



Tropic Ranks No. 1
in SaaS Spend
Management by G2

Investment in Spend Management has Increased

Spend management comprises a set of practices that ensure procurement and sourcing decisions benefit the bottom line and company efficiency (Gartner).

To maximize and accelerate sustainable growth, finance and procurement leaders are investing in spend management solutions and market intelligence to ensure their business gets the most out of their software spend.

7/10

finance execs report that allocated software spend towards spend management is **higher** than last year.

Source: [The Hidden ROI: Why Companies Can't Afford to Ignore Spend Management in 2025](#)

Those Who Invest in Spend Management are **Seeing it Pay Off**

84% say spend management **accelerates digital transformation.**

78% say spend management has been key to **increasing revenue.**

71% report **lower burn multiples** - with many operating at 1.4 or less.

By taking this intelligent approach to spend management, finance and procurement teams are maximizing spend control and reduction across their organization.

Those that invest into modernizing their spend management process and leverage its full capabilities are seeing measurable efficiency and sustainable gains.

Source: [The Hidden ROI: Why Companies Can't Afford to Ignore Spend Management in 2025](#)

Finance executives are realizing that if you look into your investments more deeply and optimize where you're spending your money, you're driving growth as well as back office efficiency.



 **tropic**

Russell Lester

Chief Financial Officer



And Guess What? **G2 Ranks Tropic #1** in SaaS Spend Management Software for Mid-Market Orgs



What is G2?

G2 is the world's largest software marketplace and review platform, designed to help companies make smarter software buying decisions based on authentic peer reviews and proprietary scoring grids and metrics.

Category Definition





G2 defines **SaaS spend management software** as the tools used to manage and control software as a service (SaaS) costs.

These tools help centralize visibility over SaaS subscriptions and outline their utilization. Users can then compare utilization figures to the subscription cost and identify unnecessary spending. These tools also help companies identify overlap so no company has unnecessary subscriptions for multiple similar tools.

G2 Mid-Market SaaS Spend Management Grid®

Scoring Description

Products are ranked by **customer satisfaction** (based on user reviews) and **market presence** (based on market share, seller size, and social impact) and placed into **four categories** on the Grid®:

-  **Market Leaders** — High customer satisfaction scores and substantial market presence
-  **High Performers** — High customer satisfaction scores but low market presence
-  **Contenders** — Relatively low customer satisfaction scores and high market presence
-  **Niche** — Relatively low satisfaction scores and low market presence

