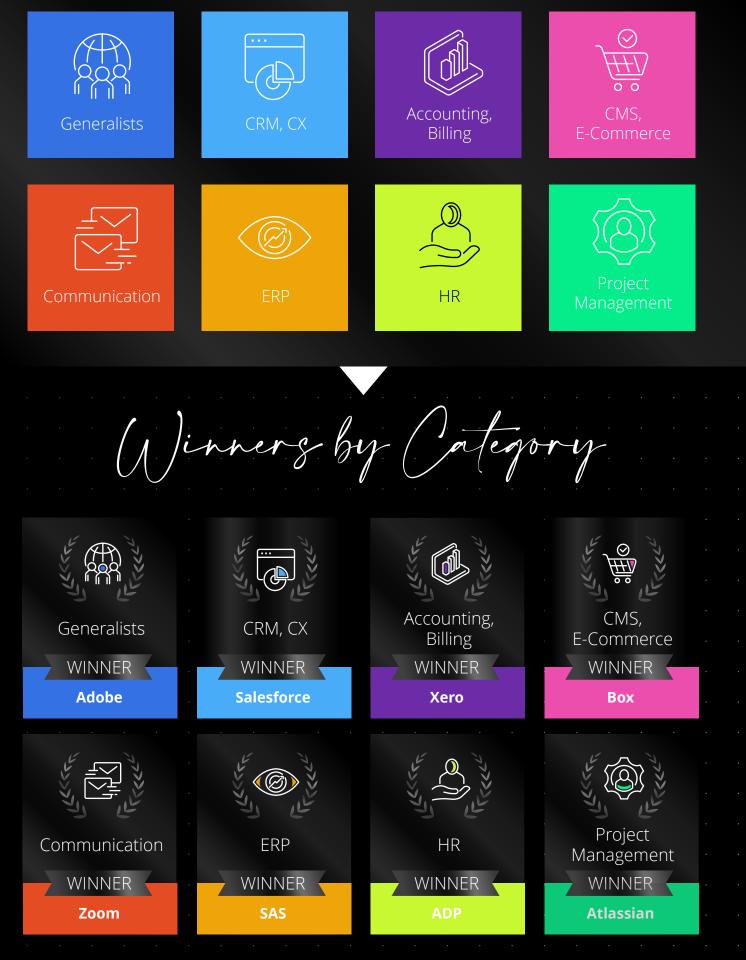
# **SMDIV**

### Ranking the top 30 Most Al-forward SaaS companies of 2022

2021 rank Adobe 16 **Service Now** 1 2 Salesforce 17 HubSpot 3 SAP 18 Zendesk GoTo (LogMeln) 4 AWS 19 5 **Google Cloud** 20 Intuit \* 6 21 Shopify Zoom 7 Microsoft 22 ADP 8 Cisco 23 Dropbox SAS 9 24 Coupa 10 IBM 25 Alibaba 11 Oracle 26 Zuora 27 12 Atlassian Workday 28 DocuSign 13 Tencent Software AG 14 Box 29 \*\*\* 15 Xero 30 Twilio

The world's most AI-driven SaaS companies are overwhelmingly **American**, **representing 76% of the ranked companies**. California is home to half of all the ranked companies.

### **Company Categories**



NOTE: All rankings are based on Omdia estimates. All revenue numbers in this report, whether expressed in USD or percentages, are Omdia estimates unless otherwise explicitly attributed.

#### Omdia's report, Embedded AI: The world's most AI-forward SaaS companies, examines two interrelated themes:

A key market trend – Embedded AI SaaS as an increasingly attractive option for enterprises to drive business outcomes with AI

**2** The DNA of Al-forward SaaS

#### This report answers the following questions:

ONE	TWO	THREE	FOUR
Who are these Al SaaS leaders?	create better	What Al lessons can be learned by their competitors and by enterprises at large?	How will being Al-forward impact these SaaS companies' paths?

Part of Omdia's Artificial Intelligence Business Toolkit Intelligence

Service, the report has been designed to help enterprises understand how to operationalize AI, the service includes best practice reports, a peer benchmarking / gap analysis tool, vendor benchmarking, business performance metrics database, market trackers and surveys – designed to ensure your AI delivers on business outcomes.

Learn more here.

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