

Ranking the top 30 Most AI-forward SaaS companies of 2022

2021
rank

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

 Generalists	 CRM, CX	 Accounting, Billing	 CMS, E-Commerce
 Communication	 ERP	 HR	 Project Management

Winners by Category

 Generalists WINNER Adobe	 CRM, CX WINNER Salesforce	 Accounting, Billing WINNER Xero	 CMS, E-Commerce WINNER Box
 Communication WINNER Zoom	 ERP WINNER SAS	 HR WINNER ADP	 Project Management WINNER Atlassian

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:

- 1 A key market trend – Embedded AI SaaS as an increasingly attractive option for enterprises to drive business outcomes with AI
- 2 The DNA of AI-forward SaaS

This report answers the following questions:

ONE	TWO	THREE	FOUR
Who are these AI SaaS leaders?	How are they embedding AI to create better outcomes for their customers?	What AI lessons can be learned by their competitors and by enterprises at large?	How will being AI-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.](#)