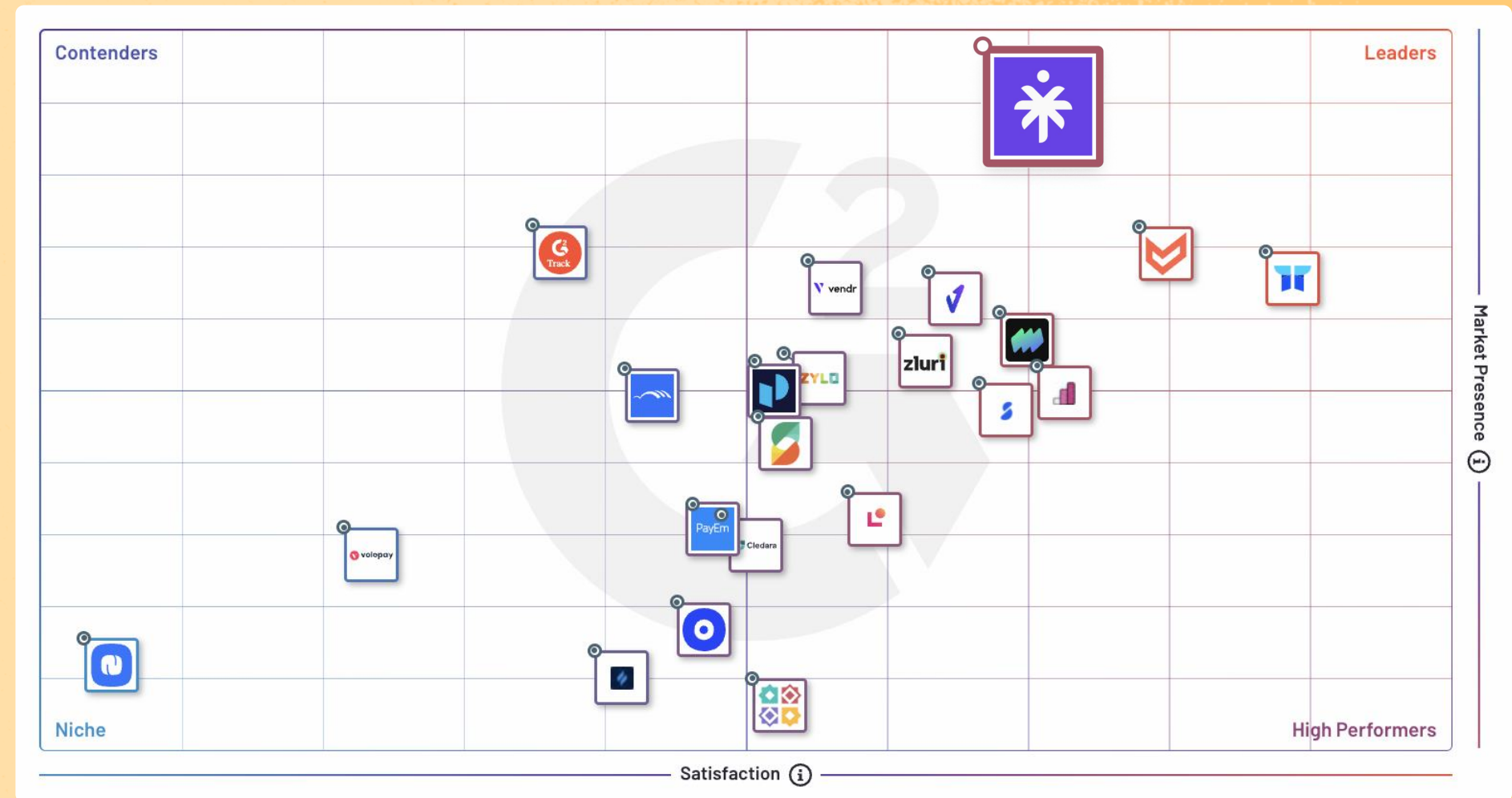
Tropic is the **Market Leader** in SaaS Spend Management



92% of peers recommend Tropic to others.

Tropic receives high praise and satisfaction for:

- **Ease of Use (92%)**
- **Meeting System Requirements (92%)**
- **Ease of Doing Business With (96%)**
- **Quality of Support (97%)**



