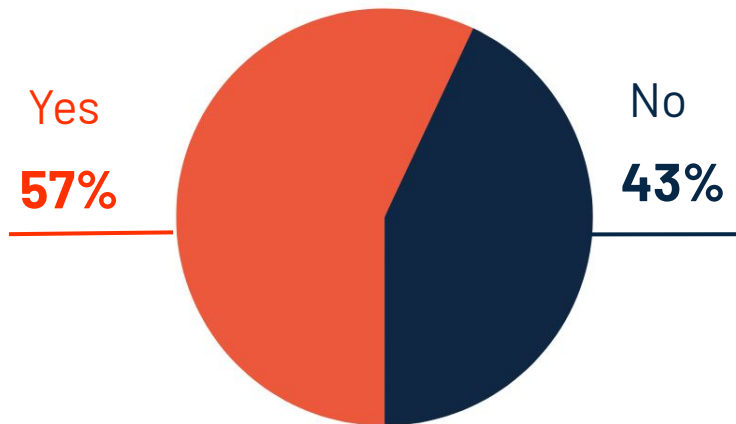
Popular AI Assistants Launched By Incumbent Leaders

GitHub Copilot

Microsoft 365 Copilot

Google Assistant

Amazon Q

Software sellers are using AI tools to help automate the buying process, while improving buyer experience and increasing sales efficiency.

80%

of sales pros say AI and automation tools help them spend less time on manual tasks.

71%

already find that AI and automation tools are helpful for prospecting.

60%

say AI tools are important to their overall sales strategy.

What is G2 doing to lead in AI?

We launched G2 AI Monty... the ultimate software buying assistant

All My Chats ➤ Share

what is the best subscription management software for a mid market tech company?

Monty 👍 👎

For a mid-market technology company looking for the best subscription management software, here's a selection of category leaders and high performers that could be a great fit:

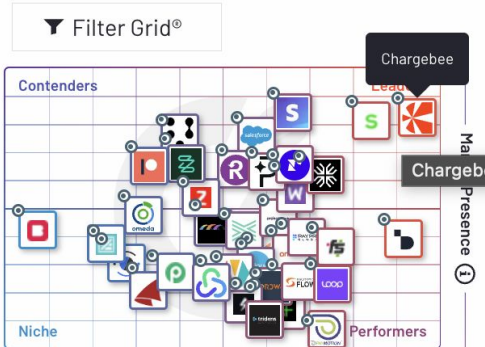## Subscription Management for Mid-Market Tech Companies:

- Sage Intacct
- Chargebee
- Maxio (formerly SaaSOptics and Chargify)
- Recharge
- Recurly

All My Chats ➤ Share

You can gain insights into how these products match up against one another and how they fit within the market by examining the G2 Grids for both categories:

- **G2 Grid® for Subscription Management Grid®**

🔽 Filter Grid®

Contenders | Leaders
Chargebee

Niche | Performers

Satisfaction ⓘ
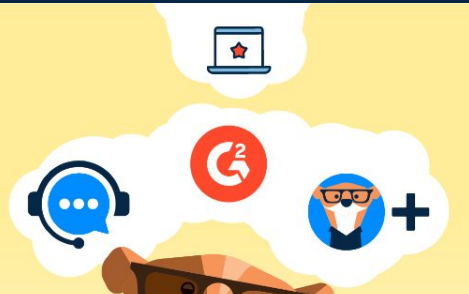
G2 Grid® Scoring

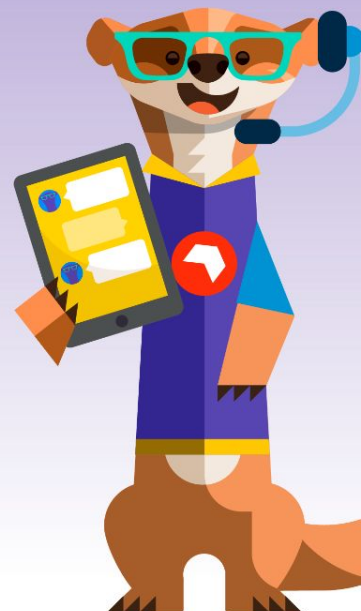G2 AI Monty connecting software buyers and sellers with adoption up 5-10x in H2

For Buyers

Support

Intelligence

For Sellers

The future of software buying and selling will be powered by conversational AI

THANK YOU

Connect with me

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godard@g2.com

chargebee

beelieve

Contribute your authentic reviews for Chargebee today!