

# SaaS

## Market Update

April 2025



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# Recent M&A Market Snapshot

## Recent Relevant News

- April 2025:** Cloud software leaders Atlassian, Snowflake and Workday announced their participation in a \$108 million investment round in security startup Veza. Veza's software helps cloud SaaS platforms manage and limit user permissions and access to decrease risk of cyber attacks. Cybersecurity SaaS has been a bright spot recently in a muted VC environment for non-AI startups, and their importance is further emphasized by the strategic corporate involvement in this most recent investment. Read more [here](#).
- April 2025:** As AI features become standard in software offerings, companies are reevaluating their pricing strategies. The trend moves away from premium pricing for AI capabilities toward more integrated and value-based models, reflecting the commoditization of AI functionalities. The high compute costs encourage usage-based pricing rather than seat-based. Read more [here](#).
- April 2025:** BetterCloud's "State of SaaS 2025" report highlights growing concerns over operational complexity and risk as economic uncertainty and AI adoption exert pressure on technology investments. Companies are urged to streamline operations and reassess spending to consolidate onto unified platforms while navigating the evolving landscape. Read more [here](#).
- April 2025:** Oracle came under fire after reportedly delaying acknowledgment of a major cloud breach that exposed sensitive data across tens of thousands of customer environments. The breach, which exploited a known vulnerability in Oracle Access Manager, highlights the necessary and growing focus on cybersecurity investment. Read more [here](#).

## Select SaaS Transactions <sup>(1)</sup>

Date	Subsector	Target	Acquirer	EV (\$M)
4/30/25	Gov Tech			Undisclosed
4/29/25	Vertical Health SaaS			\$107.00
4/29/25	Vertical SaaS			\$26.00
4/23/25	Data Analysis			Undisclosed
4/21/25	Vertical SaaS			\$1,500.00
4/16/25	AI			\$85.00
4/16/25	IT SaaS			\$4,440.00
4/14/25	HCM SaaS			\$4,100.00
4/10/25	Marketing Software			Undisclosed
4/3/25	SaaS			\$483.00



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**Contact Us**

Please reach out to us to schedule a call to discuss this month's market update or to explore how we can serve your business needs.

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