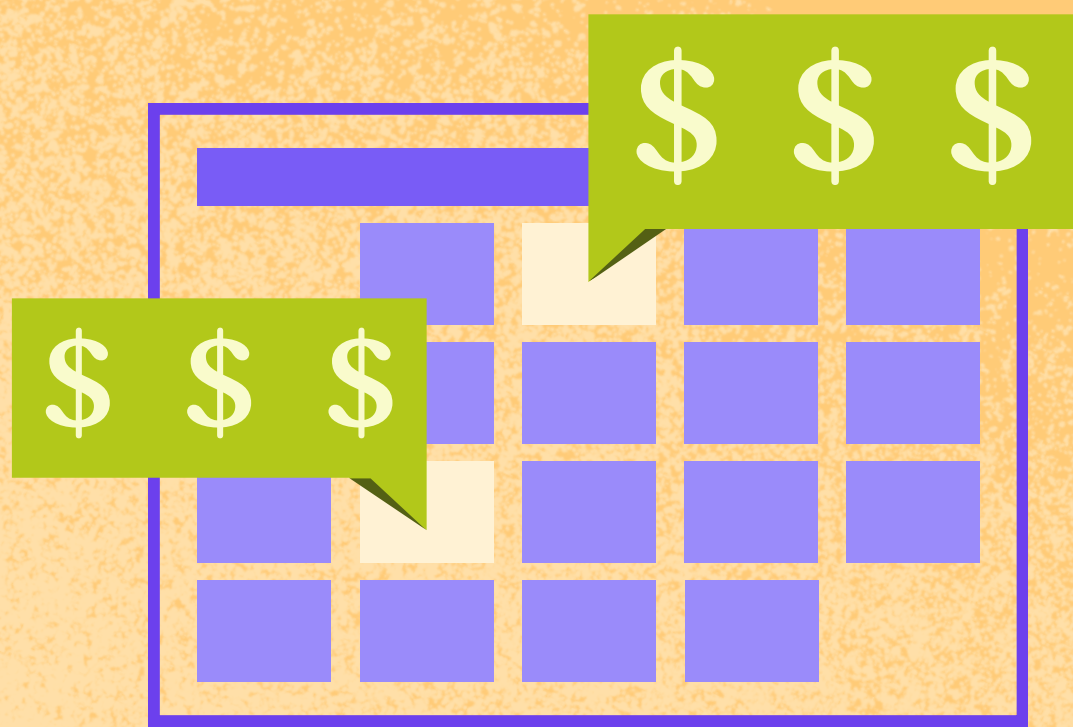


They've been a great partner to scale with over the last three years (from Series B to Series D now).

Before, I was a one-man show on handling any/all contracts and contract negotiations, but they've been able to take most of the burden off my plate. The ROI is an easy one to point to given the time, effort and of course hard dollars that have been saved to date.



Xavier Del Rosario
VP, Finance & Biz Ops



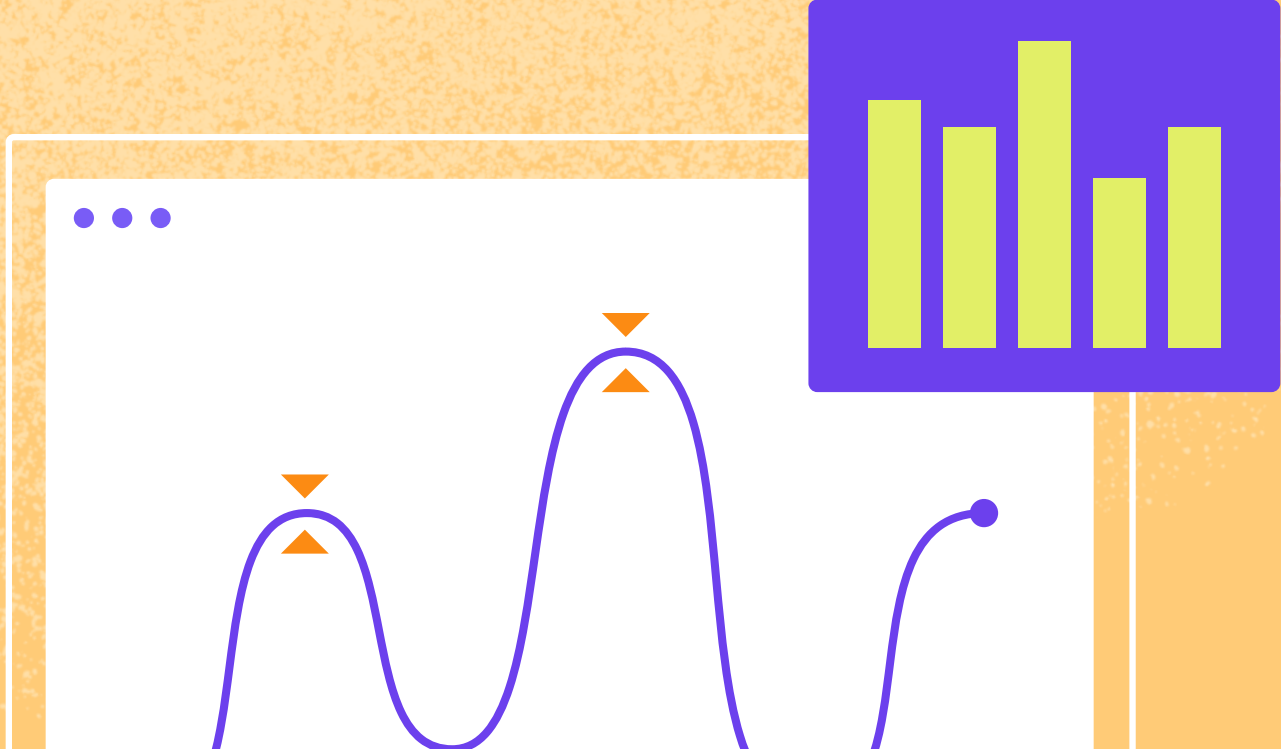


From the team to the product, Tropic kicks ass...

Between the project management tooling, the integration with our current systems and processes, the storage and centralization of all of our contracts, and the expertise provided by the team, Tropic is the most thoughtfully designed B2B solution I've ever experienced.

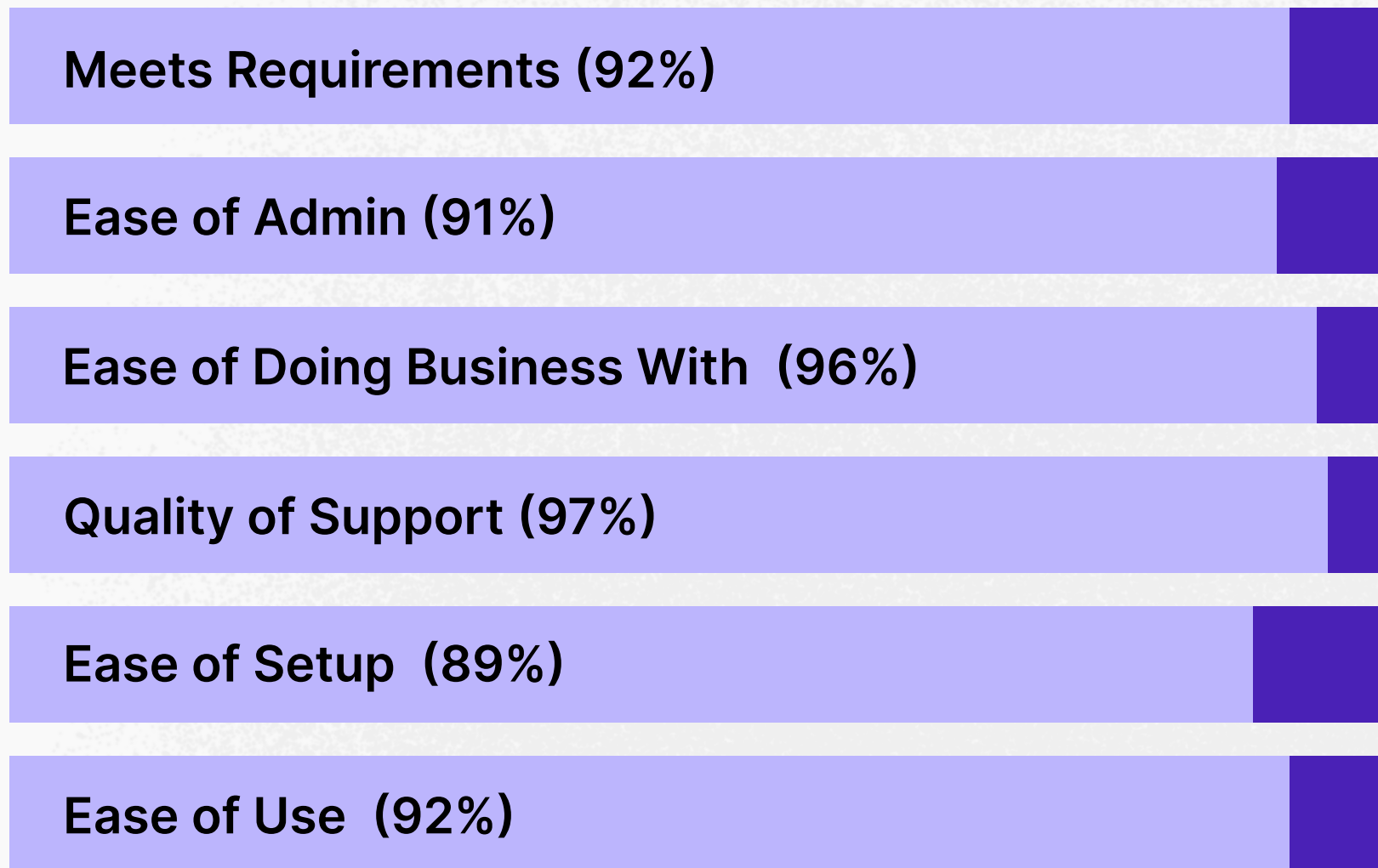


Jennifer Baumgartner
GTM Operations Manager



SaaS Spend Management Satisfaction Ratings

The G2 SaaS Spend Management Grid highlights why Tropic is the market leader for **user satisfaction, product capabilities, and customer support.**



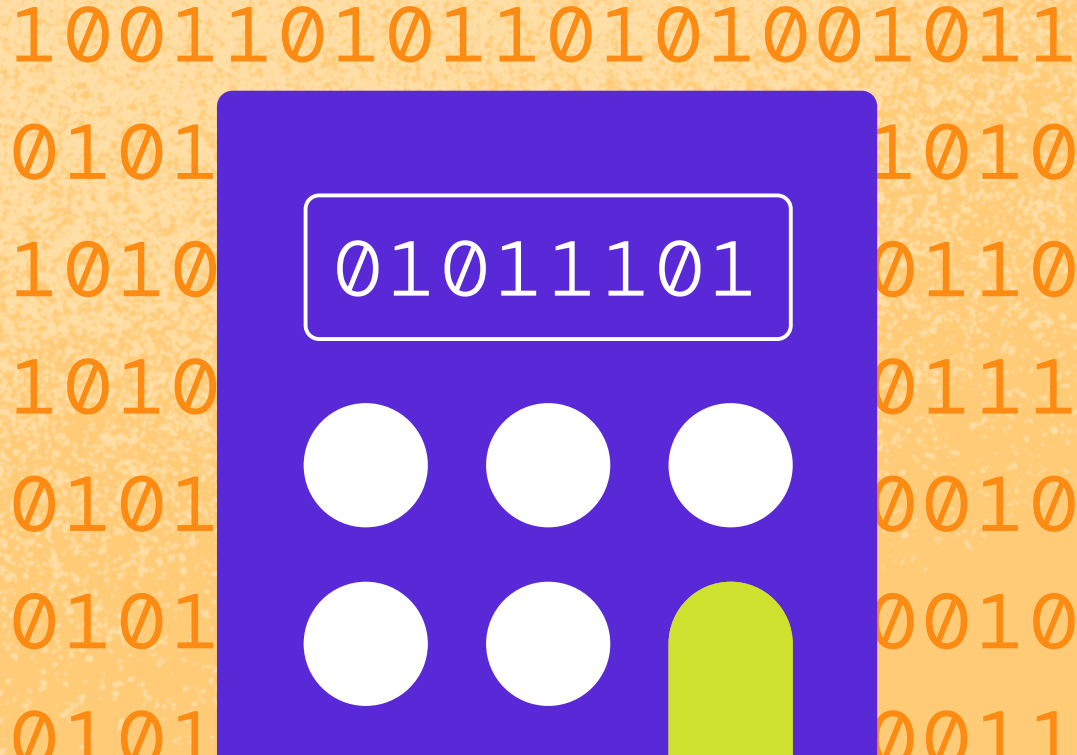


Only company I partner with that the founder takes such a personal interest in the customer.

The Tropic support team is proactive and dedicated to assist.
The Supplier Intelligence is critical and just gets better every day.



Joseph Snodgrass
VP, Procurement





Tropic has helped simplify our procurement process with a user-friendly interface...

The easy to use, dynamic workflows in-particular have been helpful. Other points that stand-out about our experience with Tropic: the kindness, intelligence and the culture of their people.



Dan Gaide
Director, FP&A





Trusted by over 500 customers with \$10B in managed spend, Tropic transforms how organizations like yours approach technology procurement, ensuring you make informed decisions that eliminate waste, mitigate risk, and save money.



Tropic is an AI spend management solution that gives finance and procurement leaders complete control over their spending, operations, and data. By automating manual tasks, integrating seamlessly with existing systems, and providing data-backed intelligence from hundreds of thousands of transactions, Tropic's solution helps organizations spend smarter and grow faster.